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TABLE OF CONTENTS

TITLE PAGE	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
ABSTRACT	viii
<u>CHAPTERS</u>	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	2
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVE	4
1.4 RESEARCH QUESTION	4
1.5 SCOPE OF STUDY	4
1.6 SIGNIFICANT OF STUDY	5
1.6.1 The Researchers	5
1.6.2 The Students	5
1.6.3 The Company	5
1.7 LIMITATIONS OF STUDY	6
1.7.1 Respondents Feedback	6
1.7.2 Lack of Expertise and Skills	6
1.7.3 Time Constraint	6
1.7.4 Financial Constraint	6

1.8	THEORETICAL FRAMEWORK	7
1.8.1	Dependent Variable	7
1.8.2	Independent Variable	8
1.9	DEFINITION OF TERMS	9
1.9.1	Tourism	9
1.9.2	Tourist	9
1.9.3	Tourists Satisfaction	9
1.9.4	Accommodation	9
1.9.5	NLK	9
2.0	LITERATURE REVIEW	10
2.1	TOURIST SATISFACTION	10
2.1.1	Local Tourist	10
2.1.2	Domestic Tourist	10
2.1.3	International Tourist	10
2.2	TOURISM ACCOMMODATION	11
2.3	QUALITY OF SERVICES	12
2.4	TOURIST EXPERIENCE	13
3.0	RESEARCH METHODOLOGY	14
3.1	INTRODUCTION	14
3.2	DATA COLLECTION METHOD	14
3.2.1	Primary Data	14
3.2.1.1	Questionnaire	14
3.2.1.2	E-mail	14
3.2.2	Secondary Data	15
3.2.2.1	External Data	15
3.2.2.2	Internal Data	15

CHAPTER 1: INTRODUCTION

ABSTRACT

1.1 OVERVIEW OF COMPANY

Tourism has become more popular in terms of service and leisure activity. Besides generating profit, company can fulfill the tourist desire by providing excellent experience through accommodation services and facilities. The objectives of this study is to understand and analyze the level of satisfaction towards the accommodation provided by Nature Lodge Kinabatangan with examining the theoretical factors that existing in achieving the tourist satisfaction. The data was collected in a specific area located within Nature Lodge Kinabatangan and the respondents, majority of them are outbound tourists who had bought the tour. The data were analyzed using several method of analysis in order to achieve a quality of data and information. The result supported the proposed satisfaction based in findings and analysis that been made.

Keywords: tourist satisfaction, accommodation, tourism,

Nature Lodge Kinabatangan

Nature Lodge Kinabatangan (NLK) is located within Kampung Bilit, a village along Kinabatangan River. The basic accommodation of NLK is built within the kampung environment with lush forest and it promises an unforgettable stay filled with adventure. There are three (3) types of accommodation now being provided such as dormitory, cabin and chalet. Each accommodation has a different in terms of place, price and facilities inside. The price is as below:

Dormitory - RM370 (3 days 2 nights), RM320 (2 days 1 night)

Cabin - RM440 (3 days 2 nights), RM335 (2 days 1 night)

Chalet - RM540 (3 days 2 nights), RM405 (2 days 1 night)