

THE INFLUENCE OF TOURIST MOTIVATION AND CULTURAL HERITAGE ATTRIBUTES ON TOURIST SATISFACTION OF HOMESTAY PROGRAMME

Sofinah Yusof

Amran Harun¹

Syed Azizi Wafa Syed Khalid Wafa

Balvinder Kaur Kler

Mohd Rizwan Abd Majid

Universiti Malaysia Sabah

ABSTRACT

Tourist satisfaction is significantly important especially in the context of Homestay Programme. This study seeks to understand the influence of tourist motivation and cultural heritage attributes factors towards tourist satisfaction. In this study, tourist motivation is a multidimensional variable comprised of novelty seeking, social, mastery/competence and intellectual. Whilst cultural and heritage is conceptualized to have four attributes namely general tour attraction, culture attraction, recreational experience and local services. Local and foreign visitors who had participated in Homestay Programme in Labuan, East Malaysia were interviewed for the study. The Homestay Programme in Labuan was selected due to the fact that visitors had been gradually decreasing since 2008. Thus it was proposed that tourist satisfaction with the programme in the area be examined. The study's results demonstrated that within tourist motivation, only intellectual attribute was found to have a significant relationship with tourist satisfaction, whereas for cultural heritage, it was found that cultural attractions, experience of recreational and local services have a significant relationship with tourist satisfaction. The findings hold significant implications for the marketing strategies of homestay operators particularly in Labuan, Sabah as how to develop and position their offerings in a competitive tourism industry.

Keywords: tourist motivation, cultural and heritage attributes, visitor satisfaction, homestay programme

INTRODUCTION

In Malaysia's economy, the tourism industry is the second largest contributor after the manufacturing sector. In 2008, the country recorded 22.05 million arrivals, and tourism

1— Corresponding author. E-mail: aharun@ums.edu.my

industry has contributed RM49.6 billion (USD 13.4 billion) in revenue. This amount represents an increase of 5.5 per cent in tourist arrivals and an increase of 7.6 per cent in revenue compared with the year 2007. These increases are remarkable despite of some difficulties and challenging environment faced by the country especially with the issue of global economic slowdown and the increase of oil prices in 2008. The first quarter of 2009 showed a positive growth with a 2.2 percent in tourist arrivals compared to the equivalent period in 2008 (MOTOUR, 2009).

The evolution of the 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, a local villager took in 'drifters', providing them breakfast, dinner and shelter within her home in this 'kampung' or Malay village (Amran Hamzah, 1997). The Homestay Programme was developed into a tourism product given special emphasis by the Malaysian government through the Ministry of Tourism Malaysia (MOTOUR, 2011). Realizing the potential of this programme, the Malaysian Rural Tourism Master Plan 2001 was formulated to promote the Homestay Programme as a catalyst for rural community development. The Ninth Malaysia Plan (2006 - 2010) highlighted the continued need for community development with rural tourism as a mechanism.

The idea of Homestay Programmes originated from the concept of how to accommodate tourists in a village and at the same time to expose them to local families. The main objective of this programme was to give tourists an opportunity to observe as well as to learn about local life, culture and nature. Lynch and MacWhannell (2000) defined homestay as part of specific cultural associations which is similar to private homes, for example the tourists are given the occasion for interaction with host or host-family. In the Malaysian context, the Homestay Programme is found to share similar characteristics with the concept of farm stay practised in Germany and New Zealand (Oppermann, 1997) and also vacation farm in Canada (Weaver and Fennell, 1997). Interestingly, both the concepts of home stay and farm stay focus on experiencing an agricultural life, which offers an affordable vacation, and contains high levels of educational elements (Hall, 2000). Although in general, the home stay is always associated with rural and agro-tourism, homestay concept has also been adapted in urban environment as in the case of Singapore. Similar with other programmes abroad, the Homestay Programme in Malaysia also provides a form of accommodation for tourist to stay with a chosen host family and a chance to build relationships as well as directly experiencing the daily way of life of the family and culture. The programme has advantages for both parties in which tourists have the opportunity to enjoy a relatively cheap vacation and villagers receive an avenue to earn income.

Homestay Programme in Malaysia

The commencement of Malaysian Homestay Programme in 1988 by the Ministry of Tourism signified the government's endeavour to develop a new tourism product for

tourists who visit Malaysia. Since then, the homestay programme has been extended in several locations nationwide. More importantly, the Homestay Programme has the potential to provide additional income for local communities. Despite the government's effort to improve the industry by expanding the Homestay Programme to lure tourists to revisit the country, statistics however indicated that the average income for each homestay operator in Malaysia is relatively low at RM3,000.00 (The Star, 2010). As the homestay industry in Malaysia continues to face such challenges, this might hinder villagers from providing good services to tourists, which may affect their satisfaction. Consequently, poor satisfaction may affect tourists' intention to revisit and participate in the programme, and the Homestay Programme in Malaysia might become less attractive. This is evident from the declining number of tourist arrivals for homestay programmes in Labuan which has been gradually decreasing since 2006 and has directly affected the income of host families in the area (MOTOUR, 2009). There are several plausible reasons that might explain the decreasing number of international and domestic tourists to Homestay Programme in Labuan. One of the reasons is the low level of visitor satisfaction towards Homestay Program during their stay. McKercher and Wong (2004) suggested that if visitors are not satisfied, they will have no intention to revisit the place in the future.

Realizing the importance of Homestay Programme to the nation's economy, the Malaysian government has upgraded the facilities related to the programme. Despite this fact, other important tourism aspects such as cultural and heritage attributes and understanding tourist motivation are yet being underestimated by the government even though these two factors are fundamental in attracting tourists to a destination. According to Seubsamarn (2009), it is important to understand tourist motivation as this could be an indicator of tourists' overall satisfaction. This study proposes that the homestay's cultural and heritage attributes may also contribute to tourists' overall satisfaction. Therefore, it is imperative to understand the influence of motivational factors and cultural and heritage attributes on tourists' satisfaction of Homestay Programme in Labuan.

LITERATURE REVIEW

Visitor Satisfaction

Fornell (1992) found that tourists express satisfaction or dissatisfaction after they buy tourism products and services. If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend to their friends. Oliver (1997) stated that, "Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment..." Fulfillment response must not be limited in transaction of routine life context only, but it is also dealing with part of the political agenda such as tourism industry. Sivadas and Baker-Prewitt (2000) mentioned that satisfaction is a

critical measure of a firm's success and has been shown to influence attitude, repurchase, and word-of-mouth communication. If most customer requirements are being fulfilled, this will deliver satisfaction to the customer.

As the tourism industry could contribute income to the nation, it is crucial to emphasize on tourist satisfaction in order to improve the growth rapidly. In addition, tourist satisfaction is an important measuring tool for the tourist destinations in particular cultural and heritage classifications as well as tourist satisfaction with destination have become key indicators for regional tourist industries (Kozak and Rimmington, 2000; Kozak, 2001). Previous studies have shown that different aspects of a destination contribute, to a differing extent, to overall satisfaction (Danaher and Arweiler, 1996; Kozak and Rimmington, 2000; Murphy, Pritchard, and Smith, 2000; Alegre and Cladera, 2006). This is based on whether the attributes being offered by the service provider have significant value or importance to tourists, or not. The relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can lead to appraising various positive and negative experiences (Rust, Zahorik and Keininghan, 1993).

Tourist's Motivation

Scholars define motivation as psychological or biological needs and wants that include integral forces that arouse, direct, and integrate a person's behaviour and activity (Dann, 1981; Pearce, 1982; Uysal and Hagan, 1993). Motivation is a driving force behind all behaviour instead of standing as sole variable in explaining tourist behaviour (Fodness, 1994). Tourist motivation is an important aspect in order to identify which attributes of a particular place will influence choice of destination. Kozak (2002) emphasized that it is vital to empirically examine the motivation of tourists in order to investigate markets in which tourist motivations match what the destination offers. There are two ways of explaining tourist motivation, through the pull or push concept (Dann, 1981) According to Crompton, push factors are related to the tourists' desire to travel, while pull factors are associated with the attributes and characteristics of the destination choices. In other words push factors regarded as dispositions within a tourist which is connected to internal or emotional aspects, whereas pull factors correspond to external, situational, or cognitive features of certain places.

O'Leary and Deegan (2005) defined tourist motivation as the combination of needs and desires that affect the tendency to travel in a general sense. This is similar for tourists who decide to participate in a Homestay Programme which might be derived from certain needs and desires.

Based on previous research on tourist motivation (e.g. Crandall, 1980; Dann, 1981), the proposition is tourists will choose activities that they believe will best satisfy their desires and/or needs. In the Homestay Programme itself, there are lots of activities offered to tourists in order to meet variety of expectations of tourists. According to Phonwiset,

Yomsatharn and Chusaku (2008), tourists will have opportunity to study about local culture and local ways of life through their participation in homestay programmes. The social activities are designed so that the host family treat the visitors as members of the family and involve them in activities and share their experiences of living in a village. For individuals who love to gain knowledge and intellectual input, in this design of a Homestay Programme, it is one of the pull factors that encourage them to participate.

Moreover, tourists are motivated to join events through seeking new experience of different activities, cultures and people from different places. Novelty seeking can be considered a tourist motivation to participate in the Homestay Programme. There are several studies that found that novelty seeking is a key motive in tourism, commonly to special events (Dann 1981; Mohr, Backman, Gahan, and Backman 1993; Scott 1996; Uysal, Gahan, and Martin 1993). Some people who have seeking behaviour may seek variety in one product category but not in another (Trijp, Hoyer and Inman 1996). This is comparable to the homestay which provides a form of accommodation enhanced with several activities to encourage visitors who love to seek new experiences. In addition, the findings of Snow Leopard Conservancy (2002) suggested that visitors were attracted to visit a destination because of the culture and wildlife, instead of landscape. Therefore, it can be conceptualized that tourist motivation is lead by attributes of particular places. As mentioned earlier, the two factors creating tourists' motivation are push factors related to tourists' desire or pull factors, motivation led by attributes and characteristics of particular destination. The combination of needs and desires affect the tourist to participate in Homestay Programme. More significantly, tourist will choose activities provided in Homestay Programme that they believe will best satisfy their desires and/or needs. For instance, opportunity to study about local culture and local ways of life, involve in activities and share experiences with host family, gain knowledge and intellectual input and seeking new experience of different activities, cultures and people from different places.

Although, there are enormous numbers of researches that have emerged in the last 30 years regarding on travel motivation (Crompton, 1979) however few tourism studies have addressed and examined the constructs of motivation and satisfaction in the same context. Given the literature on tourists' motivation, it is predicted that tourists' motivation will add a significant variance in tourists' satisfaction at a destination. In this study, the attributes found by Amran Hamzah (2010) will be used as a group of items to measure tourist motivation in a homestay in Wilayah Persekutuan Labuan.

Cultural and Heritage

Based on research done by Andersen (1997) on cultural tourism of Denmark, several attributes were chosen to measure motivation, such as historical buildings, museums, galleries, theatres, festivals and events, shopping, food, palaces, famous people such as writer, castles, sports and old towns. When tourists made a decision to visit

Denmark, they identified the important attributes as being castles, gardens, museums, and historical buildings. Meanwhile, Richards (1996) focused on the marketing and development of European cultural tourism and chose several attributes related to cultural and heritage destinations in order to analyze European cultural tourism. By analyzing these attributes, Richards indicated a rapid increase in both the production and consumption of heritage attractions.

Glasson (1994) examined the characteristics of tourists to Oxford and explained their impacts on cultural and heritage tourism, and management responses. He highlighted different perspectives and dimensions of impacts on and tourist capacity of the city. In relation to the official historical narrative, Peleggi (1996) examined the relevance of Thailand's heritage attractions for international and domestic tourism, including an analysis of the state tourism agency's promotion on heritage and the ideological implications of heritage sightseeing. In addition, Peleggi (1996) suggested attributes like traditional villages, monuments, museums, and temples. In addition, Sofield and Li (1998) selected history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craftwork, etc.) and folk culture villages as the attributes of significance to study the cultural tourism of China. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food and the direct experience of traditional life.

Therefore, it can be conceptualized that the culture and heritage is a tourism attraction that encourages tourists to visit particular places. Most significantly, for homestay providers, they should understand which attributes could satisfy guests in order to develop better business strategies and attract visitors. As mentioned by Fornell (1992), tourists would express their satisfaction or dissatisfaction after they buy and experience the tourism products and services. Most satisfied tourists will have the motivation to buy them again or recommend products to their friends and relatives, if only they are satisfied with the products. With respect to the host families, satisfied customers will symbolize that the services being provided fulfil the cultural and heritage attributes needed by tourists. Hereby, the study attempts to identify cultural and heritage destination attributes which satisfy tourists when they visit these destinations.

RESEARCH FRAMEWORK AND METHODOLOGY

The conceptual framework of this study is shown in Figure 1 below.

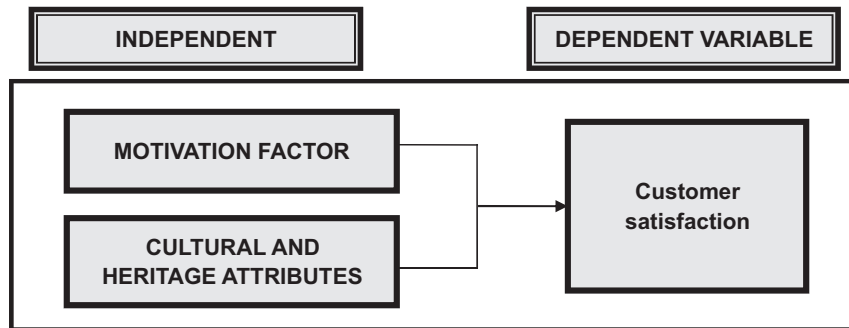


Figure 1 Schematic Diagram for Theoretical Framework

RESEARCH HYPOTHESIS

Previous studies have indicated that there are relationship between tourist motivation and customer satisfaction. Ross and Iso-Ahola (1991) found that the correlation between motivation and satisfaction of sightseeing tourists. Seubsamarn (2009) found that the correlation between overall satisfaction and two underlying motivation factors (Familiarity/Relaxing/Trip plans and Unfamiliarity/Adventure) was positive and significant. Uysal and Williams (2004) also have examined a model by testing tourist satisfaction in respect of tourist type based on travel motivation and attributes of destination and discovered that the relationship between satisfactions and attribute factors were moderate. This result was also similar with Huh (2002) where the relationship between overall satisfaction and the selected cultural/heritage attributes were moderate. It indicates that motivation in the model influences relative importance of attributes to tourist satisfaction. Although tourist motivation involved in travel has been investigated by previous studies, there is a gap in the number of tourism studies that have addressed and indicated the constructs of motivation and satisfaction in the same context. Therefore, from the literature review, it is predicted that tourists' motivation will add significant variance of tourists' satisfaction on a destination. Based on the above, the following hypothesis is developed:

- H1:** Tourists' motivation (novelty seeking, social, mastery/competence and intellectual) has a positive significant relationship with customers' satisfaction
- H1a: Novelty seeking has a positive relationship with customer satisfaction
- H1b: Social has a positive relationship with customer satisfaction
- H1c: Mastery/competence has a positive relationship with customer satisfaction
- H1d: Intellectual has a positive relationship with customer satisfaction

Some studies have discovered that there was significant relationship between cultural and heritage and satisfaction. Based on Huh (2002), the study indicated that the correlation between overall satisfaction and Heritage Attraction or Cultural Attraction was higher than that between overall satisfaction and General Tour Attraction or Maintenance Factor. Thus, the relationship between overall satisfaction and the selected cultural/heritage attributes were moderate. Seubsamarn (2009) found that the correlation between overall satisfaction and four factors underlying cultural and heritage attributes was positive and significant. It is important to know the level of customer satisfaction in order to encourage tourists to revisit the place in the next time. According to the above literature, it has been identified that the crucial measuring tool for tourist destination including cultural and heritage classification is tourist satisfaction and it is positioned as a key indicator for regional tourist industries as well (Kozak, 2001; Kozak and Rimmington, 2000). Therefore, this study suggests that by measuring the customers' satisfaction, valuable information will be gathered regarding cultural and heritage places that might be useful in order to enhance the attractiveness of products and services in Homestay Programme whereby as the result will meet the needs and wants of tourists. Therefore, the following hypothesis is proposed:

H2: Cultural and heritage attributes (general tour attraction, culture attraction, recreational experience and local services) of Homestay Programme in Labuan has a positive significant relationship with customers' satisfaction who visited Homestay Programme in Labuan.

H2a: General tour attraction has a positive significant relationship with customers' satisfaction

H2b: Culture attraction has a positive significant relationship with customers' satisfaction

H2c: Recreational experience has a positive significant relationship with customers' satisfaction

H2d: Local services has a positive significant relationship with customers' satisfaction

The data was gathered by using survey and questionnaire. The sample size was 150 respondents who were participants in a Homestay Programme. The data was gathered by using a survey questionnaire. The majority of the respondents were male (62.8%), with ages between 21 and 24 years old the highest among respondents. Most of the respondents were local tourists (47%). For local tourists, the biggest came from Sabah (28%) and for international tourists, the biggest came from Thailand (8.3%). A majority of the respondents were single (89.3 %) and for educational background, most of the respondents were diploma holders (51%).

RESULTS

Information in Table 1 below illustrates the Barlett's Test of Spherity for tourists' motivation and it is found to be significant (Chi-Square=543.83, $p < 0.01$), while KMO

for tourists' motivation measure of sampling which was 0.77 indicating sufficient inter correlations. The initial Eigen values of tourists' motivation for Factor 1 is 5.75, Factor 2 is 1.76, Factor 3 is 1.57 and Factor 4 is 1.11. For the Factor 1, it is labelled by the name of 'novelty seeking', for Factor 2 it is labelled by the name of 'social', next Factor 3 with the dimension name of 'mastery / competence' and last but not least Factor 4 with the dimension name of 'intellectual'. The name of the new dimensions reflects the measurement items of each dimension. Table 1 below

Table 1 Factor Analysis for Tourists' Motivation

Dimension	Items	Factor Loading (F1)	Factor Loading (F2)	Factor Loading (F3)	Factor Loading (F4)
Novelty Seeking	M1	.76			
	M2	.82			
	M14	.58			
	M15	.68			
	M16	.50			
	M17	.54			
Social	M5		.52		
	M6		.70		
	M18		.53		
Mastery Competence /	M11			.50	
	M12			.81	
	M13			.56	
Intellectual	M8				.76
	M9				.67
Eigen values		5.75	1.76	1.57	1.11
Percentage Variance Explained (70.23%)		35.92%	11.02%	9.80%	6.94%
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					0.77
Bartlett's Test of Sphericity			Approx. Chi-Square		543.83
			df		66
			Sig.		.000

Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization

In Table 2, the factor analysis for cultural and heritage variable is presented. The Barlett's Test of Sphericity for cultural and heritage variable is significant (Chi-Square=543.83, $p < 0.01$), while KMO for cultural and heritage variable measure of sampling which was 0.78 indicating sufficient intercorrelations. The initial Eigen values of cultural and heritage variable for Factor 1 is 4.59, Factor 2 is 1.52, Factor 3 is 1.29 and Factor 4 is 1.02. Similar to tourist's motivation variable, each factor in cultural and heritage variable is also named by referring to the previous researchers. For Factor 1, it is labelled as 'general tour attraction', for Factor 2 it is labelled by the name of 'culture attraction', Factor 3 with the dimension name of 'recreational experience' and Factor 4 with the dimension name of 'local services'. The names of the new dimensions are suitable and reflect the measurement items of each dimension.

Table 2 Factor Analysis for Cultural and Heritage

Dimension	Items	Factor Loading (F1)	Factor Loading (F2)	Factor Loading (F3)	Factor Loading (F4)
General Tour Attraction	CH16	.80			
	CH15	.66			
	CH17	.65			
Culture Attraction	CH13		.74		
	CH14		.62		
	CH12		.61		
	CH5		.51		
Recreational Experience	CH1			.84	
	CH2			.63	
	CH3			.57	
Local Services	CH8				.57
	CH9				.54
Eigen values		4.59	1.52	1.29	1.02
Percentage Variance Explained (70.23%)		38.28%	12.70	10.74	8.51
Kaiser-Meyer-Olkin Measure of Sampling Adequacy					0.78
Bartlett's Test of Sphericity			Approx. Chi-Square		543.832
			df		66
			Sig.		.000

Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.

Factor analysis is also conducted on dependent variable (customer satisfaction). The result in Table 3 shows that the KMO for customer satisfaction measure of sampling which was 0.63 indicating sufficient intercorrelations, while the Bartlett's Test of Sphericity for customer satisfaction is significant (Chi-Square=135.13, $p < 0.01$). The item loading factors for this factor are rather low with a minimum loading 0.47. The Eigen value of customer satisfaction for this factor is greater than 1 which the value is 2.26. Factor loading of Factor 1 for variable customer satisfaction as the dependent variable consists of 4 items, ranging from 0.47 to 0.87. The result confirmed that each of the constructs in customer satisfaction is uni-dimensional and factorial distinct and that all items used to measure a particular construct loaded on a single factor.

Table 3 Factor Analysis for Customer Satisfaction

Items	Factor Loading (F1)	
I feel very pleased with what the host family had done for me	0.86	
I had a good relationship experience with the host family	0.69	
I had a good experience with the local tradition of life exposed by the host family	0.56	
I feel completely satisfied with the communication style used by the host family	0.47	
Eigen values	2.26	
Percentage Variance Explained	56.60%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.63	
Bartlett's Test of Sphericity	Approx. Chi-Square	135.13
	Df	6
	Sig.	.000

Extraction Method: Principal Axis Factoring.

The multiple linear regression analysis was conducted to analyze the relationship among the variables and the results are presented in Table 4. From the analysis it was found that the influence among novelty seeking and customers' satisfaction who visited Homestay Programme in Labuan to be insignificant ($p = .464$). Hence, Hypothesis 1a is rejected. The relationship between social and customers' satisfaction who visited Homestay Programme in Labuan was also found to be insignificant with a p value of .549. Therefore, Hypothesis 1b is rejected, indicating that there is no significant relationship between social and customer satisfaction. The relationship between mastery / competence and customers' satisfaction who visited Homestay Programme in Labuan was also found to be insignificant with a p value of .935. Hence, Hypothesis 1c is rejected. The relationship

between intellectual and customers' satisfaction who visited Homestay Programme in WP Labuan is found to be significant when the $p = .002$, $\beta = .186^{**}$ at 0.000 level 2-tailed. The positive beta also indicates that there is a positive relationship between intellectual and customer satisfaction.

Table 4 Multiple Linear Regression Analysis – Determining Service Quality Dimensions Towards Customer Satisfaction

Dependent Variable	Independent Variable	R Square	Standardized BETA Coefficients	SIG P value	
Customer Satisfaction	Tourists' Motivation				
	Novelty Seeking	0.757	.072	.464	
	Social		.052	.549	
	Mastery / Competence		.007	.935	
	Intellectual		*.214	.002	
	Cultural and Heritage				
	General Tour Attraction		-.072	.347	
	Culture Attraction		*.309	.002	
	Recreational Experience		*.250	.004	
	Local Services		*.185	.021	

*Correlation is significant at the 0.05 level (2-tailed).

The relationship between general tour attraction and customers' satisfaction who visited Homestay Programme in Labuan is found to be insignificant at p value of .347. The relationship between culture attraction and customers' satisfaction who visited Homestay Programme in Labuan is found to be significant when the $p = .002$, $\beta = .289^{**}$ at 0.000 level 2-tailed. The positive beta also indicates that there is a positive relationship between culture attraction and customer satisfaction. The more tourists' motivation in term of culture attraction been fulfilled, the more they feel satisfied. Hence Hypothesis 2b is accepted. The relationship between recreational experience and customers' satisfaction who visited Homestay Programme in Labuan was also found to be significant when the $p = .004$, $\beta = .187^{**}$ at 0.000 level 2-tailed. The positive beta also indicates that there is a positive relationship between recreational experience and customer satisfactions. The more tourists' motivation in term of recreational experience been fulfilled, the more they feel satisfied. Hence Hypothesis 2c is accepted. The relationship between local services

and customers' satisfaction who visited Homestay Programme in Labuan was also found to be significant when p value is 0.021. The positive beta also indicates that there is a positive relationship between local services and customer satisfactions. The more tourists' motivation in term of local services been fulfilled, the more they feel satisfied. Hence Hypothesis 2d is accepted.

DISCUSSION AND CONCLUSION

There is no significant influence of novelty seeking and customer satisfaction visiting Homestay Programme in Labuan. This finding is supported by Rachna and Robin (2000) when they found that there was a negative relationship between the need for novelty, in tourism events, and the interest in revisiting a special event. Revisiting can only happen when the tourist feels satisfied with the service and product based on previous experiences. Even though several empirical studies have reported that novelty seeking is a key motive in tourism, and especially in relation to special events (Dann 1981; Mohr, Backman, Gahan, and Backman 1993; Scott 1996; Uysal, Gahan, and Martin 1993), the unique respondents of this study who were mainly younger tourists resulted in different findings.

For the second dimension of tourists' motivation, this study has found that there is no significant influence of social and customer satisfaction. This result might be contributed by the fact that intention and interests of each individual visitor is different. Studies such as Crandall (1980) and Dann (1981) presumed that tourists will choose activities that they believe will best satisfy their desires and/or needs. In other words, social activities such as experiencing the rural culture or different culture and knowing host family is not the main motivation to visitors to visit or experience the Homestay Programme in Labuan. They might think that social activities that they have been exposed during their stay in the programme are somehow relatively similar with what they have experienced in their own places and indeed the social programmes are not much varied. It is also found that there is no significant influence among mastery/competence and customer satisfaction on tourists' motivation in visiting Homestay Programme in Labuan. This finding is in line with the work of Phan (2010) where tourists are not motivated by mastery/competence motives. This shows that respondents of this study do not utilize the opportunity at the Homestay Programme to get along with the host family and to communicate in their mother tongue language with their host family and visitors. Interestingly, this study found that there is a significant influence among intellectual and customer satisfaction. This finding is supported by Phan (2010), who found the intellectual motive to be the strongest motivations amongst tourists visiting Nha Trang, Thailand. This finding signifies that Homestay Programme in Labuan is a good destination for those who want to discover new experiences to enhance their knowledge.

It is found that there is no significant relationship between general tour attraction and customer satisfaction who visited Homestay Programme in Labuan. This finding

contradicts with the findings in Seubsamarn's work (2009), where general tour attraction is considered to be the important indicators determining the overall satisfaction level of tourists. This finding might be different because the respondents of this study are mainly Asian. In general, the culture and heritage offered in Labuan is relatively similar with other Asian countries. Therefore, the value gained by the respondents is less due to similar food, atmosphere and architecture which they can find them at their respective home countries. Significantly the finding of this study indicated that there is a significant relationship between culture attraction and customer satisfaction who visited Homestay Programme in Labuan. This echoes the findings in Huh (2002) which showed that there is a correlation between overall satisfaction and culture attraction. For the third dimension of cultural and heritage variable, again it is found that there is a significant relationship between recreational experience and customer satisfaction who visited Homestay Programme in Labuan. It implies that recreational experience is appropriate to measure the customer satisfaction in tourism field. Last but not least, it is also found that there is a significant relationship between local services on cultural and heritage and customer satisfaction who visited Homestay Programme in Labuan. This indicates that local services are considered being an important indicator to determining the customer satisfaction.

Overall, most of the tourists were satisfied with the Homestay Programme in Labuan which is attractive and unique in the eyes of visitors. This indicated that the majority of the tourists enjoyed their stay in the programme as they experienced new things including new culture and even consuming local food. Notably, it is found that the majority of tourists visiting Homestay Programme in Labuan consisted of youths and adults with the average age between 21 to 25 years old and majority of them are Diploma holders. This may imply that these young respondents may have a different view and perception when they are compared to senior group. Based on this finding, the host family of the homestay programme must be creative in providing their services to this younger group of tourist with pleasant and suitable manner. It is important to have distinctive services to this younger tourist which a special treatment for this market segment can be seen as a good effort to welcoming them thus they will feel the sense of belonging and togetherness with the host family.

It is important for the authorized bodies in Labuan to have a strategic plan to enhance the cultural and heritage attributes of Labuan. In addition, the relevant tourism agencies may have to develop or find a new tourism product to be commercialized to continuously attract new visitors and retain loyal tourist to revisit Labuan. The beauty of Labuan Island is not the main island itself, but including several small islands located nearby Labuan. There is always an opportunity for local operators to extend its operation outside of Labuan island. This effort is seen to fulfill the diverse intentions and interest of visitors that are always changing. Consequently, this has led the service providers to become more creative in serving their potential customers in the right way. Furthermore, the intellectual dimension is found to be the strongest tourists' motivations to visiting Homestay Programme in Labuan. This indicates that international visitors will take the opportunity to speak and communicate in national language, Bahasa Malaysia due to

the uniqueness of this language which is not their mother tongue. In addition, culture attraction is found to be the strongest cultural and heritage attributes compared to other dimensions such as general tour attraction, local services and recreation experiences. This implies that the Homestay Program national language in Labuan is the destination for those who love to discover new places and things which offer a diversity of culture, traditional scenery, interesting arts such as music and dance, and variety of festivals during a year. Therefore, the host families and local tourism agencies need to be creative and aggressive in serving tourist thus to increase customer satisfaction.

REFERENCES

- Alegre, J., & Cladera, M. (2006). Repeat visitation in mature sun and sand holiday destinations. *Journal of Travel Research*, 44, 288 – 297.
- Amran Hamzah (1997). The evolution of small-scale tourism in Malaysia: problems, opportunities and Implications on sustainability. 199 – 218. In M.J., Stabler, (Ed.). *Tourism and sustainability: Principles and practices*. Wallingford: CAB International.
- Amran Hamzah (2010). *Malaysian homestays from the perspective of youth Japanese tourist: The quest for Furusato*. Faculty of Built Environment. Universiti Teknologi Malaysia.
- Andersen, A.N. (1997). Ants as indicators of ecosystem restoration following mining: A functional group approach. (pp. 319 – 325). *Conservation outside nature reserves* In P. Hale & D. Lamb (Eds.) Centre for Conservation Biology. The University of Queensland. Brisbane.
- Crandall, R. (1980). Motivation for leisure. *Journal of Leisure Research*. First Quarter.
- Danaher, P. J., & Arweiler, N. (1996). Customer satisfaction in the tourist industry: A case study of visitors to New Zealand. *Journal of Travel Research*, 35(1), 89 – 93.
- Dann, M. S. (1981). Tourist motivation - An appraisal. *Annals of Tourism Research*, 8(2), 187 – 219.
- Fodness, D. (1994). Measuring tourist motivation. *Annals of Tourism Research*, 21, 555 – 581.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21.
- Glasson, J. (1994). Oxford: A heritage city under pressure. *Tourism Management*.
- Hall, C. M. (2000). *Tourism planning*. Harlow: Prentice Hall.
- Huh, J. (2002). *Tourist satisfaction with cultural/ heritage sites: The Virginia historic triangle*. (Master Thesis, M.Sc) Virginia Polytechnic Institute and State University, Virginia.
- Huh, J., Uysal, M., & McCleary, K. (2006). Cultural/heritage destinations: tourist satisfaction and market segmentation. *Journal of Hospitality and Leisure Marketing*, 14(3), 81 – 99.
- Janiskee, Robert, L. (1996). Historic houses and special events. *Annals of Tourism Research*, 23, 398 – 414.
- Kozark, M. & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(6), 260 – 269.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784 – 807.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23, 221 – 232.
- Lynch, P. A., & Macwhannell, D. (2000a). Home and commercialised hospitality (pp. 100 – 117). *In search of hospitality: Theoretical perspectives and debates*. Oxford: Butterworth_Heinemann.

- Mckercher, B., & Wong, D. Y. Y. (2004). Understanding tourism behaviour: Examining the combined effects of prior visitation history and destination status. *Journal of Travel Research, 43*, 71–179.
- Mohr, Karen, Kenneth F. Backman, Lawrence W. Gahan, & Sheila J. Backman (1993). An investigation of festival motivations and event satisfaction by visitor type. *Festival Management and Event Tourism, 1*(3), 89 – 97.
- MOTOUR (Ministry of Tourism Malaysia).(2009). *Buku program homestay*. Kuala Lumpur, Malaysia
- Murphy, P., Pritchard, M., & Smith, B. (2000). The destination product and its impact on travelers perceptions. *Tourism Management, 21*(1), 43 – 52.
- O’leary, S. & Deegan, J. (2005). Ireland’s image as a tourism destination in France: Attribute importance and performance. *Journal of Travel Research. 43*, 247 – 256. Retrieved April 2, 2008. From Sage Database.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the customer*. Mcgraw-Hill, New York.
- Opperman, M. (1997). Rural tourism in Germany: Farm and rural tourism operators. (pp. 3 – 30) In. S. J. & Getz, D. (Eds). *The Business of rural tourism*. International Perspectives. International Thomson Business Press. London. 3 – 30.
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research, 39*, 78–84.
- Pearce, P. L. (1982). *The social psychology of tourist behavior*. Oxford: Pergamon Press.
- Peleggi, M. (1996). National heritage and global tourism in Thailand. *Annals of Tourism Research, 23*(2), 340 – 364.
- Phan Thị Kim Liên. (2010). *Tourist motivation and activities: A case study of Nha Trang, Vietnam*. Master Thesis in Fisheries and Aquaculture Management and Economics. University of Tromso, Norway and NhaTrang University, Vietnam.
- Phonwiset, H., Yomsatharn, P., & Chusakul, W. (2008). *Tourist satisfaction with homestay tourism: Baan Pang Dang, Chiang Mai Province*. Published Master Thesis. Naresuan University
- Rachna Gandhi-Arora & Robin N. Shaw. (2000). Satisfaction, novelty seeking, and repurchase in tourism special events: An exploratory analysis.
- Richards, G. (1996). Production and consumption of European cultural tourism. *Annals of Tourism Research, 23*(2), 261–283.
- Ross, D. E. L., and Iso-Ahola, S.E (1991). Sightseeing tourists’ motivation and satisfaction. *Annals of Tourism Research, 18*, 226 – 237.
- Rust, R. T., Zahorik, A.J., & Keininghan, T. L. (1993). *Return on quality*. Chicago, IL: Probus Publishing.
- Scott, D. (1996). A comparison of visitors’ motivations to attend three urban festivals. *Festival Management and Event Tourism, 3*(3), 121 – 128.
- Seubsamarn, K. (2009). *Tourist motivation to use homestays in Thailand and their satisfaction based on the destination’s cultural and heritage-based attribute* (Published Master Thesis). University of Missouri.
- Sivadas, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction and store loyalty. *International Journal of Retail and Distribution Management, 28*(2). 73 – 82.
- Snow Leopard Conservancy (2002). *Visitor satisfaction and opportunity survey Manang, Nepal. Market opportunities for linking community-based ecotourism with conservation of snow leopard in The Annapurna conservation area*. Los Gatos, California.
- Sofield, T. H. B., & Li, F. M. S. (1998). Tourism development and cultural policies in Ghana. *Annals of Tourism Research, 25*(2), 362 – 392.

- The Star (2010, May 17). Seven Bidayuh villages to benefit from new road works. Retrieved from <http://thestar.com.my/news/story.asp?sec=sarawak&file=/2010/5/17/sarawak/6272444>
- Trijp, Hans C., Wayne D. Hoyer, & Jeffrey J. Inman (1996). Why switch? Product category-level explanations for true variety-seeking behaviour. *Journal of Marketing Research*, 33, 281 – 292.
- Uysal, Muzaffer, Lawrence Gahan, & Bonnie Martin (1993). An examination of event motivations: A case study. *Festival Management and Event Tourism*, 1, 5 – 10.
- Uysal, M., & Hagan, L. R. (1993). Motivation of pleasure to travel and tourism, (pp. 798 – 810). In M. A. Khan, M. D. Olsen, & T. Var (Eds.), *Vnr's encyclopedia of hospitality and tourism*. New York: Van Nostrand Reinhold..
- Uysal, M., & Noe, F. (2003). Satisfaction in outdoor recreation and tourism settings, (pp. 140 – 158). In E. Laws (Ed.). *Case studies in tourism marketing*. London: Continuum Publisher.
- Uysal, M. & Williams, J. (2004). *The role of expressive and instrumental factors in measuring visitor satisfaction*. London: CABI. Warmbrod.
- Weaver, D., & Fennel, D. (1997). Rural tourism in Canada: The Saskatchewan vacation farm operator as entrepreneur (pp. 77 – 90). In S. J. Page, & Getz (Eds.). *The business of rural tourism: International perspective*. London: International Thomson Business Press.

