

A Literature Review on the Success Indicators for Sabah's Ecotourism Sites

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Abstract : Sabah, one of the thirteen Malaysian states, is located in the northern part of Malaysian Borneo. It is a melting pot of many different cultures and traditions, being home to about 2.9 million people with more than 30 ethnic groups. It is also known as one of the twelve mega-diversity sites in the world with its rich living heritage; ethnic makes it ideal for the ecotourism industry. Sabah enjoys a steady flow of eco tourists from domestic and international markets with a gradual increase in the number of visitor arrival each year. Sabah's ecotourism is categorized by its natural attraction, wildlife and wilderness habitats. This paper sets out to interpret and develop the indicators for success ecotourism sites in Sabah and measures its development stage. The long-term viability of tourism can be assured only when the limitations and favorable opportunities of the overall environment for tourism development are understood and ways to measure changes induced by tourism are identified and applied. This is a literature review of ecotourism site success indicators, and the outcome of this review is the identification of existing clusters and categorization of indicators and charting the way forward to develop a better understanding in ecotourism site success.

Keywords : ecotourism, ecotourism indicators, ecotourism success, Sabah

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