



A STUDY ON THE VISITOR'S PERCEPTION TOWARDS
THE LOK KAWI WILDLIFE PARK

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Abstract

The Lok Kawi Wildlife Park itself is generally quite new, where it had only been opened to the public early this year (2007). As it seemed that there may be visitors who have visited the park several times, it is important to get their views on the park. This research is a study about the perception of the visitors towards the Lok Kawi Wildlife Park. The objective of the study is to determine the visitor's awareness and perception of the park, get feedbacks on how do the visitors generally feel about the park and on what do they think needs to be improved at the park.

The approach used for this study in getting information are through self administered questionnaires and observation. Data collected from the questionnaires then is processed with the used of the Statistical Package for Social Science or SPSS. Information obtain is then turned into charts and tables so as evaluation could be done easily. Based on the findings, most of the visitors gave positive views and feedbacks towards the Lok Kawi Wildlife Park. However, fairly a few stated that the park still needs improvement in terms of road signage that leads to the Lok Kawi Wildlife Park and on promotion, in which the park could do with in order for it to be more known to the future visitors. The Lok Kawi Wildlife Park can only be improved for the future to come and plays an important role in making Sabah a main tourist spot.