

# 1 Entrepreneurial Acculturation, Traits, and Hospitality 2 Management in Terengganu Home Stay Industry

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5 *Received: 23 August 2011 Accepted: 14 September 2011 Published: 27 September 2011*

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## 7 **Abstract**

8 The tourism industry is set to become a major contribution to Terengganu's gross domestic  
9 product and this will place the second sector to petroleum and gas. Based on that, this paper  
10 discusses the relationship of entrepreneurial acculturation, traits, and hospitality management  
11 in Terengganu homestay industry. The finding of this study is based on random sampling  
12 which covered 86 entrepreneurs who are operating their business in five villages in  
13 Terengganu, recommends that for entrepreneurial traits to be effective by certain factors of  
14 entrepreneurial acculturation, such as; funding schemes, entrepreneurial programs, physical  
15 infrastructure, and advisory service that are considered important should therefore be  
16 included. Furthermore, the results indicated that all of respondents are not accepted the  
17 factor of entrepreneurial traits become as intermediary variable in a path-model of association  
18 entrepreneurial acculturation and hospitality management. Additionally, most of homestay  
19 entrepreneurs in Terengganu are not really practicing the factors of entrepreneurial  
20 acculturation in developing their entrepreneurial traits and hospitality management.

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22 **Index terms**— Entrepreneurial acculturation, traits, homestay, hospitality management

## 23 **1 INTRODUCTION**

24 The hospitality management of Terengganu homestay are mostly operated by small scale farmers and villagers,  
25 monitored and assisted by the state government, via the Terengganu State Tourism Board. Actually, most  
26 of homestay entrepreneurs who are operated their business hospitality and culture are under minimal fund of  
27 capital, and unorganized business. Therefore, entrepreneurial acculturation is the major programs offered by the  
28 government to assist villagers in providing good traits in homestay management and service of hospitality. The  
29 purpose of this acculturation programs is to develop the service of traditional hospitality in Terengganu homestay  
30 industry to become more marketable and demanding from foreign tourist (Lembaga Penggalakan Pelancongan  
31 Malaysia, Negeri Terengganu, 2010). In general, Norasmah et al (2010) was mentioned that the main objective  
32 of Malaysia government in entrepreneurial acculturation programs is to inculcate and instill entrepreneurship  
33 values and culture amongst the small and business enterprises, youths, and graduated students.

34 Consequently, the exposure and enhancement the factors of entrepreneurial acculturation (e.g. funding  
35 schemes, entrepreneurial program, physical infrastructure, advisory service) are given to the potential  
36 entrepreneurship traits with the intent of providing knowledge and improving level of expertise and efficiencies  
37 in hospitality management of Terengganu homestay.

38 In order to develop entrepreneurial acculturation and traits in hospitality management of Terengganu homestay  
39 industry, the Ministry of Tourism and Ministry of Information, Communication, and Culture (MICC) was  
40 established to strategize the policy regarding the small hospitality of homestay business. The aim essentially  
41 was to provide a conducive environment to promote and assist the entrepreneurial development in the homestay  
42 industry. According to ??rthur and Mensah (2006) the implication of tourism industry must be supported  
43 by a good service in transportation, telecommunication, restaurant, hotel, resort, and the cultural life-style.

## 6 LITERATURE REVIEW

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44 Furthermore, an element of heritage and environment will be adopted as a basic guiding in development of  
45 tourism industry in Terengganu. According to Lembaga Penggalakan Pelancongan Malaysia, Negeri Terengganu  
46 (2010), the vision of Terengganu state government in implementing the servivce of homestay hospitality in  
47 Terengganu become reality and was much practicing by farmers and villagers. Consequently, this study has  
48 argued that is there significant relationship between the entrepreneurial acculturation program, entrepreneurial  
49 traits, and management of homestay hospitality? Thus, this paper endeavors to measure the relationship of  
50 entrepreneurial acculturation programs and entrepreneurial traits toward the hospitality of homestay business in  
51 Terengganu.

## 52 2 II.

## 53 3 MALAY CULTURE AND TRADITIONAL HOMESTAY

54 Historically, Terengganu known as a Malay state on the East-Coast Malaysia that have maintain much of the  
55 traditional cultural heritage which has been T in existence for thousands of years. This Malays traditional lifestyle,  
56 and unique of culture are synonym with the demanding of the current Terengganu hospitality of homestay.  
57 Additionally, most of foreign tourists are interested to understand and feel great enjoying in traditional hospitality  
58 of homestay. Fundamentally, the concept of homestay is hospitality servicing that allows the visitor to rent a  
59 room from a local family to better learn the local lifestyle as well as improve their language ability. Terengganu  
60 state government is encouraging the villagers to involve in a homestay industry, as well as to allow the local family  
61 to earn some additional and needed income. Lembaga Penggalakan Pelancongan Malaysia, Negeri Terengganu  
62 (2010) was mentioned that state government is really concerned the involvement of small business and villagers  
63 in tourism industry, especially in displaying the traditional cultural and also supported to the others cottage  
64 industry.

## 65 4 III.

## 66 5 TERENGGANU HOMESTAY INDUSTRY

67 Terengganu is well known as a famous of culture and heritage in attraction tourists to visit Terengganu.  
68 Meanwhile, the Terengganu homestay hospitality is a program which involved tourists with selected family  
69 in village to stay together. Tourists will have chances in experience their daily life and also enjoy with the  
70 Malaysian unique culture. Currently, the Terengganu state government was hardly to implemented the concept  
71 of homestay in five traditional villages which are registered under the Terengganu state government, there are;  
72 Kuala Terengganu, Jertih, Dungun, Setiu, and Hulu Terengganu (Lembaga Penggalakan Pelancongan Malaysia,  
73 2010). In order to develop entrepreneurial acculturation in homestay industry, the Terengganu state government  
74 was cooperated with the Ministry of Tourism and Ministry of Information, Communication, and Culture to  
75 support the villagers in servicing of homestay hospitality.

76 In a year 2010, the homestay program in Terengganu was received visitors from outsiders, there are;  
77 Netherlands, Macau, South Africa, and Singapore (Lembaga Penggalakan Pelancongan Malaysia, 2010). Actually,  
78 the Terengganu homestay program was offered a nice package of accommodation to tourist with a family daily life.  
79 Fundamentally, there are 106 of family houses from five places in Terengganu (e.g. Kuala Terengganu, Dungun,  
80 Setiu, Jertih, Hulu Terengganu) which was recognized as a beautiful and cleaning of homestay by Majlis Tindakan  
81 Pelancongan Negeri Terengganu and Terengganu State Tourism. As part of hospitality in homestay management,  
82 the participant also will ask to introduce a lot of Malay Traditional event, such as; Majlis Perkhawinan Melayu,  
83 Bersawah, Main Pantai, and Persembahan Wayang Kulit. Instead of that, visitors also presented the traditional  
84 game, such as; Eklokek, Cap Kekok Kaki Ayam, Pom Along-Along, Sende Dua Ende, Tok-Tok Na, and Cak  
85 Ciling Cilang Ong.

86 IV.

## 87 6 LITERATURE REVIEW

88 Actually, the homestay entrepreneurs can be considered as micro and small sectors which are focused on tourism  
89 industry. As mentioned by Norasmah et al (2010), entrepreneurial acculturation is factors which are contributed  
90 to the entrepreneurial traits that are operated their business in a micro and small scale. Meanwhile, Othman et  
91 al (2008) was argued that the development of micro and small business scale in Malaysia can be seen through  
92 the sheer amount and variety of supporting mechanisms and policies that exist for encouraging entrepreneurial  
93 acculturation, including; funding schemes, entrepreneurial programs and activities, physical infrastructure and  
94 advisory services.

95 In fact, Chamhuri Siwar et al (1995) also agreed with Othman et al (2008) which mentioned that there have  
96 been numerous support programmes in entrepreneurial acculturation provided by the government agencies and  
97 institutions aimed at fostering the development of small and business enterprises in a context of entrepreneurship,  
98 such as; funding scheme, entrepreneurial program, physical infrastructure, and advisory service that will  
99 contributed to the personality traits and business performance. According to Hafidzah Hassan (1996), the funding  
100 scheme is intended for Malaysia government that foster, assisting and support entrepreneurship in small and

101 medium business scale. The aim is to set up the successful entrepreneurs that will join the existing international  
102 market in bringing successful local entrepreneurs across the country. The idea is that they will highlight the role  
103 that entrepreneurs can play in creating jobs and promoting competitiveness. Therefore, the assisting of funding  
104 scheme will make the local entrepreneurs going beyond the current situation. Additionally, Ab. Aziz Yusof. (105  
105 ??009) has argued that Malaysia government agencies and institutional (e.g. Perbadanan Usahawan Nasional  
106 Berhad, Majlis Amanah Rakyat, Jabatan Kemajuan Masyarakat), as well as community development financial  
107 institutions can be important partners in developing entrepreneurship programs for native in foster care. Instead  
108 of entrepreneurship prgrammes, the Malaysian government agencies and institutional also are specialized financial  
109 institutions with a mission to provide financial products and services to people and communities.

110 Furthermore, the concept of entrepreneurial program in this study is a program focused on supporting and  
111 empowering entrepreneurs in Terengganu communities.

112 Traditionally, the entrepreneurial program the purpose of entrepreneurial program is to design to help  
113 individuals in strengthening and fulfilling entrepreneurial motive and in acquiring skills and capabilities necessary  
114 for playing his entrepreneurial role effectively (Desai, 2007). The significance of entrepreneurial program  
115 in creating better entrepreneurial personality in the development of small and medium industries has been  
116 emphasized by many researchers (Hynes, 1996: Shepard, 1996). Littunen (2000) has highlighted that a typically  
117 successful entrepreneur must go through entrepreneurial development process in order to gain knowledge and  
118 ability to take risks, be innovative, able to identify business opportunities, and correct errors effectively.

119 The concept of physical infrastructure previous researches have highlighted in a literature review that the  
120 assisting of physical infrastructure are much more reliant as well as other factors in entrepreneurship development  
121 (Littunen, 2000). According to Chamhuri Siwar et al (1995), the implementation of Malaysia government  
122 in physical infrastructure will assist entrepreneurs to move their business easily, creative and innovation in  
123 product development, to accommodate technology facilities, easily to strategize the competitive market, and  
124 to communicate each others in business industry. Meanwhile, the advisory service become as a factor in  
125 entrepreneurial acculturation as well as entrepreneurial development. An Explanation of Ab Aziz Yusof (2009)  
126 and Chamhuri Siwar et al ??1995), there are there basic matters which are concluded in a concept of advisory  
127 service, including advising in entrepreneurial behavior, skill, and knowledge. However, Gurol and Atsan (2006)  
128 were specialized that the concept of advisory service is the responsible of trainer to give a knowledge and  
129 skill toward the business management, product innovation, risk management, problem solving, and competitive  
130 advantage. Meanwhile, the term of entrepreneurial traits were concluded that personality of entrepreneurs who  
131 are independent, highly locus of control, creative and innovative and capable to garb market opportunities  
132 (McClelland, 1961;Shane et al, 2003).

133 V.

## 134 **7 HYPOTHESIS**

135 This research has identified nine hypotheses in order to determine significant relationships between variables.  
136 These nine hypotheses or testable statements have been formulated based on literature, research objective and  
137 questions to determine the relationships between the entrepreneurial acculturation (e.g. change funding schemes,  
138 entrepreneurial program, physical infrastructure, advisory service), entrepreneurial traits, and hospitality  
139 management in homestay, there are; H1:

140 The greater the emphasis on funding schemes, the higher will be the level of entrepreneurial traits. H2:

141 The greater the emphasis on entrepreneurial program, the higher will be the level of entrepreneurial traits.

## 142 **8 H3:**

143 The greater the emphasis on physical infrastructure, the higher will be the level of entrepreneurial traits.

## 144 **9 H4:**

145 The greater the emphasis on advisory service, the higher will be the level of entrepreneurial traits.

## 146 **10 H5:**

147 The greater the emphasis on funding schemes, the higher will be the level of hospitality management of homestay.

## 148 **11 H6:**

149 The greater the emphasis on entrepreneurial program, the higher will be the level of hospitality management of  
150 homestay.

## 151 **12 H7:**

152 The greater the emphasis on physical infrastructure, the higher will be the level of hospitality management of  
153 homestay.

## 18 I. RELATIONSHIP OF ENTREPRENEURIAL ACCULTURATION TOWARD

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### 154 13 H8:

155 The greater the emphasis on advisory service, the higher will be the level of hospitality management of homestay.

### 156 14 H9:

157 The greater the emphasis on entrepreneurial traits, the higher will be the level of hospitality management of  
158 homestay.

### 159 15 VI.

## 160 16 METHODOLOGY a) Population and Sampling

161 The total population for the study focused on the numbers of family who was participated in a homestay  
162 programmed in a year of 2010. As for the year 2010 there were approximately 106 families in Terengganu  
163 was registered in a homestay program that was organized by Majlis Tindakan Pelancongan Negeri Terengganu  
164 (Lembaga Penggalakan Pelancongan Malaysia, Negeri Terengganu, 2010). Aiming to address the issue of  
165 homogeneity and heterogeneity, researchers adopted simple random sampling study to identify several factors  
166 related to the relationship of entrepreneurial acculturation toward the entrepreneurial traits and hospitality  
167 management of homestay. Based on the calculation Sekaran (2005), they are 86 of answered the questionnaire,  
168 however, there are only 68 respondents were replied the answer. Table 1 show the respondent from the total  
169 population was selected to number of population, sample and respondents' replied of this study. In term of  
170 demographic profile, the number of male entrepreneurs (64.7%) is slightly male (35.3%). Meanwhile, the majority  
171 of the respondents in Kraftangan Malaysia are in the age above 51 years (30.9%), followed by the group in between  
172 41 -50 years (29.4%), below 30 years (23.5%) and in the range of 31 -40 years (16.2%). In term of term operation,  
173 the highest numbers of respondents are in less than 5 years operation (42.5%), a range of 6 -10 years (35.3%), and  
174 followed by 11 -15 years (22.0%). Then, the bulk of respondents come from Kuala Terengganu (38.2%), Dungun  
175 (xxx%), Dungun (25.0%), Setiu (14.7%), Jertih (13.3%) and Hulu Terengganu (8.8%). In a numbers of family  
176 members, most homestay entrepreneurs was operated with 4 -7 members (69.1%), below 3 members (26.4%), and  
177 8 -10 family members (4.3%). Furthermore, most of homestay entrepreneurs received the frequency of visitors is  
178 around 3 -5 times (70.6%), and less than 2 times (29.4%), as highlighted in table 4

### 179 17 FINDING

180 As part of this study to identify the actual pathmodel in a significance relationship between variables, multiple  
181 regressions were used to test the H1, H2, H3, H4, H5, H6, H7, H8, and H9. However, a descriptive analysis  
182 on entrepreneurial profile was first conducted before inferential analysis in order to know the frequency and  
183 percentage of items in demographic and business profiles. a) Reliability However, reliability becomes as a  
184 starting-point in this analysis to study the consistency and stability of questionnaire. The first run of test  
185 which administered on 68 respondents, yielded the cronbach alpha was read several variables in this study. It  
186 indicates the most of the variables that has been investigated in this study are found to be moderately reliable as  
187 mentioned in table 3. As we known, the path-analysis is considered as a major analysis to consolidate an analysis  
188 of relationship between independent variables, intermediary variable, and dependent variable. Therefore, this  
189 paper used the stepwise regression to analyzes the interrelation between three variables, there are; entrepreneurial  
190 acculturation (independent), entrepreneurial traits (intermediary) and hospitality in homestay management  
191 (dependent). Fundamentally, the analysis of interrelation in a path-model will divided into two layers of study.  
192 First layer will discuss the relationship of independent variables (e.g. funding schemes, entrepreneurial program,  
193 physical infrastructure, advisory service) toward intermediary variable (entrepreneurial traits). Meanwhile, the  
194 second layer will discuss the association of independent and intermediary variable toward dependent variable  
195 (hospitality in bomestay management).

## 196 18 i. Relationship of Entrepreneurial Acculturation toward

197 Entrepreneurial Traits (First-layer)

198 In a relationship of entrepreneurial acculturation toward entrepreneurial traits as well as in a 1st. layer of path  
199 model, the results indicated that the multiple correlation coefficient (R) which using all predictors simultaneously  
200 is 0.621 and R2 is 0.386 which means that 38.6 percent of the variance in a entrepreneurial traits can be predicted  
201 from the factors of entrepreneurial acculturation, as mentioned in table 5. Furthermore, the output of table 6  
202 reveals that were all of three variables in entrepreneurial acculturation are statistically significant association  
203 with the entrepreneurial traits, including; advisory service ( $B=-.428$ ,  $p=.000$ ), entrepreneurial programs ( $B=.360$ ,  
204  $p=.002$ ), and funding schemes ( $B=-.231$ ,  $p=.033$ ). Therefore, we accept the H1, H2, and H4. The results also  
205 suggested that most of entrepreneurs in Terengganu homestay industry are significance toward the relationship of  
206 entrepreneurial acculturation and traits. These results also supported the literature that was claimed by Hafidzah  
207 Hassan (1996), Desai (2007), Hynes (1996), Littunen (2000), Chamhuri Siwar al (1995( , McClelland, (1961))  
208 As part of the 2nd. layer is to know the significance association between entrepreneurial acculturation toward  
209 hospitality management (H5, H6, H7, H8) and entrepreneurial traits toward hospitality management, stepwise  
210 regression analysis was used to test the hypothesis. The results indicates that the multiple correlation coefficient

211 (R) which using all the predictors simultaneously is 0.508 and R2 is 0.258 which means that only 25.8 percent of  
212 the variance in hospitality management can be predicted from the factors of entrepreneurial acculturation and  
213 traits, as show in table 6. Moreover, the table 7 indicated that only 2 independent variable are significantly  
214 associated with dependent variable, there are; entrepreneurial program ( $B=.332$ ,  $p=.007$ ), and Advisory Service  
215 ( $B=.266$ ,  $p=.029$ ). These findings supported the hypothesis 6 and 8. However, the factor of entrepreneurial traits  
216 (intermediary variable) is not significant relation with the hospitality management as well as in a hypothesis 9.

217 Therefore, the results indicated that all of respondents are not accepted the factor of entrepreneurial traits  
218 become as intermediary variable in a path-model of association entrepreneurial acculturation and hospitality  
219 management. This result also rejected the literature that was claimed by Arthur and Mensah (2006); As  
220 a solution, figure 1 show the final result of stepwise regression between three major variables, there are;  
221 entrepreneurial acculturation, traits, and hospitality management.

## 222 **19 DISCUSSION AND RECOMMENDATION**

223 In Terengganu, state government took initiative to realize the concept of entrepreneurial acculturation program  
224 among homestay owners. In this study, the variables of entrepreneurial acculturation were found to have  
225 influenced the entrepreneurial traits and hospitality management, however, the entrepreneurial traits is not  
226 significant and influence to the hospitality management. In general, this finding indicated that dimensions related  
227 to funding schemes, entrepreneurial program, and advisory service were among the primary contributors which  
228 influenced to entrepreneurial traits and only two factors (e.g. advisory service and entrepreneurial program) are  
229 significant with the hospitality management. Thus, more serious attention should be given to the development  
230 of entrepreneurial traits and hospitality of homestay management among homestay owners in Terengganu.

231 This finding also indicated that homestays' entrepreneurs tend to be strong in in planning which  $R^2 = .386$   $R$   
232  $= .258$

233  $.428$   $.266$  .

234  $-.231$  (not significant)

235  $.360$   $.332$

## 236 **20 Entrepreneurial Acculturation**

237 Funding Schemes

## 238 **21 Entrepreneurial Program**

## 239 **22 Hospitality**

## 240 **23 Management of Homestay Advisory Service**

241 Entrepreneurial Traits would further lead in entrepreneurial traits, and subsequently contributed to hospitality  
242 management in homestay industry. Listed below are some recommendations as to how entrepreneurial  
243 acculturation can be useful in contributing up the entrepreneurial traits and hospitality management of potential  
244 homestays' entrepreneurs.

245 ? Homestays' entrepreneurs need to be exposed early to this real situation for better understanding and to  
246 build up their self-confidence in business. This form of entrepreneurship will widen their experiences and reinforce  
247 learning from textbooks. ? Interaction between homestays' entrepreneurs with government agencies will create  
248 entrepreneurs more awareness, understanding, skillful and respect each others in strategizing their business  
249 in homestay industry. ? Smart partnership between homestays' entrepreneurs and others tourism businesses.  
250 Homestays' entrepreneurs can be mobilized to offer insights into the business world through business skill, IX.

## 251 **24 CONCLUSION**

252 In the areas of entrepreneurial acculturation and personality traits, many different schools of thought,  
253 academicians, and policymakers emerged to practice the concept of entrepreneurship in many kind of industries.  
254 Actually, the study of entrepreneurial acculturation was built upon the foundations laid by earlier academicians  
255 and policy-makers from America, UK, China, and others third world countries. Last two decades, of Malaysian  
256 entrepreneurs were encouraged to develop their personality trait which is influence from entrepreneurial  
257 acculturation and translate it's into the business characters.

258 As well as discussed in by previous researchers, the factors of entrepreneurial acculturation were in fields as  
259 such; funding schemes, entrepreneurial program, physical infrastructure, and advisory service are the factors that  
260 are significantly associated with the entrepreneurial traits and business management. However, the results of  
261 this study in association factors of entrepreneurial acculturation toward personality traits and management of  
262 homestay hospitality is generally not supported the literature. In fact, the finding also not really supported the  
263 ambitious of Terengganu State Government. Lastly, further efforts should be taken to develop the acculturation



Figure 1:

1

Places	Populations	Samples	Respondents' Replied
Kuala Terengganu	37 (35.0%)	30	26
Dungun	26 (24.5%)	21	17
Setiu	17 (16.0%)	14	10
Jertih	16 (15.0%)	13	9
Hulu Terengganu	10 (9.50%)	8	6
Kemaman	0 (0%)	0	0
Total	106 (100%)	86	68

b) The Construction of Questionnaire

Figure 2: Table 1 :

Variables Items

Funding ? Assist entrepreneurs in developing their business

Citation

Measurement

Hafidzah

Hassan

(1996);

Ab Aziz

Yusof

(2009)

Likert

scale;

1.

Strongly

disagree

2.

Dis-

agree

3.

Neu-

tral

4.

Agree

5.

Strongly

agree

Schemes ? To set up successful entrepreneurs join the

international market

? Through funding entrepreneurs can enlarge business

and promoting competitiveness

? Make the entrepreneurs go beyond the situation

? Can be important partners in developing

entrepreneurship programs for native in foster care

Entrepreneur ~~Environment~~ design to help individuals in entrepreneur's strength-

Pro- ening

gram

Desai

(2007);

Hynes

(1996);

? Fulfilling entrepreneurial motive and acquiring skills

Shepard

(1996);

? Capabilities for playing his entrepreneurial role

Littunen

(2000)

effectively

? To gain knowledge and ability to take risks.

? Be innovative and ability to identify business opportunities

Physical ? Physical infrastructure will assist entrepreneurs to move

Infrastructure ~~their~~ business easily

Chamhuri

Siwar et

al (1995);

Littunene

(2000)

? Creative and innovation in product development

? To accommodate technology facilities

? Easily to strategize the competitive market

? To communicate each others in business industry.

Advisory Service ? Advising in entrepreneurial behavior, skill, and

knowledge

Ab Aziz

Yusof

(2009);

Chamhuri

Siwar et al

(1995);

Gurol and

Atsan

(2006)

? The concept of advisory service is the responsible of

trainer to give a knowledge and skill toward the

business management

? To train entrepreneurs in product innovation

? To develop entrepreneurs highly risk in management

? To develop entrepreneurs to become problem solving

Entrepreneur ~~Environment~~ entrepreneurs is individual who are running their

Gurol and

Atsan

(2006);

McClelland

Traits business independently

? Internally locus of control

VII.

Variables

		Number of Cases	Number of Items	Reliability Coefficients
ALPHA				
Funding Schemes	Independent	86	5	0.617
Entrepreneurial Program	Independent	86	5	0.585
Physical Infrastructure	Independent	86	5	0.673
Advisory Service	Independent	86	5	0.562
Entrepreneurial Traits	Intermediary	86	5	0.716
Hospitality Management	Dependent	86	5	0.629

Figure 4:

4

?

?

?

?

Figure 5: Table 4 :

5

Model	Model Summary d			Adjusted R Square	Std. Error of the Estimate
	R	R Square	Adjusted R Square		
1	.524 a	.274	.263	.44439	
2	.583 b	.340	.320	.42683	
3	.621 c	.386	.357	.41507	

a. Predictors: (Constant), Advisory

[Note: b. Predictors: (Constant), Advisory, Program c. Predictors: (Constant), Advisory, Program, Funding d. Dependent Variable: Entrepreneurial Traits]

Figure 6: Table 5 :

6

ii. Relationship of Entrepreneurial Acculturation and Traits toward Hospitality of Homestay (Second-layer)

Figure 7: Table 6 :

6

Homestay Model Summaryc

Figure 8: Table 6 :

Model	Management Coefficients a			Standardized Coefficients		
	Unstandardized Coefficients		Std. Error	Beta	t	Sig.
1	B					
	(Constant)	1.997	.519		3.848	.000
2	Program	.506	.124	.448	4.075	.000
	(Constant)	1.549	.542		2.855	.006
	Program	.375	.134	.332	2.798	.007
	Advisory	.245	.110	.266	2.239	.029

a. Dependent Variable: Hospitality Management

Figure 9: Table 7 :

264 program as well as to construct the entrepreneurial character and professionalism in hospitality management in  
 265 homestay industry. <sup>1 2 3 4 5 6</sup>

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<sup>6</sup>October Entrepreneurial Acculturation, Traits, and Hospitality Management in Terengganu Home Stay Industry



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