

Satisfaction of domestic tourists with the homestay programme in Mesilou Village, Kundasang, Sabah

Abstract

The purpose of this paper is to identify and analyze the satisfaction of domestic tourists with the quality of Homestay Programme services at Mesilou Village, Kundasang, Sabah. The measurements of the importance of and satisfaction with facilities, security and services were based on data provided by the homestay participants. The measurements were based on the analysis of means of the responses of the tourists who participated in the Homestay Programme. Quantitative approaches were applied in this study, such as face to face survey interviews with questionnaires to 85 domestic tourists. The qualitative approach of in-depth interviews was also used among the stakeholders in the Homestay Programme to gain additional useful information for this study. The research findings showed that all domestic tourists interviewed in the study were satisfied with the quality of all services provided, as indicated by the value of satisfaction mean of 4.193-4.4157. This indicated that the satisfaction of domestic tourists with the all three aspects fell in the satisfaction zone. These findings may provide useful information for stakeholders in other Homestay Programmes, especially regarding what homestay participants want, in order to enhance the quality of services in homestays. In addition to this, these findings can also contribute to further research in the discipline of Sociology of Tourism, especially regarding Community Involvement in Development.