

## **FINANCIAL SUSTAINABILITY OF COMMUNITY-BASED TOURISM (CBT): THE CASE OF TOURISM COOPERATIVE LIMITED (KOPEL BERHAD)**

**KAMARUL MIZAL, NOOR FZLINDA FABEL & KHAIRUL HANIM PAZIM**

School of Business and Economics, Universiti Malaysia Sabah, Sabah, Malaysia

### **ABSTRACT**

This paper highlights the issues and challenges facing by community-based tourism (CBT) to ensure financial sustainability of their project or enterprise by using Tourism Cooperative Limited (KOPEL Berhad) as a case study. Nowadays, the financial sustainability issues is a main consideration due to large number of CBT projects are constrained and some are severely threatened by inconsistent and inadequate financing. CBT has been identified as a strategic approach that encourages them to diversify revenue sources and develop new revenue-generating activities. This case study provides issues and challenges faced and factor that contributing to the financial sustainability of the enterprise. For KOPEL, the management challenge is to allocate resources strategically and make those resources as productive as possible using new financial and marketing model.

**KEYWORDS:** Financial Sustainability, Community-Based Tourism, Triple Bottom Line, Issues and Challenges, Success Factors