

DECLARATION OF ORIGINAL WORK



# **SINGAPOREAN DESIRES AND PERCEPTIONS TOWARDS HOMESTAY BUSINESS IN SABAH**

UNIVERSITI TEKNOLOGI MARA  
DECLARATION OF ORIGINAL WORK

*DAVIN CALVIN DAVID*

(IC Number: 85070272-6725)

**DAVIN CALVIN DAVID  
2006131535**

I hereby declare that:

This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degree.

This project paper is the result of my independent work and investigation, except where otherwise stated.

All website sources have been distinguished by quotation marks and source of my

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH**

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## ABSTRACT

The objective of this study is to analyze the Singaporean desire towards the Homestay businesses in Sabah. Whereby, this research will adapt the result of the past research, which was conducted by "Rajabhat Institute Dhonburi" of Thailand. The sample population for this study will be based on 150 respondents and the questionnaires were distributed in Singapore. The time frame conducted for the gathering of data was conducted within 3 weeks period. The gathered questionnaire results then being used to analyze the Singaporean desire and perception towards the Homestay in Sabah. Whereas, the desire and perception gives identification of which part of the Homestay particularly in terms of product features and services should be provided and taken into account for its future sustainability. In addition, this will provide information about the pattern of Singaporean as market segmentation in terms of marketing in tourism.