



WILLINGNESS TO PAY TOWARDS SARAWAK RIVER CRUISE

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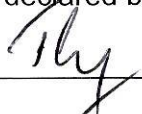
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ABSTRACT

The Sarawak River Cruise is a Cruise in Sarawak, Malaysia. It is important source of water and transportation for the inhabitants in southwestern Sarawak. It is also used in water-related sport activities such as the annual Sarawak Regatta which attract tourists from all over the world. The Sarawak River Cruise is a fantastic way to view the city and its surroundings that is impossible to experiences from dry land.

The Sarawak River Cruise offers more than a cruising experience for sightseeing cruise tours, dining cruises and private charters. The unique cruising experience offers panoramic views of the city skyline, the surrounding mountain range, historical colonial buildings and many more of the area's famous landmarks. Be it a private party or a corporate function, and also can find this cruise a unique and worthy experience.

This study about willingness to pay towards Sarawak River Cruise, purpose to ensure people willingness to pay and how much there are can be pay to get more people come and enjoy it with Sarawak River Cruise. To identify the profile of visitors who use the services of Sarawak River Cruise, to determine the visitors' willingness to pay to use the services of Sarawak River Cruise and to investigate the factors affecting visitors' willingness to pay to use services of Sarawak River Cruise.

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CHAPTER 1

INTRODUCTION

1.0 Overview

This chapter refers to the study of willingness to pay towards Sarawak River Cruise. It begins with the background of the study, the problem statement, research questions, research objectives and research significance. Then, a definition of terms also provided followed by the limitations of study.

1.1 Background of Study

The Sarawak River Cruise is a Cruise in Sarawak, Malaysia. It is important source of water and transportation for the inhabitants in southwestern Sarawak. It is also used in water-related sport activities such as the annual Sarawak Regatta which attract tourists from all over the world. The Sarawak River Cruise is a fantastic way to view the city and its surroundings that is impossible to experiences from dry land.

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Table 1.1 shows the MV equatorial ship offers a few packages that are related to sunset viewing inclusive of dining on board. There have six packages in Sarawak River Cruise, a leisurely cruise to view Kuching with its highlights on Kuching Waterfront, historical buildings, traditional houses built on suits and recent development within the