

**THE RELATIONSHIP BETWEEN TOURISTS'
MOTIVATION AND CULTURAL AND
HERITAGE ATTRIBUTE TOWARDS
CUSTOMER SATISFACTION**

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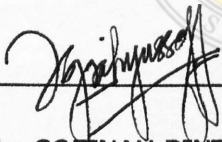
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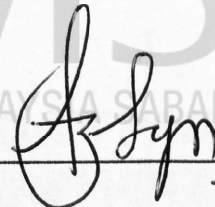
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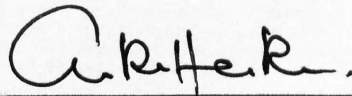


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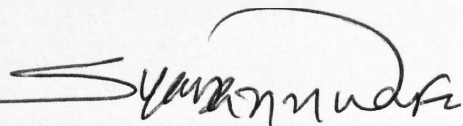
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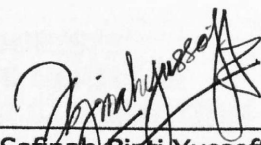
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ABSTRACT

THE RELATIONSHIP BETWEEN TOURISTS' MOTIVATION AND CULTURAL AND HERITAGE ATTRIBUTE TOWARDS CUSTOMER SATISFACTION

Customer satisfaction is very important to ensure the provision of products and services provided to customers could achieve a satisfactory level. This is also important the context of Homestay Programme itself. Ancillary revenue generation by service provider or host family can be done by offering services that meet the needs and desires of visitors. Decreasing number of visitors come to the Homestay Programme in Wilayah Persekutuan Labuan in 2008. Therefore, this study is to identify the exact factors that can influence customer satisfaction, especially for local and foreign visitors who choose and participate in Homestay Programme in Labuan. There are two factors to measure customer satisfaction, which are tourists' motivation and the cultural and heritage. Quantitative and descriptive research approaches were applied in this study to describe the characteristics of related variables in this study. Through this study, there are several findings have been found. Among the eight hypotheses, explain the name of the dimensions that significant. Four of them were accepted. Therefore, underlying visitors' motivation, intellectuals has a significant relationship with customer satisfaction. Whereas for cultural and heritage, cultural attractions, experience of recreational and local services have a significant relationship with customer satisfaction who visited Homestay Programme in Wilayah Persekutuan Labuan.



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ABSTRAK

Kepuasan pelanggan adalah amat penting dalam memastikan penyediaan produk dan perkhidmatan yang diberikan kepada pelanggan sentiasa mencapai tahap yang memuaskan. Senario ini juga sama pentingnya untuk Program Homestay itu sendiri. Penjanaaan pendapatan sampingan untuk penyedia perkhidmatan atau lebih dikenali sebagai 'keluarga angkat' mampu dilakukan dengan cara menawarkan perkhidmatan yang memenuhi keperluan dan keinginan para pengunjung. Maka itu, titik tolak penyediaan kajian ini adalah bermula dari isu semasa yang melihat kedatangan para pengunjung ke homestay program semakin berkurangan pada tahun 2008. Oleh yang demikian, kajian ini telah dilakukan bagi mengetahui apakah faktor-faktor yang boleh mempengaruhi kepuasan pelanggan terutama sekali kepada para pengunjung baik yang datang dari dalam atau luar negara bagi menyelidiki faktor-faktor yang diinginkan oleh pengunjung sepanjang menginap di homestay program. Terdapat dua faktor yang dilihat mampu mengukur kepuasan pelanggan ini, iaitu Motivasi Pengunjung dan ciri-ciri Budaya dan Warisan yang terdapat di Program Homestay itu sendiri. Pendekatan kuantitatif dan kajian deskriptif telah diguna-pakai di dalam kajian ini dalam membantu menentukan pembolehubah yang berkaitan. Melalui kajian ini, terdapat beberapa penemuan yang diperolehi. Antara lapan hipotesis yang menjelaskan nama-nama dimensi yang signifikan, empat daripadanya diterima. Rentetan itu, untuk Motivasi Pengunjung, intelek dikenalpasti mempunyai hubungan yang signifikan dengan kepuasan pelanggan. Manakala untuk Budaya dan Warisan, didapati tarikan budaya, pengalaman rekreasi dan perkhidmatan tempatan mempunyai hubungan yang signifikan dengan kepuasan pelanggan yang berkunjung ke homestay program di Wilayah Persekutuan Labuan.

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CHAPTER 1

INTRODUCTION

1.1 Background of study

Within the tourism industry, cultural and heritage tourism is the fastest growing segment as there is a trend toward an increased specialization among tourists. This trend is supported with the rise in volume of tourists who seek adventure, culture, history, archaeology and interaction with local people (Hollinshead, 1993). One of the most significant example is American where cultural and heritage sites are among the most preferred tourism experiences in America. (Virginia Department of Historic Resources, 1998).

For Pearce and Balcar (1996), they had analyzed destination characteristics, development, management, and patterns of demand through an element-by-element comparison of eight heritage sites on the West Coast of New Zealand. Glasson (1994) provides an overview of the characteristics of visitors to Oxford, their impacts, and the management responses to date. In general, around 80 percent of tourists who visited this cultural and heritage destination were satisfied. Meaning to say, the significant characteristics of destination caused the tourists to be satisfied after visiting particular places.

The significant characteristics of tourists who visit cultural and heritage destination focuses cultural and heritage tourism. According to Hollinshead (1993) due to the presence of people's tendency to seek adventure, traditional culture, history, archaeology and interaction with local people has transform this cultural and heritage tourism to a major new area in the tourism industry. In other words, tourists seek out adventures that could immerse them in a culture or a place (Thompson, 1998). In addition, there have been few studies that identify the relationship between cultural and heritage destination attributes and tourists' satisfaction, this study investigated the attributes that satisfy tourists who visit

cultural and heritage destinations in order to provide sufficient information and assist tourism planners in developing strategies to attract customers.

1.2 Tourism Industry

Tourism industry is the second largest contributor after the manufacturing sector in Malaysia's economy. In 2008, the country recorded 22.05 million arrivals and tourism industry has contributed RM 49.6 billion (USD 13.4 billion) in revenue. The Homestay Programme is a tourism product that has been given special emphasis by the government through the Ministry of Tourism Malaysia (MOTOUR). Realizing the potential of the program, the Rural Tourism Master Plan 2001 was formulated to promote Homestay Programme as a catalyst for rural community development. In the 9th Malaysia Plan (2006-2010) one of the focuses by government is on community development, with rural tourism as one of the mechanisms. Malaysia's efforts in developing and promoting its tourism products have produced impressive results. This amount represents an increase of 5.5 percent in tourist arrivals and an increase of 7.6 percent in revenue compared with year 2007. These increases are notable given difficulties and challenging environment with the global economic slowdown and the increase of oil prices in year 2008. The first quarter of 2009 showed a positive growth with 2.2 percent in tourist arrivals compared to the corresponding period in 2008 (MOTOUR, 2009).

As the number of tourists' arrival increase overtime, it gives a good insight for Malaysia government to retain and improve the tourism industry as well. "The Tourism Ministry aims to improve and expand the homestay programme as one of the main attractions for tourists to return to the country" (The Star, 2008). This also being focus by MOTOUR and Ministry of Federal Territories and Urban Wellbeing (MFTUW) as one of the major development by upgrading the facilities in terms of accommodation and existing products in Labuan, (Labuan Tourism Action Council, 2008). Thus other aspects including cultural and heritage desirable attributes should be considered by homestay managers to attract tourists.

1.2.1 Background of the Homestay Programme

Homestay Programme comes from the idea of how to accommodate tourists in a village with local family, with the purpose to give opportunity to tourist to observe as well as to learn about local life, culture, and nature. Lynch and Mac Whannell (2000) defined the homestay as part of specific cultural associations like private homes, interaction with a host or host-family, sharing of space which thereby becomes public. The establishment of homestay that link to the concept of the home can be differentiated from other accommodation form. Lynch (2000) distinguished between the homestay with other accommodation with the definition homestay accommodations are the boundaries of private homes that are opened to public, otherwise other accommodations which private space open to staff only. Thus, one may refer to the sector of homestay accommodations to distinguish the accommodation from other types which do not share all characteristics to visitors. Commonly, types of homestay accommodation include farmstay accommodation, some small hotels, host families, and bed and breakfasts. In other definition, homestay is a type of accommodation where group of tourists or guests pay directly or indirectly to stay in private homes (Lashley and Morrison, 2000).

For country like Malaysia, the opportunity to increase the national income will not been abandoned. One of the ways is to delegate assistance to community in order to run this programme successfully. The Homestay Programme in Malaysia has many common characteristics with the concept of farmstay practiced in Germany and New Zealand (Oppermann, 1997) and also vacation farm in Canada (Weaver and Fennell, 1997). Interesting for both the concept of homestay and farmstay is a way of agricultural life, and in addition offers an affordable vacation, and contains high levels of educational elements (Hall, 2000). Although in general the homestay is always associated with rural and agro-tourism, homestay concept has also been adapted to urban environment as in the case of Singapore. Similar with other Homestay Programme abroad, Homestay Programme in Malaysia also provides a form of accommodation for tourist to stay with the chosen host family and chance to build relationship as well as experiencing the daily way of life of the family and culture directly. Tourists will have the opportunity to enjoy a relatively cheap vacation that is different by choosing this programme.

The benefits that might be gathered by visitors are opportunity to stay with a host family that participates in this programme, and experience how the host family members live daily thus enhancing their knowledge on the lifestyle and culture of local residents at the destinations that they visit.

1.2.2 Malaysia Homestay Programme

"The concept of Homestay Programme is a form of new accommodation for tourists in the text of country's tourism industry. Under this program, tourists will be able to live with family members of the selected host family and able to enjoy daily life and culture of the family and directly expose them to the Malaysian culture as well. In this way, tourists will have opportunities to gain excitement experience and interact directly with the lifestyle and culture of Malaysians." (MOTOUR, 2009). This was very significant with the definition created by MOCAT (1995), "where tourists stay with the host family and experience the everyday way of life of the family in both direct and indirect manner." By the definition, it shows the well characteristics of Homestay Programme in Malaysia which deliver enjoyment to tourist who visiting to these homestay. The homestay, a combination of tourism and recreation has grown as a result of increasing demand for access to the countryside, better private mobility, more leisure time, and the demand for fresh air and active pastimes (Yahaya Ibrahim, 2004). The success of this programme has its own history that lead to today's achievement. Without the previous evolution, it is impossible to have this exciting scenario that gives chance to new generation to continue it.

The evolution of Homestay Programme in Malaysia can be traced back to early 1970s at Kampung Cherating Lama or known as "drifter enclave" in Pahang, when Mak Long Teh one of local lady has took in 'drifters' as well as providing them with breakfast, dinner and shelter within her home in kampung or Malay village, (Amran Hamzah, 1997). In 1988, Homestay Programme has been introduced by the Ministry of Tourism, this has been one of Malaysia's effort to make the tourism products variously through the provision of others accommodation for tourists. After a few years, the Minister of Tourism, Arts, and Culture has officially launched this programme in 1995 at several locations including Desa Murni, Kerdau, Temerloh, Pahang. Due to the impressive development and great participation, the

Homestay Programme in Malaysia has attracted the attention of Malaysian Government to interfere in order to make this programme as one of the most profitable tourism product by continuously improving and enhancing the quality of service offered.

As the Homestay Programme is one of tourism product which is specially emphasised by the government through the Ministry of Tourism, there are many efforts and supports given in terms of financial budget and the injection of varies initiatives to ensure the Homestay Programme can be developed continuously and strengthen the quality of service in the Homestay Programme as well.

Table 1.1: Forms of Assistance Application Conditions Provided By the Ministry Of Tourism

HOMESTAY PARTICIPANT	HOMESTAY VILLAGE/ COLONY
<p>To improve the level of bathroom – grant is up to RM5000.00*</p> <p>To improve the level of room occupancy – matching grant is up to RM15,000.00*</p> <p>Terms & Conditions</p> <p>-Each of the particular village/colony must have at least 100 tourists arrival for three years in row before applying the budget.</p> <p>-After received the budget, the host family must retain being a participant at least 3 years in row.</p>	<p>Initiative of infrastructure development for homestay programe under RMK-9 (2006-2010)</p> <p>RM200,000.00* - Within area of Parliaments' Member</p> <p>RM50,000.00* - Within ADUN</p>

Source: MOTOUR (2009)

Above are encouragements provided by the Ministry of Tourism and the conditions for host family to follow (see Table 1.1). It is RM 90 million budgets under the Malaysia RMK-9, allocated by government to upgrade public facilities and housing at the colony or village of homestay operators who registered under the

Ministry of Tourism (MOTOUR, 2009). In addition, additional boost as much RM 10 million under the Second Stimulus Package was given to the Homestay Programme and RM6.7 million for infrastructure development related to rural tourism projects spent by the Ministry of Rural and Regional Development in 2008. These initiatives are to build and run the programme smoothly besides generating extra income and attracting new participants from rural area to participate Homestay Programme.

Table 1.2: Homestay Program (Village) and Operators (June 2009)

State	No. of Homestay	No. of Villages	No. of Participants	No. of Rooms
Perlis	3	3	55	64
Kedah	7	7	116	175
Langkawi	6	11	152	215
Pulau Pinang	9	9	200	227
Perak	6	30	178	248
Selangor	15	18	581	819
Melaka	5	5	111	144
N.Sembilan	8	26	233	385
Johor	15	18	471	772
Kelantan	8	10	106	163
Terengganu	6	6	149	108
Pahang	12	21	375	412
Sarawak	19	21	233	243
Sabah	18	39	225	413
Labuan	3	3	65	75
Total	140	227	3264	4463

Source: MOTOUR (2009)

Until December 2008, the National Homestay Programme involves 3034 host family from 146 villages throughout the country (see Table 1.2). The Ministry of Tourism Malaysia reported that there is an increase in the number of participants until June 2009. Nevertheless, referring to Table 1.3 are the rules and regulation provided by Malaysia Government as guidelines for host family:

Table 1.3: The Rules of Homestay Programme

Participation Rules	
House Location	<ul style="list-style-type: none"> • Suitable in terms of communication and transportation • Free from environmental pollution • Able to portray the Malaysian lifestyle
Basic Amenities	<ul style="list-style-type: none"> • The house size is suitable • Own at least three separate rooms in the house • Clean and comfortable bathroom, toilet, and dining and living area • Provide safe and hygienic meals and other requirements
Cleanliness	<ul style="list-style-type: none"> • The house surrounding is free from rubbish and animal diseases • Good sewage and drainage system
Registered with Ministry of Tourism Malaysia	<ul style="list-style-type: none"> • Undergo the Rural Tourism Basic course organised by INFRA or Ministry • Pass the house inspection by KPL, PBT, KK, Malaysia Tourism, Homestay Association of Malaysia, JKKK / Homestay Coordinator

Source: MOTOUR (2008)

1.3 Problem Statement

There is an issue in Homestay Programme in WP Labuan where the number of tourist arrivals to Labuan Homestay especially the international tourist has declined recently. This might caused by the satisfaction of tourist has decreased from the last experience participated in Homestay Programme in Labuan. As finding reveal from Valle *et al.* (2006), tourist satisfaction effect to destination loyalty intention. The satisfaction that tourists experience in a certain destination is a determinant of the tourist revisiting. Table 1.4 is a statistics released by the Ministry of Tourism:

Table 1.4: Total Tourist Arrival for Homestay Program for Year 2006, 2007 and 2008

NO.	STATE	TOTAL OF DOMESTIC TOURIST			TOTAL OF INTERNATIONAL TOURIST		
		2006	2007	2008	2006	2007	2008
1.	Labuan	-	392	400	-	169	62

Source: MOTOUR (2009)

Even though the arrival of domestic tourist was relatively increased, unfortunately the reducing number of international tourists' arrival in WP Labuan

for Homestay Program has directly reflected in the earnings of host family (see Table 1.5).

Table 1.5: Total Receipt of Homestay Program for 2006, 2007 and 2008

NO.	STATE	TOTAL INCOME		
		2006	2007	2008
1.	Labuan	0.00	76, 840.00	64, 190.00

Source: MOTOUR (2009)

Due to the potential of the Homestay Programme in providing additional income and employment for community, it is critical for host family to enhance the existed products and services offered. However, according to Datuk Dr James Dawos Mamit, Deputy Tourism Minister, Malaysia said that the statistics showed the average per capita income for each homestay operator in Malaysia was only RM3,000, which is relatively small (The Star, 2010). Thus, it can be concluded that the tourism industry in Malaysia is still lacking in performance which make it less attractive for the tourists. This is showed by the number of tourist arrivals in Malaysia which are relatively lower compared to other neighbouring countries like Thailand.

In addition, Ahmad Johanif Mohd Ali, Malaysia's State Director Ministry indicated that on previous year of 2009 there were only 19 per cent of registered visitors in Malaysia which lesser compared Thailand's visitors, total of 54 per cent (Borneo Post, 2010). Through this statistic, researcher gives the perception and assumption that the quality of service in Thailand in the tourism industry is much better than Malaysia's. Other relevant reasons include that Thailand had been revealing by World Tourism Organization to have strong tourism growth potential (WTO, 2007). In year 1991, United Nations Educational, Scientific, and Cultural Organization (UNESCO) have declared the ancient cities in Thailand such as Sukhothai and Ayutthaya as World Heritage sites (Siri, 2009).

Moreover, the previous study also highlighted that Thailand has significant increase in international arrivals by 20 percent that has put Thailand to the third

ranking in Asia and gain a high market share (US\$ 12,423 million) in Pacific region (Siri, 2009). Thailand is a best choice to do a benchmark in perspective of both Thailand and Malaysia are Asian countries besides Thailand is one of nearest neighbourhood country with Malaysia.

With the above issues, it is critical for the researcher to replicate the study that has been conducted by Seubsamarn (2009) that done in Thailand. It is because by conducting the similar study with previous one, researcher had gained relevant finding that shows the real scenario existing in tourism industry especially in Homestay Programme. Therefore, Thailand was a benchmark in term of tourism industry for Malaysia in order to adapt any specialty of Thailand that relevant to be followed and practiced in Malaysian environment. Perhaps, valuable input and solutions had been discovered in purpose to attract more visitors to come to Homestay Programme in Malaysia, especially in Labuan.

There are several reasons that might possibly cause the number of international tourist to Homestay Programme in WP Labuan to reduce. The apparent reason is low level of visitor satisfaction towards Homestay Programme during their vacation. Based on McKercher and Wong (2004) and Reid and Reid (1993), the repeat visitors are destination-aware tourists whose expectations are based on previous experiences. If the visitors are not satisfied, they will have no attention to revisit the place in the future. Therefore, it is very critical for researcher to identify related factors that affects tourist satisfaction in experiencing Homestay Programme in WP Labuan.

There are several factors that lead to this scenario. According Seubsamarn (2009), the finding found that the tourists' motivation could be an indicator tourists' overall satisfaction. Besides, the cultural and heritage attributes of homestay also would also indicate of tourists' overall satisfaction. Here, the motivation factor and cultural and heritage attributes had been adapted to this study in order to investigate the level of satisfaction of Homestay Programme visitors in Labuan.

1.4 Research Questions

The research questions for this study are following:

- a. Is there a relationship between tourists' motivation and customers' satisfaction of Homestay Programme in WP Labuan?
- b. Is there a relationship between cultural and heritage attributes of Homestay Programme on customers' satisfaction who visited Homestay Programme in WP Labuan?

1.5 Research Objectives

Based on those research questions, the research objectives are form as below:

- a. To analyse whether there is a significant relationship between tourists' motivation and customers' satisfaction who visited Homestay Programme in WP Labuan.
- b. To determine whether there is a significant relationship between cultural and heritage attributes of Homestay Programme in WP Labuan and customers' satisfaction who visited Homestay Programme in WP Labuan.

1.6 Significance of the Study

There are several groups that can be significant to the study. These groups are directly or indirectly related to the study. The groups are as follows:

1.6.1 The Tourism Ministry Of Malaysia

Homestay programmes play the main role in cultural tourism and are the fastest growing segments in the tourism market (Wang, 2007). The culture and heritage that has been preserved in a location causes the daily life of the travellers to be infiltrated with the locals thus, making the Homestay Programme more attractive. The Tourism Ministry of Malaysia is one of the government ministries which continuously observe and improve the tourism field in Malaysia and to insure their mission being achieved. By conducting this research perhaps it could give some appropriate inputs and information that may help the Ministry to know the development of the Homestay Programme and solve any foible in that industry.