

Tour Operator Perspectives on Responsible Tourism Indicators of Kinabalu National Park, Sabah

Abstract

The purpose of this study is to explore the tour operators' perspectives on responsible tourism indicators. The empirical assessment is undertaken at Kinabalu National Park, Sabah in Malaysia. In-depth interviews were carried out to capture the indicators for responsible tourism from tour operators' perspectives. 25 tour operators participated in this research. Four main principles of sustainable tourism were used as a topic guide during the interviews, which are ecological, economic, cultural and social. The findings of this paper discuss the underlying meaning of responsible tourism indicators from tour operators' perspectives.