

UNIVERSITI TEKNOLOGI MARA

**THE POLICY ENTREPRENEURS
AND COMMUNITY PARTICIPATION
IN THE ESTABLISHMENT OF
MARINE CONSERVATION IN
SABAH: CASE STUDY OF
TUN MUSTAPHA PARK (TMP)**

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ABSTRACT

The focus of the research is to study the role of policy entrepreneurs in the establishment of Tun Mustapha Park (TMP). The research is significant in understanding the importance of the roles played by the policy entrepreneur in the process of establishing TMP. Meanwhile, the objectives of this research are to study the strategies, methods and tools as well as the most effective strategies, methods and tools used by the policy entrepreneurs namely Sabah Park, WWF-Malaysia and Sabah Fisheries Department (DOFM) to encourage local community's support in the establishment of Tun Mustapha Park. This case study was guided by the participatory theory, research question and research objectives. In this study, the researcher conducted interviews to collect primary data from the relevant interviewees selected using purposive and snowball sampling method. The interviewees of this study are the staffs of Sabah Parks, WWF-Malaysia, Sabah Fisheries Department (DOFM), the TMP's community members and leaders. In addition, the secondary data of this study were gathered from journal articles. The gathered data were analyzed using thematic analysis. The six strategies, methods and tools used by the policy entrepreneurs but the most effective strategies were to strengthen community's inclusion in socio-economic and to establish community's empowerment in developing TMP zoning mapping and enforcement

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xiv
LIST OF FIGURES	xvi
LIST OF ABBREVIATIONS	xvii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the Study	1
1.2.1 Policy	2
1.2.1.1 Policy Entrepreneur	2
1.2.2 Conservation	3
1.2.2.1 Marine Park	4
1.2.2.2 Tun Mustapha Park	4
1.2.2.3 Policy Entrepreneur of Tun Mustapha Park (TMP)	5
1.3 Problem Statement	6
1.4 Research Questions	8
1.5 Research Objectives	8
1.6 Significance of the Study	9
1.7 Scope of Study	9

1.7.1 Level	9
1.7.2 Territory	10
1.7.3 Time	10
1.8 Definition of Key Terms	10
1.8.1 Conservation	10
1.8.2 Establishment	10
1.8.3 Marine Park	10
1.8.4 Policy Entrepreneur	10
1.8.5 Strategy	11
1.8.6 Tools	11
1.8.7 Participatory Theory	11
CHAPTER TWO: LITERATURE REVIEW	12
2.1 Introduction	12
2.2 Policy	12
2.2.1 Definition	12
2.2.2 Policy Making	13
2.2.2.1 Policy Theory	13
2.2.2.2 Policy Process	14
2.2.3 Policy Entrepreneur	15
2.2.3.1 Individual Policy Entrepreneur	16
2.2.3.2 Collective Policy Entrepreneur	17
2.2.4 Policy Making Approach	18
2.2.4.1 Top-Down Approach	19
2.2.4.2 Bottom-Up Approach	19
2.3 Conservation	20
2.3.1 Conservation Areas	21
2.3.1.1 Usage	21
2.3.1.2 Categories	22
2.3.1.3 Marine Park	22