



THE EFFECTIVENESS OF INTERPRETATION TOOL
INFLUENCING THE VISITOR OUTCOME
DURING VISITED ZOO MELAKA

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DECLARATION

We hereby declare that:

- 1) This Research Project is the end of our own work and due to the acknowledgement has been given in the references. All resources of information are printed, electronic or personal.
- 2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- 3) Equal contribution has been made by each group members in completing the research project.
- 4) The word count of this research report is 9178 words.

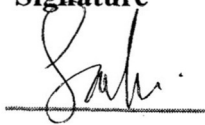
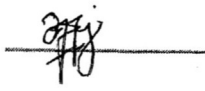

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ABSTRACT

Since the early 1990s zoos have been in a state of transformation, shifting their strategic focus from recreation and entertainment to conservation-based education in response to changing community attitudes and values. Knowledge has been viewed as an important outcome when visiting zoo. Zoo may improve their interpretation tool quality to gain visitors knowledge and outcome during visiting zoo. This shifting has been argued to elicit a crisis of identify for zoos as demand of revenue raising are at times seen to conflict with conservation initiatives. While it is not universally accepted that the foremost role of zoos as perceived by zoo management is conserved based (carr & cohen,2011), many zoos offer educational programmes designed to challenge and change the attitudes and behaviours of visitor (smith, weiler, & ham, 2011).