



DOMESTIC AND INTERNATIONAL TOURISTS
PREFERENCE IN A HOMESTAY PROGRAMMES: A
CASE STUDY OF DORANI HOMESTAY, SELANGOR

BY

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ABSTRACT

At present, the Dorani Homestay programme becomes one of the recognized tourism programme in the tourism industry. However, several of the homestay programme in Dorani Homestay needs an improvement to meet the preference level of the domestic and international tourists. This research aims to create the tourism programme offered by Dorani Homestay suit the domestic and international tourists. The objectives of the study are to review the program provided by the Dorani Homestay to the domestic and international visitors, to investigate of domestic and international tourist preference in the homestay programme and to suggest the improvement of the homestay programme based on domestic and international tourist preference. The method of data collection was divided into two (2) parts, which are primary and secondary data. These both data collections are used in this research. Primary data will be collected during site visits, through site survey and observation. For secondary data, it will be gathered through literature reviews for qualitative information. Specific approaches and techniques for data collection applied in this study are literature reviews, site survey and observation as well questionnaires. The data analyzed through SPSS software for the frequency of the visitors' background, travel information and tourist preference level. Meanwhile, the Relative Important Index (RII) was gathered to calculate the preference level of the local and foreign tourist towards the homestay programme at Dorani Homestay. Through the result achieved, the majority of the domestic visitors preferred the environment, food, and beverage as well the activities offered at Dorani Homestay. In contrast, for the international tourists, their preference level is focused on the food and beverage, accommodation and services. It can be concluded that other attributes of the homestay programme which recorded as least preference level for both groups have to improve immediately by the Dorani Homestay host to fully meet the preference level of domestic and international guests currently and in future. Several recommendations proposed based on every single of findings in all parts of questions such as; approaches to overcome the hot weather and temperature of local climate, improve and propose varieties of traditional food and beverage as well an activity, improve the quality of accommodation and activity center, upgraded inadequate services, enhance the methods of promotion and advertisement also develop the accessibility aspects.

خلاصة البحث

في الوقت الحاضر، يصبح برنامج دوراني الإقامة واحدة من برنامج السياحة المعترف بها في صناعة السياحة. ومع ذلك، فإن العديد من برنامج الإقامة في دوراني الإقامة يحتاج إلى تحسين لتلبية مستوى الأفضلية من السياح المحليين والدوليين. ويهدف هذا البحث إلى إنشاء برنامج السياحة التي تقدمها دوراني الإقامة تناسب السياح المحليين والدوليين. والهدف من هذه الدراسة هو استعراض البرنامج المقدم من دوراني الإقامة إلى الزوار المحليين والدوليين، للتحقيق في تفضيل السياح المحلية والدولية في برنامج الإقامة المنزلية واقتراح تحسين برنامج الإقامة المنزلية على أساس تفضيل السياح المحلية والدولية. وقد قسمت طريقة جمع البيانات إلى جزأين (2) هما بيانات أولية وثانوية. وتستخدم هاتان المجموعتان من البيانات في هذا البحث. سيتم جمع البيانات الأولية خلال زيارات الموقع، من خلال مسح الموقع والمراقبة. وبالنسبة للبيانات الثانوية، سيتم جمعها من خلال مراجعات الأدبيات للحصول على معلومات نوعية. ومناهج وتقنيات محددة لجمع البيانات المطبقة في هذه الدراسة هي استعراض الأدب، مسح الموقع والملاحظة وكذلك الاستبيانات. البيانات التي تم تحليلها من خلال برنامج سبب لتكرار خلفية الزوار، ومعلومات السفر ومستوى تفضيل السياحة. وفي الوقت نفسه، تم جمع المؤشر الهام النسبي (ري) لحساب مستوى التفضيل للسائح المحلي والأجنبي نحو برنامج الإقامة المنزلية في دوراني هومستاي. من خلال النتيجة التي تحققت، فإن غالبية الزوار المحليين يفضلون البيئة والغذاء والمشروبات كذلك الأنشطة المتوفرة في دوراني هومستاي. في المقابل، بالنسبة للسياح الدوليين، ويركز مستوى تفضيلها على المواد الغذائية والمشروبات والإقامة والخدمات. ويمكن استنتاج أن سمات أخرى من برنامج الإقامة المنزلية التي سجلت على الأقل مستوى الأفضلية لكلا المجموعتين يجب أن تتحسن على الفور من قبل دوراني الإقامة المضيف لتلبية كامل مستوى تفضيل الضيوف المحليين والدوليين حالياً وفي المستقبل. وهناك عدة توصيات مقترحة تستند إلى كل نتيجة من النتائج في جميع أجزاء المسائل مثل: نصح للتغلب على الطقس الحار ودرجة حرارة المناخ المحلي، وتحسين واقتراح أصناف من المواد الغذائية والمشروبات التقليدية وكذلك النشاط، وتحسين نوعية السكن ومركز النشاط، ورفع مستوى الخدمات غير كافية، وتعزيز أساليب الترويج والإعلان، وتطوير إمكانية الوصول النواحي.

APPROVAL PAGE

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I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Urban and Regional Planning.

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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*The dissertation is dedicated to all tourists;
domestic and international who are looking the homestay programme
in Malaysia which could meet their preference level.*

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LIST OF ABBREVIATIONS

UNWTO	United Nations World Tourism Organization
MOTAC	Ministry of Tourism & Culture, Malaysia
SPSS	Statistics Package for Social Sciences
CBT	Community-based Tourism
SOP	Standard Operating Procedure
USP	Unique Selling Proposition
INFRA	Institute for Rural Advancement
RII	Relative Important Index
MATTA	Malaysian Association of Tour & Travel Agents

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Malaysia Homestay Programme has gained high recognition in the tourism industry. In 2012, the homestay program was awarded the Ulysses Award in Public Policy and Governance by the United Nations World Tourism Organization (UNWTO) based in Istanbul, Turkey (Rahmah, 2012). The homestay programme had boosted the Malaysia's economy recently by generating about RM28.3 million through the arrival of the 391,225 tourists; 319,225 of domestic and 71,830 of international tourists. It's one of the tourism programme which is contributing high impacts to Malaysia economy. Last year, the programme attracted 325,258 participants, with 20.4% of them foreign tourists. It generated an income of RM18.55mil to the rural economy community, which is an increase of 17.9% compared to 2011 (The Star.Com, 2013).

One of the factors which could attract big numbers of tourists is the quality of the programme itself. Attraction quality of homestay programme must meet the domestic and international tourist preference. As a step to offer chooses a homestay programme by domestic and international tourist, various types of homestay programme have been provided in Dorani Homestay. This research studied on the preference of domestic and international tourist towards existing homestay programme at Dorani Homestay, Sg.Hj.Dorani site. The result of the analysis would be focused on the improvement of the homestay programme at Dorani Homestay based on the recommendation, suggestion and opinion towards the problems occurred during a visit session.

1.2 BACKGROUND

Tourism covers all aspects of society life. It gave benefit to the economic transformation; human, social and cultural activities as well environmental development. Besides, tourism included academic subjects such as marketing, business, economics, geography, history, languages, psychology, law and much more. Tourism can be defined as the temporary short-term movement of individuals to the particular destinations outside the places where they normally live and work, as well as their activities for the duration of their stay at these destinations (Personal, Social and Humanities Education Section Bureau, 2013) .

According to the UNWTO tourism can be classified as domestic tourism and international travel. Domestic travel involves trips made by local people of the countries, and international tourism is a journey between two countries and frequently involved people from outside who visit another country. There are some general types of travel based on tourists purposes of visiting a destination which is a holiday or leisure, rest and relaxation, business, cultural, eco, study, health tourism and much more. Currently, in Malaysia, domestic travel and eco-tourism form of tourism were encouraged and supported by Ministry of Tourism & Culture, Malaysia (MOTAC). In line with the Tourism Malaysia's latest domestic travel campaign, Cuti---Cuti 1Malaysia 'Dekat Je' that was started on 17 June last year the demand towards an eco-tourism product such as the homestay programme is high. The homestay programme being as one of the contributors to help secure Malaysia position as a top tourist destination and achieve the country's goal of 36 million tourist attendance and RM168 billion in incomes by 2020 (Malaysia Tourism Promotion Board, 2016).

One of the most successful programmes that have been identified by the Ministry is the Homestay programme which surpassed its target of 23% of occupancy

rate and achieved a rate of 32%. The Homestay programme was conceived to increase the participation of the rural population in the tourism sector. In addition, homestay programme participants procured an additional income of RM15.7mil against the RM14mil target set for the year. Participants of the homestay programme have been able to earn a substantial income and the activity has helped to generate more economic activities at the local level for the people. The focus of the homestay programme is not merely about accommodation but also showcases Malaysia's rich cultural heritage lifestyle in a unique and interesting manner (The Star.Com, 2012).

As highlighted by the Ministry of Tourism and Culture Malaysia (2016), a homestay programme is one of the tourism products that give tourists the chance to holiday with a selected family, communicate and daily life experience with a family host and learn the culture and local lifestyle of the countryside in Malaysia. A homestay programme cannot be classified as an accommodation facility. It focuses more on daily life and involvement, including ethnic and economic activities. Besides, it also emphasizes the utilization of available resources of the village, the conservation and maintenance of socio-cultural and artistic customs of the community and also highlights the uniqueness of the Malaysian village life.

As stated by Pusiran (2013), there are 156 numbers of homestay programme in Malaysia that listed in Ministry of Culture, Art and Tourism Malaysia, 2011. All the 14 states in Malaysia involved with the homestay programme with 246 villagers and 3,381 operators joined the programme. One of the famous states that attracted big numbers of tourist for homestay programme is Selangor and the homestay which is a part of the contributors for the tourist arrival is Dorani Homestay. The Dorani Homestay at Sg.Hj.Dorani, Sabak Bernam among the top homestay in Selangor which boosts the local people's economy growth. It's offered the rural community lifestyle

and experience; including cultural and economic activities as well the Malaysia's village natural life.

Dorani Homestay is recognized as an eco – tourism and agro – tourism approach since it is located within Kampung Sg.Hj.Dorani, Kuala Selangor. It is become local and foreign tourist choice who intends to have vacationed in a soothing and tranquil atmosphere and experiencing the beautiful of paddy field area (Bernam, 2015). As stated in Selangor Kini News, Dorani Homestay also continues to sustain the Malay culture and heritage as well focusing on domestic and local products which show the uniqueness of the villages itself (Latif, 2010). Tourism and Culture Minister Deputy Secretary-general (culture) had introduced the Selangor Homestay Festival and Citrawarna Selangor 2014 in i-City as encouraging the homestay program and supporting tourism in Selangor and Malaysia (Yeen, 2014).

Presently, the available homestay programme at Dorani Homestay being the leading choice among domestic and international tourist due to the activities, facilities, services, food, culture and the environment offered. Therefore, the homestay program has to be remaining and sustained for future traveler benefits. However, the enhancement of the homestay program is based on the preference of the tourist itself, either local or foreign. "Preference" defines as; a feeling of liking or wanting someone or something more than someone or something else while personal preference is a matter of personal preference which they choose (Daniel MacMillan, 2009). The favorite of domestic and international tourist in homestay program is he or her who like the particular program offered by the homestay based on what they choose. This preference as well influenced by age, background, culture, origin, etc. If a tourist wishes have met the preference level, they are likely to re-join the program and inform friends, family, and other publics about the program in that homestay. As a step to

meet the local and foreign tourists' preference level, the homestay programmes should be improved according to their needs to ensure they feel comfortable, enjoy and experience incredible memories as well loyal towards Dorani Homestay. Indeed, the excellent quality of homestay programme gives effects to the both local and foreign preference level in Dorani Homestay also tourist arrival and attraction to this homestay.

According to The Star.Com (2012), as one of the approaches to meet the preferences level of domestic and international tourist, the Tourism Minister Datuk Seri Dr. Ng Yen Yen conveyed that the state government has to develop more tourist-friendly services and products continuously as well remain to promote Malaysia through warm Malaysian Hospitality. Furthermore, the appropriate programme as well should be provided for the both group of tourist. Hence, this research aims to create the tourism programme offered by Dorani Homestay that suit the domestic and international tourists which contribute towards domestic and overseas tourist preference in Dorani Homestay at Sg.Hj.Dorani, Selangor.