EXPERT KNOWLEDGE-BASED ECOTOURISM SYSTEM
A SYSTEM FOR RATING OF ECOTOURISM SITES BASED ON SAFETY, HEALTH AND ENVIRONMENTAL QUALITY ASSURANCE
Profitability in tourism depends on maintaining the attractiveness of tourist destinations with pleasant environment. Hence, the condition of the environment plays a critical role if the industry is to be sustained. The concept of ecotourism emphasises the sites that have potential for ecological interest. Although the ecotourism industry in Malaysia has vast potential for further development, it has not received adequate attention. All ecotourism sites must be planned, guided and developed in a monitored and controlled manner for effective and efficient management. A systematic expert rating system is developed to maintain a certain level of standards based on different levels of categorisation to ensure the sustainability of ecotourism sites in Peninsular Malaysia. The expert system developed uses a Web-based information-sharing platform consistent with the existing legislation on safety, health and environment. This research presents an efficient model using the Active Server Pages scripting method to manage and deliver the ecotourism rating expert system.

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