

Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event of my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Homestay programme in Malaysia is comprised of various ecotourism packages, offering agro-tourism, nature-tourism and/or cultural-tourism activities. However, homestay hosts need to improve its activities in order to attract more tourists in the future. There has been a stable decrease in the number of homestay tourist arrivals in Kuala Medang, which is chosen as the setting of this study. A questionnaire was developed to examine tourists' perception, preference and satisfaction level toward the homestay activities and how it affected post behavioural intentions. A convenient sample of 346 local and international tourists were surveyed and the results showed majority of them were satisfied with the homestay activities which led to positive post behavioural intentions. Activities which tourists most enjoyed were also identified in the findings.

Keywords: *Homestay Activities; Tourist Satisfaction; Post Behavioural Intentions*

(123 words)

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