



MALAYSIA HOMESTAY EXPERIENCE PROGRAM

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01

INTRODUCTION TO MALAYSIA HOMESTAY EXPERIENCE PROGRAM

INTRODUCTION

- Malaysia Homestay Experience Program was launched in 1995 with the aim of **encouraging the rural communities to venture into the tourism sector** by offering community based tourism (CBT) products or services to the tourists.
- The concept of Malaysia Homestay Experience Program is **to sell and share the experience** to the tourists with the following conditions:
 - Tourists to **stay with the host** (homestay operators);
 - Tourists **experiencing the lifestyle** of the rural community; and
 - Tourists **participate in the daily activities** (cooking, rubber tapping, fishing, dance learning, eating local foods, participate in the local sports, etc.).
- **The purpose of the program is to share the daily lifestyles, the festivals, the customs and the cultures** owned by the rural community while maintaining and preserving the unique identity and heritage for the future generations.
- The participation for the program is **voluntary basis**.



OBJECTIVES



Rural Communities

- To increase the income and living standards of rural communities;
- To encourage the spirit of entrepreneurship;
- To encourage the community based tourism (CBT);
- To preserve the unique identity and heritage of the community; and
- To encourage networking.



Tourists

- To experience the lifestyle and culture of the rural community;
- To celebrate the cultural and custom differences; and
- To encourage networking.



Students

- To provide exposure pertaining to the way of life and culture of the rural communities.

EXAMPLES OF HOMESTAY



HOMESTAY SERI TANJUNG, MELAKA

EXAMPLES OF HOMESTAY



**HOMESTAY MISO WALAI,
KINABATANGAN,
SABAH**

AMENITIES



HOMESTAY GALI HILIR, PAHANG

HOMESTAY ACTIVITIES



**LOCAL WEDDING
RECEPTION**



LIFESTYLE



TRADITIONAL GAMES



CULTURAL PERFORMANCES

HOMESTAY ACTIVITIES



**CULTURAL
PERFORMANCES**



**TRADITIONAL
FOODS**



ECO TOURISM



LIFESTYLES



ECONOMY

HOMESTAY ACTIVITIES



**CULTURAL
PERFORMANCES**



ARTS



**TRADITIONAL
FOODS**



ECO TOURISM



LIFESTYLES



ECONOMY

KEY FACTORS TO SUCCESS

HOMESTAY MISO
WALAI, SABAH



- ✓ **Partnership** – engaging with the industry players, NGO, travel agents (local and international)
- ✓ Establishing cooperative (coop)
- ✓ **Community Based Tourism (CBT)**
- ✓ **Unique Selling Point (USP)**
- ✓ **Continuous promotions**

HOMESTAY BANGHURIS,
SELANGOR



HOMESTAY TAMAN
SEDIA, PAHANG



HOMESTAY WALAI
TOKOU, SABAH



HOMESTAY LONEK,
NEGERI SEMBILAN



HOMESTAY
SANTUBONG,
SARAWAK





02

BENEFITS OF JOINING THE MALAYSIA HOMESTAY EXPERIENCE PROGRAM

BENEFITS OF JOINING THE MALAYSIA HOMESTAY EXPERIENCE PROGRAM



CAPACITY BUILDING DEVELOPMENT

- Digital Marketing Course
- Homestay Package Development Course
- *Mesra Malaysia* Course
- Tourist Safety Course
- CPR and First Aid Course
- Basic Food Handling Course
- Tourism English Course
- Handicraft Course
- Entrepreneurship Course
- 2nd Language Course

BENEFITS OF JOINING THE MALAYSIA HOMESTAY EXPERIENCE PROGRAM



DEVELOPMENT PROJECT

- Homestay Cluster can apply for project development allocation for tourism project in their respective area



ACTIVITIES BY MOTAC

- Malaysia Open House (Hari Raya, CNY, Deepavali, Christmas)
- National Craft Day
- Roadshow
- World Travel Mart (WTM)
- ITB Berlin



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CURRENT SCENARIO OF MALAYSIA HOMESTAY EXPERIENCE PROGRAM

KEY PERFORMANCE INDICATOR (KPI) FOR 2020



Tourist/Visitors : 100,000
Income : RM6 mil (*USD1.5 mil*)

CURRENT STATUS OF MALAYSIA HOMESTAY EXPERIENCE PROGRAM



JAN – OCT 2020

Total Income:
RM7.99 million
(USD2 million)



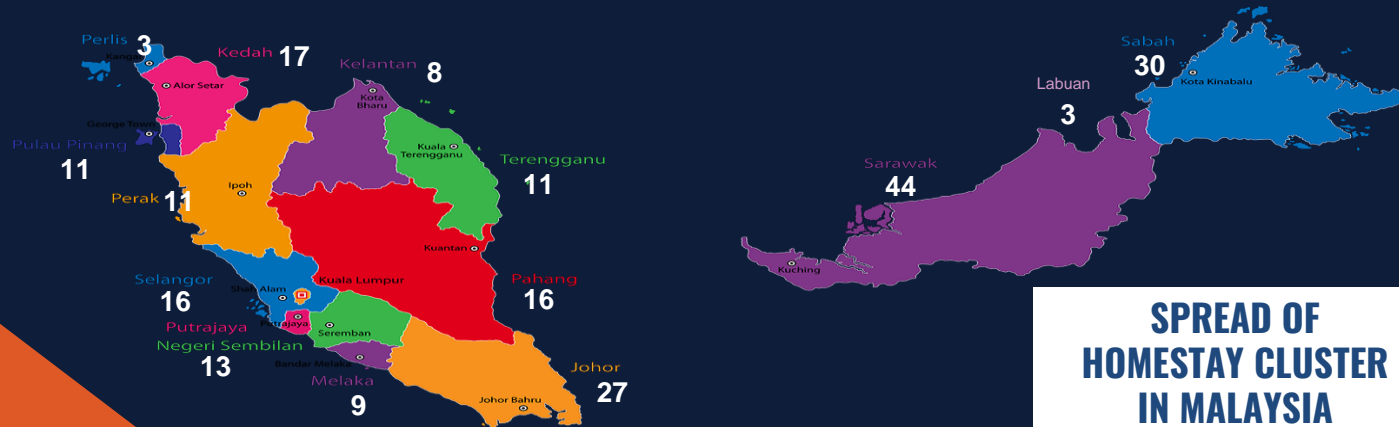
TOURIST

121,908 tourist
Domestic: 102,530
International: 19,148



**Up to Oct 2020, MOTAC
has registered**

- 219 Homestay Clusters
- 371 Villagers
- 4,232 Homestay Operators
- 5,989 Rooms



**SPREAD OF
HOMESTAY CLUSTER
IN MALAYSIA**

STATISTIC OF INTERNATIONAL TOURIST ARRIVAL FROM JANUARY – OCTOBER 2020



NO.	ORIGIN COUNTRY	NO. OF TOURISTS
1	South Korea	8,539
2	China	1,367
3	Japan	448
4	Indonesia	385
5	Singapore	382
6	Australia	160
7	Germany	137
8	Europe (Other EU)	131
9	U.S.A	87
10	United Kingdom	72
11	Others	7,419
	TOTAL	19,148



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ACHIEVEMENT OF MALAYSIA HOMESTAY EXPERIENCE PROGRAM

TIMELINE FOR MALAYSIA HOMESTAY EXPERIENCE PROGRAM

Homestay
under
initiative
Rural
Development
Plan

Tourism
Posters
Competition
Winner -
Vettor
Giusti Prizes



UNWTO
Ulysses
Award for
Innovation
in Public
Policy
and
Governance



New
Homestay
Logo

Semi-Finalist
2014 CAPAM
International
Innovations
Award



AHS Award in
Singapura

1995

2002

2011

2012

2013

2014

2016

2017

2018

Launched
Homestay
Programme in
Temerloh,
Pahang

ASEAN Quality
Tourism Working
Group (AQTWG)
Meeting decided
Malaysia to lead the
ASEAN Homestay
Standard (AHS)



Development
of ASEAN
Homestay
Standard Criteria



AHS Award
in Manila



AHS Award
in Vietnam

ACHIEVEMENT OF MALAYSIA HOMESTAY EXPERIENCE PROGRAM



**UNWTO Ulysses Award for Innovation
in Public Policy and Governance 2012**



**Pioneer for ASEAN Homestay
Standard**



ASEAN HOMESTAY STANDARD AWARD

2015 Philippines



- Homestay Banghuris, Selangor
- Homestay Miso Walai, Sabah
- Homestay Santubong, Sarawak
- Homestay Taman Sedia, Pahang
- Homestay Lonek, Negeri Sembilan

2016 Singapore



- Homestay Parit Tengah, Johor
- Homestay RH. Benjamin Angki, Sarawak
- Homestay Walai Tokou, Sabah
- Homestay Kg. Bukit Kuda, Labuan
- Homestay Seterpa, Kelantan

2018 Vietnam



- Homestay Pachitan, Negeri Sembilan
- Homestay Ba'kelalan, Sarawak
- Homestay Misompuru, Sabah
- Homestay Banghuris, Selangor
- Homestay Rawa, Negeri Sembilan

CHALLENGES

No takers from
the new
generations

1

2

Strict
guidelines

Rivalry with other
types of tourism
accommodation
in terms of pricing

3

4

Traditional
booking and
payment method

5

The advancement
of Homestay
programs
in ASEAN



05

WAY FORWARD FOR MALAYSIA HOMESTAY EXPERIENCE PROGRAM

WAY FOWARD

- Kampungstay : It is a continuation of the Malaysia Homestay Experience Program whereby the homestay operators are **allowed to provide separate accommodation** to the tourist (not staying together with the host)
 - Even though the host and the tourist are not staying in the same house, the **tourist still need to experience the lifestyle of the community and participate in the daily activities**
- Flexibility of rules : The definition and scope of Malaysia Homestay Experience Program will be expanded to cater the market's demand
- Commitment of the Government to pump more funding for training including refresher courses, hospitality skills and language
- Focusing on an integrated digital marketing campaign
- Emphasizing on state-of-the-art booking and payments system



TERIMA KASIH
THANK YOU