



UNIVERSITI TEKNOLOGI MARA

VISITOR'S PERCEPTION OF HOMESTAY IN
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TABLES OF CONTENTS

	Page
CHAPTER 1	
INTRODUCTION	
TITLE PAGE	i
1.1 Background of study	1-2
DECLARATION OF ORIGINAL WORK	3
1.3 Research Question	4
LETTER OF TRANSMITTAL	4
1.5 Scope of Study	5
ACKNOWLEDGEMENT	5
1.7 Definition of term	6-7
TABLE OF CONTENTS	v
CHAPTER 2	
LIST OF FIGURES	vii
2.0 Overview of chapter 2	8
LIST OF TABLES	vii
2.2.1 Services Quality	9
LIST OF ABBREVIATIONS	ix
2.2.3 Promotion	11
ABSTRACT	x
2.2.4 Product Offer	12
2.3 Proposed research Framework	13
2.4 Proposed research Hypothesis	14
CHAPTER 3	
METHODOLOGY	
3.0 Introduction	15
3.1 Source of Data	15
3.1.1 Primary Data	15
3.1.2 Secondary Data	15
3.2 Research Design	16
3.2.1 Descriptive Research	16
3.2.2 Inferential Research	16
3.3 Research Instrument	17
3.3.1 Questionnaire	17
3.3.2 Survey Methods	18
3.4 Sampling Techniques	18
3.4.1 Population	18
3.4.2 Elements	18
3.4.3 Sampling Frame	19
3.4.4 Sample	19
3.4.5 Subject	19
3.5 Sampling Technique	19
3.5.1 Convenience Sampling	20

CHAPTER 4

CHAPTER 1 ANALYSIS AND FINDINGS

INTRODUCTION

1.0 Introduction	1
1.1 Background of study	1-2
1.2 Problem Statement	3
1.3 Research Question	4
1.4 Research Objective	4
1.5 Scope of Study	5
1.6 Significant of study	5
1.7 Definition of term	6-7

CHAPTER 5

CHAPTER 2 CONCLUSION AND RECOMMENDATION

LITERATURE REVIEW

2.0 Overview of chapter 2	8
2.1 Visitor Perception	8
2.2.1 Service Quality	9
2.2.2 Infrastructure	10
2.2.3 Promotion	11
2.2.4 Product Offer	12
2.3 Proposed research Framework	13
2.4 Proposed research Hypothesis	14

CHAPTER 3

METHODOLOGY

3.0 Introduction	15
3.1 Source of Data	15
3.1.1 Primary Data	15
3.1.2 Secondary Data	15
3.2 Research Design	16
3.2.1 Descriptive Research	16
3.2.2 Inferential Research	16
3.3 Research Instrument	17
3.3.1 Questionnaire	17
3.3.2 Survey Methods	18
3.4 Sampling Techniques	18
3.4.1 Population	18
3.4.2 Elements	18
3.4.3 Sampling Frame	19
3.4.4 Sample	19
3.4.5 Subject	19
3.5 Sampling Technique	19
3.5.1 Convenience Sampling	20

INTRODUCTION

This chapter aim the background of the study, which provides an overview of rapid development of Homestay industry in Malaysia and how Homestay could help in the development of economy in our country. The evidence of the industry's performance is also highlighted. Next the problem statement addresses the various issues and gaps identified in this study. This is then followed by the statement of research questions, research objective, scope of study and significant of study.

1.1 Background of study

Nowadays, Homestay portrays as an accommodation and also getting to know the local lifestyle and culture (Ng, 2010). The increasing number of homestay in Malaysia is due to the government efforts to help upgrade the tourism sector back in 1995 under the National Plan for Rural Development in order to maintain and develop the tourism industry through the introduction of rural program in example Homestay Program (Liu, 2006). Apart from that, the other objectives of this homestay is to help the local people in the rural areas to generate side income apart from farming and agriculture and also to help them to get out from poverty. The homestay in Malaysia context is offer a place to stay with a reasonable price, involve in the daily routine of the local people and experience the lifestyle and cultures of local people for example eating the homemade cooked by the local and the host should treat the guest as one of the family members. The implementation of homestay is one of the brilliant way in enhancing our tourism and also help in maintain our cultures and introduce the uniqueness of our cultures that we have a lot to offer.