

TOURISTS' WILLINGNESS TO PAY FOR PROBOSCIS MONKEY WATCHING IN KLIAS WETLANDS

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ABSTRACT

This study is carried through statistical analysis to find out the impact of independent variables on the willingness of the tourists to pay for the Proboscis Monkey watching in Klias Wetlands, moderated by various demographic factors. The result of the research shows that the willingness of the tourists to pay for the Proboscis Monkey watching in Klias Wetlands is indeed having a close relationship with the independent variables, moderated by demographic factors.



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ABSTRAK

Kajian ini dianalisis dengan menggunakan cara statistic, dengan tujuan membuktikan kewujudan perhubungan di antara unsur-unsur perbezaan bebas dengan kesanggupan para pelancong, dengan factor demografi sebagai pembolehubah. Keputusan daripada kajian ini membuktikan kewujudan perhubungan di antara unsur-unsur perbezaan bebas dengan kesanggupan para pelancong, dengan factor demografi sebagai pembolehubah.



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