

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

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## Abstract

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

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

## 1 INTRODUCTION

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

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

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

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

## 2 II.

### 3 MALAY CULTURE AND TRADITIONAL HOMESTAY

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

## 4 III.

### 5 TERENGGANU HOMESTAY INDUSTRY

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

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

## IV.

## 6 LITERATURE REVIEW

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

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

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medium business scale. The aim is to set up the successful entrepreneurs that will join the existing international market in bringing successful local entrepreneurs across the country. The idea is that they will highlight the role that entrepreneurs can play in creating jobs and promoting competitiveness. Therefore, the assisting of funding scheme will make the local entrepreneurs going beyond the current situation. Additionally, Ab. Aziz Yusof. (2009) has argued that Malaysia government agencies and institutional (e.g. Perbadanan Usahawan Nasional Berhad, Majlis Amanah Rakyat, Jabatan Kemajuan Masyarakat), as well as community development financial institutions can be important partners in developing entrepreneurship programs for native in foster care. Instead of entrepreneurship programmes, the Malaysian government agencies and institutional also are specialized financial institutions with a mission to provide financial products and services to people and communities.

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

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

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

V.

## 7 HYPOTHESIS

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

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

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

## 8 H3:

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

## 9 H4:

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

## 10 H5:

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

## 11 H6:

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

## 12 H7:

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

## 18 I. RELATIONSHIP OF ENTREPRENEURIAL ACCULTURATION TOWARD

### 13 H8:

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

### 14 H9:

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

### 15 VI.

## 16 METHODOLOGY a) Population and Sampling

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

## 17 FINDING

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

## 18 i. Relationship of Entrepreneurial Acculturation toward

### Entrepreneurial Traits (First-layer)

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

(R) which using all the predictors simultaneously is 0.508 and R<sup>2</sup> is 0.258 which means that only 25.8 percent of the variance in hospitality management can be predicted from the factors of entrepreneurial acculturation and traits, as show in table 6. Moreover, the table 7 indicated that only 2 independent variable are significantly associated with dependent variable, there are; entrepreneurial program (B=.332, p=.007), and Advisory Service (B=.266, p=.029). These findings supported the hypothesis 6 and 8. However, the factor of entrepreneurial traits (intermediary variable) is not significant relation with the hospitality management as well as in a hypothesis 9. Therefore, the results indicated that all of respondents are not accepted the factor of entrepreneurial traits become as intermediary variable in a path-model of association entrepreneurial acculturation and hospitality management. This result also rejected the literature that was claimed by Arthur and Mensah (2006); As a solution, figure 1 show the final result of stepwise regression between three major variables, there are; entrepreneurial acculturation, traits, and hospitality management.

## 19 DISCUSSION AND RECOMMENDATION

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

This finding also indicated that homestays' entrepreneurs tend to be strong in in planning which R<sup>2</sup> =.386 R<sup>2</sup> =.258  
.428 .266 .  
-.231 (not significant)  
.360 .332

## 20 Entrepreneurial Acculturation

Funding Schemes

## 21 Entrepreneurial Program

## 22 Hospitality

## 23 Management of Homestay Advisory Service

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

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

## 24 CONCLUSION

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

As well as discussed in by previous researchers, the factors of entrepreneurial acculturation were in fields as such; funding schemes, entrepreneurial program, physical infrastructure, and advisory service are the factors that are significantly associated with the entrepreneurial traits and business management. However, the results of this study in association factors of entrepreneurial acculturation toward personality traits and management of homestay hospitality is generally not supported the literature. In fact, the finding also not really supported the 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	Citation	Measurement
Funding	? Assist entrepreneurs in developing their business	Hafidzah Hassan (1996);	
Schemes	? To set up successful entrepreneurs join the international market	Ab Aziz Yusof (2009)	Likert scale;
	? Through funding entrepreneurs can enlarge business and promoting competitiveness		1. Strongly disagree
	? Make the entrepreneurs go beyond the situation		2. Dis-agree
	? Can be important partners in developing entrepreneurship programs for native in foster care		3. Neu-tral
Entrepreneurial Pro-gram	? design to help individuals in entrepreneur's strengthening	Desai (2007); Hynes (1996); Shepard (1996); Littunen (2000)	4. Agree
	? Fulfilling entrepreneurial motive and acquiring skills		5. Strongly agree
	? Capabilities for playing his entrepreneurial role effectively		
	? To gain knowledge and ability to take risks.		
	? Be innovative and ability to identify business opportunities		
Physical Infrastructure	? Physical infrastructure will assist entrepreneurs to move 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		
Entrepreneurial Traits	? Entrepreneurs is individual who are running their business independently	Gurol and Atsan (2006);	
	? Internally locus of control	McClelland	

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

?

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?

?

Figure 5: Table 4 :

5

Model Summary d				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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	Unstandardized Coefficients		Management Coefficients a		Standardized Coefficients	
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	1.997	.519		3.848	.000
	Program	.506	.124	.448	4.075	.000
2	(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. 1 2 3 4 5 6

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