

A STUDY ON THE LEVEL OF AWARENESS AMONG THE PUBLIC TOWARDS THE LOK KAWI WILDLIFE PARK'S PROMOTIONAL ACTIVITIES

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ABSTRACT

The Lok Kawi Wildlife Park is run by Sabah Wildlife Department under the Ministry of Tourism, Culture and Environment. The park covers about 280 acres of land include the Botanical site managed by Sabah Forestry Department.

At the moment, the Park has more than 100 species of mammals including birds, which are kept in captivity. On the Botanical side, there is a trail which leads to the Herbal and Ginger Garden. You may even catch a glimpse of the ever famous Pitcher plant (Nepenthes sp.). Some introduced dipterocarp trees can also be found in this area.

The main attractions are divided in two bases those are the Zoological and Botanical Park. Activities separately are the interactivity with animals, wildlife educational program for children and recreational for the active people who love to see nature in more in – depth way that is the 1.4 km forest walk, the canopy walk, mountain biking track and the observation pavilion. To experience safe touring of the park, always remember to abide the rules and regulations of the park.

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