

Ecotourism and Orangutan Conservation in City Landscape: The Case of Semenggoh Wildlife Centre

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Abstract : Semenggoh Wildlife Centre (SWC) begins its journey as an important orangutan rehabilitation centre in Sarawak. Strategically located about 25 km from Kuching, the capital city of Malaysian Sarawak in Borneo Island. This paper sought to access the progression of Semenggoh Wildlife Centre from a rehabilitation into one of the top ecotourism destination in Kuching. The existing semi-wild orangutans (attraction)-ecotourism interaction in city landscape setting is evaluated. With the ever-increasing demand of ecotourism activity in SWC, this study is intended to explore and understand the current status of ecotourism activity in SWC by analysing visitors, and economic statistic, issues and challenges and strategically propose way-forward to enhance the sustainability of ecotourism in SWC.

Keywords : ecotourism, orangutan, Semenggoh, urban wildlife park

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