



A STUDY ON KINARUT ECO FOREST PARK: A POTENTIAL  
ECOTOURISM & RECREATIONAL PRODUCT

FIONA EVELYN ANTHONY  
2008257724

BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS SABAH

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## **Abstract**

This research was undertaken to highlight the potential of Kinarut Eco-Forest Park area as an ecotourism product capable of generating income to the Research and Development Division of Sabah Forestry Development Authority at Kinarut Station in the District of Papar, Sabah Malaysia. Exploratory qualitative research was applied in carrying this study. The results, interpretation and discussion suggested that the existing activities under the Research and Development Division are a generic product of the area.

The provision of existing infrastructure and facilities was already gearing towards preparation of the said Division to take immediate actions to redesign and realign the management of the area as a new ecotourism destination. It is further suggested that the existing activities of the Division have been a preparation and training for the existing human resources to undertake the visitors' management and operational activities. The current success of Pay and Plants Programme indicated that there is already a unique activity which offers an ecotourism activity to the public and generate income to the Division. The Arboretum, Tropical Indigenous Species Plots, Acacia species plots, the wetland and mangrove ecology is already a combination of unique ecotourism product component of Kinarut Eco-Forest Park. Thirty nine entities of governments, Schools and Training Centers, Housing and Apartments, Town and Shops, Villages, Resorts, and Industries have provided immediate market segment for the product components. The turn of Division to develop the area as a new ecotourism destination is an assured success. Immediate important action plans to redesign the division to further research the existing and potential activities, and develop them into marketable product components.

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