



# Perception-based sustainability evaluation and development path of ecotourism: Taking Pulau Perhentian in Malaysia and Weizhou Island in China as examples

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## Abstract

This study utilizes criteria and indicators to propose a set of sustainable evaluation methods for ecotourism destinations based on perception. The questionnaires are designed according to the index system of sustainable evaluation. Taking Malaysia's Pulau Perhentian and China's Weizhou Island as examples, the method is verified and the coordinated development path of island resource protection and ecotourism in two marine parks is proposed according to the results of sustainability evaluation. In this study, 126 valid questionnaires were gotten from Weizhou Island Marine Park (WZMP) in China and 125 from Pulau Perhentian Marine Park (PPMP) in Malaysia. The outcomes show that PPMP has a higher sustainable development index, and both resource protection index and ecotourism development index are higher than WZMP. To the extent the subtypes of coordinated development are concerned, PPMP is underdeveloped, that is, the broadness and profundity of the tourism industry advancement are insufficient to coordinate its resource level, while WZMP belongs to over-development type. In the decision of development path, WZMP ought to adopt a protection priority mode, while PPMP is suitable for the development priority mode. The effects of this study give valuable information for the planning and management of marine parks and establish a framework for effective management.

**Keywords** Ecotourism destinations · Sustainability evaluation · Questionnaire survey · Weizhou Island Marine Park · Pulau Perhentian Marine Park

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