

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF EXTREME PARK RISK
MANAGEMENT TOWARD PARTICIPATION IN
EXTREME SPORT**

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DECLARATION OF ORIGINAL WORK
BACHELOR OF SPORT MANAGEMENT (HONS.)
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I, Nurul Ashikin Binti Md. Tahar, hereby declare that :

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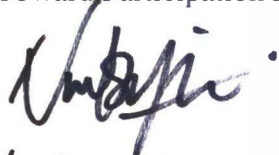
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All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURE	ix
LIST OF TABLES	x
LIST OF ABBREVIATIONS	xi
ABSTRACT	xii
CHAPTER 1 INTRODUCTION	
1.1 Background of Study	2
1.2 Statement of Problem	4
1.3 Purpose of Study	6
1.4 Research Objectives	6
1.5 Significance of The Study	6
1.6 Limitations	
1.6.1 Lack of Knowledge	8
1.6.2 Respondent Cooperation	8
1.6.3 Time	9

	1.7 Delimitations	
	1.7.1 Knowledge	9
	1.7.2 Cooperation	10
	1.7.3 Time	10
	1.8 Definition of Term	
	1.8.1 Risk management	11
	1.8.2 Extreme sports	11
CHAPTER 2	LITERATURE REVIEW	
	2.1 Risk Management	13
	2.2 Extreme Sport	14
	2.3 The Impact of Risk Management toward Participation in Extreme Sport	15
	2.4 Model	16
	2.5 Summary	18
CHAPTER 3	METHODOLOGY	
	3.1 Research Design	19
	3.2 Sampling	20
	3.3 Instrumentations	21
	3.4 Pilot test	22
	3.5 Data Collection Procedure	24

ABSTRACT

This study is to know the impact of extreme park risk management toward participation in extreme sport (N = 140). This is because of the increasing of extreme sport in Malaysian, make the researcher want to know about risk management and participation in the activity. According to (Costa & Clinia, 2004), plenty of organizations in the leisure industry offer a full range of adventurous activities and extreme sports. This are the problem statement for the study, according to (Reil, 2005), it is highly interesting that athletes actually participate in these activities, although they realize beforehand that with every extreme sport activity they risk their own health and that they can lose their lives. Then, in order to make this paradox of risk and safety coexistence successful, managers need to perform an efficient and effective risk management (James, 1980). Moreover, the objective of the study are to explore impact of risk management strategy toward extreme sport participations, result PDEP and MEMSP is ($t(70) = -0.022, p = 0.983$), to identify the participant awareness toward determination of risk management term and condition, result for both EP in preventative intervention is ($t(70) = -0.057, p = 0.955$) and to identify the level of risk management at the extreme park, the higher percent for PDEP (72.9%) and MEMSP (71.4%). The significance of my study it will help the Port Dickson Extreme Park and Melaka Extreme Motor Sport Park to improve their risk management. Besides that, this study is able to increase the number of participation in extreme sports and make the extreme sport more popular.