

Title of Thesis	A Study On Tourist Satisfaction Toward Homestay Services In Lawas Sarawak
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ABSTRACT

Homestay program, which was introduced in 1988, has become the iconic rural tourism product highlighting Malaysian cultural and traditional ways of life. This purpose of this research is to study tourist attitude towards homestay business in Lawas in to know their preference toward Malaysia tourism.

For this research, quantitative method is used. There are 50 questionnaires were distribute. The sample was convenient distribute to tourist. A questionnaire was developed and used to gather data for this research. The data for the research was analyzing using pie chart and table by finding average and percentage.

The research result indicated 5 major finding. Respondent felt that staying in homestay could give them more experience. The reason is because they were far away from busyness in city. Second, positive satisfaction, beside staying or overnight at homestay, the host also inviting them to walk around the village and make a new friend with local people. Third, respondent also agree effective marketing and advertising communication channel were important in order to expose the brand to worldwide. Last but not least, service improvement. Respondent also agreed that feedback and suggestion were important in order to improve their service.

From the result show the researcher suggests several recommendations for implemented. The researcher hopes that homestay operator could set a separate guest room. In order to make them have a great experience the way of local people live, a separated room could give them a feeling that they were away from busyness that they faced in city. Second, provide more activities to tourist. Homestay host also must provide an outdoor activities which is can give the tourist good experience. Third, knowing tourist background. Spending more time with tourist will make our visitor felt comfortable with each other. With sharing or exchange knowledge from both parties will make the relationship closer. Fourth, appointing information technology expertise. IT consultant works in partnership with homestay operator could make them in advance level, it also advising them how to use information technology in order to meet their business objectives. Lastly, improving performance with welcoming feedback and suggestion. Feedback is another word for effective listening and suggestion can increase motivation, encourage teamwork among employees, and promote loyalty within the workplace. Finally, the researcher created serval areas that could be carrying out for future research about homestay business. This area could be outside of Lawas, such as Kota Kinabalu, Kuching, Miri and other areas.