



**TOURIST AWARENESS AND SATISFACTION TOWARD
HOMESTAY IN KUCHING.**

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ABSTRACT

Homestay have becoming more important in the tourism industry because it is the uniqueness of the country or a certain location that makes people wants to go there. Each homestays differ from one another. Thus, makes them competitive in the hospitality industry that nowadays has increasingly becoming a profitable market. In Malaysia, the traditional is kept and taken care of very carefully to be able to preserve the historical cultural diversity that seldom found in modern countries even though Malaysia is one of the advanced country itself. The cultural diversity not on being preserved, it is also being proud of. Tourism in Malaysia have never failed to educate and promote the colorful cultures in Malaysia in the eye of the world. In general, the uniqueness of not only the cultures, as well as the rich tropical environment that Malaysia has to offer to the environment lover around the world that makes homestays one of the strongest alternatives to make Malaysia known to the world.

Activities, experiences, values that tourists obtained from the homestays in Kuching should become one of the topic that they will spread in their own country when they went back home. To do so, it is important that homestay operators should know not only on how to manage the homestay as best as they can, they should always know what factors and how strong are these factors affecting the tourist future intention to revisit. This study highlights on the relationships between the awareness of the tourist on homestays from three consequence factors, online information, word of mouth and promotion, as well as their satisfaction affecting their future behavior. The outcome of the study explains the importance of these variables to not on tourism industry in the country, it benefits the locals citizen as much as it benefits the tourism market in the country. Further in these studies also give a light to what items that are not necessarily important in determining the future behavior of the tourists that came to Kuching, Sarawak.

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION TO TOURISM INDUSTRY IN MALAYSIA.

Tourism as an economic sector has come to be consolidated in the middle of the 20th Century (Science, 2007) Tourism in Malaysia have a potential for long term growth with support from the government to growing markets in the Asia Pacific, all leading toward increases in domestic, inbound and outbound travel. With a strong domestic economy we expect to see positive growth across all key market indicators.

Malaysia is an amazing holiday destination that offers many different types of vacation. Tourism is quick turning into major revenue for our country and Malaysians as a whole should rise to the challenge of putting Malaysia on the map of getting to be one of the top event destinations in the world.

Malaysia is a well-known country that is one of Southeast Asia top travel destinations that have an endless range of activities and attractions. With uniqueness of Malaysia, it can accommodate for the cultural enthusiast, cosmopolitan shopper, nature-lover and historical buff. Divided into Peninsular Malaysia in the West and East Malaysia, part of the Borneo archipelago, the country will attract you with the shopping experience of its modern cities, the magnificence of its cultural arts and natural heritage of rich flora and fauna.

The Tourist Development Corporation of Malaysia (TDC) was set up on 10 August 1972 as an organization under the previous Ministry of Trade and Industry by an Act of Parliament. With the initiation of the Ministry of Culture, Arts and Tourism on 20 May 1987, TDC was moved to this new ministry; and turned into the Malaysia Tourism Promotion Board (MTPB) through the Malaysia Tourism Promotion Board Act 1992. Prominently known as Tourism Malaysia, its full concentration is on advancing Malaysia locally and globally (2008 Tourism Malaysia).

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

Homestay programs have been highly benefited to not only the country, it includes the locals too. Many were able to improve their standard of living by operating homestay programs. These claims also were stated in many published articles and journals on researches of the benefits of what homestay could bring.

2.1 PROMOTION

According to Gartner, (1993) information originates in numerous and diverse sources. Firstly, advertising includes the promotional material such as brochures and posters, as well as tour operators' and travel agents' opinions. Furthermore, self-information also plays a role and it is acquired from mass media and popular culture. Finally, organic information comes from friends and relatives, as well as from personal experience.

There is a study conducted by Pushpanathan (2013) on "Impact of Promotional Strategies on Brand Awareness; A Study on Milk Powder Brands in Nuwaraeliya District". It indicates that the consequences of the study that there is a positive association between the promotional strategies on brand awareness such as sales promotion, advertising, personal selling, brand awareness and also as direct marketing. We can conclude that there is relationship between promotion and the tourist awareness.

2.2 INFORMATION ONLINE

Buhalis (1998) brings up the significance of Internet as a source of data for consumers to become familiar with this emerging world of information. Alkharabsheh et al, (2011) address that The viral marketing that utilizing the existing social networks to promote the brand or other promotional objectives, based on viral scientific reincarnation in the world of computing and the Internet similar to viruses reincarnation in the biosphere.