



UNIVERSITI TEKNOLOGI MARA

A POTENTIAL STUDY FOR DEVELOPING SEBUYAU, SIMUNJAN AS
AN ECOTOURISM DESTINATION

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ABSTRACT

Tourism represent most economic development to Sarawak where Sarawak the place that have unique cultures with 27 different ethnics that might attract the tourists all over the world. Although the potential of ecotourism at rural area requires careful planning and so much research that must be study before the place might be develop as an ecotourism destination. Forest at rural areas that will be developed have its historical value that very valuable to the local people and which is considered to be well preserve by them. All of the natural resources at rural area are protected by government and any activities such as lodging and illegal hunting that might harm the nature of flora and fauna are illegal and it is the best way for government to reserve as National Park.

Flora and fauna at reserve forest will be protected by Forestry Department and it will help the place to develop. People nowadays are very greedy and the nature of flora and fauna that nearly extinct are valuable for them. All the activities such as lodging and illegal hunting can be control by government. The wildlife habitat also can be protected if the forests keep reserve by government.

CHAPTER 1

INTRODUCTION

This study was carried out as potential requirement for my Bachelor in Business Administration (Marketing). The purpose of this study was for '*A Potential Study for Developing Sebuyau, Simunjan as an Ecotourism Destination*'. The development of tourism in Sarawak has rapidly developed growing since the establishment of Ministry of Tourism on 1st February 1995 and Sarawak Tourism Board on June. Development of tourism developed a lot to Malaysian economics. Sarawak tourism is focuses to the potential place that can become the tourist attraction and developed the place and economics at the same time. Although Sarawak has 18 national parks but there also potential for Sarawak Forestry and Sarawak Government to developed Sebuyau, Simunjan as one of the national park in Sarawak. Sebuyau, Simunjan is situated 176 km by land transportation from Kuching Town and 103 km through sea transportation. It is best place for visitors to visit due to the forest and sees some of the Borneo's rare wildlife and undisturbed nature.

CHAPTER 2

LITERATURE REVIEW

Ecotourism

Ecotourism, ecotravel, ecolodges and just generally being “eco” have become popular tourism sales pitches. Two major types of studies are covered in the review. First, studies describing general concepts of rural tourism are reviewed. These include studies dealing with the planning and/or development of tourism, the marketing of tourism and rural development. Tourism that combines local economic development, protection of the quality of the environment and promotion of the natural advantages and the history of an area. The combination of all or some of the above mentioned kinds of tourism could contribute significantly to the development of tourism in any country. The availability of tourist packages involving gastronomy, entertainment and information about the cultural wealth of a country should be regarded as a priority issue for tourist agents, as it will reduce the concentration of tourist activity in certain areas and will improve and enrich the tourist.