



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

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**OCTOBER 2007**

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HAKMILIK  
Perpustakaan  
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PROJEK PELAJAR

SALINAN FOTO TIDAK DIBENARKAN

## Acknowledgement

This research "A study on the level of awareness among the public towards the Lok Kawi Wildlife Park's promotional activities." bear imprint of many individuals. Without their cooperation, this research paper is not completed as scheduled.

First and foremost, I would like to dedicate my most honorable respected, Encik Kamarulzaman bin Ishak as the first academic advisor for the encouragement, guidance rendered throughout the completion of this research paper. I thank him for all his advice and patience in the course of this research paper. I would also expressed thank to Prof. Madya HJH. Rosdiana Hj. Sukardi. I thank her for all her dedication and patience in the course of this research paper.

I would like to acknowledge the help of the Wildlife Department Director Pn, Jum Rafiah and all her staff and also to Pn. Norhaninah for her assistance. I also want to thank the Lok Kawi Wildlife Park staff of the person in charge of the unit of tourist management and research Mr. Melvin R. Amandus and his staff, who had given me full assistance, give permission to use of their resouces and cooperation in completing of this research.

Last but not least, a special gratitude to all my friends for the moral support and patience during the course of completing this research paper.

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## ABSTRACT

### 1. Introduction with background of study

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.