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**Sustainable tourism and the influence of privatization in protected area management. A case of Kinabalu Park, Malaysia**

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It is essential that sustainable tourism in protected areas financially supports nature conservation and tourism impact management, benefits the local communities through job opportunities and capacity building, and enhances visitor satisfaction. This study assesses the influence of privatization on the management of Kinabalu Park, an UNESCO World Heritage Site in Malaysia on the island of Borneo. The assessment will help decision makers to evaluate the role of privatization programs in facilitating sustainable development. It is concluded that the privatization program has enhanced park visitor satisfaction but was unable to shift the focus of the park authority to nature conservation or to the benefit of the local communities.