

**UNIVERSITI TEKNOLOGI MARA**

**PERCEIVED VALUE, SATISFACTION AND  
VISITOR PSYCHOGRAPHICS IN  
COMMUNITY-BASED HOMESTAY TOURISM:  
BEHAVIOURAL INTENTIONS PERSPECTIVE**

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## ABSTRACT

Homestay is an alternative tourism product that has the potential to attract tourists due to a marked increase in international demand for tourism that allows tourists to observe, experience and learn about the way of life of the local residents of their destinations. Nevertheless, compared to other special interest tourism products, research on visitor behaviour in homestay tourism has been neglected.

This study fills this void by investigating these remarkably distinctive tourism experiences through the concept of visitors' perceived value. Economists of tourism agree that valid and reliable measures of perceived value would allow for a comparison of value between tourism programmes. Such a comparison would enable tourism providers to identify which value dimensions are performing well.

The purpose of this study was to test a model of visitors' perceived value of homestay tourism to explain the role of psychographics in behavioural intentions. At the theoretical level, this study aims to demonstrate that the conventional paradigm of perceived value, overall satisfaction and behavioural intentions is inadequate to explain visitors' behavioural intentions in the context of special interest tourism. A more realistic explanation is required that incorporates psychographic characteristics as a potentially influential variable.

The theoretical framework for this study included five dimensions of perceived value. In addition to the four previously proposed dimensions of functional value (establishment), functional value (service quality), functional value (price) and experiential value (host-guest interactions), one new dimension, experiential value

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# CHAPTER 1

## INTRODUCTION

### 1.1 Preamble

Tourism worldwide remains an engine of growth, despite its slow recovery from the 2009 recession, the worst since the 1930s. The updated forecasts from the World Travel and Tourism Council (WTTC) and Oxford Economics show that there has been no change in the projected long-term growth of 4 percent per annum for travel and tourism over the coming decade, making it a key factor for expansion in the longer term (WTTC, 2009). As for Malaysia, the number of arriving tourists surpassed the government's target of 19 million when the country recorded 23.65 million tourist arrivals in 2009 (Tourism Malaysia, 2010). This preserves the tourism industry's role as an important foreign exchange earner and demonstrates its contribution to growth, investment and employment.

The growth rate of arrivals is increasing due to a number of factors that pull tourists, such as the country's advantage as a centre for conferences, event organisation, sports facilities, exhibitions and conventions, its wealth in arts and crafts, shopping and recreation, the 'untouched' and 'exotic' environments and local people, the advancement of transportation and the expansion of travel-related technology (Aminudin & Jamal, 2008). Many new tourism products have been developed and diversified to appeal to the existing market and to attract new markets to the destination (Ibrahim, 2004). Among the priorities is the promotion of tourist activities that include culture and heritage, international shopping, major events, health tourism, education tourism, space tourism, dark tourism, eco-tourism, real