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Art and Expression

ART + COMMUNITY

**SOCIAL
HUMANITY**



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INTRODUCTION

ARTE: Art and Expression is a biannual book chapter, published under collaboration of Department of Fine Arts, Faculty of Art & Design, UiTM Perak Branch with Galeri Al-Biruni under the supervision of Universiti Teknologi MARA, Malaysia. 'ARTE' is an amalgamation of english word 'Art', and malay word, specifically Perak slang 'Ate' which translate as conversation starter. 'ARTE' uses the concept of book chapter that platform art enthusiasts to express their inner-creativity in the form of literacy conjecture

VISION

Art and expression as aspiration towards stylistic and artistic practices

MISSION

- To enhance the culture of research and academic publication among academician and artist for international recognition
- To promote intellectual, cultural and knowledge sharing through artistic expression
- To celebrate the diversity and differences in arts practices thus creating and intellectual platform for artist to express their interest in art

PUBLICATION FREQUENCY

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MALYSIAN HOMESTAY PROGRAMME IN SELANGOR

A Case Study Of Banghuris Homestay

a chapter by

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Introduction

Tourism industry development has always been considered as an important agenda for Malaysian development as tourism promotes the sustainability and well-being of local communities. Thus, the involvement of local communities in the tourism industry is a government strategy to help poor communities in rural areas. Local communities can improve their economic status by participating in the tourism sector through the homestay programme. The homestay programme is becoming Malaysia's main tourism product. In 1997, 286 operators participated in the programme. That number increased to 2,533 operators in 2007, and became 4,313 operators in Jun 2022, revealing the rural community's increased interest and participation in this new community-based tourism.

Malaysian Homestay Programme in Selangor

Selangor is a state on the western coast of Peninsular Malaysia. The location of Selangor in the Malaysia map is presented below, in Figure 1. Selangor is one of the most urban states in Malaysia. In Selangor, there are 456 Malay villages which consist of 430 traditional villages, 9 FELDA villages and 17 planned villages (Ministry of Urban Wellbeing Housing and Local Government, 2010).¹



Figure 1: Location of Selangor in Malaysia

According to the statistics published in 2022, there are 16 homestays, consisting of 35 villages and 449 operators that provide 713 total rooms in Selangor (Table 1). Seven of the homestays are located at paddy villages and six at farm villages, while the remaining three are at a planned village and a FELDA village, respectively. Figure 2 shows the location of the 16 homestay programmes in Selangor. In 2016, 58,101 local tourists and 6,893 foreign tourists visited these 15 homestays in Selangor.² However, because of Covid-19, the number has been reduced to 4,770 local tourists and 178 foreign tourists (until Jun 2022). In terms of income generated, in 2016 Selangor (RM2,586,361) is ranked 4th after Pahang (RM11,005,178), Sarawak (RM3,378,588) and Sabah (RM2,678,772). In Jun 2022, Selangor (RM381,672) is ranked 9th after Sabah, Pahang, Melaka, Sarawak, Negeri Sembilan, Johor, and Kedah (Table 2).

Table 1: Statistics of the Malaysian Homestay Programmes in Selangor, 2022

No	Homestay Programme Name	District	Type of Village(s) Participating	Number of Village(s) Participating	Number of Operators	Number of Rooms
1	Homestay Banghuris	Sepang	Farm	3	80	100
2	Homestay Sg. Sireh	Kuala Selangor	Paddy	5	40	50
3	Homestay Sg. Haji Dorani	Sabak Bernam	Paddy	5	20	40
4	Homestay Air Manis	Sabak Bernam	Paddy	7	17	45
5	Homestay Bouganvilla, Sg. Kertas	Gombak	Planned	1	15	20
6	Homestay Kg. Endah	Kuala Langat	Farm	1	32	47
7	Homestay Kauchong Darat	Kuala Langat	Farm	1	50	75
8	Homestay Papitusulem	Sabak Bernam	Paddy	3	32	79
9	Homestay Batu 23, Sg. Nibong	Sabak Bernam	Paddy	1	25	30

10	Homestay Sg. Lang Tengah	Kuala Langat	Farm	1	20	36
11	Homestay Sg. Semilang	Kuala Selangor	Paddy	2	11	15
12	Homestay Sg. Tinggi	Hulu Selangor	FELDA	1	30	60
13	Homestay Kg. Kundang	Kuala Langat	Farm	1	25	55
14	Homestay Kg. Batu Laut	Kuala Langat	Farm	1	17	22
15	Homestay Sepintas	Sabak Bernam	Paddy	1	20	20
16	Homestay Felda Bukit Cheraiah	Kampar	FELDA	1	15	19
	Total			35	449	713

Source: MOTAC, 2022a

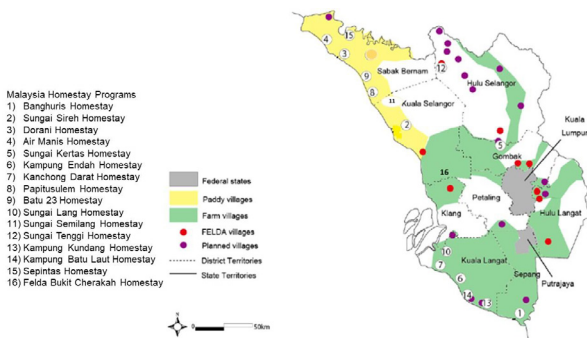


Figure 2: Location of 15 Homestay Programmes in Selangor
Source: Author, 2022

Table 2: Income Generated from Malaysian Homestay Programmes in Malaysia, Jun 2022

No	Sates	Income
1.	Perlis	52,685.29
2.	Kedah	462,491.03
3.	Pulau Pinang	459,904.00
4.	Perak	308,275.00
5.	Selangor	381,672.00
6.	Melaka	914,414.00
7.	Negeri Sembilan	572,085.00
8.	Johor	1,034,159.00
9.	Kelantan	116,643.50
10.	Terengganu	179,460.00
11.	Pahang	2,125,247.50
12.	Sarawak	803,746.70
13.	Sabah	2,579,283.91
14.	Labuan	197,225.00
	Total	10,187,291.93

Source: MOTAC, 2022a

Background of the Banghuris Homestay

The Banghuris Homestay was established in 1995 and consists of three villages in Sepang – namely Kampung Bukit Bangkong, Kampung Hulu Chuchoh and Kampung Hulu Teris. In fact, the name ‘Banghuris’ is derived from the combination of these three villages: ‘bang’ from the village name bangkong, ‘hu’ from the village name hulu chuchoh and ‘ris’ from the village

name hulu teris. These three villages are located near each other in the south of Selangor. Figure 3 below depicts the areas of these three villages in the Sepang District.

These villages are surrounded by oil palm plantations and are accessible from the main roads at the Chinese New Village in the town of Sungai Pelek. Among these three villages, Kampung Bukit Bangkong was the first established in 1917, followed by Kampung Hulu Chuchoh and Kampung Hulu Teris. The village is named ‘Bukit Bangkong’ after a hill with hundreds of bangkong trees. On the other hand, the name ‘Hulu Chuchoh’ is taken from a fight (chuchoh) between two Javanese man at the end (hulu) of river. The word ‘hulu teris’ means ‘at the end’, thus Kampung Hulu Teris is named after the location of the village at the end of all three villages.

Ramli (2015) has stated that the statistic in 2014 indicates that Kampung Bukit Bangkong is populated by 3,300 Malay people. Meanwhile, 2,295 Malay people are from Kampung Hulu Chuchoh and 1,350 Malay people are from Kampung Hulu Teris. The majority of the population in these three villages are Malays (mostly of Javanese descent).

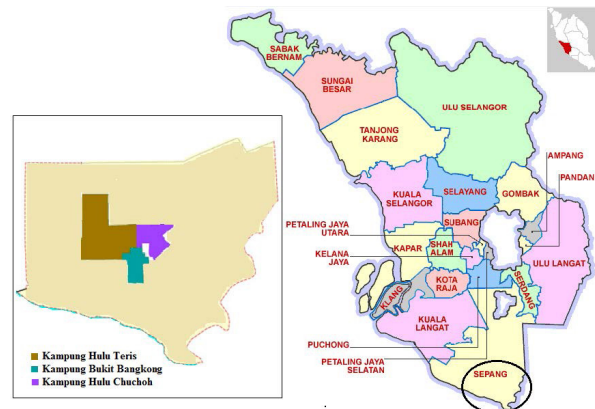


Figure 3: The Homestay Banghuris areas in the Sepang District; Kampung Bukit Bangkong, Kampung Hulu Chuchoh and Kampung Hulu Teris
Source: Author, 2022

Kampung Hulu Chuchoh was the first village among the three that started the homestay programme because of the increasing number of visitors to the village after it was selected as ‘The Best Village’ at the state level, from 1986

to 1993. Kampung Hulu Chuchoh maintained a high-quality environment, beautiful landscape, traditional houses, and highly developed SMEs (Ramli, 2015) that contributed to village being selected as ‘The Best Village’.

Today, after being officially registered under the MOTAC as the Banghuris Homestay with two other villages; Kampung Bukit Bangkong and Kampung Hulu Teris, there are 80 families who participate as operators to provide a total of 100 rooms for tourists. The homestay operators are recognised by the official logo of the Malaysian Homestay Programme provided by the MOTAC. Figure 4 presents the official Malaysian Homestay Programme logo, which is usually placed at the main entrance of the operators’ houses. This placement is to differentiate between operators’ houses and other villagers’ houses. Figures 5 until 7 depict several examples of homestay operators’ houses and their official logos.

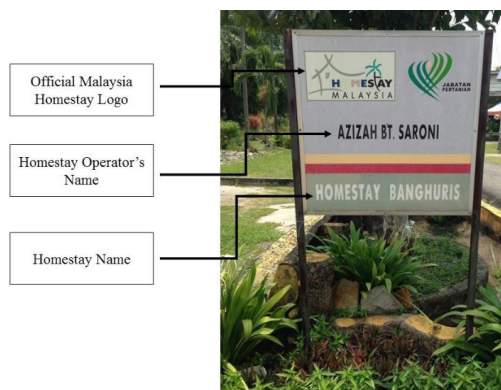


Figure 4: Official Logo of the Malaysian Homestay Programme at the Main Entrance of the Operator’s House
Source: Author, based on field investigations, 2019



Figure 5: Operator House (Azizah bt. Saroni) with Official Logo
Source: Author, based on field investigations, 2019



Figure 6: Operator House (Hjh. Samsiah bt Juraimi) with Official Logo
Source: Author, based on field investigations, 2019

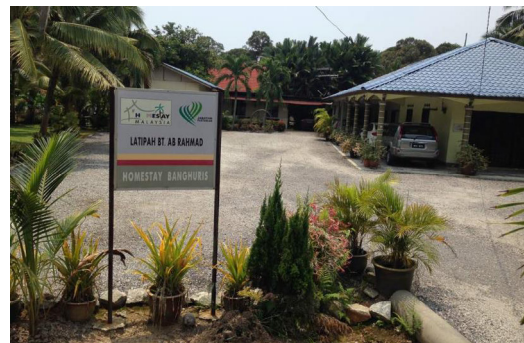


Figure 7: Operator House (Latipah bt Ab. Rahmad) with Official Logo
Source: Author, based on field investigations, 2019

Programmes and Activities in Banghuris Homestay

Programmes and activities in Banghuris homestays are based on suggestions by the MOTAC, including “culture and lifestyle, economic activity, recreation and environmental preservation” (MOTAC, 2022b). Table 3 shows the types of activities that are offered in a homestay programme. The activities offered to tourists range from fishing to visiting oil palm plantations, coffee plantation, rubber farms and SMEs factory; from planting a tree or watching cultural shows (ghazal, silat, gamelan, kuda kepang) to experiencing Malay food and Malay-Japanese weddings (Ramli, 2015). Figure 9 shows an activity that has taken place in Banghuris homestays, the ‘Festival Nasi Ambeng’. All activities are held at the Homestay Activity Center in the Banghuris homestay (Figure 10). These programmes and activities are specifically designed for the tourists to choose covering

various packages which include 1 day, 2 days/1 night or 3 days/2 nights packages. Furthermore, tourists can also experience staying with foster families.

	Types	Activities
Homestay Activities	Culture and Lifestyle	<ul style="list-style-type: none"> History Traditional dances, traditional songs and traditional food Traditional games and sports Culture: marriage, assembly of animal sacrifice and festivals
	Economic Activity	<ul style="list-style-type: none"> Rubber tapping Fish breeding Agriculture: paddy, cocoa, oil palm, fruit
	Recreation	<ul style="list-style-type: none"> Sightseeing Jungle trekking White water rafting Visit to nearby tourism products
	Environmental Preservation	<ul style="list-style-type: none"> Tree Planting Programme: Tourists are encouraged to plant trees at their homestays with the aim of preserving the environment and further beautifying the landscape of the homestays.

Figure 8: Types of Activities Offered in a Homestay Programme
Source: MOTAC (2022b)



Figure 9: Activities in Banghuris Homestay: Festival Nasi Ambeng 2017
Source: MOTAC (2022c)



Figure 10: Homestay Activities Center in Banghuris Homestay
Source: Author, based on field investigations, 2019

Conclusion

The homestay programme is a tourism product that has been given special emphasis by the government through the MOTAC. While 286 operators participated in the programme in 1997, the number increased to 2,533 operators in 2007 and to 4,313 operators in Jun 2022, thus revealing the rural community's increasing interest and participation in this community-based tourism. This shows that the homestay programmes play a role in cultural tourism and has become the fastest growing segment of the tourism market.

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