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**THE STUDY ON POTENTIAL OF  
ABAS HOMESTAY**

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## **ABSTRACT**

The objective of this study are to conduct a potential and strategic management for ABAS Homestay in terms of operations, services, promotion and to investigate the critical success factors for homestay business. Our investigation shown that ABAS Homestay need to improve on the area mention above to enable it to sustain and flourish in the industry.

Our research found that the critical success factor for homestay business are:

- Support from committee, local communities and host family,
- Proactive coordinator and strong leadership,
- Attractive packages,
- Effective marketing strategy,
- Strategic location,
- Uniqueness (cultural, flora and fauna and etc),
- Hygiene,
- Comfort facilities provided by the host families and
- Collaboration between other agencies.

Our research had led to the following recommendations :

- Upgrading the facilities in the host families and improving the standard of hygiene
- Fund
- Courses
- Collaboration with other agencies.

The findings will provide direction to the whole organization. An organization's strategy must be appropriate for an organizations resource, situations and objectives. The whole process involves matching the organization's strategic advantages to the business environment the organization faces.

## **CHAPTER 1**

### **1.1 INTRODUCTION**

The homestay industry has grown rapidly over recent decades due to the increase in local and international tourist in country. Homestay is designed to be an ideal setting where tourist are exposed to the target culture and language from within the intimate and safe family environment (Knight & Schmidt-Rinehart, 2002: 196-196). This facilitates interaction between two cultures, and consequently promotes multicultural understanding and acceptance of difference.

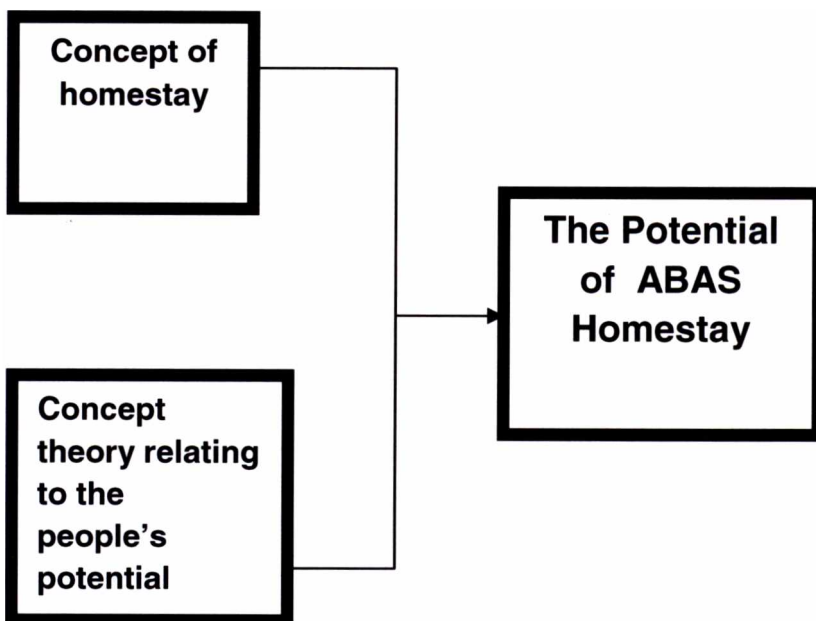
According to Richardson (2001:2) a homestay *host* refers to "...families, who offer their own home to tourist for part of, or the duration of their stay in". It is expected that the homestay hosts care for the tourist needs for the duration of the time they are residing together. The term homestay *provider* refers to the coordinator of the homestay program, whose responsibility it is to organise quality accommodation for tourist.

In Malaysia, tourism was one of Malaysia major product in current exchanged for the economy. Under the Malaysia Tourism Promotion Board, or Tourism Malaysia, is a statutory body established under the Malaysia Tourism Promotion Board (MTPB) Act 1992. The objective of the MTPB is to promote Malaysia as an outstanding tourist destination. Through the activities, MTPB would attract the world's attention to the splendor and beauty that is uniquely Malaysian.

## **CHAPTER 2**

### **2.0 LITERATURE REVIEW & CONCEPTUAL FRAMEWORK**

**2.1 The conceptual framework for the study below show:**



### **2.2 Literature Review**

In this chapter, the study reconsidered the concept, theory and results of other relating studies as basis information and guideline for research project titling ' The Study on Potential of ABAS Homestay'. Significant content can be divided as follows:

- a) Concept of homestay
- b) Concept theory relating to the people's potential