

**A STUDY ON  
ASSESSING THE BENEFITS OF HOMESTAY  
PROGRAM AMONG THE HOMESTAY  
OPERATORS**

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## ABSTRACT

Homestay program is one of the rural tourism products that highlight the Malaysian cultural and traditional ways of life. It has been introduced in 1988 and has been recognized as one of the economic engine that contributes to the local economy especially in the less developed areas. The purpose of this study is (1) to identify the determinants of participation background among the homestay operators and (2) to assess the benefits of homestay program among the homestay operators. The study will be conducted by using both primary and secondary resources. A total of 93, out of 115 homestay operators from seven different registered villages in Malacca were participated in this study. Primary data was collected by using self-administered questionnaire. From the study, the researchers identified the pattern of participation among the homestay operators in Malacca and classified the most significant benefits gained by participating in the homestay program which include economic benefits, standard of living and environmental balance. The result indicated that homestay program has benefited in terms of employment creation, business opportunities and extra income generation. The homestay program also has been proven to improve the operators' living standard, promote better awareness for the continued conservation of cultural heritage as well as maintaining the environmental balance.

**Keywords:** homestay, rural tourism, tourism economic, standard of living, environment

## TABLE OF CONTENTS

	Page
<b>ACKNOWLEDGEMENT</b>	<b>i</b>
<b>ABSTRACT</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>1. INTRODUCTION</b>	
1.1. Background of the Study	1
1.2. Problem Statement	5
1.3. Gap of Study	6
1.4. Research Objectives	7
1.5. Research Questions	7
1.6. Significance of the Study	7
<b>2. LITERATURE REVIEW</b>	
2.1. Definition of Homestay	9
2.2. Homestay Concept in Other Countries	10
2.3. Homestay in Malaysia	12
2.4. Homestay Operation	15
2.5. Criteria for Homestay Development	18
2.6. Development of Homestay in Malaysia	20
2.7. Background of Homestay Operators	21
2.8. Benefits of Homestay	23
<b>3. RESEARCH METHODOLOGY</b>	
3.1. Research Design	33
3.2. Research Population	33
3.3. Sampling Technique	34
3.4. Sample Size	34
3.5. Unit of Analysis	35
3.6. Data Collection Procedures	35
3.7. Research Instrument	36

# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 INTRODUCTION**

#### **1.1 Background of the Study**

The homestay program in Malaysia can be traced back to the early 1970s. The program started in the drifter enclave of Kampung Cherating Lama in Pahang when a local lady named Mak Long took in long staying drifters, or hippies, and she provided breakfast, dinner and a space to sleep in her humble kampong house (Pusiran & Honggen, 2013). According to Amran (2008), Dato' Hj. Shariman, the president of the Association of Homestay Malaysia was the pioneer of a program in which Japanese youths stayed with adopted families at villages and participated in communal activities related to the rural and often pastoral way of life.

The homestay, a combination of tourism and recreation has grown as a result of increasing demand for access to the country side, better private mobility, more leisure time and the demand for fresh air and active pastimes. The Malaysian Government increased focus on the development of homestay is because it was regarded as a potentially good rural product in promoting the country as well as getting the community involved in the