



اودنوس مرسيدان بى تى مڊ نوه

**FACULTY OF BUSINESS MANAGEMENT  
ACADEMIC YEAR 2017/2018**

**PROPOSAL:**

**DETERMINANTS OF MARKET COMPETITIVENESS  
IN AN ENVIRONMENTALLY SUSTAINABLE  
TOURISM INDUSTRY OF MASBRO VILLAGE**

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## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND OF COMPANY

Homestay tourism emphasises on the ecotourism and community-based products and services, in which visitor stay with the foster families and get involved with the normal daily activities in order to experience the lifestyle and local culture. Receiving excellent service will reinforce the loyalty of current visitors and increase the prospect of attracting new ones (Albacete-Saez, Fuentes-Fuentes, & Llorens-Motes, 2007; Erdil & Kalkan, 2010; Jamaluddin, Hanafiah, & Zulkifly, 2013).

The company that involved in this research is Masbro Village Boutique Homestay. Masbro Village Boutique Homestay was English design inspired guesthouse with unique triangular houses. The houses filled with colourful exterior and an outdoor swimming pool for both adult and children, perfect for a family vacation.

This Homestay located at Lot 291 Jalan Paya Rumput, Batu 7 1/2, Paya Rumput, 76450 Melaka. Masbro Village Boutique Homestay open for rental from RM288.50 per unit for 1 night. For maximum comfort ability they recommend 4 guest per house though they accept a maximum of 6 guests including kids. For kitchen is equipped with a microwave oven, a refrigerator, water kettle and basic utensils. For bed they provided 2 queen-sized bed at first floor and one sofa bed at ground floor. The houses fully air-conditioned and two washrooms with water heater.

## 1.2 PROBLEM STATEMENT

As we know, homestay is the one of business that offered services to public. We want to do a research on determinants of market competitiveness in an environmentally sustainable tourism industry of Masbro Village. Sustainability in service is increasingly seen as essential to delivering long term profitable services that positively reflect on society. This research can help the company to see either their business can perform in the industry in long term period or should make an improvement on their service. For future sustainability, they should provide excellent service for their customer to compete with the hotels and homestay in Malacca.

The evaluation of performance and the sustainable can be references to company to improve their services and add other services that suitable with their business concept. The issue in this Homestay is new in market and people not aware about this homestay. This homestay exist in Malacca almost 4 years. But people still not realise this homestay in Malacca. This is because, customer who came from another country said that when they using Grab car services, the driver do not know the place and difficult to find the homestay. Other than that, another issue in this homestay there have shortage in the service that they offered, the complaint from customer from Facebook and website about the service that they serve. For example, the facilities which is security, Wi-Fi and also the Café. The researcher have attach the review from customer in page 3 for the reference.

Furthermore, the level of customer satisfaction is low. This matter automatically will impact company image and surely the profit. Based on problems statement that faced in this homestay, researcher want to focus on the determinant of market competitiveness in an environmentally sustainable tourism industry of Masbro Village.

## 1.2.1 REVIEW FROM CUSTOMER

| No  | Rating | Name                 | Date       | Review Text  | Action |
|-----|--------|----------------------|------------|--|--------|
| 111 | 5.0    | Nabilah Nurulhidayah | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |
| 112 | 5.0    | Nabilah Nurulhidayah | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |
| 113 | 5.0    | Muhammad Fauzan      | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |
| 114 | 5.0    | Yusuf                | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |
| 115 | 5.0    | Yusuf                | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |
| 116 | 5.0    | Yusuf                | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |
| 117 | 5.0    | Yusuf                | 17/04/2022 | Kami menginap di MasBro Village 1 pada 17/04/2022. Lokasi di area perumahan yang strategis, lingkungan yang asri, dan pelayanan yang ramah. Kamar yang nyaman dan bersih. Sangat direkomendasikan. | Clear  |

**MasBro Village 1**

4.3 out of 5

Would you recommend MasBro Village 1?

**Ratings and reviews have changed**

The best place to stay in Melaka! Reasonable price and friendly staffs. Highly recommended to all.

**Reviews:**

- Nurshuhada Md Noor: Bad service...
- Nabilah Nurulhidayah: Sangat direkomendasikan!
- Shahida Rosli: Highly recommended!
- Fahris Suhaimi: Highly recommended!

### **1.3 RESEARCH QUESTION**

RQ1: what are market competitiveness in tourism industry?

RQ2: what are the key determinants of market competitiveness for the tourism industry to sustain its growth?

### **1.4 RESEARCH OBJECTIVE**

RO1: To determine the market competitiveness in tourism industry.

RO2: To determine the key determinants of market competitiveness for the tourism industry to sustain its growth.

### **1.5 SCOPE AND LIMITATION**

#### **1.5.1 SCOPE OF STUDY**

I conduct the research to find out the determinants of market competitiveness environmentally sustainable tourism industry of Masbro Village. The factors that I will determine consist of demand orientation, comparative advantage and environmental commitment. My respondent was the customers of Masbro Village Boutique Homestay.

#### **1.5.2 LIMITATION OF STUDY**

##### LIMITATION OF SURVEY INSTRUMENTS

I decided to pick customers of Masbro Village in Paya Rumput, Melaka. I will distribute questionnaire to them since it more easily than interview. I will distribute the questionnaire within one month of the period.

##### LIMITATION OF DATA

When conducting this research about the determinants of market competitiveness environmentally sustainable tourism industry of Masbro Village, I'm refers to some