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Insights



UiTM Cawangan Kedah



UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business
and Management

UiTM *di hatiku*

VOLUME 6
2022

eISSN 2716-599X



772716 599000

e-ISSN 2716-599X

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 10th November 2022

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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

32	THE FUTURE OF EDUCATION IN THE ERA OF DIGITAL ECONOMY <i>Hafizah Hammad Ahmad Khan, Raveenthiran Vivekanantharasa & Azyyati Anuar</i>	87
33	THE CONTENT CREATOR’S PRACTICES FOR SOCIAL COMMERCE USERS <i>Nurfaznim Shuib & Nurul Izzati Idrus</i>	89
34	CONTRACT FOR DIFFERENCES FROM THE ISLAMIC FINANCE PERSPECTIVE <i>Nur Syazana Mohd Nasir, Azlyantiny Mohammad & Norafiza Mohd Hardi</i>	92
35	PERFORMANCE EVALUATION BASED ON STRICTNESS AND LENIENCY ERRORS <i>Roziyana Jafri & Syahida Abd Aziz</i>	96
36	HOMESTAY PROGRAMMES IN MALAYSIA <i>Muhammad Hanif Othman</i>	99
37	OFFICIAL GUIDELINES FOR HOMESTAY PROGRAMMES IN MALAYSIA <i>Muhammad Hanif Othman</i>	101
38	THE EFFECT OF INFLATION ON ECONOMIC GROWTH THROUGH INNOVATION <i>Shahiszan Ismail, Nor Azira Ismail & Jamilah Laidin</i>	106
39	REVIEW ON MALAYSIA’S STATUTORY MINIMUM WAGE <i>Nurul Hayani Abd Rahman, Shaira Ismail & Nani Ilyana Shafie</i>	109
40	A CLICK OF LOAN MORATORIUM IN MALAYSIA <i>Fauziah Mohamad Yunus & Anita Abu Hassan</i>	113

OFFICIAL GUIDELINES FOR HOMESTAY PROGRAMMES IN MALAYSIA

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The Malaysian Homestay Registration Guidelines were made public by the Ministry of Tourism so that communities and families may formally enrol their homestay programs. These regulations state that all sorts of communities and families with permanent dwellings in rural regions are welcome to participate in these homestay programs (Ramele et al., 2020). For a village to register as a homestay village, it must consist of more than 10 participating family houses as an additional requirement by the Ministry of Tourism, Arts and Culture (MOTAC). Figure 1 below outlines the details of the registration process for a homestay participant to register under MOTAC from the application until the homestay programme can be carried out.

According to a discussion with Haji Basir Bin Wagiman, the chairman of Banghuris Homestay, people who are eager to designate their property as an official homestay through MOTAC may begin the registration process by sending the registration form to the ministry. Subsequently, several agencies such as MOTAC, the Ministry of Health Malaysia, and the Homestay Association in each state, including the existing Village Development and Security Committee (VDSC), will determine a date to inspect the host family house within a week after they submitted the application form. Over a one-month period, the host family shall receive a notice of whether their application to register their residence to become a homestay is accepted. If the participant fails the house inspection, they can reapply for inspection after improvements have been made. After passing the inspection process, the participant must attend the Homestay Basic Training, organised by the Institute for Rural Advancement (INFRA). Only upon successfully completing the training is the participant officially registered.

The official logo, issued by the ministry, may be used by individuals who have been verified by MOTAC (Figure 2). Moreover, every three years, MOTAC will inspect each residence to ensure the host family is complying with the regulations. The official logo of the Malaysian Homestay Programme, issued by MOTAC, serves to identify the homestay providers. Figure 3 shows the official Malaysian Homestay Programme logo, which is usually placed at the main entrance of the operators' residences. This logo placement is to differentiate between operators' houses and other villagers' houses.

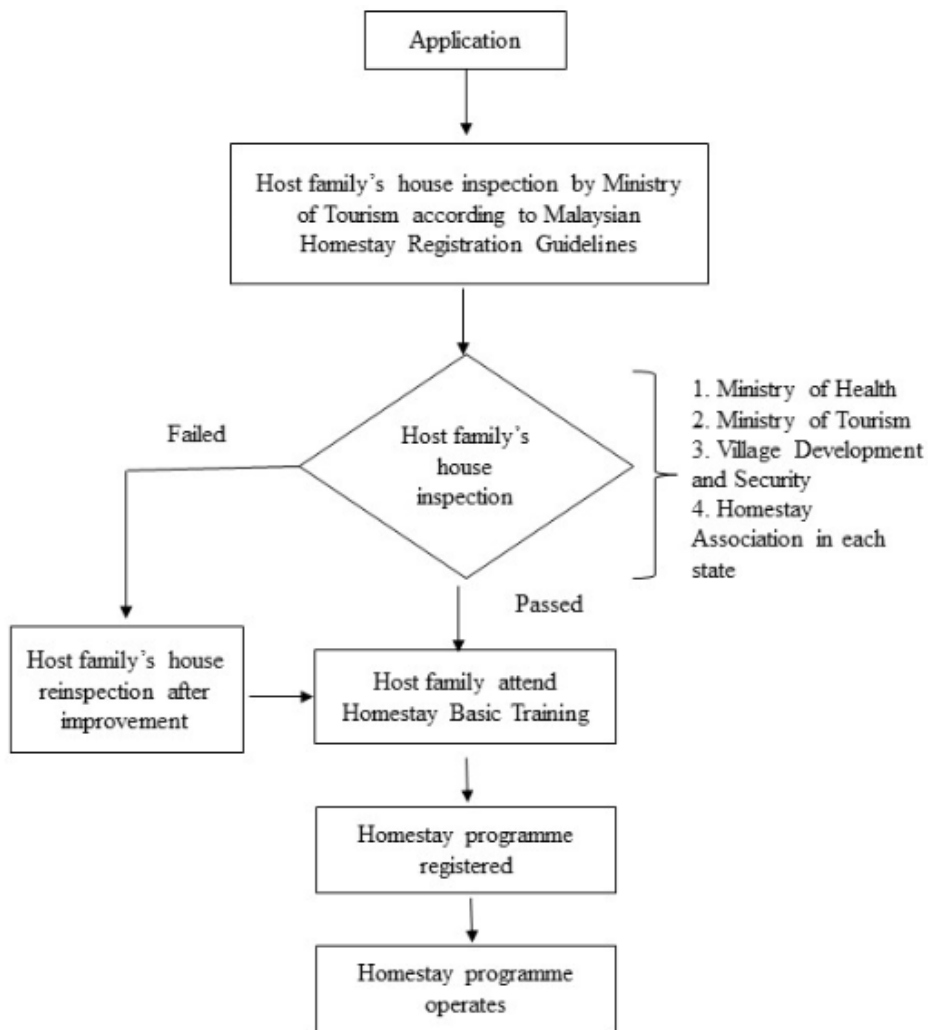


Figure 1: Registration Process of Homestay Programme and Host Family
Source: MOTAC (2022)



Figure 2: Official Logo of Malaysian Homestay Programme at the Host Family House
Source: MOTAC (2022)

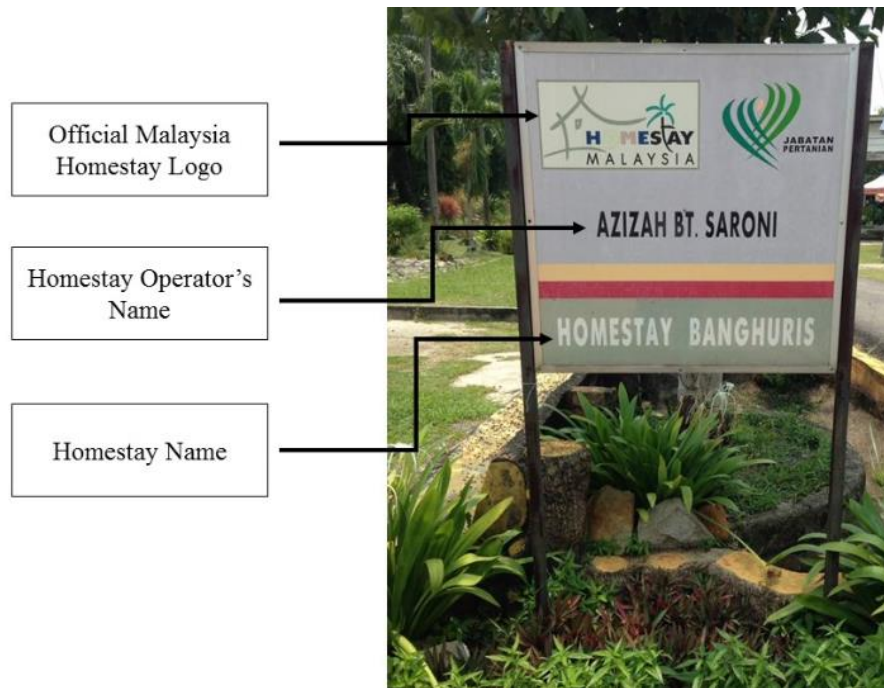


Figure 3: Official Logo of the Malaysian Homestay Programme at the Main Entrance of the Operator's House

Source: Author, based on field investigations

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