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VISITOR SATISFACTION TOWARD  
ADVENTURE TOURISM IN MELAKA

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# DECLARATION OF ORIGINAL WORK



**BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT**

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## **ABSTRACT**

Melaka is one of the most popular destinations in the country. The number of tourist arrival in Melaka can generate economic growth. This study is focus on visitor satisfaction towards adventure tourism in Melaka. Several places were chosen around Melaka where Ayer Keroh is the most places that offer adventure tourism. The places are Redtma, Taman Botanikal, Skytrex Melaka, Forestay Melaka and only Serama Camp and Events located at Durian Tunggal. The objective of this study is to identify the visitor satisfaction after getting involved in the adventure tourism. This study will use qualitative research and interview session will be conducted with the relevant respondents. The finding of this study will provide useful information to the government and industry players. Recommendation to attract visitor joining the adventure tourism is needed to increase the level of satisfaction towards adventure tourism. Besides, the strategy to attract visitor to engage with the adventure tourism by using the technology were needed because of this globalization era.

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