UNIVERSITI TEKNOLOGI MARA
Cawangan Sarawak
Kampus Mukah

N57 TELLIAN

INDUSTRIAL REPORT FOR TELLIAN COMMUNITY PROJECT

2021 - 2026



Corporate Communication Unit,
UiTM Sarawak Branch,
Mukah Campus

TELLIAN COMMUNITY PROJECT

INDUSTRIAL REPORT

(2021 – 2026)

Perpustakaan Negara Malaysia

Kuala Lumpur

2026

Copyright

Copyright ©2026 by Corporate Communication Unit,
UiTM Sarawak Branch Mukah Campus

All rights reserved. No part of this work covered by the copyright herein may be reproduced, transmitted, stored, or used in any form or by any means whether graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitalising, taping, web distribution, information networks, or information storage and retrieval systems without written permission.

e-ISBN: 978-629-92881-0-7
Published Date: 1 November 2026

Published by
Corporate Communication Unit
Universiti Teknologi MARA
Sarawak Branch Mukah Campus
K.M 7.5 Jalan Oya
96400 Mukah, Sarawak

PUBLICATION CREDITS

Published in 2026 by
Corporate Communication Unit
Universiti Teknologi MARA
Sarawak Branch Mukah Campus
K.M 7.5 Jalan Oya
96400 Mukah, Sarawak

Printed by
Bao Enterprise
e-ISBN: 978-629-92881-0-7
Copyright: CRLY2026Q0752

YB Royston Valentine
Patron

Dr. Yussri Sawani
Advisor

Dayang Hummida Abang Abdul Rahman
Chief Editor

Siti Faridah Kamaruddin
Publication Coordinator

Authors: Hj. Ahmad Faisal Hj. Mahdi, Dr. Francesca Enchang, Siti Farah Lajim, Dr. Yusman Yacob, Dayang Hummida Abang Abdul Rahman, Dyg Siti Zahrah Abg Abdillah, Noor Emma Shamsuddin, Nur Nadia Qausar Juhari, Siti Faridah Kamaruddin, Agnes Kanyan, Gloria Panit, Ikhwan Naguib Jusoh, Pressca Neging, Carolin Ann Enchas, Joycelyne Nyandang, Khairil Anwar Masri

Editors: Siti Faridah Kamaruddin, Nur Nadia Qausar Juhari, Stefanie Natasha Rich Joseph, Cindy Robert, Fakhira Jafri, Shirley Clare Jeri

Nur Ain Abu Bakar
Formatting

Dr. Ting Hie Ling
ISBN Application

Dr. Francesca Enchang
Printing Coordinator

Erickson Gravesent Muzidi
Layout Design

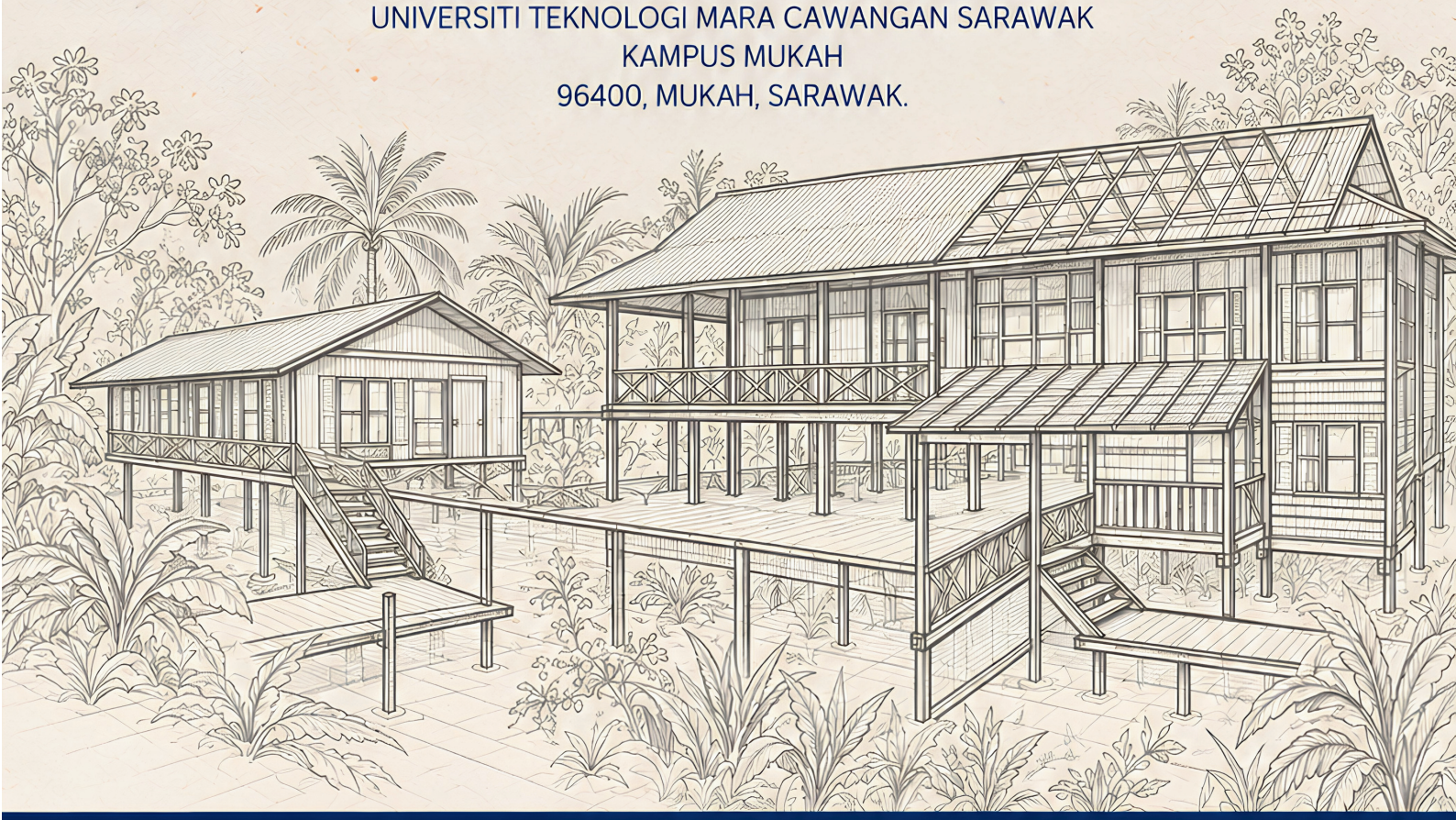
CHAPTER 7

FUNDAMENTALS OF HOMESTAY ESTABLISHMENT PROGRAMME

Prepared By:

IKHWAN NAGUIB JUSOH
FACULTY OF LAW
UNIVERSITI TEKNOLOGI MARA CAWANGAN SARAWAK
KAMPUS SAMARAHAN 2
94300 KOTA SAMARAHAN, SARAWAK.

PRESSCA NEGING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN SARAWAK
KAMPUS MUKAH
96400, MUKAH, SARAWAK.



1.0 INTRODUCTION

A homestay programme is a form of community-based tourism that offers visitors the opportunity to experience the natural environment and local rural lifestyle. It typically involves tourists staying with members of the local community, enjoying local cuisine, and participating in traditional events and activities organised by the villagers. As part of efforts to improve the socioeconomic well-being of the local community, the Basic Homestay Establishment Programme was introduced as an initiative with the potential to generate supplementary income through the tourism sector. A homestay not only provides accommodation for visitors but also offers them an opportunity to experience the culture and way of life of the local community. The programme also has the potential to develop certified local tour guides who can provide tourists with accurate and reliable information. This would enhance the dissemination of information concerning the local community's economic activities, locally produced goods, and places of interest in Tellian, Mukah.

In an era of economic development driven by community-based tourism, the establishment of homestays and the development of certified tour guides play an important role in generating alternative sources of income for rural communities. Kampung Tellian, Mukah, which is rich in Melanau cultural heritage and natural attractions, has considerable potential to become a distinctive cultural tourism destination in Sarawak. Therefore, organising a basic homestay establishment programme in conjunction with certified tour guide training is highly relevant to empowering the local community to participate in the tourism sector. In addition to providing preliminary exposure to homestay management, the programme seeks to develop knowledgeable, competent, and officially recognised tour guides. This initiative is expected to cultivate an entrepreneurial spirit among the villagers and increase their sustainable participation in tourism-related economic activities.

The programme was open to all permanent residents of Kampung Tellian, including residents of Tellian Tengah, Tellian Tradisi, and Tellian Ulu. It was available to youths and senior citizens aged 15 years and above, as well as anyone interested in participating in tourism entrepreneurship activities. The programme focused on homestay development, tour guide training, and the potential of local sites as community-based tourism destinations. It also examined the roles of local institutions and government agencies in supporting the development of a community-based tourism ecosystem. Particular emphasis was placed on Melanau cultural elements, local traditions, ethnic cuisine, and historical sites as the area's main tourism attractions.

2.0 PROGRAMME OBJECTIVES

The programme aimed to provide the residents of Kampung Tellian with fundamental knowledge of homestay management. Through the involvement of invited speakers, it also sought to train and develop certified tour guides from among the local community. In addition, the programme aimed to enhance the community's knowledge and skills in managing visitors and communicating information about local culture and history effectively. Participants were also expected to assess the readiness of the existing infrastructure and the level of community support for the development of community-based tourism. Through engaging and high-impact programme activities, the initiative ultimately sought to develop a sustainable tourism model founded on the direct participation of the local community.

3.0 METHODOLOGY

The programme adopted a mixed-method approach involving both qualitative and quantitative methods. Semi-structured interviews were conducted with community leaders, tourism operators, existing participants, and representatives of state tourism agencies. Questionnaires were also distributed to village residents to identify their level of interest, basic knowledge, and readiness to participate in the homestay programme and tour guide training. Field observations were conducted to assess the availability and suitability of existing facilities, including potential homestay premises, tourism routes, and prospective tourism sites.

The training programme comprised two presentation sessions. Session 1, Fundamentals of Homestay Establishment, was delivered by Ms Nursyaida Bujang from the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). Session 2 featured a knowledge-sharing session with Mr. Roslie Ariffin, a successful homestay operator.

A review of the relevant literature was also conducted, with reference to successful community-based tourism models implemented in other locations. The programme concluded with a group training session. A total of 47 participants took part in the programme. Following its completion, an online impact assessment survey was distributed to evaluate the programme's implementation. All participants responded to the survey. A detailed distribution of the respondents is presented in Table 1.

Table 1: Distribution of Study Respondents

Demographic Category	Respondent Group	Number	Percentage (%)
Gender	Male	11	23.4
	Female	36	76.6
Ethnicity	Melanau	45	95.7
	Malay	1	2.1
	Others	1	2.1
Age	30 years and below	5	10.6
	31–35 years	5	10.6
	36–40 years	5	10.6
	41–45 years	10	21.3
	46 years and above	22	46.8
Marital Status	Single	5	10.6
	Married	34	72.3
	Widowed	8	17
Occupation	Self-employed	38	80.8
	Public sector	6	12.8
	Private sector	3	6.4
Monthly Income	Below RM1,500	31	66
	RM1,501–RM2,240	10	21.3
	RM2,241–RM2,980	3	6.4
	RM2,981–RM3,240	2	4.3
	RM3,241 and above	1	2.1
Educational Attainment	Primary education	4	8.5
	Secondary education	32	68.1
	Diploma/Degree	11	23.4

However, the programme also encountered several constraints that limited its overall effectiveness. Some participants had low levels of digital literacy, which made it difficult for them to utilise online platforms for homestay promotion and reservation management. During the initial promotion of the programme, public response was moderate, as some residents remained uncertain about the long-term prospects of the tourism industry. Financial and logistical constraints also emerged as major challenges. Limited financial resources restricted participants' ability to upgrade their accommodation facilities and cover the costs associated with tour guide certification.

Language proficiency presented an additional barrier. Limited English proficiency among some participants made it difficult for them to communicate effectively with international tourists using their services. Finally, there were concerns regarding cultural awareness. Throughout the programme, the facilitators consistently emphasised the importance of strengthening participants' understanding of local culture and history to ensure that accurate and reliable information could be communicated to visitors.

4.0 PROGRAMME ACTIVITIES

Two programmes were organised under this module. The Best Homestay Competition 2024 was held on 24 February 2024, followed by the Basic Homestay Establishment Programme, Tour Guide Course, and Experience-Sharing Session with a Successful Homestay Operator on 2 March 2024.

4.1 ACTIVITY 1: BEST HOMESTAY COMPETITION 2024

The Best Homestay Competition 2024 for the Tellian area, Mukah, was held on 24 February 2024. The competition aimed to support the development of small-scale entrepreneurs in Mukah by identifying houses with the potential to be converted into homestays. The judging process involved participants from three villages: Kampung Tellian Tradisi, Kampung Tellian Tengah, and Kampung Tellian Ulu. The uniqueness and creativity demonstrated by the participants in decorating and presenting their homes reflected their commitment to developing viable homestay businesses.



The competition also provided valuable exposure to Melanau traditions and culture. Participants were interviewed about the activities they intended to offer visitors, including barbecues, fishing, and the preparation of traditional dishes. They explained that their main motivations were to generate additional income and share Melanau culture with visitors, despite facing constraints related to age, workforce availability, and home ownership.



A briefing for the judges was conducted at 1.45 p.m., followed by the judging session at 2.00 p.m. The judging panel was led by Mrs. Dayang Hummida Abdul Rahman and comprised two other appointed judges, Ms. Siti Faridah Kamaruddin and Mr. Tahir Raya. At the end of the homestay evaluation, the competition was won by Mr. Hairin Junang, representing Kampung Tellian Ulu. Second place was awarded to Ms. Raunah Jara'ee of Kampung Tellian Tengah, while Mr.Juran anak Begit of Kampung Tellian Tradisi secured third place.

4.2 ACTIVITY 2: BASIC HOMESTAY ESTABLISHMENT PROGRAMME, TOUR GUIDE COURSE, AND EXPERIENCE-SHARING SESSION WITH A SUCCESSFUL HOMESTAY OPERATOR

The initiative continued with the Basic Homestay Establishment Programme for the Tellian community, Mukah, which was conducted on 2 March 2024 at Kingwood Hotel, Mukah. The one-day programme involved 60 participants from villages in the Tellian area, including Tellian Tradisi, Tellian Tengah, and Tellian Ulu.



The primary objectives of the programme were to provide entrepreneurs with an understanding of the fundamentals of establishing a homestay, guide them on the procedures and available channels for obtaining government grants, and expose them to methods of generating income through homestay operations and tour-guiding services.

The programme was aligned with the Malaysia Homestay Experience Programme, which offers visitors more than conventional accommodation services. Under this initiative, tourists stay with host families operating homestays, many of which are traditional houses registered with the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). Visitors are given the opportunity to experience the daily lifestyle of Malaysian communities and participate in community-based tourism activities, such as traditional games, cultural events, communal food preparation, festivals, dance lessons, cooking activities, and other local experiences. The programme therefore emphasised the concepts of experiential tourism and community-based tourism. The programme included presentations on the fundamentals of homestay establishment and tour-guide training. Both topics were delivered by Ms Nursyaida Bujang from the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).



During the sessions, the speaker explained the definitions and roles of homestay operators and tour guides, the guidelines for homestay registration, eligibility requirements, financial assistance and facilities available through relevant agencies, and the benefits of becoming a registered homestay operator or tour guide. The participants demonstrated strong interest in obtaining further information and guidance from the speaker.



The subsequent session featured an informal experience-sharing session with Mr Roslie Ariffin, a successful operator of Homestay Terbekang Melayu in Serian, Sarawak. During the session, he shared his experience in managing a homestay, the development history of his business, the types of homestay packages that could attract visitors, and the challenges involved in operating a homestay.



The one-day programme concluded with a group-based training activity in the afternoon. Each group presented its proposed homestay concept and the packages it intended to offer. Constructive feedback was provided to strengthen the proposed homestays and tourism packages, thereby increasing their potential to attract more visitors and encouraging them to experience the services offered by local homestay operators.



5.0 STUDY FINDINGS

The data were analysed using the Statistical Package for the Social Sciences (SPSS), Version 26. The assessment focused on two aspects: participants' understanding of the programme's impact on the national economy and their understanding of its impact on the local community.

5.1 EVALUATION OF THE PROGRAMME'S IMPACT

The findings indicated that the programme not only increased participants' awareness but also positively enhanced their understanding of the contribution of homestays and tour-guiding services to the national economy, the local community, and personal development. With regard to economic impact, participants expressed strong agreement with all the items assessed. The detailed findings are presented in Table 2.

Table 2: Respondents' Perceptions of the Programme's Contribution to the National Economy

Item	Statement	Number	Percentage (%)
1	The development of the industry encourages the diversification of economic activities.	16	34
2	The development of the industry can increase employment opportunities.	15	31.9
3	The overall development of the industry provides economic benefits to the local community.	11	23.4
4	The development of homestays and tour-guiding services promotes the local handicraft industry.	14	29.7

In addition to enhancing participants' understanding of the programme's economic impact, the programme also positively affected their understanding of its benefits to the local community. The findings indicated a high level of agreement among participants across all items relating to the programme's impact on the local community. The detailed findings are presented in Table 3 below.

Table 3: Respondents' Perceptions of the Industry's Impact on the Local Community

Item	Statement	Number	Percentage (%)
1	The development of the industry can provide families with additional sources of income.	12	25.5
2	The development of the industry can improve the standard of living of the local village community.	11	23.4
3	The development of the industry can promote local culture.	14	29.7
4	The development of the industry can generate additional income.	15	31.9
5	The development of the industry can help alleviate poverty among village residents.	9	19.1
6	The development of the industry can contribute to improvements in local facilities.	12	25.5
7	The development of the industry can strengthen cooperation among local residents.	12	25.5
8	The development of the industry can enhance Mukah's visibility at both the national and international levels.	17	36.1

With regard to the programme's impact on participants, the findings indicated that it enhanced their knowledge and understanding in relation to personal development and individual growth. The majority of participants strongly agreed with all the items assessed. Detailed findings are presented in Table 4 below.

Table 4: Percentage Distribution of the Programme's Impact on Participants

Item	Statement	Number	Percentage (%)
1	The development of the industry enhances participants' management competencies.	12	25.5
2	The development of the industry improves individuals' knowledge and skills.	11	23.4

The findings indicate that 25.5% of participants identified enhanced management competencies as an impact of industry development, while 23.4% reported improvements in their knowledge and skills. Overall, participants demonstrated a moderate level of awareness and knowledge following the programme. This suggests that follow-up workshops incorporating practical, hands-on training are required to further strengthen the programme's impact on participants.

6.0 RECOMMENDATIONS

Several improvements may be introduced to further enhance participants' awareness and strengthen the overall impact of the programme. The following recommendations may be considered:

6.1 ENHANCEMENT OF PROGRAMME CONTENT

The programme content may be strengthened by incorporating more educational and awareness-building elements through interactive activities such as workshops, simulations, and learning-oriented site visits. These activities should address current and relevant issues, including environmental sustainability, local cultural heritage, and tourism ethics. The use of multimedia materials, such as videos, infographics, and mobile applications, may also improve participants' understanding and increase their interest in the programme.

6.3 CONTINUOUS EVALUATION AND FEEDBACK

Continuous evaluation and feedback should be conducted through pre- and post-programme assessments to measure changes in participants' levels of awareness. Participants should also be provided with opportunities to share open feedback on their experiences so that improvements may be made based on actual needs and circumstances.

6.4 POST-PROGRAMME AWARENESS AND PROMOTION

Post-programme awareness initiatives should be established through follow-up platforms such as social media groups, digital bulletins, or alumni programmes to maintain participant engagement. Participants should also be encouraged to serve as community ambassadors for sustainable tourism by sharing the knowledge and experiences gained from the programme.

6.5 PROGRAMME DURATION AND DIVERSITY OF ACTIVITIES

The duration and variety of programme activities should be reviewed, as an overly brief programme may have a limited impact. A series of follow-up programmes or activities may be introduced. Additional activities, such as small-scale projects, tourism idea competitions, and volunteer initiatives, could further strengthen participant engagement and understanding.

7.0 CONCLUSION

The implementation of this programme represents an important preparatory initiative for both existing and aspiring entrepreneurs. It provides participants with fundamental awareness, knowledge, and skills relating to homestay operations and tour-guiding services. The knowledge and basic competencies shared throughout the programme are expected to benefit existing and prospective entrepreneurs by equipping them with the foundational understanding required to prepare for involvement in the homestay and tourism industry.



ISBN 978-629-92881-0-7