

**MOTIVATION OF TOURISTS' TOWARDS  
MALAYSIAN HOMESTAY**

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**DECLARATION**

I hereby declare that the project is based on my original work except for quotation and citation which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at USM or any other institution.

.....

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Date: 11 May 2012

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# TABLE OF CONTENTS

	Page
DECLARATION	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	vi
LIST OF TABLES	vi
ABSTRAK (MALAY)	viii
ABSTRACT	ix
ABBREVIATION	x
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 INTRODUCTION	1
1.2 BACKGROUND	1
1.2.1 Country profile	2
1.2.2 Tourism industry in Malaysia	3
1.2.3 Homestay program in Malaysia	5
1.3 PROBLEM STATEMENT	6
1.3.1 Justification of study	8
1.4 RESEARCH OBJECTIVES	11
1.5 RESEARCH QUESTIONS	12
1.6 SIGNIFICANCE OF RESEARCH	12
1.7 DEFINITION OF KEY TERMS	14
1.8 ORGANIZATION OF REMAINING CHAPTERS	14
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.1 INTRODUCTION	15
2.2 REVIEW OF LITERATURE	15
2.2.1 Evolution of homestay program in Malaysia	15
2.2.2 The concept of Malaysian homestay	16
2.2.3 Culture tourism in Malaysia homestay	20
2.3 THEORETICAL FRAMEWORK AND HYPOTHESIS	22
2.3.1 Motivational tourism destination	22

2.3.2 Theoretical framework	24
2.3.3 Hypothesis and formulation	25
2.3.3.1 Push and pull theory	25
2.3.3.2 Past travel experience	30
2.3.3.3 Social-demographic variables	32
2.4 SUMMARY	33

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.1 INTRODUCTION	34
3.2 RESEARCH DESIGN	34
3.3 VARIABLES	35
3.4 POPULATION & SAMPLE	36
3.5 PROCEDURE	36
3.6 MEASURES	37
3.6.1 Pilot test	40
3.7 DATA ANALYSES	41
3.7.1 Level of measurement scales	41
3.7.2 Statistical analysis method	41
3.8 SUMMARY	42

## **CHAPTER 4: RESULT**

4.1 INTRODUCTION	43
4.2 PROFILE OF RESPONDENT	43
4.3 GOODNESS OF MEASURES	45
4.3.1 Factor analysis of push and pull factor scale	45
4.4 RELIABILITY OF MEASUREMENT	48
4.5 DESCRIPTIVE ANALYSIS	50
4.5.1 Push motivations	51
4.5.2 Pull motivations	52
4.5.3 Comparison of push and pull factors for gender groups	54
4.5.4 Comparison of push and pull factors for age groups	54
4.5.5 Comparison of push and pull factors for education groups	55
4.5.6 Comparison of push and pull factors for income groups	56

4.5.7 Motivation level of tourist towards Malaysian Homestay	58
4.6 ASSUMPTION TESTING FOR REGRESSION ANALYSIS	59
4.7 HYPOTHESIS TESTING	61
4.7.1 Effect of push factor on the motivation level	62
4.7.2 Effect of pull factor on the motivation level	62
4.7.3 Nationality moderate the push factors	62
4.7.4 Past experience moderate the push factors	64
4.6 SUMMARY OF RESULT	65
<b>CHAPTER 5: DISCUSSION AND CONCLUSIONS</b>	
5.1 INTRODUCTION	67
5.2 RECAPTULATION OF THE STUDY FINDINGS	67
5.3 DISCUSSION	68
5.3 IMPLICATIONS	71
5.3.1 PESTAL analysis	72
5.3.2 SWOT analysis	73
5.3.3 TOWS analysis	75
5.4 RECOMMENDATION	78
5.5 LIMITATIONS	80
5.5 FUTURE RESEARCH	81
5.6 CONCLUSION	81
<b>REFERENCES</b>	83
<b>APPENDIX</b>	88

## **LIST OF FIGURES**

Figure 1.1: Map of Malaysia	3
Figure 1.2: Average household income in Malaysia	7
Figure 1.3: New Economic Model (NEM)	13
Figure 2.1: Theoretical framework	25
Figure 5.1: Push motivations of tourists towards Malaysian homestay	66
Figure 5.2: Pull motivations of destinations attract tourists to Malaysian homestay	67

## **LIST OF TABLES**

Table 1.1: Tourist arrival and receipt in Malaysia	4
Table 1.2: Total Receipt of homestay program for 2006,2007 & 2008	7
Table 1.3: Components of tourism expenditure 2010	8
Table 1.4: Key tourism indicator 2010	9
Table 1.5: Total of homestay visitor from, year 2006 until 2008	9
Table 1.6: Homestay program (village) and operators (June 2009)	11
Table 2.1: The leisure motivation scale used to measure the push factor	27
Table 2.2: The dimension used to measure pull motivation factor	30
Table 3.1: Push motivation items	38
Table 3.2: Pull motivation items	39
Table 3.3: Statistical analysis method	42
Table 4.1: Frequency and percentage for demographic profile of the respondents	44
Table 4.2: Principle component factor analysis with Varimax rotation for push factors	46
Table 4.3: Principle component factor analysis with Varimax rotation for pull factors	48
Table 4.4: Reliability statistics for push factor, pull factor and motivation level	49
Table 4.5: Descriptive Analysis	50
Table 4.7: Mean and standard deviation for push factor	51
Table 4.7: Mean and standard deviation for pull factor	53
Table 4.8: T-test comparison of push and pull factors by gender group	54
Table 4.9: ANOVA for comparison of push and pull factors by age group	55
Table 4.10: ANOVA for comparison of push and pull factors by education group	56

Table 4.11: ANOVA for comparison of push and pull factors by annual income group	57
Table 4.12: Mean and standard deviation for motivation level	58
Table 4.13: Correlations analysis result	59
Table 4.14: Correlation analysis of push and pull factor	60
Table 4.15: Regression analysis	61
Table 4.16: Hierarchical Regression Analysis Result for Moderator (Nationality)	63
Table 4.17: Hierarchical Regression Analysis Result for Moderator (Past experience)	64
Table 4.16: Summary of hypothesis	65
Table 5.1: PESTLE analysis	72
Table 5.2: SWOT analysis	74
Table 5.3: TOWS analysis	76

## ABSTRAK (MALAY)

Pembangunan homestay di Malaysia telah menjadi agenda yang penting di Kementerian Pelancongan Malaysia kerana ia mempunyai kesan positif ke arah sosial ekonomi masyarakat luar bandar. Kepentingan homestay dalam industri pelancongan telah menarik minat ramai sarjana dalam memahami faktor yang mempengaruhi keputusan pelancong ke homestay. Oleh yang demikian, kajian ini bertujuan untuk mengkaji tahap motivasi pelancong ke arah homestay di Malaysia. Maka, teori tolakan dan tarikan digunakan sebagai kerangka teori dalam menentukan tahap motivasi pelancong. Faktor tolakan bermaksud motif dalaman yang mempengaruhi pelancong untuk melawat homestay manakala faktor tarikan menjelaskan motif luaran yang menentukan destinasi homestay pilihan. Selain itu, kajian ini juga menerangkan faktor 'kewarganegaraan' dan 'pengalaman' dalam membantu mempengaruhi tahap motivasi pelancong. 200 sampel soal selidik telah di kumpulkan untuk tujuan kajian. 'Frequency descriptive analysis', 'T-test', 'ANOVA', 'correlation analysis' dan 'regression analysis' telah digunakan untuk menguji objektif kajian dan hipotesis. Kajian menunjukkan bahawa motivasi tolakan dan tarikan itu mempunyai pengaruh yang positif terhadap motivasi pelancong. Selain itu, 'kewarganegaraan' mempunyai pengaruh terhadap tahap motivasi manakala 'pengalaman' tidak mempunyai pengaruh terhadap tahap motivasi pelancong. Cadangan telah disertakan dalam kajian untuk membolehkan pemilik homestay menarik lebih ramai pelancong ke homestay di Malaysia.

**Kata kunci:** Pelancongan, homestay, faktor tolakan dan tarikan.

## **ABSTRACT**

Homestay development in Malaysia has become one of the most importance agenda in the Ministry of Tourism Malaysia because it has sustainability impact towards the social-economic of rural community in Malaysia. The importance of homestay in tourism industry has drawn many scholars' interest in understanding the factor that influences the decision of tourists to homestay. Thus, this study examined the motivation of potential tourists towards Malaysian homestay. Hence, the theory of push and pull factors are used as a theoretical framework in determining the motivation level of tourists. The push factors explained internal motives which drive tourists to visit homestay while pull factor explained the external motives which determine the destination of the homestay. Moreover, this study also explains the factor of nationality and past experience which help to affect the level of motivation level. The survey data were collected from 200 samples by a self-administrated questionnaire. Frequency descriptive-test, ANOVA, T-test, correlation analysis and regression analysis were employed to test the research objectives and hypotheses. The results indicated that push and pull motivations did have a positive influence toward travel motivation. Nationality had significant influence toward motivation level while past experience did not have an influence in motivation level. Constructive recommendations were offered to enable the destination site attracting more potential tourists to Malaysian homestay.

**Keyword:** Tourism, homestay, motivation, pull and push factor.

## **ABBREVIATION**

**CBT** = Community Based Tourism

**DMO** = Demographic

**PULL** = Pull Factor

**PUSH** = Push Factor

# **CHAPTER 1: INTRODUCTION**

## **1.1 INTRODUCTION**

This chapter contains background study, problem statement, research objectives, research questions, definition of key terms, and significance of the study and organisation of remaining chapter.

## **1.2 BACKGROUND**

The intention of this study is to identify the motivations of tourists and the factor that affects tourists' behaviour which has become crucial in predicting potential tourists' travel decisions. Thus, this decision may help to shape the future travel patterns which also improve tourism industry (Cha et al. 1995; Jang and Cai; 2002, Klenosky, 2002; Jang and Wu, 2006; Jang and Cai, 2002). For tourists travel motivation, the literature of motivation factors can be categorized as push and pull factors which gives a foundation framework and direction for this research (Crompton, 1979; Cha et al., 1995; Jang and Cai, 2002; Klenosky, 2002; Yoon and Uysal, 2005; Jang and Wu, 2006; Aswin, 2008; Huang, 2009).

The theory of push and pull factors clarifies that people travel because they are pushed by internal motives and also pulled by the external forces of destination attributes ( Lam and Hsu, 2005; Chavi, 2010; Huang & Hsu, 2009. In tourism industry, it is essential to study the factors that influence tourists' future behaviour and the strategy process is of very significance for developers of tourism destinations,

since it help to match tourists' requirements as well as competitively position themselves in the intense market competition (Oliver, 1997; Huang& Hsu, 2009; Klenosky, 2002).

This study attempts to identify motivations factors of tourists visiting homestay in Malaysia as they demonstrate different domains of behaviour, which may have important implications towards the tourism industry in Malaysia. It is important of both factors can help destinations meets the desired needs of individual travellers from different markets. At the same time, knowledge of traveller's motivation is critical to predict future patterns.

### **1.2.1 Country Profile**

Malaysia is located between 2 and 7 degrees north of the Equator where Peninsula Malaysia is separated from the state of Sabah and Sarawak by the South China Sea (see Figure 1.1). Malaysia takes up area of 329.758 square km with population of 22 million citizens. It is a multi-ethnic country where 50.4% population is Malay, followed by Chinese (23.7%), indigenous (11.0%), Indian (7.1%) and other (7.8%). In addition, its tropical climate with warm weathers all year round where the temperature ranges between 21 °C to 32°C has become a suitable habitat for some of the unique and rare flora and fauna in the world. These natural characteristics of Malaysia have made it a perfect place for tourism industry (Department of Survey and Mapping Malaysia).

With diversified ethnic group, places, history and cultures makes Malaysia become one of the unique countries in the world. Therefore, Malaysian government

through its Ministry of tourism has launch “*Malaysia is truly Asia*” program that attract tourists world-wide (Ministry of Tourism Malaysia).



(Figure 1.1: Map of Malaysia)

(Source: Department of Survey and Mapping Malaysia)

### 1.2.2 Tourism Industry in Malaysia

United Nations Statistics Division (UNSD) defined ‘*Tourism*’ as a part of travel. Travel is “the activity of travellers moving between different geographic locations for any purpose and any duration” (UNSD, 2008) and tourism can be considered as a form of recreation, which is distinguished by relatively long lengths of staying away from home and relatively large distance travelled (Britton, 1979).

Malaysia has become as one of the leading tourism destination, ranking in the top 10 in the arrivals and top 15 in global receipts. In 2010, a total of 24.6 million tourists arrived in Malaysia and spend RM 56.5 billion compared with 23.6 million tourists spent RM 53.4 billion in 2009 (Refer Table 1.1). The number of tourists

arrivals to Malaysia is increasing steadily each year except for year 2011 where the Bali Bombing incident that affect the whole South East Asia tourism industry.

Table 1.1:

*Tourist arrivals and receipt in Malaysia*

Year	Arrivals	Receipt (RM)
2010	24.6 Million	56.5 Billion
2009	23.6 Million	53.4 Billion
2008	22.0 Million	49.6 Billion
2007	20.9 Million	46.1 Billion
2006	17.4 Million	36.3 Billion
2005	16.4 Million	32.0 Billion

(Source: Ministry of Tourism Malaysia)

Singapore has the highest number of people visiting Malaysia with 957,397 people in 2010 compared to 1,001,806 in year 2009, a decrease of 2.6 %. On the other hand, Brunei has shown a huge growth in the number of tourist arrivals to Malaysia with 49.2% followed by Saudi Arabia (37.7 %), Russia (33.4 %) and Germany (25.5 %).

Besides that, the tourism industry has become one of the main contributors to Malaysia's economy, generating about RM 36.9 billion in Gross National Income (GNI) in 2009. This makes tourism the fifth largest industry in Malaysia economy after Oil, Gas and Energy, Financial Services, Wholesale and Retail, and Palm Oil. By 2020, Malaysia government predicted the tourism industry will contribute about RM

103.6 billion in GNI, with arrivals increasing 24 million in 2009 to 36 million in 2020 (Economic Transformation Programme, 2010).

### **1.2.3 Homestay program in Malaysia**

Homestay development is a part of Malaysian hospitality towards tourists where local people have an opportunity to provide accommodation to tourists. With the homestay development, the tourists will have the opportunity to know, learn and get involve with the villager's way of life. In this situation, the host family will treat the tourists as an adopted family member where they will guide them throughout their stay (Amran Hamzah, et. al, 2010). Homestay programme offers an exclusive tourists experience where tourists able to experience the local culture and lifestyle.

Homestay is an example of culture and heritage tourism. Culture and heritage tourism is unique because each country and place has its own distinctive characteristic of culture and heritage that would make it special. World tourism organization (1985) describes cultural tourism as the movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours; travel to festivals and other related events. Essentially, cultural tourism is based on the diversity of places, traditions, art forms, celebration and experiences that portray ones nations and its people (National Assembly of State Arts Agencies, 2005). Cultural and Heritage tourism emphasize on the characteristics of the tourists who visit culture and heritage destination. Nowadays, it has become a new trend in tourism industry where tourists prefer to seek adventure, traditional culture, history and interaction with local people (Hollinshead, 1993, Amran Hamzah, et. al, 2010).

### **1.3 PROBLEM STATEMENT**

Homestay program is good example that enables tourists to experience the Malaysian way of life by practicing sustainable concept. According to the national tourism policy, tourism should be transform into a major, sustainable, viable and quality sector which contributes the socio-economic development of the country. Hence, the homestay program are designed to be a sustainable concept business where all the activities that was offered by the homestay program are “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present), that promotes conservation, has low visitors impact, and provides for beneficially active socio- economic involvement of local populations” (National Ecotourism Plan).

In addition, homestay development is the perfect program to overcome many issues arises in Malaysia. Homestay program is in line with national agenda in order to transform Malaysia into a high-income economy. Currently most of the people who live in rural area are among low and medium level income family. Rural people have an average of RM 2,000 per month; half of those in the cities. Figure 1.2 shows the comparison between the average household income between the urban and rural people. With the homestay business, the family who stay in the rural area would able to increase their house hold income.

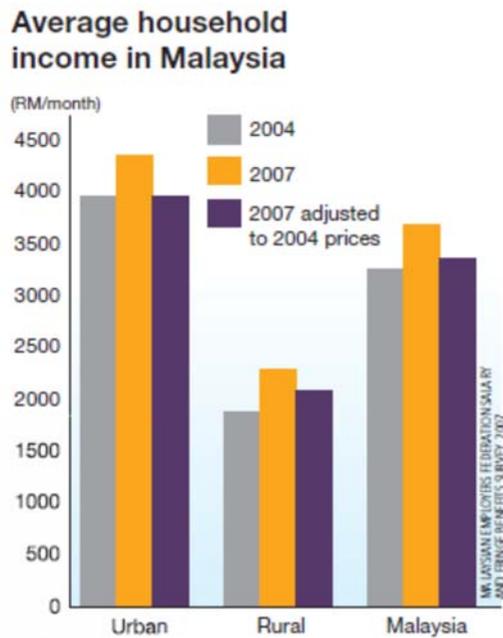


Figure 1.2: Average household income in Malaysia

(Source from THE EDGE Malaysia)

Based on the statistics that was released by Ministry of Tourism Malaysia, there is a significant increase of total receipt of homestay from 2006 until 2008. In 2008 the total of receipt was recorded as RM 6,252,213 which an increase of 21.3 % from previous year (refer to Table 1.2). The total receipt may come from product and services that are available at homestay and also the surrounding community. On average, each homestay operators earns approximately RM 200 monthly from the homestay. It is an increase of 10% of average household income for rural people in Malaysia.

Table 1.2:

*Total Receipt of homestay program for 2006, 2007 & 2008*

	<b>Total receipt (RM)</b>		
	<b>2006</b>	<b>2007</b>	<b>2008</b>
Total	2,065,980	4,923,433	6,252,213

(Source: Ministry of Tourism Malaysia)

### **1.3.1 Justification of Study**

According to the annual report 2010 that was published by the Ministry of Tourism Malaysia, tourists who have visited Malaysia spend a large amount of money in accommodation (hotel, homestay and etc.) which is RM 17,343.2 Billion in 2010. It is about 30.7% of the total expenditure of the tourists who visited Malaysia (refer to Table 1.3).

Table 1.3:

*Components of tourism expenditure 2010*

<b>Items</b>	<b>2010 (RM Million)</b>	<b>%</b>
Accommodation	17,343.2	30.7
Shopping	16,213.3	28.7
Food & Beverage	9,716.7	17.2
Local Transportation	5,423.3	9.6
Entertainment	1,751.3	3.1
Domestic Airfares	2,259.7	4.0

Organized Tour	2,429.2	4.3
Miscellaneous	1,355.8	2.4
Total	56,492.5	100

(Source: Ministry of Tourism Malaysia)

Table 1.4 shows the key tourism indicator in Malaysian for year 2010. It has been recorded that the number of tourists' arrival in 2010 is 24,577,196 million people. On average, these tourists would stay on about 6.8 nights in Malaysia.

Table 1.4:

*Key tourism indicator 2010*

<b>Key Tourism Indicator 2010</b>			
Tourists Arrivals	24,577,196 million	Total Number of Hotel	2,367
Tourists Receipt	RM56.5 billion	Total Number of Room	168,497
Average Per Capita Expenditure	RM2,298.6	Average Occupancy Rates of Hotels	59.3%
Average Per Diem	336.0	Average Length of Stay	6.8 nights

(Source: Ministry of Tourism Malaysia)

In Malaysia, there are many villages that are successfully involved in homestay programmes. In May 2010, a total of 2,984 houses officially participate in this program throughout Malaysia. Table 1.5 shows, the number of domestic and international tourists who visited homestay. In 2008 there were 68,416 and 23,117 tourists respectively. The number of tourists visited homestay increase steadily from 2006 to 2008 for both domestic and international tourists.

Table 1.5:

*Total number of homestay visitor from year 2006 until 2008*

	Total of Domestic Tourists			Total of International Tourists		
	2006	2007	2008	2006	2007	2008
Total	23,507	51,055	68,416	14,458	21,368	23,117

(Source: Ministry of Tourism Malaysia)

Unfortunately, homestay in Malaysia are still struggling in capturing tourists to visit their homestay. Although, the statistics has shown that the number of tourists visited homestay is increasing each year from 2006 until 2008, but the number of tourists visited homestay is still low compared to the total of tourist arrivals in Malaysia. For example in 2008, it has been recorded that 22.0 million tourists arrived in Malaysia but only 91,533 of them have stayed in homestay.

Besides that, homestay program has shown slow progress in capturing the main target market. Initially the concept of homestay is to promote to international tourists about our Malaysian culture, but due to lack of promotion on Malaysian homestays tourists stay at hotel and regard homestays as an alternative mode of accommodation. Further, homestay programs seen to ignored the high potential in the domestic market that shows good demand for homestays as shown in Table 1.5.

Although the number of homestay operators has increase each year where in June 2009, an estimated 3.264 people participate in homestay program and the number of rooms have also increased due to increasing number of operators that are able to provide more than one room to the visitors. However, the homestay program in Malaysia is still underutilized with an average of only two tourists or visitors a month.

Table 1.7

*Homestay program (village) and operators (June 2009)*

	<b>No. of Homestay</b>	<b>No. of Villages</b>	<b>No of participants</b>	<b>No of Rooms</b>
Total	140	227	3,264	4463

Source: Ministry of Tourism Malaysia)

Hence, this research is concentrating on the motivational factors for tourists to visit homestays in Malaysia. This study is important in order to ensure the homestay programs in Malaysia are successful. Furthermore, this study helps homestay operators to identify the attributes that influence tourist destination choice and thereby develop the core competencies in their business model.

#### **1.4 RESEARCH OBJECTIVES**

To identify

1. The push factors that motivates the tourists to stay in homestay
2. The pull factors that enables the tourists to select the specific homestay.
3. Whether nationality of tourists has any influence in the relationship between the push factors and the motivation of tourist to stay at homestay.
4. Whether the past experience of tourists has any influence on the relationship between the push factor and the motivation of tourists to stay at homestay.

## **1.5 RESEARCH QUESTIONS**

1. What are the factors that the tourists take into consideration when deciding their choices of accommodation during vacation?
2. What are the motivations that contribute to the decision towards choosing to stay at a particular homestay in Malaysia?
3. Does the nationality of the tourists affect the push factor and the motivation of tourists to stay at homestay?
4. Does past experience have any influence towards the relationship between push factor and motivation of tourist to stay at homestay?

## **1.6 SIGNIFICANCE OF RESEARCH**

This study intends to identify the motivations for the tourists to stay at homestay (*push factor*) and to identify the enablers that help the tourists to choose which the best homestay to stay (*pull factor*). The expected outcome of this study will offer useful information that has direct implications to the homestay development; thereby benefiting the society (reducing poverty and offering job opportunities), the environment (promoting eco-tourism) and economics of the nation (tourism industry).

Besides that, it is in line, with the New Economic Model (NEM) policy, it set a policy on reducing the income disparity by continuing support programs for disadvantaged group especially people live in rural area. This agenda has the significant impact to people who lived in rural area since most of them are coming from low and medium level income segment. See Figure 1.3, for NEM model plan.

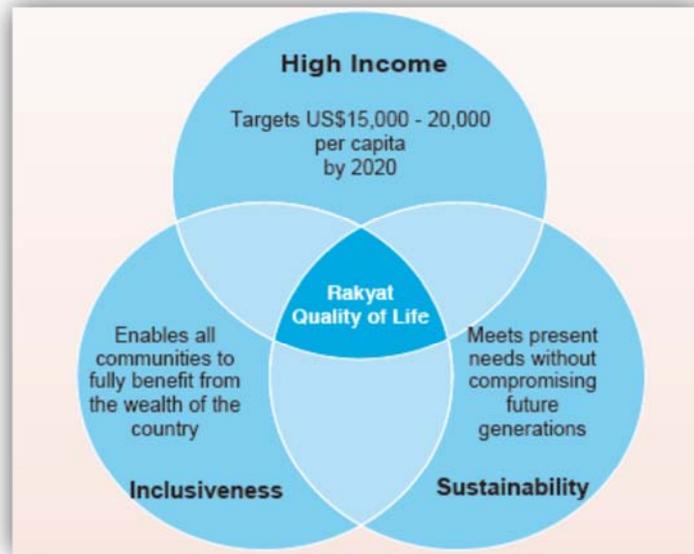


Figure 1.3:

#### New Economic Model (NEM)

This group is among the bottom 40% of household and business owners. This policy also will shift the focus towards poverty reduction. In the high income economy, the people will have more choices for better quality of product and at the same time it generates higher purchasing power. Besides that it will increase the quality of life of community and create an opportunity for upward mobility. In short term, it will directly create innovation and creativity, where people will come out with brilliant idea in generating income. In the long run, it will create greater confidence in the robustness of the Malaysian economy.

## **1.7 DEFINITIONS OF KEY TERMS**

- Motivation:
  - Tourists' travel motivations constantly refer as the tourists' preferred destinations, the activities that tourists are interested in and travel companions (Yoon and Uysal, 2005).
- Homestay:
  - Ministry of Tourism Malaysia has defined homestay program as "... where tourists stay with the host's family and experience the everyday way of life of the family in both a direct and indirect manner".

## **1.8 ORGANIZATION OF REMAINING CHAPTER**

The first chapter of this study provided an introduction of the research topic, and the second chapter attempt to review the related past literatures which leads to theoretical framework and hypothesis. Chapter there will cover on the research methodology used in this research and chapter four will presents the data analysis that was analysed by statistical analytic tool (SPSS). Finally, chapter five will brief on the summary of research findings, implication of findings, research limitation and also recommendation to improve the effectiveness of homestay in Malaysia.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

This chapter will focus on past researches regarding the models and theories used to support theoretical framework and hypothesis used in this research.

### **2.2 REVIEWS ON HOMESTAY**

#### **2.2.1 Evolution of Homestay Program in Malaysia**

The history of homestay program in Malaysia can be traced back at the ‘drifter enclave’ of Kampung Cherating Lama in Pahang in the early 1970s when a local lady by the name of Mak Long took in long staying ‘drifters’/hippies and provided breakfast, dinner and accommodation within her humble kampong house (Amran, 2003). At the early stage, most of the pioneers’ homestay were located near the beaches. The homestay concept change due to the arrivals of Japanese youths on exchange programs to Malaysia in the late 1980s. Tuan Haji Shariman who was the President of The Homestay Association of Malaysia, is the pioneer of such program in which Japanese youths stay at the homestay with adopted families and participate in communal activities related to the rural and often pastoral way of life. Since then, the homestay program has become a catalyst for rural development (Yahya Ibrahim, et al, 2008).

The homestay program is not a new tourism scenario in Malaysia. In the beginning, homestay usually located near the popular tourist destination and the

homestay operators provided only accommodation. Due to demand, these operators extended their services as a tourist guide. Subsequently, homestay provided a positive contribution to the tourism industry (KPMG 1991). In the early 1990's, in the Seventh Malaysia Plan, the government took action by upgrading and improve this sector of tourism.

These strategies include the introduction of new products and services which increase the involvement of the local population, especially small entrepreneurs in the development of distinct and localized tourism products and services. In 1993, the Ministry of Culture, Arts and Tourism (MOCAT) formed a special unit to supervise the progress of the program, which was then officially launched on 3rd December 1995.

### **2.2.2 The Concept of Malaysian Homestay**

The concept of "homestay" is different from country to country. For instance, in Australia the term homestay is mainly related with farmhouse accommodation where as in the United Kingdom it is usually related with learning the English language. The Merriam Webster Dictionary (2007) describes homestay as "a stay at a residence by a traveller and especially by a visiting foreign student who is hosted by a local family". Lanier and Berman (1993) stated that homestay as "private homes in which unused rooms are rented for the purposes of supplementing income and meeting people". Besides that, in the United Kingdom, the homestay concepts are traditionally associated with hospitality and providing food for farm workers who have contributed to the development of farm-based holiday. Nowadays, the tourism has become a significant form of business diversification to the farmers in many parts of the country (Davis and Turner 1992).

The idea of the homestay program in Malaysia is to enable the tourists to learn about local lifestyle, culture and nature of village lifestyle while providing accommodation to the tourists (Louise Gai Hjulmand et al: ARBEC 2003). Ministry of Tourism Malaysia has defined homestay program as "... where tourists stay with the host's family and experience the everyday way of life of the family in both a direct and indirect manner". Therefore, the homestay program is a combination of tourism and recreation which has grown as a result of increasing demand for access to the countryside, better private mobility, more leisure time, and the demand for fresh air and active pastimes (Yahaya, 2004).

The core component of the Malaysian homestay programs is the element of staying together with host families or 'adopted' families. During the stay, the tourists have the opportunities to interact, gain knowledge, and experience the life style and culture of the host family as well as the local community. This element involves the guests eating, cooking, and engaging in many activities together with their adopted families, thus allowing two parties with different cultural backgrounds to interact and learn from each other. Unlike regular bed and breakfast establishments, the homestay program in Malaysia allows the guests to participate in the hosts' daily activities. Indeed, this can be considered as a core competency of this particular product; no other tourism product in Malaysia offers a similar experience of Malaysian rural societies as that offered by the homestay program (Kalsom, 2009). Peterson (2004) shared some of the unique aspect of Malaysian homestay program as follow:

*"Mealtime is an opportunity to learn about Malay culture. First, footwear is removed before stepping onto the veranda that leads to the host family's front door. Guests sit cross-legged on the floor adjacent to the 'dapur' or kitchen in a long dining hall. Before and after the meal,*

*hands are rinsed using water from a 'kendi' an ornate silver kettle with a basin to catch the water. The food is eaten without utensils using only the right hand. Scooping up the white rice takes some practice but is made all the more fun by trying out the variety of foods such as chicken curry and 'sambal belacan' a spicy shrimp paste. Desert is often pineapple, papaya, rambutan, or other fruit grown in nearby orchards. Evenings are often spent quietly enjoying traditional dances and music performances."*

According to Tourism Malaysia, the homestay programme promotion under their banner which would give guests to experience the rustic life in a village, experience the activities of their host daily life, try home-cooking lesson, harvest fruits during fruit seasons, play traditional games. Traditional games such as kite flying, tops spinning, and 'congak' which are still practiced in the villages. The guest could also experience going to the paddy field to harvest the rice or follow the host out to the sea for fishing. These activities promote bonding between the host and the guests. Other than the daily activities, the guest could also experience a mock traditional wedding ceremony, and participate in traditional dances.

This homestay program is an example of experiential element with the host families as well as communities. Some of the tourists keen to know about the different culture of the communities and it became the basic reason for tourists to travel, to experience the way of life and material products of different communities. Communities-based tourism has shape the 'natural' landscapes which many tourists consume (Richards and Hall, 2000; Kalsom K. 2009). The understanding that the community itself has become an object of tourism consumption has encouraged some

communities to reproduce themselves specifically for tourists. Through homestay program, tourists would be able to experience the daily life of the villagers.

Community based tourism (CBT) can be described as a collective responsibilities that was shared together by the people who live nearby area and they promote tourism industry as a community. CBT is managed and owned by the community. It still gives the communities the power to decide its own pace of development protects the environment and foster cross-cultural awareness (Tsonis, 2009). In the homestay programme, a community based homestay are collectively based on the community actively hosting tourists. The homestay programme is seemingly synonymous with the CBT programme. CBT in the form of homestay also means the villagers do not have to leave their villages to seek fortune in the cities.

By having CBT, the community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism. These include social benefits such as exchange of knowledge, moral contribution to the overall community experience, and economic contribution to the whole community, enhances structure, increase materialism and raised expectations (Tsonis, 2009). On the individual basis, the benefit could be in the form of experience of guests, experience of host and family, beside the economic benefits and the cross-cultural interaction.

Another factor that needs to be addressed in the homestay programme is the image that is projected to the potential guests. Image and awareness covers such a wide variety of sources and forms of information about a place and its people (Tsonis, 2009). This also raises the expectation of the guests to visit the homestay and such information and images need to be cultivated through time and marketing. Facilities provided and services and hospitality of the homestay that meet the guest's expectation would enhance the marketability of such homestay programme. The

spread of awareness through guest's comments and words of the mouth may trigger others to embark on the same experience and also possibility of getting repeat customers.

Hence, the homestay program can be considered as non-commercialized entity, as compared to a hotel, a bed and breakfast, or a homestay run by an individual homeowner in a residential area. Basically a village homestay program is operated by a group of certified homestay operators in the community area. In order to regulate the homestay program, the village community has to apply for a license form Ministry of Tourism Malaysia (MOTOUR) and the house owner has to abide to a list of selection criteria, which are have an easy access from the main road, adequate facilities for guests such as separate bedroom and proper toilet, no history of criminal record, not suffering from communicable diseases and high standard of hygiene (Yahya Ibrahim & A.Rashid , 2008).

After a license was issued, the home owners need to attend a basic training course that is conducted by the Institute for Rural Advancement (INFRA) under the Ministry of Rural & Regional Development regarding to become homestay operator (Yahya Ibrahim & A.Rashid , 2008).

### **2.2.3 Culture Tourism in Malaysia Homestay**

Malaysia is well known as a multi-ethnic country with Malay, Chinese, Indian and some indigenous ethnic in Sabah and Sarawak like Kadazan, Iban, Melanau, Punan and etc. Each race and ethnic has a unique culture that can attract tourists to learn about their culture. As such cultural tourism becomes one of the most crucial parts in Malaysian homestay.

The relationship between tourism and culture can take many forms and the outcome can be viewed as negative and positive when meeting of hosts and visitors occurs and possibly leads to the transformation of the hosts' culture. Studies have shown that tourism have led to the strengthening of local culture (Yamashita, Kadir and Eades, 1997; Meethan 2001). Culture is defined as quoted in Meethan (2001)

*“.....as a set of practices, based on forms of knowledge, which encapsulate common values and act as general guiding principles. It is through these forms of knowledge that distinctions are created and maintained, so that, for example, one culture is marked off as different from another”*

Richard (1994) described the cultural tourists as those with ‘a high socio-economic status, high level of educational attainment, adequate leisure time, and often having occupations related to the culture industries’. Thus, culture is not static but it is dynamic and evolving. Meethan (2001) stated that, cultural change has drawn attention to globalization of culture and also the mobilization of culture for internal and external purposes. Yamashita, Kadir and Eades (1997) further demonstrate the processes that transform cultural change.

As compared to traditional tourists, culture tourist appears to be inspired for different reasons. Some tourism destinations emphasize on cultural tourism as a promotion for tourism products. (Millar 1989; Hardy, 1988; Tighe, 1986; Kalsom K. 2009) suggest that heritage tourism is "about the cultural traditions, places and values that ... groups throughout the world are proud to conserve." Cultural traditions such as family patterns, folklore traditions, social customs and religious practices attract individuals fascinated in heritage (Collins, 1983; Tighe, 1986, Weiler & Hall, 1992) as

do historic structures, landmarks, museums, battlefields and monuments (Hardy, 1988, Konrad, 1982; McNulty, 1991).

## **2.3 THE THEORETICAL FRAMEWORK AND HYPOTHESIS**

### **2.3.1 Motivational Tourism Destination**

Tourists' travel motivations constantly refer as the tourists' preferred destinations, the activities that tourists are interested in and travel companions (Yoon and Uysal, 2005). One of the best ways to learn about tourists' motivation is to investigate tourists' travel intention (Crompton, 1979). It is really important to know the reason behind travel decision, the selection of specific destinations and the level of satisfaction of tourists. These criteria have become crucial factors to tourism operators. The motivation study is essential not only for tourism destination marketers to segment market but also for tourism planners who need to identify target customers expectations and design tailored products (Sharma, 2005). Basically, motivation is closely related to attitude and intention. In psychological studies, motivation is cognitive nature including interaction between motive and situation (Fishbein et al, 1975).

*“Motivation is the need that drives individuals to act in a certain way to achieve desired satisfaction” (Beerli et al, 2004).*

On the other hand, motivation is further described as “some kind of internal drive which pushes someone to do things in order to achieve certain goals”

(Moutinho, 1987; Schiffman and Kanuk, 2004; Huang, 2009). Besides that, motivation could be explained as a status of being aware and desiring for certain needs that motivates people to take particular movement to achieve (Fodness, 1994). Maslow (1943) in his hierarchy of needs illustrates five levels of needs are recognised as: physiological, safety, social, esteem, and self-actualization. Maslow further explained that most people attempt to meet the satisfaction from the first level of need until they achieve the highest level of satisfaction; it means that once the current level of need is satisfied, people will automatically attempt to pursue higher satisfaction starting from meeting the basic visible need of food up until the relatively abstract need of self-actualization.

Dann (1981) described tourists motivation as “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision”. In a more contemporary context, Pearce (1993) defined tourist motivation “as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience”. In addition, Prebensen (2007) has clarify in detail regards travel motivations as “once an individual has the right motivation to travel, the type of holiday and destination is often decided based on his/her perception or value of the various options in the marketplace”

We could learn that normally tourists’ motivation begins with cognitive realizations of their inner needs then followed with dispositions and ends with evaluations (Prebensen, 2007). Once the motivations are known, selection of destinations starts are upon the considerations like whom to travel with, when is the suitable time, evaluation of past experience and impressions as well as word-of-mouth from friends and relatives, etc. Gnoth (1997) stated that cultural, social and situational

influences must be highlighted when analysing motivational procedure and such differentiations will lead to significant variances in holiday selection and products, hence the environment must be functionally fit with tourists' motivation in tourism designing process. Since most people travel for the purpose of meeting various needs, motivation as crucial factor affects tourists' choices of destinations in different aspects.

Therefore it is very important to identify the motivations in tourism context since it will develop better tourism attractions and maintaining tourism destinations to be competitive in the market. With the study of motivational factor; it will help the tourism industry in the specific country to meet their tourists' expectation and also to provide the best service and product to the consumers.

### **2.3.2 Theoretical Framework**

There are several factors that were identified in affecting the motivation of tourists to visit specific destination. These factors could help tourism operators to develop targeting tourism products then better satisfy tourists' travel needs and expectations (Jang and Wu, 2006; Aswin, 2008). In accordance with previous studies, there are four major variables affecting tourist's motivation towards Malaysian homestay which are pull factor, push factor, nationality and past experience. These values relating to destinations and tourism activities can be classified in line with the consisting cognition and emotion (Gnoth, 1997). Please refer to Figure 3.1 for theoretical framework that will be used throughout the study.