



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES

THE PERCEPTION OF INBOUND TOURIST TOWARDS THE
CLEANLINESS OF TUNKU ABDUL RAHMAN PARK SABAH

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THE DECLARATION

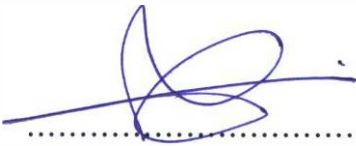
Declaration

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ABSTRACT

Tunku Abdul Rahman Parks is one of the tourist attractions for the tourism activity near Kota Kinabalu Sabah. However, in the recent year it has been reported in the news paper that the islands are slowly and gradually being surrounded by rubbishes from the littering activity. The Anti Litter Bug has already been implemented however it does not seem to be successful in curbing the issues regarding this problem especially in Tunku Abdul Rahman Parks which focus on Pulau Manukan, Pulau Mamutik and Pulau Sapi. From the previous study that had been done regarding the littering issues and Anti Litter Bug Campaign, some of the factors that contribute to the ineffectiveness is the lack of enforcement even though the law and policy are already implemented. The study examines the enforcement that will contribute to the perception of inbound tourists towards the cleanliness of Tunku Abdul Rahman Parks. A set of 100 questionnaires were distributed at the three islands selected and at the Jesselton Point Jetty. In the questionnaires, the respondents are asked about their profiles, the cleanliness at the islands and the enforcement by the government and authorized entity in Tunku Abdul Rahman Parks. The results based on the data analysis show that the factors mentioned above did affect the perception of inbound tourists towards the cleanliness at Tunku Abdul Rahman Parks. With low enforcement by the government and the authorized entity in Tunku Abdul Rahman Parks.

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