

Title: Penilaian pengalaman dan tahap puas hati pelancong terhadap program homestay

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Abstract:

The tourism sector has been an important contribution to the national economy. Within the tourism industry, rural tourism product such as the homestay programme is seen as having great potential. Homestay programme offers the opportunity for tourists to stay with their local community or host and most important thing being able to experience the local lifestyle and local culture of the community. In Malaysia, there are many 'kampung' or villages that are successfully engaged in homestay programmes, however, research on the level of tourist satisfaction and tourist experience on homestay programmes are limited. Therefore this study will attempt to evaluate the quality of experience and the level of tourist satisfaction in relation to home stay programme. It will also look at the form, concept, theory and the role of homestay in the alternative tourism contact and in the Malaysia rural tourism scenario. Additionally, it will look at the forms of experience that is expected by the tourist and their level of satisfaction. For the purpose of the study, Kampung Desa Murni, Temerloh, Pahang will be used as a case study because of its reputable existence and leader in the field. Quantitative data will be obtained through questionnaires. The questionnaires is designed based on the need to analyses the gap between the tourist experience and the actual homestay offering by using SERVQUAL technique. This technique is needed to identify the tourist perception on homestay programme focusing on their perceptions and expectations. The tourist experience and level of satisfaction result will then be interpreted using the Critical Success Factor (CSF) in the form of Critical Success Matrix and Quality Grid to identify the quality of all the aspects that is being studied. The finding of the analysis indicate the program homestay at Kg. Desa Murni satisfied the tourists but some aspect need to improve such as communication, hygiene and the activities provided in the program. The end result of the research will show the type of tourist experience and the level of satisfaction needed from the homestay programme participated. It will also point out the quality of the homestay programme in terms of tourist experience and their level of satisfaction. The conclusion will reveal the weaknesses and the deficiency face by the homestay programme. In addition, actions to improve the quality of tourist experience and the level of tourist satisfaction are also prepared and these actions or guidelines may be applicable for the future development of home stay programme in Malaysia.