

**INVESTMENT OPPORTUNITIES IN SABAH
WITH REFERENCE TO TOURISM**

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ABSTRACT

Tourism in Sabah is still lagging behind other states in Malaysia although the State is enjoying benefits in term of revenue generated by the industry. With its rich heritage and beauty, Sabah has great tourism potential which has yet to be develop fully.

Thus the main objective of this project paper is to examine the investment opportunities that are presented in Sabah's tourism industry particularly in the commercial (profit making) development such as hotels and resorts. It also attempts to provide comprehensive information on Sabah's resources, tourist attractions, visitors facilities, constraints to growth in the industry and the role of the public and private sectors in developing the tourism industry.

For the purpose of this study, statistics of tourist arrival, tourist receipts and type of accomodation the tourists are staying in from the year 1988 to 1993 are used for analysis and the result of the analysis shows that there is indeed investment opportunities in the industry.

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