



**TOURIST EXPERIENCE WITH THE MELANAU
HOMESTAY IN MUKAH, SARAWAK**

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ABSTRACT

In today's competitive business market, the organisation needs to organise very careful about their business plan strategy. This applied for homestay providers who provide the accommodation for the tourist or the visitor that have visited their homestay. There have many studies have been conducted that the homestay have been in a trouble because of the service failure. Service failure will give bad experience to the tourist or visitors that have come to visit the homestay. The current studies will focus on the tourist experience with the Melanau homestay in Mukah, Sarawak. It will discuss about the dimension of tourist experience when visit the Melanau homestay such as the journey, accommodation, facilities, nature, people, culture, activities, cleanliness, and foods.

Keywords: Melanau, homestay, service failure, experience

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism industry has been classified as the important industry for economic growth in developing country. In Sarawak, tourism contributes highly for state's gross domestic product. The colourful and multiracial culture with diverse festival has made the tourist all around the world come to visit Sarawak where the attractions were the cultural festival and celebrations of the different races and religions (Lau, Oh, & Hu, 2008).

The tourist likes to seek and learn about the heritage of the country such as historical sites, building and cultural. For example are the historical sites such as Forts or Kubu that build during Brooke Era. The purpose of these Forts is to keep peace and gained control of the surrounding administrative area. This Fort has attracted the tourist from inside and outside the country come to visit Sarawak. The cultural heritage such as Kaul festival celebrated by Melanau community, and Gawai festival by Dayak is also the factor that contributes the tourism industry in Sarawak (Nabiha, Wahid, Amran, Haat, & Abustan, 2008).

Sarawak is the state of Malaysia that has more than 40 sub-ethnic groups compare to peninsular of Malaysia and Sabah. Each ethnic group have their own distinct language, culture, believe, and lifestyle. The uniqueness of this sub-ethnic group can be seen on their houses. Each sub-ethnic has their owned house design, shape, and the material that they use to build the house. Melanau Community for example, is well-known with

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This section presents a review of the literature that is applicable to this study. The topic is about the tourist experience with the Melanau homestay in Mukah, Sarawak which the subtopic contains the types of service failure, how to recover from service failure, visitor experience with the homestay and overall homestay experience. This section aims to provide more understanding for the visitor experience and satisfaction.

2.2 Dimensions of Tourist Satisfaction

Tourist satisfaction plays an important role that can make their experience better. If the level of the tourist satisfaction is high, the experience will be good because good experience can only be achieved through high level of satisfaction. The high level of satisfaction means that it meets the expectation from the tourist. This will make them to feel satisfy with the overall homestay services. According to Voon, the dimension of tourist satisfaction includes services provided, safety, the homestay's facilities, and overall homestay experience (Voon, 2009).

2.2.1 Homestay Facilities

According to Mariam, Norain and Abdul (2012), if the homestay provides great facilities that meet the guests' expectation, it will enhance the marketing for the homestay program (Jamaludin, 2010). The visitors that are satisfied will help to spread the good