

**A STUDY ON KOLEJ YAYASAN SABAH STUDENTS
PERCEPTION ON THE EXISTENCE OF YAYASAN
SABAH - MALIAU BASIN CONSERVATION AREA**

**SRI SUDARMIYATI SAINOH
2002216311**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
KOTA KINABALU CAMPUS**

MARCH 2005

TABLE OF CONTENTS	PAGES
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
LIABILITI DISCLAIMER	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF BAR CHARTS	viii
ABSTRACT	viii

CHAPTER 1 : INTRODUCTION

1.1 AN OVERVIEW OF MBCA	1
1.2 SCOPE OF STUDY	3
1.3 PROBLEM STATEMENT	4
1.4 RESEARCH OBJECTIVES	5
1.5 SIGNIFICANCE OF THE STUDY	6
1.6 RESEARCH QUESTIONS	7
1.7 LIMITATIONS OF THE STUDY	8
1.8 DEFINITION OF TERMS	9

CHAPTER 2 : LITERATURE REVIEW

12

CHAPTER 3 : RESEARCH METHODOLOGY

3.1	SOURCES OF DATA	24
3.2	THE RESEARCH DESIGN	25
3.3	SAMPLING PROCEDURE	26
3.4	DATA ANALYSIS PROCEDURES	27

CHAPTER 4: RESEARCH FINDING & ANALYSIS

4.1	INTRODUCTION	28
4.1	DATA FINDINGS & ANALYSIS	29

CHAPTER 5: CONCLUSION & RECOMMENDATION

5.1	CONCLUSION	40
5.2	RECOMMENDATION	41

BIBLIOGRAPHY	43
---------------------	-----------

APPENDICES	44
-------------------	-----------

ABSTRACT

The MBCA is mostly montane heath forest and is a pristine wilderness with outstanding botanica riches. It is also an area with unique geological and hydrological features and it has an outstanding natural beauty with natural forests and many waterfalls as well as constituting one of the most importance headwaters of Sabah's largest river, Kinabatangan. Now talks are underway that the Maliau Basin may become Malaysia's third World Heritage Site.

The objective of this study is to reveal the extent of KKYS (KYS)'s students awareness on the existence of Maliau Basin Conservation Area as an ecotourism and research centre.

The findings will be made based on the data which had been gathered through primary and secondary data. Which it shows the lack of knowledge of the public's awareness about the existence of the beauty and uniqueness of this wonder of nature.