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***A PRELIMINARY VIABILITY STUDY TO ESTABLISH
WETLAND ECOTOURISM PORTA-CABIN LODGE AS
BUSINESS VENTURE IN SABAH***

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EXECUTIVE SUMMARY

This study looks at the viability to set up an ecotourism lodge of Porta-Cabin type in wetland area in Sabah being one of the most potential ecotourism center in Sabah. The objectives are to determine the viability of the proposed lodge as well as to attract and convince potential investors.

All data were collected from relevant sources. Questioned distributed, interviewed were conducted with wetland tourist operators in Klias River and Sabah Ministry of Tourism, Culture and Environment. Data also collected from the government and non-government agencies through meetings with their staff. In addition, data from secondary sources were also incorporated in the preparation of this study.

This study outlines mainly the design and development concepts, the organization structure, the marketing plan and its strategies, project development, cost maintenance and revenue and cash flow analysis of proposed project.

Finding shows the most of the people, irrespective of their gender, age, race, marital status, occupation and income are in favor of going for vacation locally and domestically. They normally would go for natural beauty and adventure.

Therefore our study recommendations that the proposed business venture establish Porta-Cabin lodge in Sabah worth considering.