6th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY
25 – 28 JUNE 2012
BHUTAN

MALAYSIA HOMESTAY EXPERIENCE

Ms. Hamdiah Ismail
Ministry of Tourism Malaysia
COMMUNITY-BASED TOURISM: THE MALAYSIA HOME STAY PROGRAMME
Malaysia’s Homestay Programme was officially launched in 1995; Homestay Desa Murni, Pahang – the first Homestay.

Initiative under the Rural Tourism Master Plan aimed at boosting the participation of rural communities in the tourism sector.

An experience where tourists stay with families – interact & experience their daily lives + Malaysian culture.

Focus on lifestyle & experience – culture & economic activities.

Homestay is not classified as accommodation facility.
# OBJECTIVES

<table>
<thead>
<tr>
<th>Tourists</th>
</tr>
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<tbody>
<tr>
<td>- Provide unique experience of lifestyle &amp; culture.</td>
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<tr>
<td>- Create rural hospitality packages at a competitive price.</td>
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<tr>
<td>- Educate / give exposure to tourist on Malaysian customs, tradition &amp; way of life.</td>
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<table>
<thead>
<tr>
<th>Rural Community</th>
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<tbody>
<tr>
<td>- Share the benefits of the tourism industry to a wider scope of the community.</td>
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<tr>
<td>- Boosting household income through rural tourism entrepreneur development &amp; job creations.</td>
</tr>
<tr>
<td>- Educate &amp; train rural community in hospitality &amp; tourism industry.</td>
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<table>
<thead>
<tr>
<th>College / Student</th>
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<tbody>
<tr>
<td>- Educate &amp; exposure to the young generation on Malaysian local traditions.</td>
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</tbody>
</table>
Homestay Programme is an experience where tourists stay with selected families - interact and experience the daily life of these families as well as experiencing Malaysian culture.

Homestay is not classified as accommodation facilities.

Focus on lifestyle and experience – culture and economic activities.
ACTIVITIES & PACKAGES

- **Lifestyle & Cultural Activities**
  - traditional dances, songs & food
  - traditional games / sport
  - culture: wedding, events, gatherings
  - excursion to nearby tourism sites
  - environmental conservation: Plant A Tree (PAT)

- **Rural Economic Activities**
  - rubber tapping
  - fishing
  - agriculture: paddy, cocoa, palm oil, fruits
  - visit rural micro industrial projects
LIFESTYLE & CULTURAL ACTIVITIES

MOCK MALAY WEDDING
LIFESTYLE & CULTURAL ACTIVITIES

JOGET LAMBAK DANCE

KUDA KEPANG DANCE
LIFESTYLE & CULTURAL ACTIVITIES

PLAYING KOMPANG
LIFESTYLE & CULTURAL ACTIVITIES

TEMPE-MAKING
LIFESTYLE & CULTURAL ACTIVITIES

GAME OF CONGKAK

MALAY MARTIAL ART - SILAT
ECONOMIC ACTIVITIES

RUBBER TAPPING

AT THE PADDY FIELD
ECONOMIC ACTIVITIES

COCONUT FARM
ECONOMIC ACTIVITIES

PICKING COFFEE SEEDS

POUNDING COFFEE SEEDS
RURAL MICRO INDUSTRIAL PROJECTS

MELUR FLOWER PROJECT

SG. PASU HOMESTAY, RAUB, PAHANG
RURAL MICRO INDUSTRIAL PROJECTS

SANGGUL NOODLE & SALAK JUICE PROJECT

KUALA MEDANG HOMESTAY, KUALA LIPIS, PAHANG
RURAL MICRO INDUSTRIAL PROJECTS

COCONUT JELLY & INSTANT COFFEE DRINK PROJECT

FELDA SEMENCHU HOMESTAY, KOTA TINGGI, JOHOR
RURAL MICRO INDUSTRIAL PROJECTS

RUBBER LEAF FLOWER PROJECT

PELEGONG HOMESTAY, NEGERI SEMBILAN
MALAYSIA HOMESTAY
PROGRAMME PERFORMANCE REPORT
HOMESTAY PROGRAMME PERFORMANCE REPORT

- Up to April 2012, MOTOUR has registered:
  - 156 (Homestay Cluster)
  - 3,381 (Homestay operators / House)
  - 4,651 (No. of rooms)

- Comparison on Homestay Performance for 2011 & 2010 and KPI 2012:

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>2011</th>
<th>2010</th>
<th>Increment (%)</th>
<th>KPI 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total Tourist Arrival:-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Domestic</td>
<td>254,981</td>
<td>196,472</td>
<td>29.8%</td>
<td>267,730</td>
</tr>
<tr>
<td></td>
<td>- International</td>
<td>195,324</td>
<td>147,346</td>
<td>32.6%</td>
<td>205,090</td>
</tr>
<tr>
<td></td>
<td></td>
<td>59,657</td>
<td>49,126</td>
<td>21.4%</td>
<td>62,640</td>
</tr>
<tr>
<td>2</td>
<td>Total Revenue (RM)</td>
<td>RM15.7 mil</td>
<td>RM12.4 mil</td>
<td>26.8%</td>
<td>16.5 mil</td>
</tr>
<tr>
<td>3</td>
<td>Occupancy rate</td>
<td>33.1%</td>
<td>25.2%</td>
<td>20.4%</td>
<td>34%</td>
</tr>
</tbody>
</table>
## Homestay Statistics by State: January – April 2012

<table>
<thead>
<tr>
<th>NO</th>
<th>STATE</th>
<th>NO. OF HOMESTAYS</th>
<th>NO. OF VILLAGES</th>
<th>NO. OF OPERATORS</th>
<th>NO. OF ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perlis</td>
<td>3</td>
<td>3</td>
<td>56</td>
<td>64</td>
</tr>
<tr>
<td>2</td>
<td>Kedah</td>
<td>14</td>
<td>19</td>
<td>324</td>
<td>421</td>
</tr>
<tr>
<td>3</td>
<td>Pulau Pinang</td>
<td>9</td>
<td>9</td>
<td>200</td>
<td>227</td>
</tr>
<tr>
<td>4</td>
<td>Perak</td>
<td>6</td>
<td>30</td>
<td>231</td>
<td>308</td>
</tr>
<tr>
<td>5</td>
<td>Selangor</td>
<td>15</td>
<td>18</td>
<td>458</td>
<td>660</td>
</tr>
<tr>
<td>6</td>
<td>Melaka</td>
<td>7</td>
<td>7</td>
<td>115</td>
<td>173</td>
</tr>
<tr>
<td>7</td>
<td>N.Sembilan</td>
<td>10</td>
<td>30</td>
<td>251</td>
<td>379</td>
</tr>
<tr>
<td>8</td>
<td>Johor</td>
<td>16</td>
<td>35</td>
<td>508</td>
<td>663</td>
</tr>
<tr>
<td>9</td>
<td>Kelantan</td>
<td>8</td>
<td>9</td>
<td>152</td>
<td>182</td>
</tr>
<tr>
<td>10</td>
<td>Terengganu</td>
<td>6</td>
<td>6</td>
<td>101</td>
<td>103</td>
</tr>
<tr>
<td>11</td>
<td>Pahang</td>
<td>15</td>
<td>20</td>
<td>259</td>
<td>387</td>
</tr>
<tr>
<td>12</td>
<td>Sarawak</td>
<td>28</td>
<td>32</td>
<td>419</td>
<td>549</td>
</tr>
<tr>
<td>13</td>
<td>Sabah</td>
<td>16</td>
<td>25</td>
<td>228</td>
<td>438</td>
</tr>
<tr>
<td>14</td>
<td>W.P. Labuan</td>
<td>3</td>
<td>3</td>
<td>79</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td>TOTAL NO.</td>
<td>156</td>
<td>246</td>
<td>3,381</td>
<td>4,651</td>
</tr>
</tbody>
</table>
## Tourist Arrival by Country of Residence (International Tourist) 2011

<table>
<thead>
<tr>
<th>Country of Origin</th>
<th>No. of Tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>33,739</td>
</tr>
<tr>
<td>Japan</td>
<td>13,065</td>
</tr>
<tr>
<td>Europe</td>
<td>4,417</td>
</tr>
<tr>
<td>Australia</td>
<td>2,029</td>
</tr>
<tr>
<td>Korea</td>
<td>940</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>860</td>
</tr>
<tr>
<td>Indonesia</td>
<td>697</td>
</tr>
<tr>
<td>China</td>
<td>634</td>
</tr>
<tr>
<td>Others</td>
<td>3,276</td>
</tr>
</tbody>
</table>
INITIATIVES & STRATEGIES TO DEVELOP MALAYSIA HOMESTAY PROGRAMME
E-MARKETING PROMOTION
Services include:

- **SMS / MMS**
- go2homestay.com website & social network, like [facebook](#), [twitter](#)
- **Mobile application** for smartphone – Blackberry, Iphone and [Android](#):
GO2HOMESTAY.COM CAMPAIGN

- 1,000,000 hits.

go2homestay.com website
First site on Google Search
Promotion via Social Network:

- Facebook
- Twitter
- Youtube

Malaysia is in the first ranking for largest amount of Facebook users.
PLANT A TREE PROGRAMME (PAT)

- Encourages tree-planting in Homestays as part of its initiative to promote environmental awareness & conservation.

- Homestay visitors can purchase saplings at the nurseries & plant them during their stay.

- **Encourage repeat visits** among tourists to come back & witness the development of the tree that they had planted.

- Up to April 2012:
  - 10,590 saplings had been planted
  - RM19,288.00 of revenue for saplings purchases.
Under the 1Malaysia Green & Clean (1MG1MC) Campaign; launched on September 29, 2010 at MaTiC, KL by Tourism Minister Malaysia.

Involving Homestay Cleanliness Competition all over Malaysia.

In collaboration with Kumpulan Utusan Sdn. Bhd.

To promote awareness on the importance of cleanliness at tourism sites, particularly rural area.
HOMESTAY TRAINING & COURSES
Homestay Training & Courses

- Homestay Go Green
- Parks and Garden
- 1MG1MC Campaign Landscape
- Homestay Enhancement
- Act Tourism
- Tourism English
- Mesra Malaysia
- Eco-Host
MALAYSIAN HOMESTAY RAILWAY TOURISM
MALAYSIAN HOMESTAY RAILWAY TOURISM

- Launched on 1st October 2010 at Tanjong Pagar Train Station, Singapore.
- In collaboration with Malayan Railyways Limited (KTMB).
- To promote Malaysia’s Homestay through the network of railways across Malaysia.
- The package includes an authentic overnight experience in the train before arriving to the Homestay destination.
- Involving 21 Homestays at 22 railway stations.
WAY FORWARD
Classifying & rating Malaysia’s Homestays.

Homestay classification will be evaluated based on:
- Service quality offered
- Activity packages offered
- Homestay management
- Promotion

Provides choices to tourists and encourages healthy competition among Homestay operators.
- Rebranding: ‘Malaysia Homestay Experience’ (MHE).
- Registered trademark logo for Malaysia Homestay Experience:
Ministry of Agriculture & Agro-Based Industry Malaysia

Implementation Coordination Unit

Ministry of Rural & Regional Development

Ministry of Energy, Green Technology & Water

Ministry of Information Communication & Culture

Ministry of Housing & Local Government

Ministry of International Trade & Industry
CONCLUSION

- Malaysia Homestay Experience is given top priority by the Ministry because its potential in fulfilling niche segment market for both international and domestic tourists.

- Malaysia Homestay Experience provides the local community with alternative incomes and becomes a poverty reduction tool.
THANK YOU
&
TERIMA KASIH

hamdiah@motour.gov.my