



Communication Versus Geography: The Case Study of Sarawak Homestay Operator Association

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ABSTRACT

Homestay is being developed throughout the decades making it as one of the best tourism product in Malaysia. The increasing number of homestay in Sarawak each year is challenging the communication among each other administratively. Communication among all the homestay is vital in order for the information could be reached in a timely manner. Without a proper communication media used to communicate, a lot of important information could be missed out causing some of the homestays to be left out. This research is conducted to study the communication used among the homestay operators using both quantitative and qualitative methods. Interviews are conducted with the representatives of Sarawak Homestay Operator Association (SHOA) and questionnaires are distributed to the homestay operators in gathering the information. Locations could not be changed as locations are the unique selling point of a homestay and recommendations can be addressed to have mobile communication towers within the vicinity of the homestays to improve the signals. It is revealed that communication issues could be resolved if operators are actively involved as there are a variety of apps available in the market for these operators to choose from.

Keywords: *Homestay, Communication, Technology, Geography, Challenges.*

INTRODUCTION

Malaysia is a unique country which accommodates a variety of races living together in peacefully. These races include Malays, Chinese, Indians, Ibans, Kadazans and a lot more while being able to live together in harmony while acknowledging each other's culture and customs. This builds an impression of a centre of culture for Malaysia, thus having tourists from all over the world to make Malaysia as one of their traveling destinations as to experience the culture. Sharip (2016) mentions that service sector, which covers tourism, nowadays contributes to the Gross Domestic Product (GDP) and expected to increase parallel to the flow of most of the progressive country in the world. The development in tourism sector itself have brought Malaysia to be known internationally. It has been contributing in economic growth, social progress and modernization and distribution of wealth among the citizens of the state.

LITERATURE REVIEW

Tourism have been developing in Malaysia over the past decades. Tourism plays an important role in the development of a country with its contribution in economic growth, social improvement, and the modernisation of a country. Tourism is one of the largest economic sectors in the world (Creaco & Querini, 2003). This is because it involves other sectors that have connections with tourism itself such as food and beverages, transportations, accommodations, and other services provided by organisers to develop this sector. Tourism covers almost all aspects of society.