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Abstract

Besides being a vital component of Malaysia's ecotourism, the biodiversity of national parks is the heart of the existing protected areas and heavily support the domestic, national and international policies on conservation of endangered species, especially in the state of Sarawak which houses a large number of protected species. Therefore, it is imperative to study the behaviour and attitude of ecotourism consumers to ensure sustainable management of national parks. This paper examines the perception of non-visitors regarding the roles, policies and proper operations of national parks in Malaysia, based on data from Kubah National Park (KNP), Sarawak. Findings show that respondents have a very positive attitude towards the roles and functions of KNP. The majority of the respondents' express eagerness to visit KNP in the future. They agree that KNP is a place to protect the natural beauty of the environment and wildlife. Respondents also acknowledge that KNP protects endangered species and should continue to be protected for the enjoyment of future generation. While wildlife protection and ecotourism activities receive support, respondents regard commercial development, socializing and spiritual fulfilment as inappropriate. The results of this paper are significant in order to maintain management and conservation of KNP.

Keywords: National Park, Protected Areas, Non-Visitor Attitudes.

Introduction

The rise in the number of tourists to Malaysia's national parks prompts an increase in the demand for funding from the conflict between advancement interests and money related issues. As of now, the majority of the Malaysian public parks are making shortfall and a couple of, for example, Kinabalu National Park would figure out how to drop by (Backhaus, 2005). Along these lines, the utilization of non-market valuation techniques to secured territories, for example, public parks in Malaysia is likely the significance given the basic need to guarantee the assignment of the normal assets to be viable that will add to progress in overseeing and moderating ensured regions. In this way, the non-market valuation strategies for these natural assets are getting progressively critical to ensure the execution of compelling administration and preservation approaches.