

## **Domestic and International Tourists Preference in a Homestay Programmes: A Case Study of Dorani Homestay, Selangor**

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**Abstract:** At present, the Dorani Homestay programme becomes one of the recognized tourism programme in the tourism industry. However, several of the homestay programme in Dorani Homestay needs an improvement to meet the preference level of the domestic and international tourists. This research aims to create the tourism programme offered by Dorani Homestay suit the domestic and international tourists. The objectives of the study are to review the program provided by the Dorani Homestay to the domestic and international visitors, to investigate of domestic and international tourist preference in the homestay programme and to suggest the improvement of the homestay programme based on domestic and international tourist preference. The method of data collection was divided into two (2) parts, which are primary and secondary data. These both data collections are used in this research. Primary data will be collected during site visits, through site survey and observation. For secondary data, it will be gathered through literature reviews for qualitative information. Specific approaches and techniques for data collection applied in this study are literature reviews, site survey and observation as well questionnaires. The data analyzed through SPSS software for the frequency of the visitors' background, travel information and tourist preference level. Meanwhile, the Relative Important Index (RII) was gathered to calculate the preference level of the local and foreign tourist towards the homestay programme at Dorani Homestay. Through the result achieved, the majority of the domestic visitors preferred the environment, food and beverage as well the activities offered at Dorani Homestay. In contrast, for the international tourists, their preference level is focused on the food and beverage, accommodation and services. It can be concluded that other attributes of the homestay programme which recorded as least preference level for both groups have to improve immediately by the Dorani Homestay host to fully meet the preference level of domestic and international guests currently and in future. Several recommendations proposed based on every single of findings in all parts of questions such as; approaches to overcome the hot weather and temperature of local climate, improve and propose varieties of traditional food and beverage as well an activity, improve the quality of accommodation and activity center, upgraded inadequate services, enhance the methods of promotion and advertisement also develop the accessibility aspects.

**Key words:** Domestic and international tourists preference • Homestay programme • Dorani homestay

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### **INTRODUCTION**

The research particularly concentrated in Dorani Homestay at Sg.Hj.Dorani site. The study covered the homestay programme offered as well the whole area of Dorani Homestay included the accommodations areas. Sungai Haji Dorani located in the Selangor state, 130 kilometers from the Kuala Lumpur. The site area covers of 1,660.84 acres. The main justifications of Sungai Haji Dorani selected as the location due to the Dorani

Homestay programme received the numbers of visitors and ability to attract tourist [1]. Dorani Homestay also is one of the homestays in Selangor that received the tourist from various countries: China, Japan, Europe, Australia and much more[2]. In the year 2015, Dorani Homestay generated income of RM 380,242.00 with a total tourist arrival record is of 9,997 visitors, including 8,830 domestic tourists and 1,167 international visitors[3]. The site chosen because of Dorani Homestay is one the best homestay in Selangor. Besides, there is no study done

regarding the preference of domestic and international tourist in homestay programme at Dorani Homestay, Sungai Haji Dorani[4]. Hence, the study emphasizes on the homestay programme and significant of its attributes towards tourist preference level and it influences visitors interpretation in a particular homestay. Consequently, the relevant of the site selection based on the needs of suitable homestay programme for domestic and international tourists according to their opinion and recommendation for an improvement as well meet their preference level.

**Problem Statement:** There are some components needs to be considered in homestay programme to attract both groups of tourists to stay and visit the Dorani Homestay. The elements are the facilities, services, safety, activities, accessibility and much more. This criterion can influence the tourist preference level as well increased the loyalty of visitors towards Dorani Homestay.

Besides, other elements which influenced traveller's choice is visitors' background are age, gender, residency, education level and types of travellers[5]. All these factors will result in the differences of preference between domestic and international tourist in Dorani Homestay. Thus, the study definitely to review on some issues of Dorani Homestay as stated by problem statement below by considering several components being discussed in previous part as the measurement for preference of domestic and international tourist in homestay programme at Dorani Homestay

- Dorani Homestay offered a basic programme towards domestic an international tourist.
- Domestic and international tourist preference towards homestay program provided was variant.
- The homestay programme needs an improvement according to national and international visitor's preference.

**The Aim of Research:** This research aims to create the tourism programme offered by Dorani Homestay suit the domestic and international tourists. In accomplishing this study, the objectives are:

- To review the program provided by the Dorani Homestay to the domestic and international visitors.
- To investigate of domestic and international tourist preference in the homestay programme.

- To suggest the improvement of the homestay programme based on domestic and international tourist preference.

## **MATERIALS AND METHODS**

As a step to accomplish the aim and objectives of the study, several methodologies implemented. The method of data collection was divided into two (2) parts, which are primary and secondary data. These both data collections are used in this research. Primary data will be collect during site visits through site survey and observation. For secondary data, it will be collect through literature reviews for qualitative information. Specific approaches and techniques for data collection applied for this study as listed below:

- Literature reviews
- Site survey and observation
- Questionnaires

**Settings:** The pilot test analysis implemented after completing the questionnaire which is on the 5th March 2016. In this study, the pilot test intended to ensure that the sampling understood by the local and foreign tourists and there are no problems with the wording or measurement. The pilot test as well, purposely to measure the duration of the domestic and international in completing the survey. The pilot testing involved six respondents from the local and international tourist who have been to Dorani Homestay. Throughout the pilot test also, the researcher can see the comfort level of domestic and international visitors while answering the survey. The result from the pilot test showed that positive feedback from the respondents. They manage to answer and complete the survey in very short time as well understood the questions delivered. Subsequently, the study conducted in a Dorani Homestay on 12th March 2016.

**Procedures:** As a step to get the sample survey, the observation or site visit conducted at Sg.Hj. Dorani site. The respondents for sample survey are among the domestic and international tourists. The study focus on the preference of domestic and international tourist towards the homestay programme in Dorani Homestay and its emphasis on four divisions which illustrated in Figure 1:



Fig. 1: Concentration section on site survey

The respondents will be selected based on the following aspects as shown in Figure 2.



Fig. 2: Respondents criteria

Overall, the total numbers of respondents were 100 which are 65 of them from domestic and 35 of international tourists. The figures of respondents were adequate to compare their preference level in the homestay programme because the research emphasis on both group feedback for statistical analysis.

## RESULTS AND DISCUSSIONS

**Overall Rank Homestay Programme at Dorani Homestay:** Among the overall attributes of the homestay programme at Dorani Homestay, the domestic and international tourist had different preferences. This section showed that which aspects of the programme are the primary choice and least by both groups of tourist.

Based on Likert scale and Relative Important Index (RII), the primary preference and least by both groups of tourist towards components of the homestay programme can be measured. There is eight (8) characteristic of the homestay programme at Dorani Homestay. Among the elements of the homestay programmes, the preference level of domestic and international tourist is different.

Table 1: Rank of significant preference for the homestay programme using Relative Important Index (RII) at Dorani Homestay

Overall assessment of homestay programme	Attributes	Domestic	
		RII	Rank
	Environment	0.831	1
	Food and Beverages	0.812	2
	Activities	0.798	3
	Promotion and Advertisement	0.788	4
	Activities Center	0.774	5
	Services	0.769	6
	Accessibility	0.761	7
	Accommodation	0.757	8
		International	
		RII	Rank
	Food and Beverages	0.789	1
	Accommodation	0.777	2
	Services	0.760	3
	Activities	0.759	4
	Accessibility	0.747	5
	Environment	0.743	6
	Activities Center	0.730	7
	Promotion and Advertisement	0.720	8

\*Domestic (n=65) \*International (n=35)

Source: Field Survey, 2016

The RII Table 1 illustrated the highest and lowest RII which convey the significant rank preference towards the aspects of the homestay programme at Dorani Homestay.

As clarified on the Table 1, the preference level of domestic tourist towards the environment is highest with RII of 0.831, followed by food and beverage 0.812 and activities with 0.798 of RII. Meanwhile, the least preference level of domestic tourist is accommodation with RII of 0.757.

In contrast with international tourist, they mostly preferred the food and beverages provided at Dorani Homestay with RII of 0.789, accommodation 0.777 and services 0.760. While, the programme which lowest preference level is promotion and advertisement methods with RII of 0.720.

Hence, the least RII of homestay programme aspects evaluated for both groups of tourist needs to be improved to ensure that the preference level of domestic and international tourist towards Dorani Homestay programme will increase.

**Overall Preference Level of Visiting Dorani Homestay**

Table 2: Preference level of visiting Dorani Homestay

Overall, I extremely prefer to visit Dorani Homestay		Domestic ( n = 65 )		International ( n = 35 )	
		Frequency	(%)	Frequency	(%)
1	strongly disagree	1	1.5	-	-
2	disagree	1	1.5	4	11.4
3	Neither disagree @ agree	13	20.0	10	28.6
4	agree	26	40.0	14	40.0
5	strongly agree	24	36.9	7	20.0

From the Table 2, the majority of the domestic tourists and international visitors (40.0%) agreed and preferred to visit Dorani Homestay. It’s conveyed that both groups had positive experiences in Dorani Homestay even though there are some elements need to be upgraded and improved. This chapter analysed data based on the questionnaire that circulated to the domestic and international tourist who had visited, stayed and experienced the homestay programme provided by Dorani Homestay. Through the result achieved, the majority of the domestic visitors preferred the environment, food and beverage as well the activities offered at Dorani Homestay. In contrast for the international tourists, their preference level is focused on the food and beverage, accommodation and services. It can be concluded that others attributes of the homestay programme which recorded as least preference level for both groups have to improve immediately by the Dorani Homestay host to fully meet the preference level of domestic and international guests currently and in future.

**Limitations of the Study:** The research describes general features of the domestic and international tourists’ choice of the homestay programme at Dorani Homestay according to the demographic, travel information and characteristics. According to the literature review, image of the destination, the value and service quality of visitor destination are closely related to the loyalty of tourists to the particular destination [6]. However; this study did not analyse these aspects deeply due to some limitations. Thus, any study on this relationship benefits to the tourism sector, researcher as well the Homestay host. In future, any research related to this scope; preference of domestic and international tourist in the Homestay programme can accomplish in another section by using the similar technique. As an example the study on the exterior and interior image of homestay, the indoor and outdoor activities of homestay programme, package value,

the highest quality and varieties of services and amenities provided, the particular programmes for disable peoples, special promotion for visitors as well family based vacation. Moreover, the study in future as well can consider more and further variables to cover the whole attributes. In the end, the comparison and exploration of these fields can be done for further understanding.

**CONCLUSION**

As a conclusion, attributes of homestay programme affected the preference level of domestic and international tourist towards Dorani Homestay. The study could support the homestay host and local individuals to generate their economy for better currently and future. Besides, the research also can boost the tourism sector in Malaysia as general. Significantly, the homestay programme at Dorani Homestay is pleasant, but there are some stuff needs to be improved and upgraded to ensure that the Dorani Homestay served the better quality of homestay programme for both groups of tourists. Indeed, group; domestic and international visitors had difference preference towards homestay programme at Dorani Homestay since they are from a variety of background, travel behaviours, attributes, characteristics and tastes. As overall, all the objectives, questions as well proposals and suggestions to raise the preference level of domestic and international tourist in homestay programme at Dorani Homestay had achieved in this study.

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