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**ECOTOURISM IN SARAWAK:  
TOURISTS EVALUATION ON THE QUALITY OF TOURISM PRODUCTS AND  
SERVICES**

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**A project paper submitted in partial requirement for the degree of  
Bachelor of Business Administration (Honours) (Marketing)**



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## **ABSTRACT**

This is a study on tourists evaluation on the quality of ecotourism products and services in Sarawak. It is carried out in fulfillment of the requirements of Bachelor In Business Administration (Hons) (Marketing). The paper, based on tourists feed backs, tries to provide in-depth analysis on the effectiveness of the current quality of ecotourism products and services available in Sarawak. The results of the study may be made as guide lines for Sarawak tourism industry to improve its performance.

Prior to writing this paper, a survey was conducted from June to August, 2001, on tourists using questionnaires distributed through friends and local tourist agencies. During this period personal interviews were conducted with the Ministry of Tourism, Sarawak Tourism Board, government and private agencies and individuals concerned, to get relevant data and information necessary for the study. Desk research were also carried out through reports, magazines, phamplets, journals, newspaper cuttings, selected text books and tourism web sites.

Generally tourists know about Sarawak from Tourism Web sites but still lack in-depth knowledge on detail products of Nature, Culture and Adventure. Other doubts faced by tourists include how they could participate in various adventure sports, are there sufficient facilities available to participate various events held in Sarawak, is the Country safe from terrorist attack and also the situation of the deadly tropical diseases such as malaria and dengue fever. Tourists should be well informed through various mass media and tourism web sites, so as to enhance the growth of tourism industry in Sarawak.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

Ecotourism emphasize on efforts for environmentally conscious tourism; which is why ecotourism is considered as the world's best hope to save the nations fragile ecosystems, apart from establishing lucrative business which provides tourists with opportunity to visit and see some of the most pristine places on earth. As ecotourism constitutes the environment, local communities, local heritage history and culture and also the flora and fauna, tourism should, therefore be managed in harmony with the attributes and traditions of the host communities, with due respect to their laws and customs. Actually the demand for nature tourism has even motivated the United Nations (UN) to designate year 2002 as the "International Year of Ecotourism".<sup>1</sup>

#### (a) International scenario

Tourism is now the world's largest industry employing a global workforce and generating 10.2 per cent of the world's GNP, RM3.4 trillion gross output and producing RM655 billion in tax revenues. Tourism in developing countries is a labour intensive activity offering small scale opportunities. It has the capacity to create jobs for many people and jobs in indigenous communities - unskilled jobs as well as highly skilled jobs, in seaside

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<sup>1</sup> Datuk Abg Johari bin Tun Abg Hj Openg (Sarawak Tribune, 24.4.2001), "*Ministry of Tourism to promote ecotourism aggressively next year*"

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Importance of conservation and development of ecotourism

Ecotourism is gaining prominent in various countries world wide. The changing trend of tourism nowadays; from ordinary sightseeing to include physical participation of tourists in various tourism activities makes tourism more meaningful and challenging. The changing trend of tourism nowadays thus enhance greater participation of individuals and organizations in order to make the tour successful. Actually, the changing trend of nowadays tourism benefit all strata of society from boat drivers, long house people, taxi drivers, tour operators, street vendors, restaurant operators to hotel owners. Other organization includes the Airlines, Tourism Agencies and the Government. The large number of people involve in tourism industry makes tourism as the world's leading source revenue earner. On realizing the economic potentials of tourism industry, countries world wide become more and more concern on the need to preserve and develop tourism products.

##### (a) Members of the Network

A number of governmental and non-governmental organizations throughout the world form tourism network to cooperate on various matters pertaining to conservation and development of tourism.