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TABLE OF CONTENT

Content	Page No.
Author's Declaration	i
Acknowledgement	ii
Abstract	iii
Chapter 1 : Introduction 1.1 Overview 1.2 Background of Study 1.3 Problem Statement 1.4 Research Objective 1.5 Research Question 1.6 Significance of Study 1.7 Scope of Study 1.8 Limitation of Study 1.9 Definition of Key Terms 1.10 Summary	1-5
Chapter 2 : Literature Review 2.1 Overview 2.2 Sustainable Tourism 2.3 Sustainable Practices 2.3.1 Three Pillars of Sustainable Practices 2.3.2 Tourism Stakeholders' Perceptions Towards Sustainable Tourism	6-10

<p>2.3.3 Ecotourism in Kinabalu Park, Sabah</p> <p>2.4 Conceptual Framework</p>	
<p>Chapter 3 : Methodology</p> <p>3.1 Overview</p> <p>3.2 Research Design</p> <p>3.2.1 Unit of Analysis</p> <p>3.3 Population and Sampling</p> <p>3.4 Instrument Development and Testing</p> <p>3.5 Data Collection Procedure</p> <p>3.6 Plan for Data Analysis</p> <p>3.7 Research Ethic Consideration</p> <p>3.8 Thematic Analysis</p> <p>3.8.1 Phase 1: Familiar with the Data</p> <p>3.8.2 Phase 2: Create Coding</p> <p>3.8.3 Phase 3: Find the theme</p> <p>3.8.4 Phase 4: Examine the potential theme</p> <p>3.8.5 Phase 5: Finalize the theme</p> <p>3.8.6 Phase 6: Reporting</p>	<p style="text-align: center;">11-32</p>

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ABSTRACT

Nature-based ecotourism is gradually becoming more preferable to a lot of people, partly because of increased awareness towards the importance of sustainable tourism. Previous researches have shown that there is a gap that has yet to be filled in the topic of sustainable tourism, which is how it is perceived by the stakeholders (government sectors). Primary data is collected by interviewing various stakeholders that are experienced in handling the tourism activities at Kinabalu Park. Thematic analysis was used to analyze the data after data saturation was reached. The findings revealed the understanding of governmental agencies about sustainable tourism and their knowledge regarding Kinabalu Park's implementations of sustainable practices. Thus, these findings will assist and act as references in future studies of a similar nature.

Key Terms: Nature conservation, ecotourism, stakeholder, perception