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**THE NEXUS OF INFORMATION AND  
COMMUNICATION TECHNOLOGY (ICT) AND  
SUSTAINABLE TOURISM MARKETING AMONG  
OWNER'S HOMESTAY**

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## ABSTRACT

One of the most significant modern challenges confronting many rural tourism groups and destinations is maintaining stability. ICT expertise has a wide variety of consequences for the achievement of sustainable rural tourism. The goal of this study is to develop a theoretical model for homestays in Malaysian rural society that incorporates information from ICT competency and sustainable tourism marketing literature. The purpose of this study was to investigate the relationship between ICT competency and sustainable tourist marketing in the setting of rural homestays in Malaysia. A self-administered questionnaire was used in conjunction with a disproportionate stratified random sample procedure to reflect participant attitudes. This survey included 180 owner homestays in Kelantan. To verify the study hypothesis, a multiple regression method was used. According to the study results, there is a strong relationship between the antecedent (ICT competency) and the consequent (sustainable tourism marketing). The report also suggests using sustainable tourism marketing as features and capabilities strategy to encourage and monitor the long-term effectiveness of rural tourism. The study aims to provide a commitment to Malaysian tourism, where sustainability is acknowledged as a working system aspect and long-term objective.

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### **LIST OF SYMBOLS AND ABBREVIATIONS**

1. ICT - Information and communication technology
2. MOTAC - The Ministry Of Tourism, Arts, Culture
3. CSR - Corporate social responsibility
4. GP - General Practice

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# CHATER 1

## INTRODUCTION

### 1.1 Introduction

This chapter is organised into the following sections: Section 1.2 explains the brief background of this study. The problem statement is discussed in Section 1.3, which is followed by the research objective and research question in Sections 1.4 and 1.5 subsequently. Section 1.6 illuminates the significance of the study. While the following section 1.7 highlights the definition of terms, and finally, Section 1.8 explains the overall scope of the study.

### 1.2. BACKGROUND OF THE STUDY

Information technology is also referred to as information and communication technology (ICT). It highlights the importance of offers an effective network and the convergence of computers and telecoms. It also includes the specific item, networking, memory, and corporate software that users need to access, save, transfer, comprehend, and alter information. Environmentally friendly techniques used in and by the tourist sector are referred to as sustainable tourism marketing. Recognizing both the positive and bad facets of tourism is an aim. It aims to maximise beneficial effects while minimising negative ones. Information and communication technology (ICT) provides innovative strategies for process development, systems, and long-term marketing of tourism (Fatimah & Pujiarto, 2019).

ICT provides a more logical, economically stable, and efficient component towards the economy and society (OECD, 2014; Hanclova et al., 2015). The three strands of economic, social, and environmental sustainability are linked by information and communication technology (ICT) (Gouvea et al., 2018; Akande et al., 2019). Developing ICT skills is one of the most critical issues for long-term tourism development and economic growth. Information and communication technology (ICT) competencies support strategy and intervention for new sustainable policy development in order to achieve long-term goals (Shafiee et al., 2019).

As a result, advances in information and communication technology (ICT) open up previously unseen opportunities for tourism and hospitality businesses (Law et al., 2014). In Malaysia, the travel industry has grown to be aggressive, vibrant, and significant. The Ministry of Tourism, Arts, and Culture (MOTAC) formally introduced the Malaysian Homestay Program in 1995 as a charming agrotourism initiative to generate economic possibilities in rural areas and market Malaysia as a vacation spot (Balasingam & Bojei, 2019). The Malaysian government recognises the advantages of the homestay programme like a vital source of income and work for neighbouring areas (Aziz et al. 2018).

### **1.3 PROBLEM STATEMENT**

The first point in the problem statement in this research is the lack of learning. This will cause the community to be less skilled in the field of ICT, especially the uneducated. It is certain that the community would struggle to accept ICT-related applications for intelligent government, green tech, and social networks due to a lack of knowledge of ICT. Therefore, if this problem continues until now, it is certain that our country will not progress because nowadays, every job and also learning uses ICT methods. This attitude needs to be avoided so that our society will not be deceived by online fraud because it is very dangerous to all of society.

The second point in the problem statement is the lack of support from the government for the tourism industry. This has caused every country to stop advancements in the tourist industry if the country's government does not help the tourism industry to expand the tourist industry. Therefore, in order to expand the tourist industry in each country, the government should provide allocations to the tourist industry for them to send their workforce to training courses to train workers, especially in the field of ICT because the tourist industry uses a lot of social media applications to promote the tourism sector. This will make the tourism sector able to grow successfully on par with developed countries. If Malaysia lacks tourists from other countries, of course the national income will also decrease because the tourism sector is also part of the country's source of income.

The third point in the problem statement is technological change that leads to threats to ICT. This can destroy the tourism sector very quickly if technological changes are not followed properly. Therefore, every tourism sector that wants to progress must always face the challenges of technological change. When the tourism sector faces problems in the field of



technological change, of course, their sector also faces problems with advances in ICT and increased customer expectations have created a new landscape for business. This can also weaken the tourism sector when the sector experiences problems in the field of technological change. Several important questions that are posed below have their basis in the debate that was just had about the problem statement. It can also be said that Malaysia does not follow the technological changes that have developed over time. This can also weaken the ICT system in Malaysia.

## **1.4 RESEARCH OBJECTIVES**

- 1.4.1 To investigate the relationship between Information Communication Technology and environmental sustainability tourism marketing practices.
- 1.4.2 To examine the relationship between Information and Communication Technology and corporate social responsibility practices.
- 1.4.3. To investigate the Relationship between Information and Communication Technology and economic sustainability tourism marketing practices.

## **1.5 RESEARCH QUESTIONS**

This study raised several significant issues that will be resolved with the establishment of suitable objectives and subsequent hypotheses in the context of the discussion above.

- 1.5.1 What is the relationship between Information and Communication Technology and environmental sustainability tourism marketing practices?
- 1.5.2 How to measure the relationship between Information and Communication Technology and corporate social responsibility practices.
- 1.5.3 How to measure the relationship between Information and Communication Technology and economic sustainability tourism marketing practices?

## **1.6 SIGNIFICANCES OF STUDY**

### **1.6.1 PARTICAL SIGNIFICANCES OF STUDY**

The main prerequisite for promoting sustainable tourism is information and communication technology (ICT) competence. Expanding their information technology knowledge and increasing the share of Information technology users in rural tourist industry should be the objectives of policymakers. Information and communication technology (ICT) proficiency develops metrics for tracking tourists' sustainable travel practises, and the sustainable transformation of rural tourism goods. Information and communication technology (ICT) offers priceless chances to manage the visitor experience, support cutting-edge tourism products, and create novel marketing methods. Improvements in rural living styles and social and economic development are influenced by information and communication technology (ICT) expertise.

### **1.6.2 THEORETICAL SIGNIFICANCES OF STUDY**

When used in contrast with information and communication technology (ICT) competency, this study helps to illustrate the triple bottom line hypothesis. To enhance the societal, economical, and environment sustainability aspects of a rural community-based homestay offering, the triple bottom line theory appears to be an appropriate basis. A unique contribution to the literature on sustainable tourism is made by the model, which demonstrates agreement here among theory is a qualitative and the findings of its components. The usefulness of this causal model is increased by the fact that it is not limited to a particular location or tourism environment. Furthermore, this comprehensive conceptual framework is linked to the parental paradigm of sustainable development and serves as a fundamental model for the development of rural tourism.

### **1.6.3 METHODOLOGICAL SIGNIFICANCES**

This study will serve as a methodological based for future studies ICT and Sustainable Tourism Marketing (STM).

## 1.7 DEFINITION OF TERMS

CONCEPT	DEFINITION
<p style="text-align: center;"><b>ICT</b></p>	<p>The architecture and elements that allow installation software are referred to as information and communications technology. Despite the lack of a single, universal definition of ICT, it is broadly acknowledged to refer to all equipment, switches and routers, software, and systems that collaborate together to allow organizations and individuals, for example, companies, charitable groups, authorities, and crime firms to communicate in the virtual environment.</p>
<p style="text-align: center;"><b>SUSTAINABLE TOURISM MARKETING</b></p>	<p>Sustainable tourism is defined by its ongoing and prospective financial, sociological, and natural implications, satisfying the requirements of tourists, the business industry, nature, and the host population. In addition, they assert that for sustainable tourism to remain stable over the long term, an appropriate balancing between these three factors must be established. Sustainable tourism is connected to the environment, financial, legal, and cultural aspects of tourism operations.</p>
<p style="text-align: center;"><b>MOTAC</b></p>	<p>MOTAC is The Ministry of Tourism, Arts, Culture. In accordance with MOTAC requirements, all international tourism companies are obligated to hire registered MATTA members and permitted Malaysian vendors at the Fair to manage their booths. The industry has grown for abroad positions that must have the minimum acceptable compensated capital. The Ministry of Tourism and Culture should receive applications (MOTAC).</p>

<p style="text-align: center;"><b>CSR</b></p>	<p>Corporate social responsibility is refer to managing idea that urges businesses to take cultural and physical factors into account in their daily operations and consumer interactions. CSR, sometimes known as the "Triple-Bottom-Line Approach," describes an industry's attempts to uphold its commitments to financial, physical, and cultural goals while still achieving consumer and shareholder expectations. In this regard, it is essential to differentiate between CSR and sponsorship or charity giving for efficient corporate planning and giving. The idea of CSR surely extends beyond these things, despite the fact that it may also greatly reduce hunger and will immediately boost a company's brand and image.</p>
<p style="text-align: center;"><b>ENVIRONMENTAL SUSTAINABLE TOURISM MARKETING</b></p>	<p>The need to maintain natural resources while maintaining conserving global ecosystems for future and current wellbeing and quality of life is known as environmental sustainability. Because many climate-related decisions do not have an immediate impact, among the most significant characteristics of environmental sustainability is all forward nature. Indeed, the United States Environmental Protection Agency describes it as filling today's requirements without undermining outcomes' capacity to fulfil their own.</p>
<p style="text-align: center;"><b>RURAL COMMUNITY- BASED</b></p>	<p>Rural is an uncertain term that refers to various things to various people, groups, and authorities. Besides, community-based used to define a well-organized and localized activity which is Community-based mental health initiatives, are losing funding.</p>

<p style="text-align: center;"><b>ECONOMIC SUSTAINABILITY</b></p>	<p>Economic sustainability is related to measures which promote long-term economic expansion while not drastically compromising the society's basic, environmental and health, and cultural components. This means that the government sector, in particular, will encourage jobs and industries that enhance the environment and people's well-being.</p>
<p style="text-align: center;"><b>SUSTAINABILITY</b></p>	<p>Sustainability is defined as "filling the needs of the display without regard for future need at danger" and "ensuring an equilibrium between financial growth, natural protection, and human health."</p>
<p style="text-align: center;"><b>AVERAGE VARIANCE EXTRACTED (AVE)</b></p>	<p>Measures of the difference between the variation that a concept captures and the variability caused by measuring inaccuracy</p>
<p style="text-align: center;"><b>COMPOSITE RELIABILITY</b></p>	<p>Composite reliability, often known as composite reliability, assesses the internal consistency of scale items. It would be thought conceptually equivalent to the actual variation divided by the total scaled variable.</p>

## 1.8 SUMMARY

In conclusion, ICT and sustainable tourism marketing are very important to the enhanced tourism industry. MOTAC play a role in producing the Malaysia Homestay program, which can offer income-earning potential and boost Malaysia as a tourist place. Malaysia's tourist business has grown to be a strong, innovative, and the vital sector. Furthermore, ICT provides novel strategies for systems integration, systems, and long-term advertising of tourism. The primary requirement for creating an environmental tourist industry is knowledge of information and communication technology (ICT).

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

The history and development of the idea of a sustainable development agenda for ICT are briefly covered in this chapter. Secondly, this chapter explains the hypotheses. Thirdly, this chapter explains the conceptual framework. Fourth, this chapter explains overall about this research.

#### **2.2 LITERATURE REVIEW**

ICT use was explored in reference to the UN Organisation 2030 Sustainable Development Agenda (UNO). The degree to which a business is aware of this and efficiently manages data inside the firm is known as its ICT competency. The three ICT competence pillars focus on resources that show the group's aptitude for understanding and utilising ICT technologies and procedures that are anticipated to handle market and customer data (Tippins & Sohi, 2003). A tourism company's ICT competence is made up of ICT Processes, Skill levels, and ICT Products. ICT items are conceptualised as computer equipment, application, and support staff (Tippins & Sohi, 2003). ICT management is defined as a company's utilisation of ICT to manage marketplace and client information (Tippins & Sohi, 2003). ICT understanding is defined as a company's level of expertise in specific desktop technologies (Tippins & Sohi, 2003).

#### **VARIABLE EXPLANATION**

##### **1. INDEPENDENT VARIABLE**

The first independent variable is Environmental sustainability tourism marketing practices. The need to maintain natural resources while maintaining conserving global ecosystems for future and current wellbeing and quality of life is known as environmental sustainability. Because many climate-related decisions do not have an immediate impact,

among the most significant characteristics of environmental sustainability is all forward nature. Indeed, the United States Environmental Protection Agency describes it as filling today's requirements without undermining outcomes' capacity to fulfil their own.

The second independent variable is CSR practices. Corporate social responsibility is refer to managing idea that urges businesses to take cultural and physical factors into account in their daily operations and consumer interactions. CSR, sometimes known as the "Triple-Bottom-Line Approach," describes an industry's attempts to uphold its commitments to financial, physical, and cultural goals while still achieving consumer and shareholder expectations. In this regard, it is essential to differentiate between CSR and sponsorship or charity giving for efficient corporate planning and giving. The idea of CSR surely extends beyond these things, despite the fact that it may also greatly reduce hunger and will immediately boost a company's brand and image.

The last independent variable is Economic sustainability tourism marketing practices. Economic sustainability related to measures which promote long-term economic expansion, while not drastically compromising the society's basic, environmental and health, and cultural components. This means that the government sector, in particular, will encourage jobs and industries that enhance the environment and people's well-being.

## **2. DEPENDENT VARIABLE**

Dependent for this research is ICT competency. The architecture and elements that allow installation software are referred to as information and communications technology. Despite the lack of a single, universal definition of ICT, it is broadly acknowledged to refer to all equipment, switches and routers, software, and systems that collaborate together to allow organizations and individuals, for example, companies, charitable groups, authorities, and crime firms to communicate in the virtual environment.

## **Theoretical framework**

Sustainability refers to a country's, a group of social structures, or a cultural firm's long-term vitality. Sustainability is known as a generational ethical where current generations' environmental and economic decisions do not limit the possibilities for future generations to experience comparable degrees of prosperity, usefulness, or well-being (James Meadowcroft, 2022). In order to ensure societal (justice and equality), economic, and environmental sustainability in the development of a sustainability travel industry and destinations, STM develops market tactics (Cristobal-Fransi et.al, 2020). The "Triple Bottom Line" (TBL) refers to these three sustainability pillars (Elkington, 2004). People and the surroundings are the social, environmental, and financial components of marketing strategy, according to the TBL theory (Taylor & Hochuli, 2015). Academics, organisations, and businesses widely accept Processes are depending on "TBL", which are well-modified and used in the tourism industry (Wise, 2016).

According to Prasad and Holzinger (2013), business environments and practices have established CSR. As an element of the "triple bottom line" approach to business management, the government has tried to push companies to take issues of sustainability into account with revenue. The provision of public care can become more effective and adaptable to the needs of the people it targets because of technology. By examining the organisation's basic advantages, the way they are developing, and whether there are any problems that can be resolved using technologies, software can assist social organisations. The most popular model used for study into the acceptability of new information technology is Technology Acceptance Model (TAM), for instance. The TAM contends that when consumers are exposed to new technology, various factors influence how and when they will utilise it.

### **2.3. Hypotheses development**

Understanding the relationship between ICT and sustainable tourist marketing is essential for the development and the tourist industry's success (Ali & Frew, 2014). ICT is a crucial tool for improving sustainable marketing strategies, and it has a favourable relationship with the likelihood that tourism organisations will adopt sustainability marketing innovations (Divisekera & Nguyen, 2018). Effective sustainability marketing can dramatically raise



tourists' understanding of their effects on sustainability with the aid of ICT (UNWTO, 2017). ICT integration in the tourism industry is thought to benefit sustainability marketing. In fact, one of the main factors influencing the sustainable expansion of the tourist industry is the adoption and ICT adoption by tourism businesses (homestays) (Divisekera & Nguyen, 2018).

To position ICT as a key enabler of environmental sustainability, knowledge of environmental sustainability is required (Ojo & Fauzi, 2020). By increasing resource usage efficiency and transforming homestay marketing tactics into more environmentally friendly ones, ICT aids tourist businesses (homestays) in their pursuit of environmental sustainability (Wang, Chen, & Benitez-Amado, 2014). In order to attain professional socially sustainable outcomes, productive sector on ICT increase productivity of procedures, and systems and help to make more readily available CSR data for partners (Uyar et al., 2020). By generating financial gains for residences in popular tourist areas, innovative ICT use supports sustainable tourism marketing (Gretzel et al., 2020). The following hypotheses can be developed in light of the topic regarding ICT proficiency and the role it plays in marketing communications practises that were just mentioned.

### **H1**

ICT Competency positively affects Environmental Sustainability Marketing practices of Homestays in Malaysia.

### **H2**

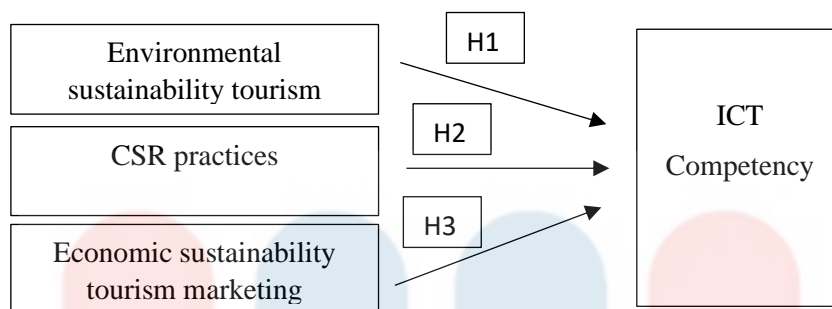
ICT Competency positively affects the CSR practices of Homestays in Malaysia.

### **H3**

ICT Competency positively affects Economic Sustainability Marketing practices of Homestays in Malaysia.

## **2.4 CONCEPTUAL FRAMEWORK**

The researchers have established a framework to explore the relationship between ICT and sustainable tourist marketing based on the previous literature evaluation. Consequently, the conceptual framework is depicted in the diagram below.



**Figure 1: Conceptual Framework**

Environmental sustainability tourism marketing practices are the responsibility to protect global ecosystems and natural resources for both present and future health and quality of life. most important components of environmental stability its upwards component, because many climate-related actions do not have an immediate impact. Indeed, according to the US Environmental Protection Agency, it serves current requirements without endangering the potential of the outcomes to satiate future needs. As a self-regulatory business model, corporate social responsibility (CSR) practise helps a corporation be socially responsible to their own, its partners, and the broader public. Businesses that use sustainable business practises, also known as "governance," are conscious of how their actions affect all facets of society, including monetary, cultural, and lifestyle factors. In contrast, Economic sustainability tourism marketing practices refer to actions that support long-term economic growth while avoiding the material weakening of the social, cultural, and environmental foundations of society. This implies that the public sector, in particular, will support occupations and businesses that improve the environment and the welfare of people.

## 2.5 SUMMARY

In conclusion, ICT is critical to the growth of MAPAM's economy. ICT plays a significant role in enhancing sustainable marketing strategies and is positively correlated with the possibility that tourism firms will employ sustainability marketing innovations. Competence in ICT and an interest in environmentally friendly marketing strategies can boost tourism. A nation's tourism industry can be better understood and attract more visitors with the help of effective, sustainable marketing.

## **CHAPTER 3:**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter first explains research design. Secondly, this chapter discusses population. Thirdly, this chapter discusses sample size. Sample size is another explanation for this chapter. Another step is to describe the data collection process. Next, this chapter will explain research instruments. This chapter also explains data analysis. The last one is a summary.

#### **3.2 Research Design**

A research design describes the steps taken to gather, examine, analyse, and present data in research investigations. In other words, the study's design defines how the crucial information will be gathered, examined, and used to address the research question. Surveys were applied in this study because they allow for the collection of quantitative data and the application of a deductive hypothesis testing strategy to examine the association between variables. Casual research can be used to evaluate marketing campaigns, enhance internal procedures, and improve business planning. The best methods for meeting your demands can be determined by understanding how one scenario impacts another. The survey questionnaire was conducted among Malaysian host families. The respondents' data were gathered using a disproportionate stratified sampling technique. In order to examine seven or fewer constructs, the current study proposes a sample size of 180 respondents (Hair et al., 2018). The overall number of visitor at homestays in Kelantan, Malaysia that have been registered, as of June 2018, according to the MOTAC report.

#### **3.3 Population**

The phrase "population" applies to all people, whether they are temporarily visiting or continuously living in a nation. This statistic shows the average population density of a specific area. All study has been built on goals. Directly or indirectly clarify the study subjects in the objectives. The original study objectives make it obvious to which group or for which organization the study's findings can be generalised. This point is referred to as the population

in study. Groups of people may include in the research study population in various ways. The population of this study was made up of visitor in Malaysian homestays.

### **3.4 Sample Size**

According to the Institute for Work & Health (2008), sample size is the quantity of selected respondents or observation. This number is usually represented by  $n$ . The size of the sample affects two statistical properties. For instance, the precision of our estimations and the strength of research based on a population with general features. Observations and conclusions made on the sample data are associated with the population as a whole (Gordon Scott, 2021). The primary role of sample size is to allow researchers to perform studies on people from the population so that their results studies can be used to draw conclusions that will apply to the entire population. It is the same as the process of giving and receiving. The population "gives" a sample and then "draws" a conclusion from the results obtained from the sample size (Explorable.com, 2009). For this study, the sample size of owner in the homestay details around the Kelantan are around 180 respondents.

### **3.5 Sampling Method**

Through the use of sampling, the researcher may extrapolate data about the population from the findings of a sample of the population without needing to look at every single person. In the sampling method, the researcher selects some elements of the population as the focus of the study. Several different sampling techniques are available, and they can be split into two groups. For example, probability sampling and non-probability sampling. Probability sampling is the process of selecting individuals from a community that are reflective of the community. When it comes to quantitative research, there are four fundamental kinds of selecting processes. Simple random, sampling process, sampling techniques, and cluster sampling are some of them. The non-probability sampling process involves selecting individuals based on their availability, convenience, or representation of a feature that the investigator wishes to research. In this study, the researcher chose a convenient sampling technique. The researcher takes samples from homestay details. Researchers selected a sample of detailed of owner in homestays that located in Kelantan.

### 3.6 Data Collection Procedure

Data collection is obtaining, quantifying, and evaluating relevant information for study purposes using a dependable, and acknowledged methodology. Researchers can assess their hypotheses based on the evidence gathered. Primary or secondary data sources may be used in data collection. The collection of information expressly for the study at hand from legitimate sources like clients, users, or non-users, or other research-related organisations are primary data analysis. Any information from published sources specifically gathered for the current study issue is required for secondary data research.

The type of data obtained by research through interviews, surveys, questionnaires, and experiments. While secondary data was gained from textbooks and journals, this is a research strategy that incorporates the use of already collected data. This research generally uses information to instil current knowledge supported aims and the topic they select. The real questionnaire had 180 responses of owner and was administered in Kelantan.

Since everybody has a mobile phone and uses it to communicate with another without physically meeting, this study uses a google form questionnaire to get respondents to answer all the questions the research provides. Social media apps like Instagram, Telegram, and WhatsApp can also make it easier to get respondents because everyone uses them to communicate with other people without physically meeting. Researchers utilise Google Forms to save money and time by having respondents complete the questionnaire more quickly and effectively.

The google form has three parts. For example, section A, B, and C. first section involves questions regarding demographics of the respondent's segmentation and has six questions to answer. That consists of gender, nationality, homestay location, units, duration, and type of room. Meanwhile, section B discusses the variables suggested used in this study. It will discuss the independent variable, Environmental Sustainability Marketing practices, CSR practices and Economic Sustainability Marketing practices. Section C will focus on all of the dependent variables, such as the affected of ICT Competency.

### **3.7 Research Instrument**

The purpose of the research instrument is an implementation that researchers used to measure and analyse the data collection for this topic study. Furthermore, in a research instrument, there are five ways to conduct the survey questionnaires, observation, experiment, and group discussion. Each instrument requires a more in-depth discussion to bring out its advantages and disadvantages. In addition, researchers must decide whether quantitative or qualitative research methods will be used. However, we choose to develop questionnaires for the research instrument using a quantitative study method.

These three sections in questionnaires, section A for demographic questions that consist of age, gender, ethnicity, education level, employment status and employment areas. Next, sections B and C will discuss topics relating to the study's dependent and independent variables. This data collection method will apply in the Twi language, English and Malay, which can become accessible for respondents' understanding. Section A's layout use a nominal and interval scale, whereas Sections B and C employ the Likert Scale.

Assessment methods constitute one of the best consumer and corporate market analysis instruments. They are used to gather information about a variety of phenomena. Respondents in market research may well be questioned, among other things, about their thoughts, expectations, or judgements of items, companies, or communications. Typically, rating scales ask respondents to choose a response from a selection of spoken statements or figures. Semantic differential scales and Likert scales are examples of scales that use verbal statements. The five-point Likert scale has five categories. For example, strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree. Utilizing questionnaires, data was gathered. Researchers have distributed questionnaires among the respondents in Kelantan.

### **3.8 Data Analysis**

Regression analysis is a class of data analysis for determining the relations between a dependent variable and one or even more independent variables. This technique may be used to evaluate the long-term relationship between variables and assess how closely connect they are. Partial Least Squares (PLS) analysis with Smart PLS 3.0 software was employed to analyse the study model. Examining the structural equation model, the measurements' validity and dependability (Hair, 2018).

The researcher is employing the Statistical Package for the Social Science in this study (SPSS). A collection of network applications has been combined to become SPSS. The main use of this programme is the evaluation of social science-related empirical data. These data can be used for data mining, surveys, and market research. With the help of the statistical data gathered, researchers may quickly gauge market demand for a product and adjust their approach accordingly. In essence, the SPSS gathers the data set to produce the desired output after first storing and organising the information provided. The SPSS is constructed to allow for the management of a wide variety of variable data formats.

Additionally, SPSS is a cutting-edge piece of software that researchers use to process crucial data in a straightforward manner. Working with data is a difficult and time-consuming task, but with the help of a few tricks, this programme can manage and operate data with ease. These techniques are applied between different data variables to analyse, manipulate, and produce a distinctive pattern. Additionally, the output can be represented graphically so that a user can quickly understand the result.

This study will use the following analysis:

1. Descriptive analysis
2. Corelation analysis
3. Regression analysis

### **3.9 Summary**

To sum up, the purpose of this study is to provide a theoretical framework for rural society amenities options in Malaysia using information from the literature on ICT proficiency and sustainable tourist advertising. This study will be tested in small-scale rural community-based homestays in Malaysia. The creation of this paradigm helps homestays with ICT expertise handle sustainable marketing strategies environmental, economic, and social. This study is anticipated to offer insightful information to policymakers on the dynamics of ICT developing skills and rural homestay digitalization for the long-term economic productivity of a country town.

## CHAPTER 4:

### RESULTS AND DISCUSSION

#### 4.1 Introduction

This chapter will cover the results of descriptive analysis. Secondly, this chapter discusses results of reliability test. Thirdly, this chapter discusses results of inferential analysis. The next session in this chapter is discussion based on research objectives. The last one is a summary.

#### 4.2 Results of Descriptive Analysis

##### 4.2.1 Respondent Demographic Profile

4.2.1.1 The number of respondents based on Gender.

Gender	Frequency	Percent
Male	68	38
Female	112	62
Total	180	100

Table 1: statistic table based on gender

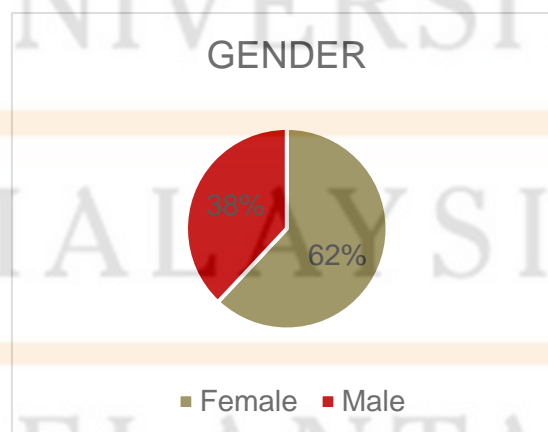


Figure 1: Pie chart of respondent based on gender



Figure 1 shows the percentage of the respondent that based on their gender. Total of all respondents is 180 respondents. Out of 180 respondents the highest number of genders is female with 62% (N=112) while the male has 38% (N=68). This result shows that the percentage of female and male respondents is balanced, which increase the study validity.

#### 4.2.1.2 The number of respondents based on Nationality.

Nationality	Frequency	Percent
Local	153	85
Foreign	27	15
Total	180	100

Table 2: statistic table based on nationality

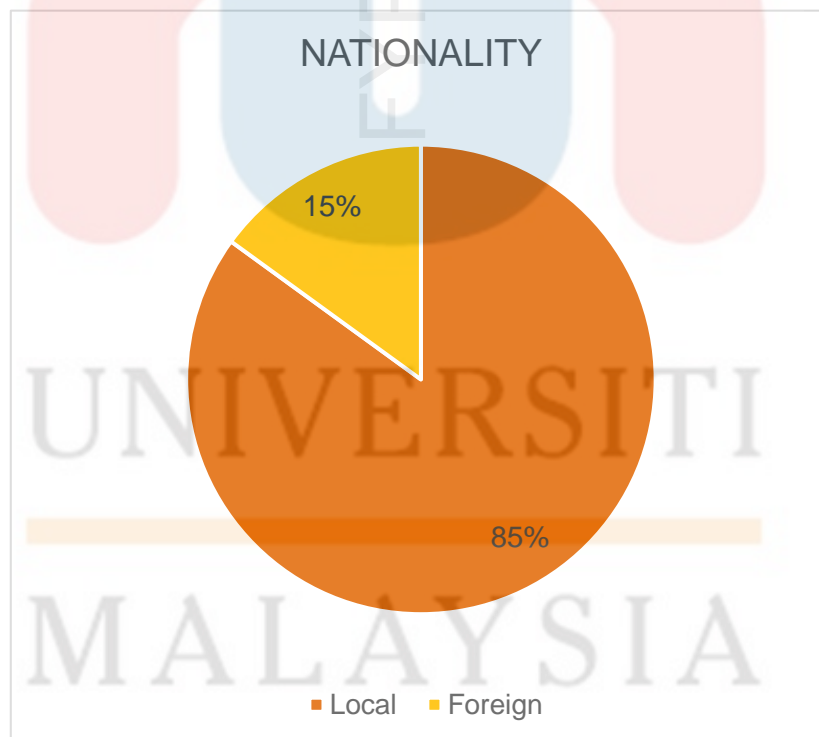


Figure 2: Pie chart of respondent based on nationality

Based on the result from Figure 2, the table show the statistic table that based on nationality of the respondents. In this research, the local respondents have the highest percentage compared to the foreign. Local respondents have higher percentage with 85% (N=153) respondents. While foreign have 15% (N=27) respondents.

#### 4.2.1.3 The number of respondents based on Location.

Location	Frequency	Percent
Kota Bharu	100	56
Machang	22	12
Bachok	28	15
Pasir Puteh	30	17
Total	180	100

Table 3: statistic table based on location

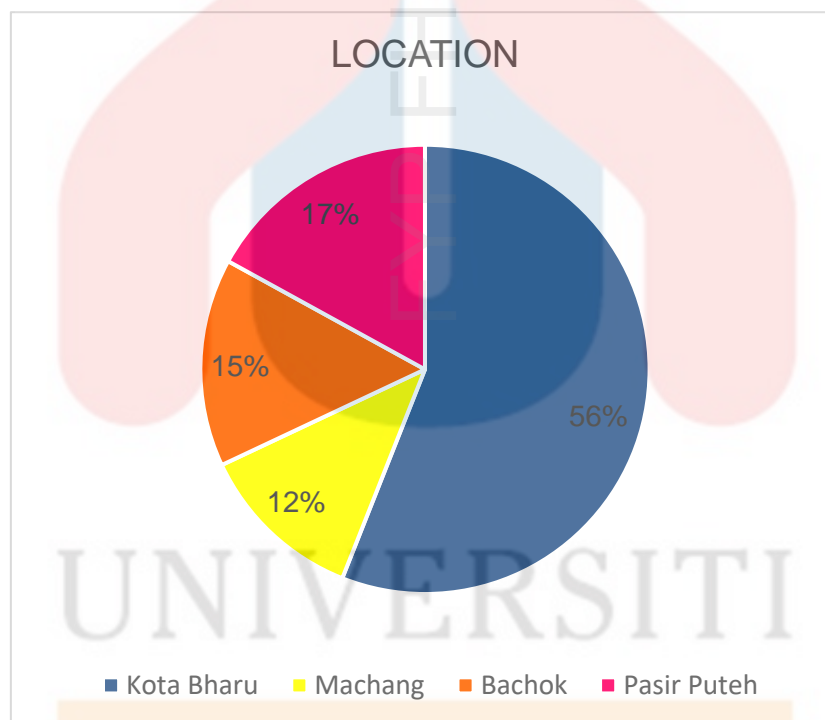


Figure 3: Pie chart of respondent based on location

Figure 4 illustrate the respondents based on respondents' location. The highest of location with 56% (N=100) respondents is homestays at Kota Bharu. While 17% (N=30) of the respondents have homestays at Pasir Puteh which is the second highest on location. The followed by 15% (N=28) respondents have homestay at Bachok. And the last location is Machang certificate which is 12% (N=22) respondents.

#### 4.2.1.4 The number of respondents based on Duration.

Duration	Frequency	Percent
One	68	38
Two	46	25
Three	34	19
More than three	32	18
total	180	100

Table 4: statistic table based on duration

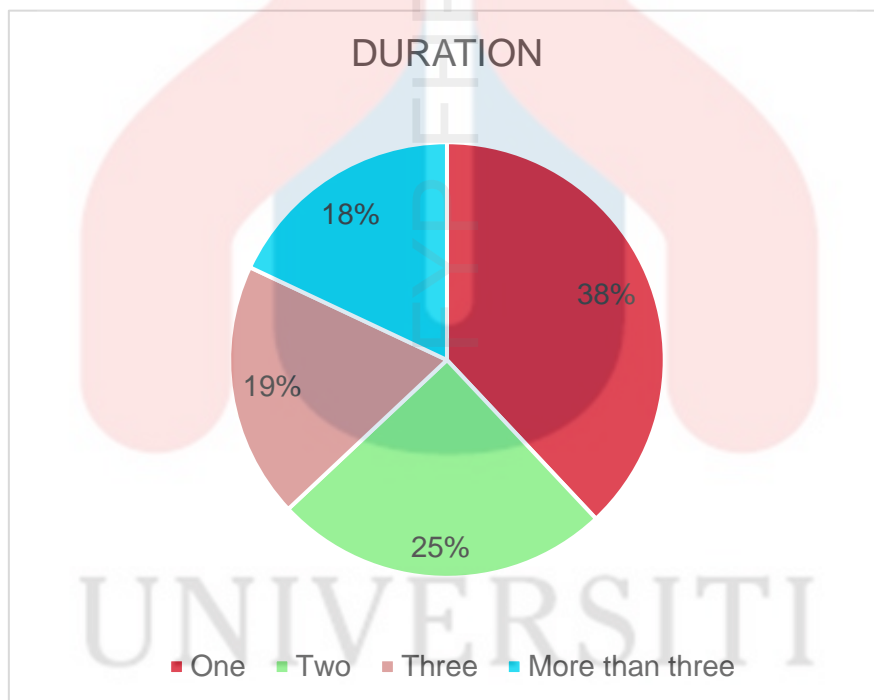


Figure 4: Pie chart of respondent based on duration

Figure 4 shows the percentage of the respondent that based on duration. Out of 180 respondent the highest of duration is one that homestay unit's respondents have with 38% (N=68) respondents followed by second highest is two units with 25% (N=46) respondents. The followed by 19% (N=34) respondents have three homestay units. And the last duration is more than three units which is 18% (N=32) respondents.

4.2.1.5 The number of respondents based on Type of Rooms.

Type of rooms	Frequency	Percent
Single	50	28
Double	103	57
Dorm type	22	12
Others	5	3
total	180	100

Table 5: statistic table based on type of rooms

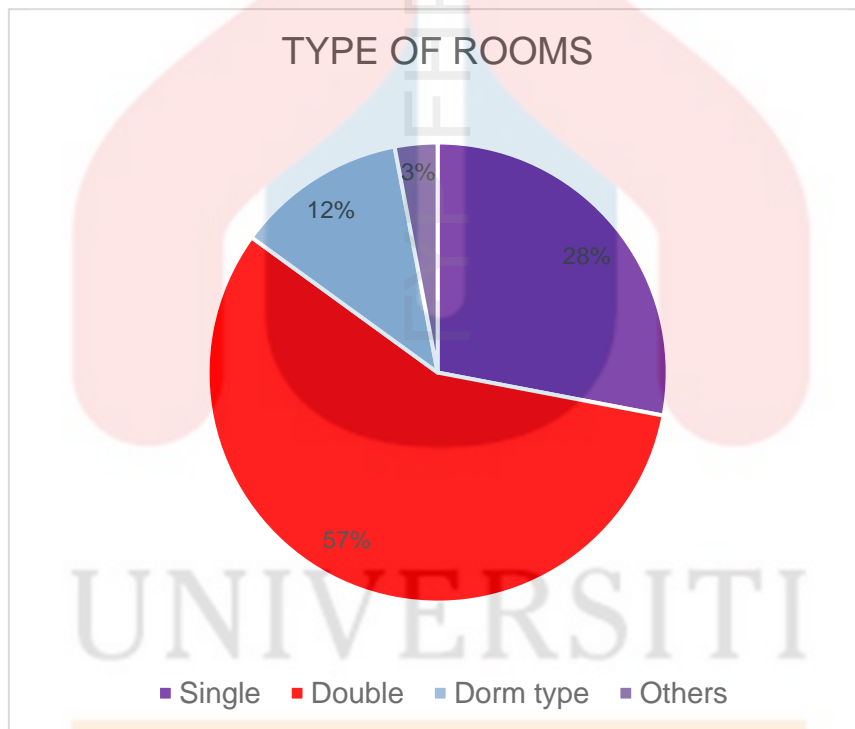


Figure 5: Pie chart of respondent based on type of rooms

Figure 5 shows the frequency and percentage of the respondent that based on types of rooms their homestays. This questionnaire elicited responses from 180 people. Out of 180 respondent the highest number type of rooms is double room with 57% (N=103) respondents followed by second highest type of rooms is single room with 28% (N=50) respondents. While the third highest is dorm type with 12% (N=22) respondents and the last one is others with 3% (N=5) respondents.

### 4.2.3 Descriptive Statistics on Variables

#### 4.2.3.1 independent variable (IV 1)

QUESTIONS	ENVIRONMENTAL SUSTAINABILITY TOURISM	PERCENTAGE	RESPONSE/OUTCOME
1	We safeguard the environment as a whole	43	Strongly agree
2	We inform our guests about our environmental practices during their stay	43	Agree
3	When our guests come, we enlighten them about our environmental practices	42	Agree

The table above shows the descriptive analysis for independent variable 1. The highest response is question 1 and question 2. The question is “We safeguard the environment as a whole” and “We inform our guests about our environmental practices during their stay” which is 43% respondents’ response for strongly agree. While for the question “When our guests come, we enlighten them about our environmental practices” with 42% respondents’ response for agree. This is accurate because protecting the environment is a vital objective that calls for group actions.

#### 4.2.3.2 independent variable (IV 2)

QUESTIONS	CORPORATE SOCIAL RESPONSIBILITY(CSR) PRACTISES	PERCENTAGE	RESPONSE/OUTCOME
4	We provide staff training possibilities	52	Agree
5	We advise our staff to participate in community service	47	Agree
6	We take an active part in social and cultural events. Traditional games, traditional dances, traditional cuisines, and traditional art are all examples	49	Agree
7	Regardless of gender, ethnicity, nationality, or religion, we treat all of our employees fairly and without any forms of abuse or discrimination	49	Strongly agree
8	We provide employees consistent career possibilities	47	Agree

The table above shows the descriptive analysis for independent variable 2. The highest response for this table is question “We provide staff training possibilities” which is 52% respondents was response for agree. While question “We take an active part in social and cultural events. Traditional games, traditional dances, traditional cuisines, and traditional art are all examples” with 49% respondents was response for agree and “Regardless of gender, ethnicity, nationality, or religion, we treat all of our employees fairly and without any forms of abuse or discrimination” with 49% respondents was response for strongly agree. Both of this question is the highest response by respondents. And the next question is “We advise our staff to participate in community service” and “We provide employees consistent career possibilities” with 47% respondents for agree. This is accurate because Implementing and maintaining environmental practises inside an organisation depends heavily on worker training.

#### 4.2.3.3 independent variable (IV 3)

QUESTIONS	ECONOMIC SUSTAINABILITY TOURISM MARKETING	PERCENTAGE	RESPONSE/OUTCOME
9	In order to ensure that future generations have a better future, we have invested in our homestay to help under-privileged sections of the society	49	Agree
10	We are dedicated to enhancing the safety of the communities where we conduct business. For example, providing self-employees opportunities and reducing poverty by employment and business creation	48	Agree
11	We contribute to the social and economic well-being of women and rural residents by creating career chances and generating revenue	48	Agree

The table above shows the descriptive analysis for independent variable 3. The highest response for this independent variable is question 9 which is “In order to ensure that future generations have a better future, we have invested in our homestay to help under-privileged sections of the society” with 49% respondents’ response for agree. While the second highest is question “We are dedicated to enhancing the safety of the communities where we conduct

business. For example, providing self-employees opportunities and reducing poverty by employment and business creation” dan “we contribute to the social and economic well-being of women and rural residents by creating career chances and generating revenue” with 48% respondents response for agree. It is a wonderful move to invest in homestay in order to benefit impoverished groups in society.

#### 4.2.3.4 dependent variable (DV 1)

QUESTIONS	INFORMATION AND COMMUNICATION TECHNOLOGY(ICT) COMPRTENCY	PERCENT AGE	RESPONSE/OUTCOME
12	Information and communication technologies (ICT) knowledge is possessed by certain of our personnel. Example: Computers, smart phones, printer	48	Agree
13	We understand how to develop communication connections with our present clients using the most recent social media platforms. Example: Facebook and Instagram	46	Strongly agree
14	When it comes to handling customer information, we regularly use decision-support systems. Example: social media and mobile apps	46	Agree
15	To store and process information for our homestay accommodations, we rely on ICT such as reservation software, and property management software	49	Agree
16	The management of our ICT is one of the primary responsibilities of an executive we've hired such as reservation software and property management software	49	Agree

The table shows the descriptive analysis for dependent variable (DV). The highest response is question 15 and 16 which is “To store and process information for our homestay accommodations, we rely on ICT such as reservation software, and property management software” and “The management of our ICT is one of the primary responsibilities of an executive we've hired such as reservation software and property management software” with 49% respondents’ response for agree. The second highest is question “Information and communication technologies (ICT) knowledge is possessed by certain of our personnel. Example: Computers, smart phones, printer” with 48% respondents’ response for agree. And

the last one question “We understand how to develop communication connections with our present clients using the most recent social media platforms. Example: Facebook and Instagram” with 46% respondents’ response for strongly agree while the question “When it comes to handling customer information, we regularly use decision-support systems. Example: social media and mobile apps” also with 46% respondents’ response but for agree. This is accurate because Using information and communication technology (ICT) for your homestay accommodations can greatly streamline operations and enhance guest experiences.

### 4.3 Results of Reliability Test

The phrase "reliability" describes a measurement of a certain spectacle that is consistent and yields dependable results. It is related to repeated occurrences as well. A test or piece of study is said to be reliable if results from several measurements with consistent variables are consistent. The reliability of the study was evaluated using Cronbach's alpha. Cronbach's alpha is a scale from 0 to 1 that represents the internal consistency of an experiment. This technique can be used to confirm the questionnaire's validity and reliability.

**Table 4.1 Cronbach Alpha Coefficient Values**

Cronbach’s Alpha	Internal Consistency
$a \geq 0.9$	Excellent
$0.9 > a \geq 0.8$	Good
$0.8 > a \geq 0.7$	Acceptable
$0.7 > a \geq 0.6$	Questionable
$0.6 > a \geq 0.5$	Poor
$0.5 > a$	Unacceptable



Cronbach's Alpha thumb rules are shown in Table 4.1. If the scores are less than 0.5, the findings are unacceptable. When the coefficients are often less than 0.6 and higher than 0.5, the association is poor. When the results are between 0.6 and 0.7, the relationship's strength is questionable. The association is regarded acceptable if the statistics are 0.7 or less than 0.8. Between 0.8 and 0.9 is a good frequency of correlation. A Cronbach's Alpha score of 0.9 or above, on the other hand, shows an excellent degree of association.

Reliability Test	N	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
TOTAL	180	.947	.950 ?	16

Based on the reliability results shown above, the researcher has verified all of the independent and dependent variables. For all independent and dependent factors of dependability, Cronbach's Alpha indicated a value of 0.947, whereas Cronbach's Alpha based on Standardised items reveals a value of 0.950. The coefficient values of the variables range as excellent in terms of reliability level, as was demonstrated. A common guideline for characterising internal consistency using Cronbach's Alpha is presented in the table below.

#### 4.4 Results of Inferential Analysis

##### 4.4.1 Pearson Correlation Analysis

Pearson's correlation is utilised in this part to analyse the connection between the independent variables (IVs) and the dependent variable (DV). The mediator is used as a dependent variable in this portion of the study to investigate the link. The intensity and direction of the linear relationship between the IVs and DVs may be quantitatively characterised using correlation

coefficients. Pearson's correlation coefficients ( $r$ ) run from -1 to +1, indicating whether there is a positive or negative. Pearson correlation ( $r$ ) is a mathematical formula that is used to calculate the degree and directions of the linear connection among the variables in question. Measure the average variance of the two variables by a product of their respective standard deviations (Zakaria Jaadi,2019)

**Table 4.4 value of correlation based on Zakaria Jaadi (2019)**

Size of correlation	Interpretation
<b>.90 to 1.00 (-.90 to -1.00)</b>	Very high positive (negative) correlation
<b>.70 to .90 (-.70 to -.90)</b>	High positive (negative) correlation
<b>.50 to .70 (-.50 to -.70)</b>	Moderate positive (negative) correlation
<b>.30 to .50 (-.30 to -.50)</b>	Low positive (negative) correlation
<b>.00 to .30 (.00 to -.30)</b>	Negligible correlation

**Table: Result of Pearson Correlation Analysis**

		Correlation			
		EST	CSR	ESTM	ICT
EST	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	180			
CSR	Pearson Correlation	.715**	1		
	Sig. (2-tailed)	0.000			
	N	180	180		
ESTM	Pearson Correlation	.743**	.793**	1	
	Sig. (2-tailed)	0.000	0.000		

	<b>N</b>	<b>180</b>	<b>180</b>	<b>180</b>		
<b>ICT</b>	<b>Pearson Correlation</b>	<b>.552**</b>	<b>.601**</b>	<b>.719**</b>	<b>1</b>	
	<b>Sig. (2-tailed)</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>		
	<b>N</b>	<b>180</b>	<b>180</b>	<b>180</b>	<b>180</b>	
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).						

The table below displays the Pearson Correlation Analysis results for the three independent variables and the dependent variable. For independent variable 1, the association is significant at the 0.01 level (2-tailed). Let's examine how our Pearson correlation coefficient of 0.01 (2 tailed) behaved after the researcher saw a range of positive and negative associations. It's a positive relationship. The stronger the relationship, the closer the data values are to the line. We didn't include tables for correlation coefficients less than 0.01 and -0.01 since they start to look like dots and make determining the link difficult. The result of Pearson correlation is a Pearson correlation that is significant at the 0.01 level.

## 4.5 Hypothesis Testing

### 4.5.1 First Hypothesis

H<sub>1</sub>: ICT Competency positively affects Environmental Sustainability Marketing practices of Homestays in Malaysia.

Table 4.5.1: Correlation of First Hypothesis

		<b>IV 1</b>
<b>DV</b>	<b>Pearson Correlation</b>	<b>.552</b>
	<b>Sig. (2-tailed)</b>	<b>.000</b>
	<b>N</b>	<b>180</b>

\*\*.

Table 4.5.1 indicated a significant relationship exist between economic sustainability tourism (IV 1) and information communication technology (ICT) (DV), ( $r = 0.552$   $p < 0.01$ ). The positive value of Pearson Correlation 0.552 showed a relationship between economic sustainability tourism and information communication technology (ICT). At the same time, the

significant level of both variable, which is 0.000 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that economic sustainability tourism and information communication technology (ICT) have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

#### 4.5.2 Second Hypothesis

H<sub>2</sub>: ICT Competency positively affects the CSR practices of Homestays in Malaysia.

Table 4.5.2: Correlation of Second Hypothesis

		IV 2
DV	Pearson Correlation	.601
	Sig. (2-tailed)	.000
	N	180

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Table 4.5.2 indicated a significant relationship exists between CSR practice (IV 2) and information communication technology (ICT) (DV), ( $r = 0.601$   $p < 0.01$ ). The positive value of Pearson Correlation 0.601 showed a relationship between CSR practice and information communication technology (ICT). At the same time, the significant level of both variable, which is 0.000 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that CSR practice and information communication technology (ICT) have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

#### 4.5.3 Third Hypothesis

H<sub>3</sub>: ICT Competency positively affects Economic Sustainability Marketing practices of Homestays in Malaysia.

Table 4.5.3: Correlation of Third Hypothesis

		IV 3
--	--	------

DV	Pearson Correlation	.719
	Sig. (2-tailed)	.000
	N	180

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Table 4.5.3 indicated a significant relationship exists between environmental sustainable tourism marketing (IV 3) and information communication technology (ICT) (DV), ( $r = 0.719$   $p < 0.01$ ). The positive value of Pearson Correlation 0.719 showed a relationship between environmental sustainable tourism marketing and information communication technology (ICT). At the same time, the significant level of both variable, which is 0.000 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that environmental sustainable tourism marketing and information communication technology (ICT) have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

Overall, this section relates to the analysed the hypothesis in order to examine the effect of the economic sustainability tourism, CSR practice, environmental sustainable tourism marketing and Information Communication Technology (ICT). The summary of the hypothesis are shown in table 15. This table is a testing the correlation, whether the variables correlate to examine the relationship between variables.

Table 4.5.4: Summary of Correlation Testing

Hypothesis	Statement of Indicators	Remarks
Hypothesis 1	There is a positive relationship between economic sustainability tourism and information communication technology (ICT)	Accepted
Hypothesis 2	There is a positive relationship between CSR practice and information communication technology (ICT)	Accepted

Hypothesis 3	There is a positive relationship between environmental sustainable tourism marketing and information communication technology (ICT)	Accepted
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#### 4.6 Summary

Finally, this chapter included data analysis for the screening question, demographic section, independent factors, and dependent variable. All of the findings in this chapter were produced using responses from 180 respondents. The three independent variables were discovered to be statistically significant and to have a positive linear relationship. Furthermore, the hypotheses for the Information and Communication Technology Competency for H1 are environmental sustainability tourism marketing practices, corporate social responsibility practices (H2), and economic sustainability tourism marketing practices (H3). As a result, there is a suitable relationship between the independent variables.

## CHAPTER 5:

### CONCLUSION

#### 5.1 Introduction

This chapter elaborates on the results presented in Chapter 5. Therefore, the researcher will also complete the discussion that has been issued by the researcher and leave the reader with a lasting impact on homestay owners. Apart from that, this chapter also explains the limitations faced by the researcher as well as suggestions that may be taken in the future about this study to identify ICT problems among homestay owners. Finally, this chapter also ends with the dissemination of research results to the general public about the importance of the relationship between information and communication technology (ICT) and sustainable tourism marketing.

#### 5.2 Recapitulation of the Findings

The discussion on recapitulation gained from the results is written in this section of the chapter, and it is based on the research purpose, research questions, and hypothesis for this study.

##### 5.2.1 RELATIONSHIP BETWEEN ENVIRONMENTAL SUSTAINABILITY TOURISM AND ICT COMPETENCY

Table 5.1: Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To investigate the relationship between Information Communication Technology and environmental sustainability tourism marketing practices.	What is the relationship between Information and Communication Technology and environmental sustainability tourism marketing practices.

H1<sub>a</sub>: There is a relationship between environmental sustainability tourism and ICT competency

The result of H1<sub>a</sub> in the previous chapter has been analysed to solve the research question 1. Apart from that, H1<sub>a</sub> concluded that relationship between environmental sustainability tourism and ICT competency is positive. Environmental sustainability tourism with correlation coefficient of 0.552. The p value of the place attachment is 0.000 which is less than the highly significant level .0001. Therefore, H1<sub>a</sub> is accepted.

## 5.2.2 RELATIONSHIP BETWEEN CSR PRACTICES AND ICT COMPETENCY

Table 5.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To examine the relationship between Information and Communication Technology and corporate social responsibility practices.	How to measure the relationship between Information and Communication Technology and corporate social responsibility practices.

H2<sub>a</sub>: There is a relationship between CSR practices and ICT competency

The result of H2<sub>a</sub> in the previous chapter has been analysed to solve the research question 2. H2<sub>a</sub> stated that there is a relationship between CSR practices and ICT competency. The positive value of Pearson Correlation 0.601 showed a relationship between CSR practice and information communication technology (ICT). The p value of the place attachment is 0.000 which is less than the highly significant level .0001. Hence, H2<sub>a</sub> is accepted.



### 5.2.3 RELATIONSHIP BETWEEN ECONOMIC SUSTAINABILITY TOURISM MARKETING AND ICT COMPETENCY

Table 5.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To investigate the Relationship between Information and Communication Technology and economic sustainability tourism marketing practices.	How to measure the relationship between Information and Communication Technology and economic sustainability tourism marketing practices?

H3<sub>a</sub>: There is a relationship between economic sustainability tourism marketing and ICT competency

The result of H3<sub>a</sub> in the previous chapter has been analysed to solve the research question 3. H3<sub>a</sub> stated that there is a relationship between economic sustainability tourism marketing and ICT competency. Based on the finding, H3<sub>a</sub> concluded that the positive relationship between CSR practices and ICT competency. Economic sustainability tourism marketing with correlation coefficient of 0.719. The p value of the place attachment is 0.000 which is less than the highly significant level .0001. Therefore, H3<sub>a</sub> is accepted.

### 5.3 Limitations

The limitations of this study made it challenging for the researchers to complete it. The number of respondents was one of the many flaws in this study. Furthermore, not all Malaysian nationals were qualified to take part in this study, notably young people who wanted to answer questions or get a questionnaire from the researchers. This is since some respondents thought it was a waste of time to answer the researchers' questions. Additionally, some respondents were reluctant to complete the questionnaire, which provided them the freedom to complete the answers whenever it suited them. The results of the survey will be influenced by these variables. Some comments may be counterintuitive due to the respondents' own tastes or

perspectives. All these comments highlight the study's shortcomings, which may be shown by inconsistencies with information from other sources. Because of their history and experiences, some respondents, for instance, chose different answers than others when answering this questionnaire.

Furthermore, some respondents chose responses that did not apply to their own situations while selectively recalling concepts and events that were helpful to them. They ignored the responses that brought up bad memories and only chose the ones that made them feel happy. The results of the questionnaire will be biased as a result, and the reliability of the replies will be jeopardised. This study's limitations also include a little dearth of current, reliable data. Despite exceeding the goal number of respondents, the bulk of them shared a wide range of backgrounds, which made the results less diverse. Due to their shared worldviews, these responders are more likely to offer consistent answers. They could also find some of the questions confusing and be unable to decide which response is best. The true backgrounds and views of people who responded to the poll could not also be ascertained by the researchers. The accuracy of the comments and data cannot thus be fully verified by researchers.

One of the study's constraints is when the researcher must gather up to 180 respondents, which is a result of the data gathering approach. In this study, an online survey is the only method of questionnaire distribution. Due of the difficulty of collecting data through interviews or face-to-face encounters, this might help researchers gather information relevant to the study they are doing without having to go to the preferred location. Insufficient information may also prevent respondents from providing relevant information when completing the questionnaire.

#### **5.4 Recommendations**

The first recommendation is that researcher increase number of ICT user. For example, researcher can use any platform to promote to people especially people that are not knowing much about hidden homestays. It will bring profit to rural homestays because people nowadays will only go to stay in popular places. when researchers promote homestays and provide more information related to homestays. For example, service and facilities with lower price. Users will be easily attracted to cheap places with quality service. With the use of the internet, it helps owners to generate income and can compete with homestays in the city.

The second recommendation is that researcher is that researcher should increase overall ICT knowledge. Researchers should learn more about the topic that they are studying to make difficulties easier to deal with. For example, use internet to look into detail about information and communication technology (ICT). Nowadays, it's very easy for researcher to know everything about ICT because they can use google scholar to find journal that related to their topic. They will find more information about topic and that it will expand the researcher's thinking to find a solution to every problem.

The third recommendation is that researcher should explain more detail about the questionnaire to respondent. For example, explain each question to respondent to make them give the right answer. Some respondent cannot read every question due to the age factor. It will make them comfortable and easy to answer every question asked by the researcher. The researcher should also look and observe so that the respondent marks in the right area to facilitate the researcher to do the analysis later.

Lastly, researcher need to be more knowledge about the definition of topic that researcher choose to studied. For example, search more definition about the same topic because there are many meaning that researcher can get if they explore more about it. with this, it is easy for researchers to solve the problems of the topic. This is because, in the internet there are many meanings of each topic studied.

## **5.5 Summary**

In conclusion, this study is proposed to examine The Nexus of Information and Communication Technology (ICT) and Sustainable Tourism Marketing among homestay owners in Kota Bharu, Machang, Bachok and Pasir Puteh. In addition, this reasearch can be used as a reference by homestay operators in the districts of Kota Bharu, Machang, Bachok and Pasir Puteh, who conduct research on ICT for homestays. The results obtained in Chapter 4 using (SPSS) were further explored, and inferences were made from the findings. Based on the results, almost all respondents answered that they have almost less than a year of experience in operating a homestay. Respondents also agreed that information and communication technology (ICT) and sustainable tourism marketing could be further expanded to advance their homestays. This study is also to have a big impact on the state of Kelantan because the rural homestay operators involved in the districts of Kota Bharu, Machang, Bachok and Pasir Puteh will also increase the state government's income source.

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