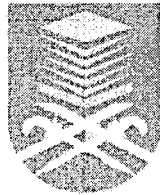


**AN INVESTIGATION INTO THE PSYCHOGRAPHICS OF
VISITORS TO HOMESTAY MALAYSIA**



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Dengan segala hormatnya perkara di atas adalah dirujuk.

Dengan sukacitanya, Institut Pengurusan Penyelidikan (RMI) mengucapkan tahniah kepada puan kerana telah berjaya ditawarkan Geran Dana Kecemerlangan bagi projek penyelidikan tersebut.

Syarat-syarat kelulusan Geran Dana Kecemerlangan adalah seperti berikut :

- i. Tempoh projek penyelidikan ini ialah satu (1) tahun, iaitu bermula **15 Jun 2009** hingga **15 Jun 2010**.
- ii. Kos yang diluluskan ialah sebanyak **RM15,000** sahaja dalam Kategori A. Puan diminta mengemukakan proposal beserta bajet yang baru seperti yang dicadangkan oleh panel penilai (sila lihat lampiran penilai yang disertakan).
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- iv. Setiap pembelian bahan atau peralatan hendaklah mematuhi Prosedur Perbendaharaan Bendahari yang telah ditetapkan contohnya setiap pembelian aset/bahan melebihi RM500 hendaklah disertakan sebutharga dan borang analisa harga. Pihak puan juga diminta untuk mengembalikan peralatan (aset) yang dibeli ke fakulti atau kampus cawangan setelah tamat projek penyelidikan.
- v. Pihak puan dikehendaki mengemukakan laporan prestasi secara ringkas pada setiap enam (6) bulan sepanjang tempoh penyelidikan tuan/puan berjalan.
- vi. Puan perlu menandatangani Borang Perjanjian Penyelidikan dengan kadar segera kerana penggunaan geran hanya akan dibenarkan setelah perjanjian ditandatangani.
- vii. **LAPORAN AKHIR** perlu dihantar sebaik sahaja projek penyelidikan **TAMAT** dan format menulis laporan akhir boleh diperolehi di laman web RMI (<http://www.rmi.uitm.edu.my>).

viii. Seperti sedia maklum, Tabung Dana KCM adalah hasil sumbangan pelajar, staf, alumni dan lain-lain. Sehubungan itu, segala perbelanjaan perlulah dilakukan secara perbelanjaan berhemah.

Sekian, harap maklum.

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“SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA”

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4 Report

4.1 Proposed Executive Summary

The government has initiated, organised and will continuously seek to improve the Malaysian homestay programme. The success in operating this programme will be meaningless if we are unable to attract accurate segments to the destination. Since this special interest tourism depends a lot on the niche market, understanding this specific group of visitors is vital in ensuring effective promotion of the programme. Research on the psychographic of the homestay visitors to the country is very much lacking thus this study aims to fulfil the gap.

The main objective of this research is to undertake a quantitative approach in identifying the typology of the homestay visitors based on their psychographics as well as socio demographic. Other objectives include: (i) to explore the psychographics of visitors to the homestay programme; (ii) to determine whether differences exist between members of the resulting segments with respect to their vacation behaviour, environmental attitudes and socio demographic characteristics; (iii) to examine if the environmental attitudes, trip and demographic characteristics discriminate between the resulting segments of homestay visitors.