MALAYSIA HOMESTAY EXPERIENCE PROGRAM

PRESENTER: MR. AZHAN ABRAR
01

INTRODUCTION TO MALAYSIA HOMESTAY EXPERIENCE PROGRAM
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

- **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**
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
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

<table>
<thead>
<tr>
<th>NO.</th>
<th>Origin Country</th>
<th>No. of Tourists</th>
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<tbody>
<tr>
<td>1</td>
<td>South Korea</td>
<td>8,539</td>
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<tr>
<td>2</td>
<td>China</td>
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<tr>
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<td>Indonesia</td>
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<td>Europe (Other EU)</td>
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<td>11</td>
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</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>19,148</strong></td>
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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**
- **AHS Award in Vietnam**

**1995**
- Launched Homestay Programme in Temerloh, Pahang

**2011**
- ASEAN Quality Tourism Working Group (AQTWG) Meeting decided Malaysia to lead the ASEAN Homestay Standard (AHS)

**2012**
- Development of ASEAN Homestay Standard Criteria

**2013**
- AHS Award in Manila

**2014**
- AHS Award in Singapura

**2016**
- 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
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

1. No takers from the new generations
2. Strict guidelines
3. Rivalry with other types of tourism accommodation in terms of pricing
4. Traditional booking and payment method
5. The advancement of Homestay programs in ASEAN
WAY FORWARD FOR MALAYSIA HOMESTAY EXPERIENCE PROGRAM
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.

Way Forward
TERIMA KASIH
THANK YOU