



THE STUDY OF LOCAL SABAHAN
ACCEPTANCE TOWARDS
WHITE WATER RAFTING

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ABSTRACT

Purpose - The purpose of this paper is to examine the local Sabahan acceptance towards white water rafting. Foreign tourist may have the season where only certain month that they will visiting Sabah and experience the white water rafting activity. Due to profit up and down, THSD need to attract local people to participate in white water rafting to cover the low season of foreign arrival. This paper aim to determine the factors that will affect local Sabahan acceptance towards white water rafting.

Design/Methodology – Method will be using questionnaire as a tool to find the Sabahan own explanation.

Finding – The finding shows that the main factors affect their acceptance are income, awareness and risk.

Keywords: Risk, Income, Value, Benefits, Acceptance, Awareness, White Water Rafting.