A PRELIMINARY STUDY OF AN INTENTION TOWARD COMMUNITY BASED HOMESTAY AMONG MILLENNIALS GENERATION

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Community Homestay Based Tourism (CBT) is having challenges and moving towards unsustainable business for quite some time, CBT has been contributing to the rural economy development, especially in Malaysia. Today, the young generation like millennials is said to be the prime target for the tourism industry. However, not all young generation is aware of this kind of tourism. Nevertheless, this CBT is experienced tourism that might capture the younger generation. Their attention and interest of them in CBT might enlighten a promising future for CBT in Malaysia. This cross-sectional study used a quantitative questionnaire to measure the variables. The results of the pilot study reveal a positive relationship among variables.

Keywords: perceived value for money, perceived novelty, perceived emotional value, intention, CBT Tourism.