



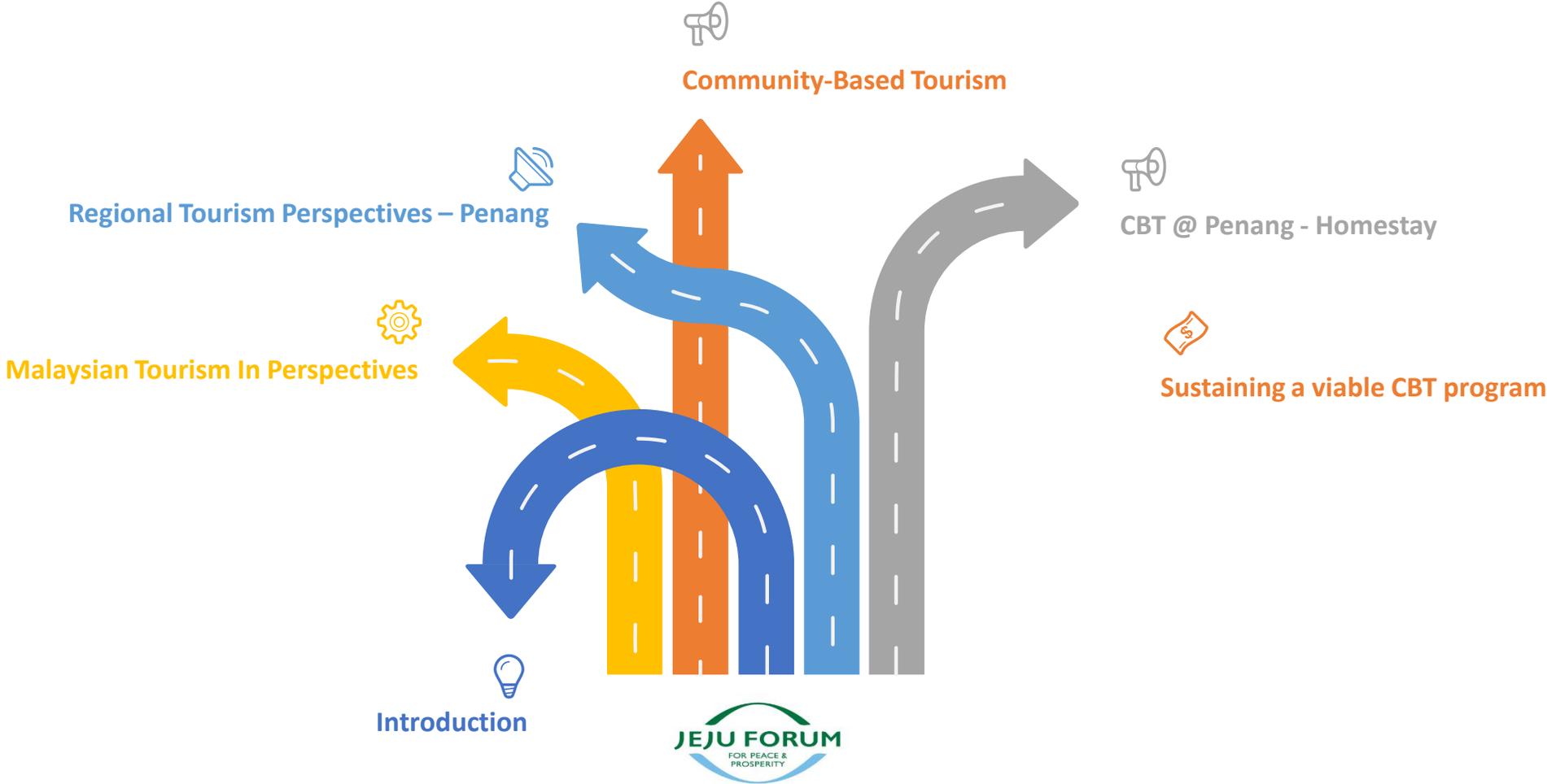
Blue Mansion, Georgetown Penang

# COMMUNITY-BASED TOURISM: PRACTICE AND SUSTAINABILITY OF HOMESTAY PROGRAMS IN THE STATE OF PULAU PINANG, MALAYSIA



May 29 – 31, 2019 | International Convention Centre Jeju

# PRESENTATION ROADMAP



# Speaker's Profile



**Azizan Marzuki**

Assoc. Prof. Dr.



## About Azizan

### Marzuki

Dr. Azizan Marzuki joined USM in 2009 after completing his Ph.D. in Australia. Prior to that, he worked with PLANMalaysia from 1993 until 2001.

He has been appointed as an Adjunct Research Associate at Flinders University, Adelaide, Australia from 2009 until 2018. He has been appointed by PLANMalaysia as an Expert Panel Member for SIA evaluation and a Committee Member for the SIA competency course since 2017.

Reviewer with several refereed international journals such as Ocean and Coastal Management, Tourism Management, Current Issues in Tourism, Journal of Sustainable Tourism, Asia Pacific Journal of Tourism Research and others.

His research interest covers a wider area such as tourism planning and development, urban and regional planning, public participation process, social impact assessment, and research methodology.

## Skills & Expertise

Tourism Planning & Research



Social Impact Assessment



Regional Planning



Research Methodology



Where Does Tourism Fell in The Malaysian  
Economy Context ?

# TOURISM - The Government's Perspectives

"The tourism industry is a key contributor to our services sector, constituting 14.9% of our GDP or RM201.4 billion in 2017. Given the importance of the tourism industry, especially as a foreign exchange earner, the Government will pay specific attention to achieve the Ministry of Tourism's target of 30 million foreign tourists contributing RM100 billion by 2020."

Hon. Mr. Lim Guan Eng  
Malaysia Finance Minister (2018)  
2019 Budget Tabling



## Tourism Focused Economy

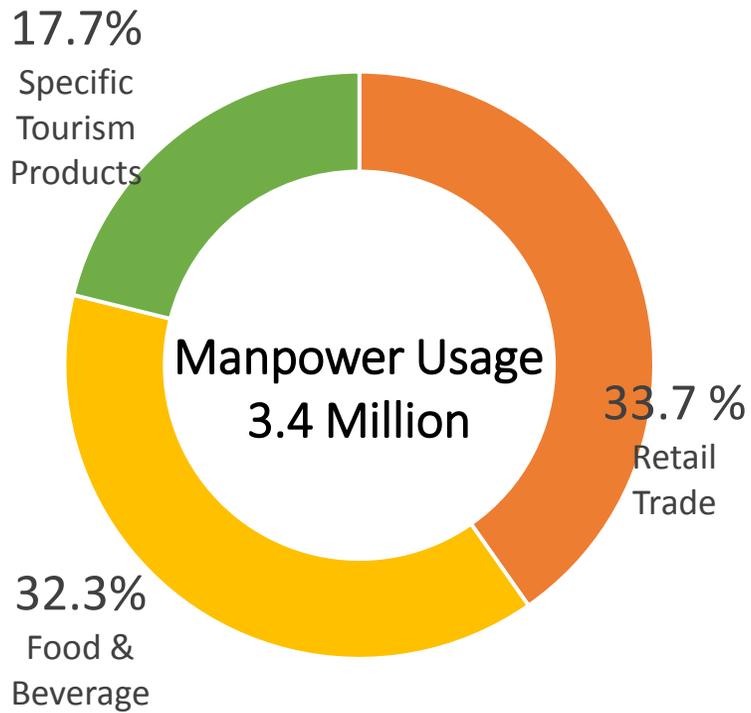
The tourism industry continued its significant contribution to the country's economic growth with a share of 14.9 per cent in 2018. Biggest contributor in tourists' expenditure was the ASEAN short haul market at rm48.5 billion in 2018. Push to achieved 30 million visitor by 2020.

# Malaysia Tourism Indicators

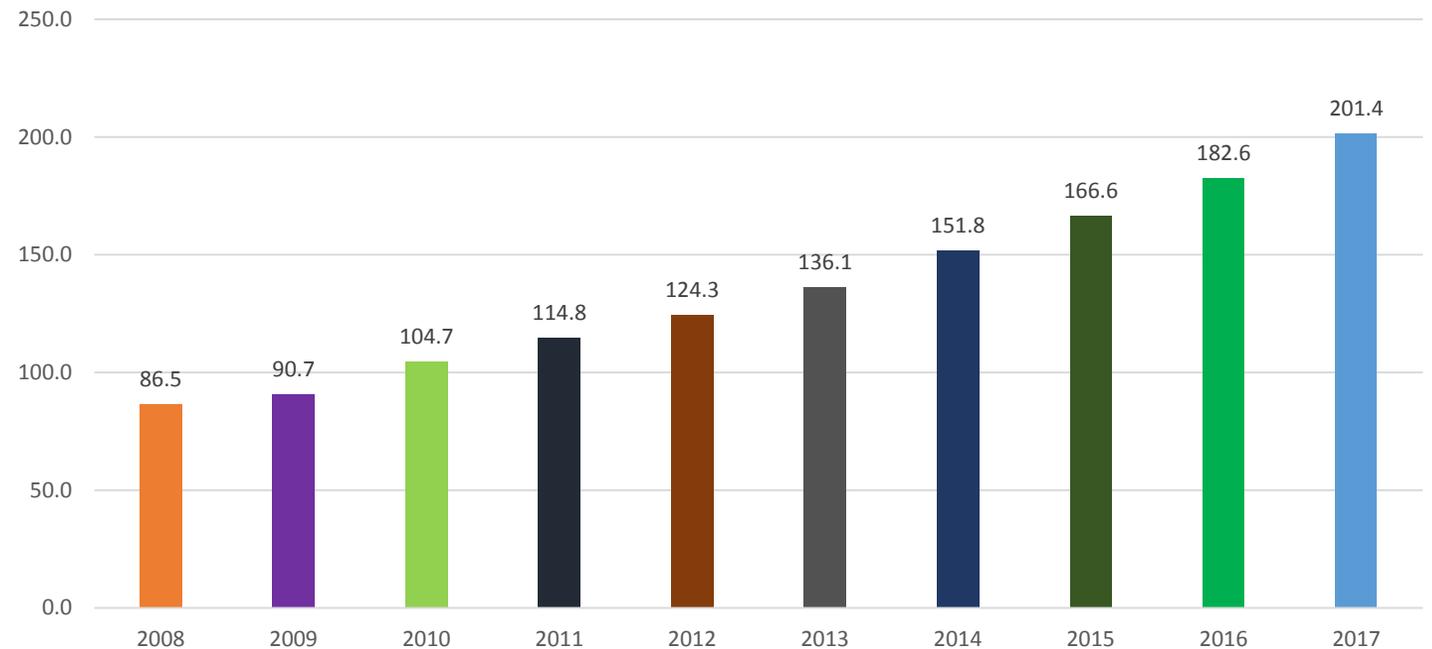
**14.9%** Contribution to GDP

**201.4** Billion (RM) in Revenue

**7.8%** Annual Growth Rate



Contribution to Malaysian GDP in Billion (RM)



# Malaysia Tourism Indicators



25.83 Million

Tourist Arrival (2018)



84.1 Billion

Direct Tourist Receipts (RM)



4750

Number of Hotels



308,207

Number of Rooms



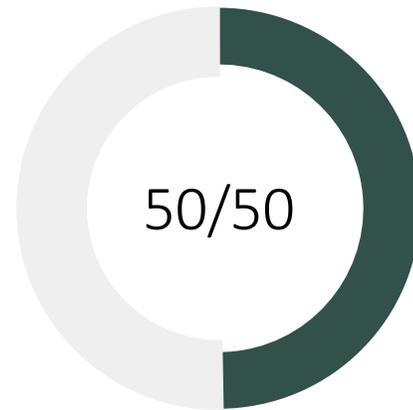
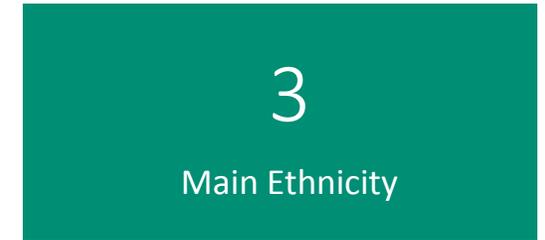
4.2 Days

Average Stay Nights

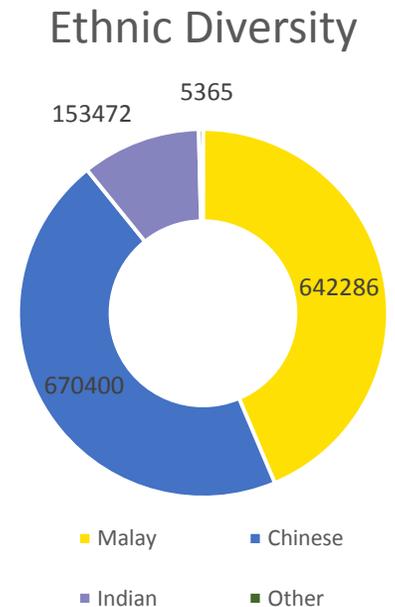
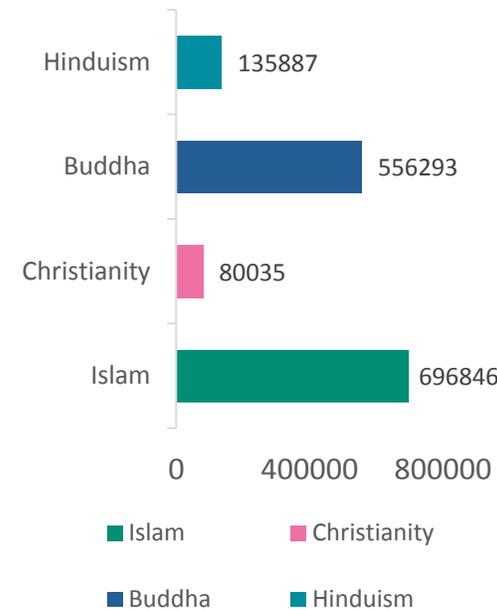
# Penang Vital Statistic

Pulau Pinang is located in northern part of Peninsular Malaysia.

This state is divided into two parts it is Penang Island and Seberang Prai separated by the Straits of Malacca.



Male to Female Ratio

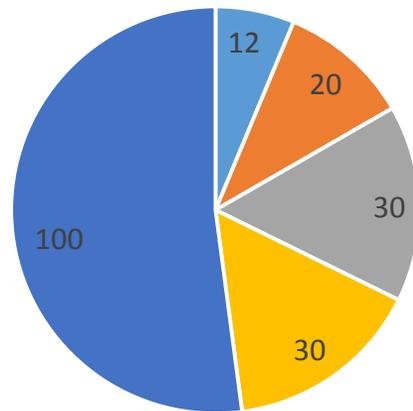


Source: Penang Institute Statistic (2018) and Department of Statistic Malaysia – Census 2010 (2015)

# Penang Tourism Vital Statistics

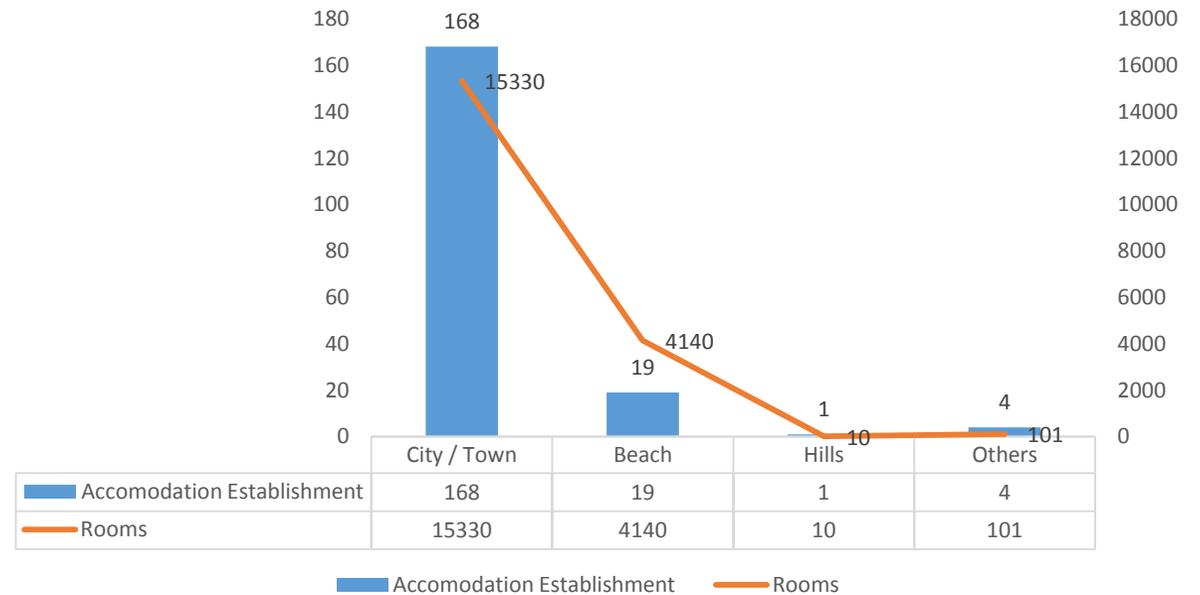


Number Of Accommodation Establishment According To Rating



■ 5 star ■ 4 star ■ 1 to 3 Star ■ Orchid ■ Unrated

Location and Room Supplies – Penang 2018



What's Next ?

# COMMUNITY-BASED TOURISM

“CBT is planned, developed, owned and managed by the community for the community, guided by collective decision-making, responsibility, access, ownership and benefits.

UNWTO



## Why Community-based Tourism ?

To promote sustainable tourism that benefited the local communities and economies and as an instrument to alleviate poverty especially in the rural and remote areas.

# Characteristic of Community-Based Tourism

Defining The Construct And Characteristic



# COMMUNITY-BASED TOURISM - *HOMESTAY*

“Homestay Can not be classified as a lodging facilities. It focuses on lifestyle and experience, including cultural and economic activities”

Ministry Of Tourism, Arts And Culture Malaysia



## What are the differences in Malaysia Homestay Program?

The guest staying together with the Host to experience a local culture, environment and food , which differ from the B&B concepts where lodging and meals are provided. The most common community based tourism practices in Malaysia



# Malaysia Homestay Redefined

*“a form of experience where guest lives with host families i.e. homestay operators who have been registered with the Ministry of Tourism, Arts and Culture of Malaysia. Travelers have the opportunity to interact and experience daily lifestyles of their village and culture”*

*Ministry of Tourism, Arts and Culture Malaysia*

The Malaysian concepts of Homestay is differ from other concepts of homestay abroad. Focused are given to the lifestyle oriented or experienced oriented products.



## Experiential Based

Guest are encourage to try and experience the local culture, food and environment based on actual living conditions. Host will provide products and services that portray the local lifestyles in terms of daily activities, food and culture.



## Unique USP

Focused on the destination Unique Selling Proposition (USP). Whether the attraction is nature, cultural, food, lifestyle or other attraction that are unique to that particular areas.



## Guest-Host Interaction

Both Guest and Host interact as the program goes on, bridging culture barriers and communication Gaps. Mutual cultural exchanged.



# Governance of Homestay Program

Registration, Monitoring And **Regulating Homestay Program**

## Who's in charge?

Registration for Homestay program is under the auspice of the Ministry of Tourism, Arts and Culture Malaysia. Homestay Operator must be registered and follow certain condition prior being accepted as a Homestay Malaysia operators.

Other Government agencies that also involved especially in monitoring and regulating the program is respective State Government, Ministry of Health, Ministry of Rural and Regional Development, Ministry of Agriculture and agro-based industry and Local Authority.

Every homestay owner need to passed inspection by the department of health, Tourism Malaysia, **Village committee** on development and security and State Homestay Association. They also need to attend a compulsory Homestay Basic Course.

The Ministry conduct inspection every 2 years



AGENCIES	RESPONSIBILITIES
Ministry of Tourism, Arts and Culture Malaysia	<ul style="list-style-type: none"> <li>• Provides directions, policies and guidelines for registration and development of CBT/homestay program</li> <li>• Provide enhancement training</li> <li>• Funds for infrastructure such as access road, multipurpose hall, public toilet, soft &amp; hard landscape, signage and etc.</li> <li>• Marketing and promotion through Tourism Malaysia and State Tourism agencies</li> </ul>
Ministry of Rural and Regional Development	<ul style="list-style-type: none"> <li>• Provides infrastructure for rural development.</li> <li>• Training and capacity building for rural community</li> </ul>
Ministry of Agriculture	<ul style="list-style-type: none"> <li>• Financial and technical assistance to improve added value activities (tourism) for the agriculture sector</li> </ul>

# GOVERNANCE OF THE TOURISM SECTORS IN MALAYSIA – FEDERAL AND STATE LEVEL

## FEDERAL LEVEL



**YAB TUN DR. MAHATHIR BIN MOHAMAD**  
Prime Minister of Malaysia



**YB DATUK MOHAMADDIN BIN KETAPI**  
Minister for Tourism, arts and culture



## STATE LEVEL



**YB MR. CHOW KON YEOW**  
Chief Minister of Penang



**YB MR. YEOH SOON HIN**  
State Executive Councilors for Tourism Development, Arts,  
Culture and Heritage.



# Tourism Policy on CBT - Federal



1995



## Malaysia Homestay Program

Ingrained in the Sixth Malaysia Plan (1991 – 1995)

- Cultural diversity as value added attraction
- Inclusion of local communities in tourism development

2000



## Rural Tourism Masterplan

Homestay as one of the program to bring tourism to the local communities

2004



## Homestay Selection

Several villages were selected. Training and familiarization to the programs

2019



## 9 Active Homestay Program

Self-sustain homestay with multiple products offering



# Tourism Policy on CBT - State of Penang



1970



## Penang Masterplan

- Development of Tourism Infrastructure
- Redefining Tourism Product offering

1992



## Penang Strategic Development Plan

- Heritage Tourism
- Historical sites and cultural enclave

2001



## Sustainable Penang Initiatives

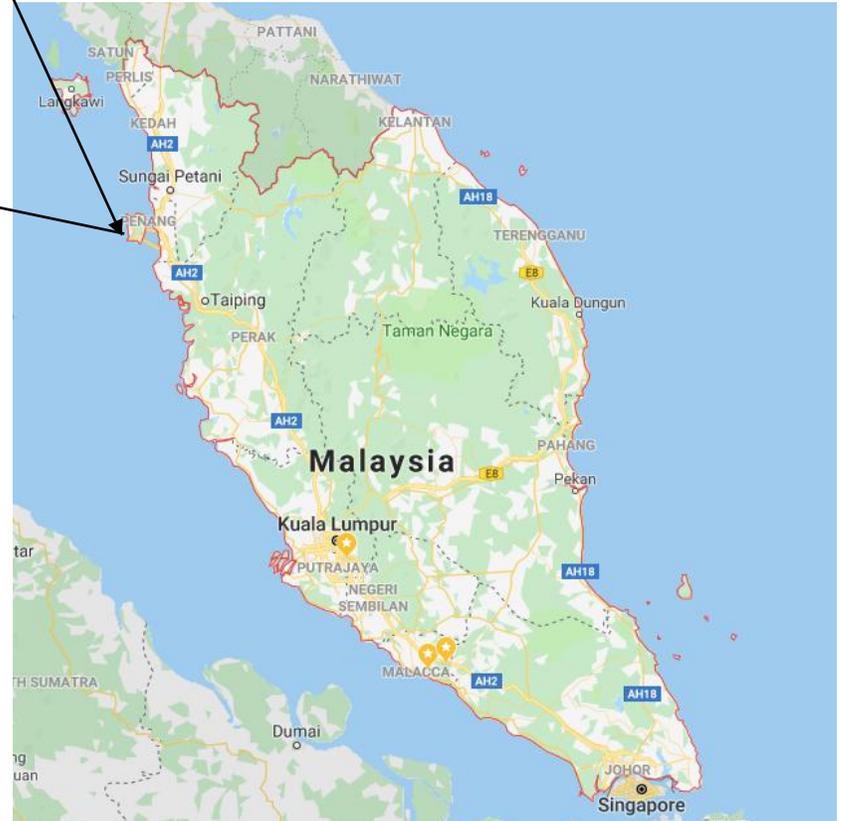
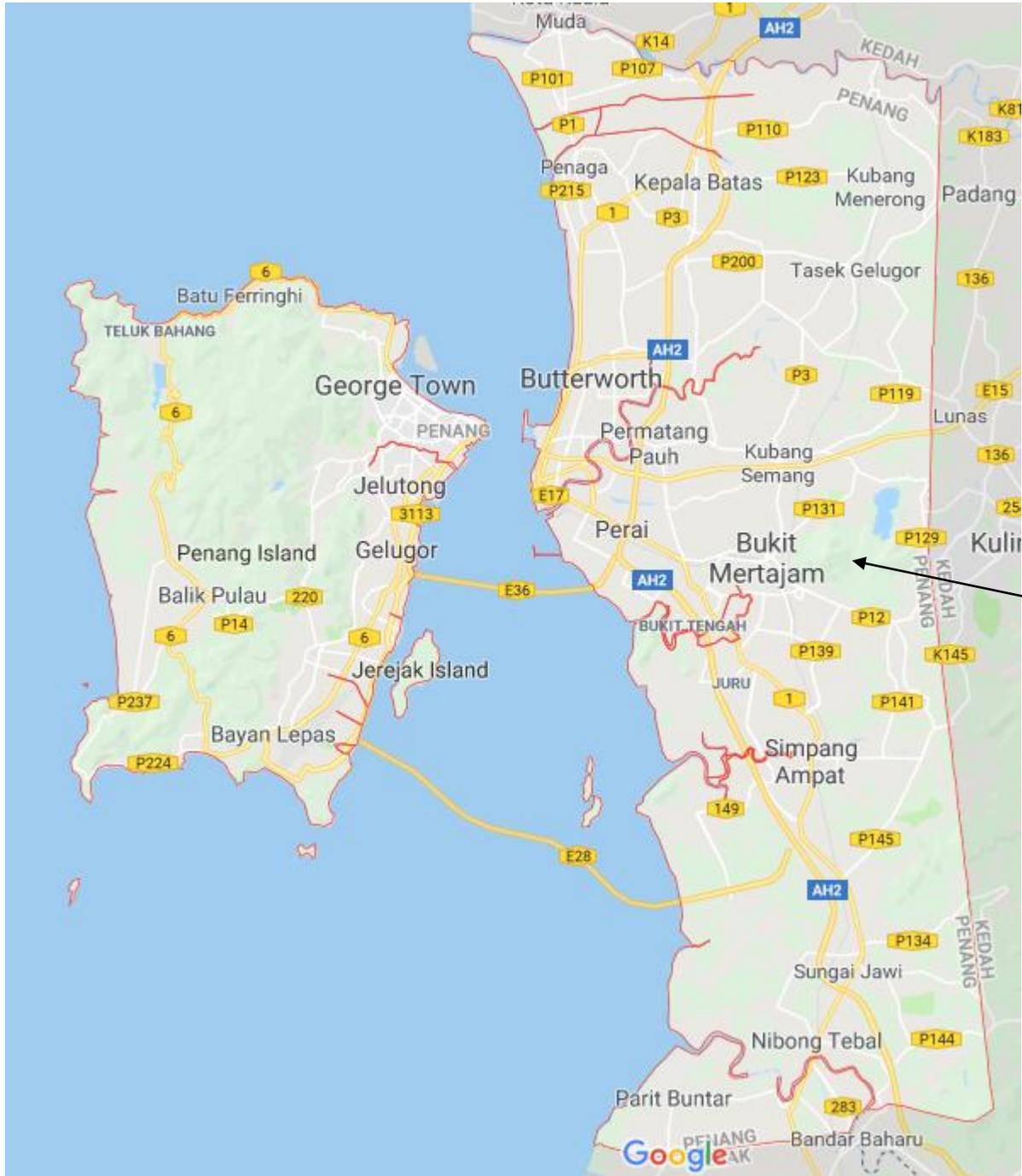
- Historical and Heritage Sites
- Industrial and high economic areas
- Nature and Tourism attraction
- Ecotourism - Homestay
- Penang Hill

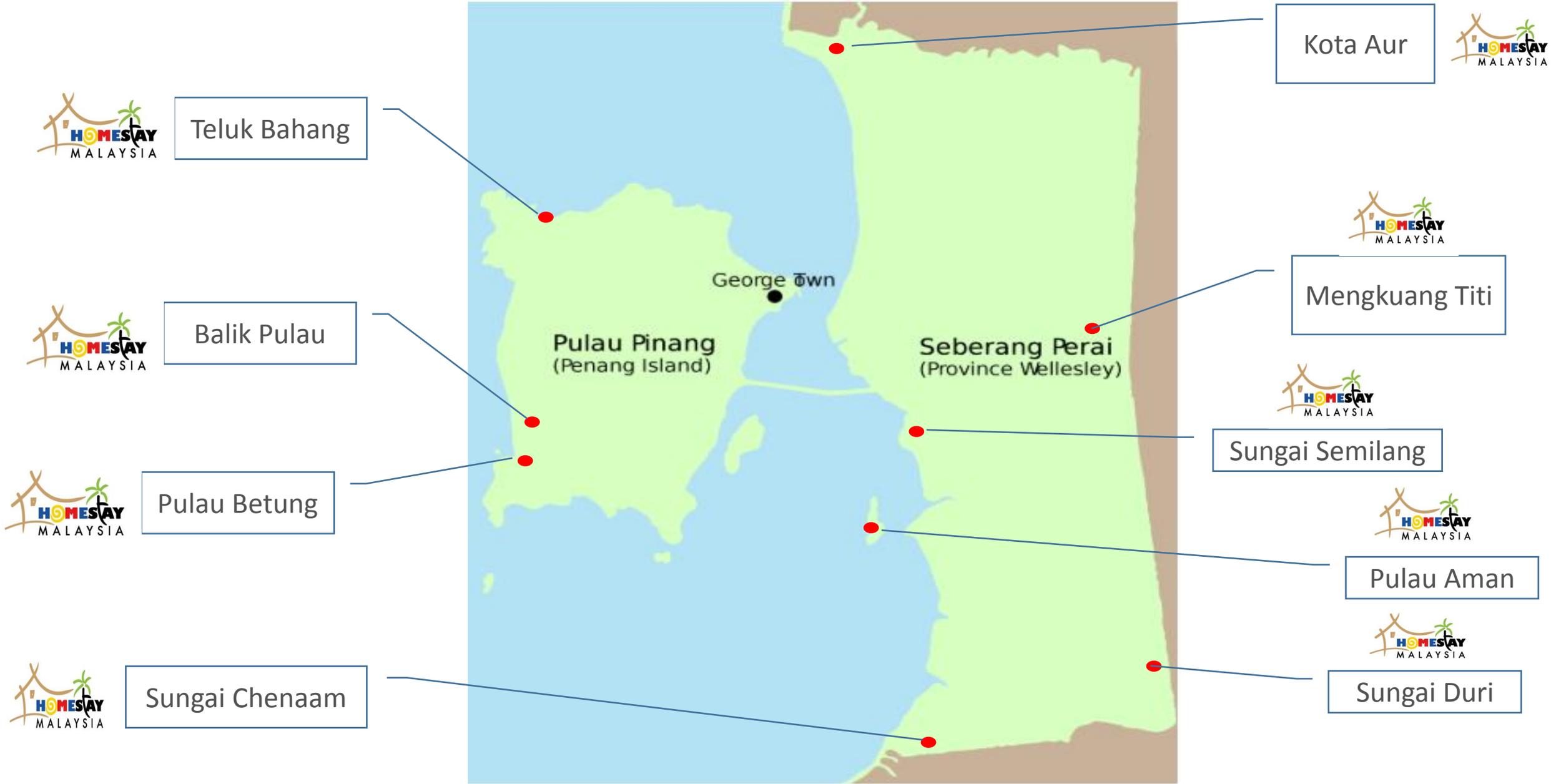
2018



## Penang Structure Plan 2030

- Sustainable tourism products
- Heritage and conservation
- Eco Tourism – Homestay





# Homestay Malaysia Program – Penang

Nine selected Rural Villages



## Teluk Bahang

Teluk Bahang homestay is situated about 5 KM away from Batu Ferringhi on the north western tip of Penang Island.

## Balik Pulau

Located in the idyllic, and secluded part of the island of Penang, holds the last remnants of a traditional Malay Kampung in the Island



## Pulau Betong

Kampung Pulau Betong is a small village on the southwest of Penang Island. Its namesake, Pulau Betong, is the islet offshore from the village.

## Kota Aur

Located in the Seberang Perai Utara District, Kota Aur charms is through its idyllic agro-based attraction and community presence.

# Homestay Malaysia Program

Nine selected Rural Villages



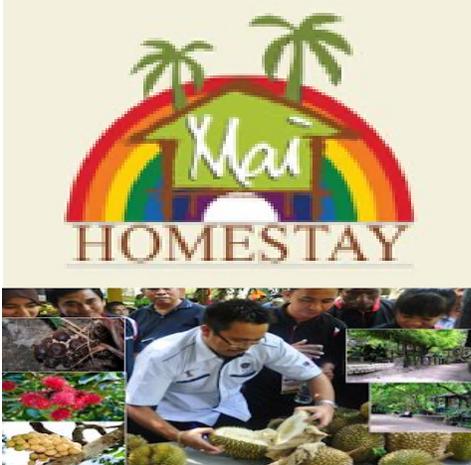
## Mengkuang Titi

Located in Seberang Perai, this homestay charmed guests with its nature and warmth and hospitable people



## Sungai Semilang

Main attraction is the paddy field and the nearby beaches, which supplies an abundance of



## Pulau Aman

Located in an island off Seberang Perai, host a small community of Malay fisherman communities

## Sungai Duri

Located by the river side of Sungai Bakap, small kampong where its charms, is the people itself and quite surroundings.

# Homestay Malaysia Program

Nine selected Rural Villages

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**Sungai  
Chenaam**

Small kampong, with its main attraction is the beach. Agro-based and fisheries made the core

## Surrounding areas exploration guided by the local communities



Homestay Mengkuang Titi

## Exploring a typical Kampung House



Homestay Mengkuang Titi

# Local Culture Immersion



Source: Facebook Homestay Mengkuang Titi

# Savoring Local Delicacies



**Homestay Sungai Semilang**

Cooking a local Malay Kuih, "Kuih penjaram"



**Homestay Sungai Duri**

Home-based food industry as part of the Tour Program



# Savoring Local Delicacies



## Homestay Kota Aur

Hands-on session, making local pancake "Pek Nga"



## Homestay Kota Aur

Lunch at one of the Host's Houses. Guest experiencing the true Malay style food, at home.



# Agro-Tourism Experience



**Homestay Mengkuang Titi**

Harvesting fresh Honey from the Kelulut Bee



**Homestay Mengkuang Titi**

Rubber tapping experience for tourist



# Exploring Nature



**Homestay Kota Aur**

Visiting the paddy field



**Homestay Jalan Bharu, Balik Pulau**

Trip around the village on buggy



# Living the kampong's life



**Homestay Sungai Chenaam**

Typical kids in the kampong area



**Homestay Teluk Bahang**

Sunset view of a pier in Teluk Bahang



How is the program so far? Let the numbers tell the story....



# Statistics - Penang

203

Homestay Host

232

Rooms Available

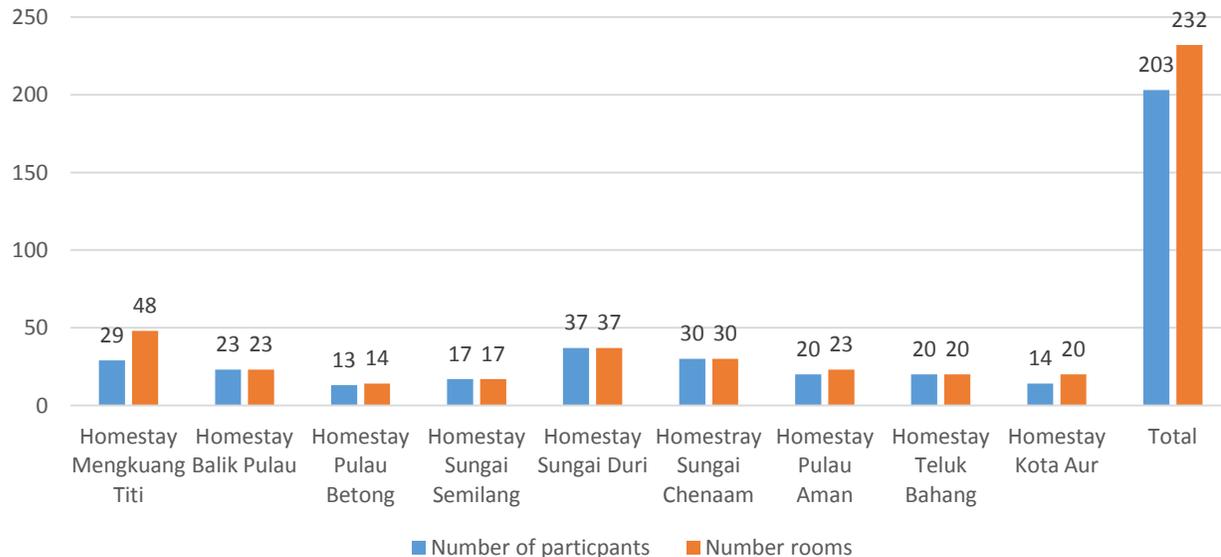
401,117

(MYR) 2018 Revenue

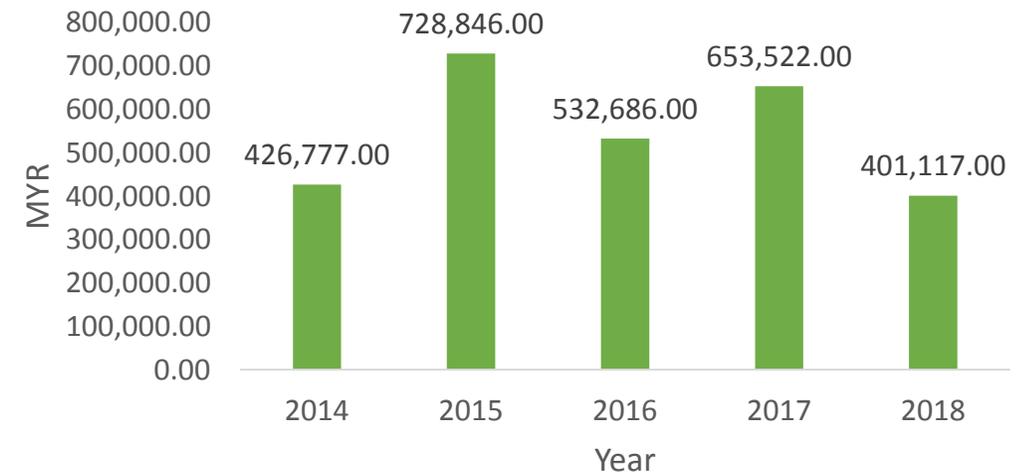
2.74 Million

(MYR) in Revenue Since 2014

Homestay Participants and Number of Rooms



Homestay Income – State of Penang (MYR)



How all these made possible?

# Key To Success



Connectivity to the Homestay destination is easy and highly accessible. Promote day-tripper and excursion from main tourists destination



Supports from government agencies, both Federal and State government through infrastructure, Soft loans, promotions and training



Interactive and Interesting programming as unique Selling proposition (USP) to attract tourist



Listening to comment and feedbacks, thus further improved on the implementation and execution of the Homestay program

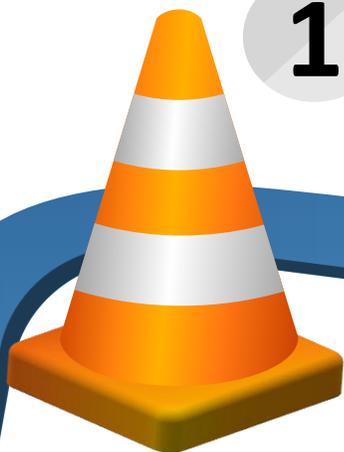


# NINE STEPS TO DEVELOP AND SUSTAIN COMMUNITY BASED TOURISM

## NEEDS & READINESS

Asking the community whether the needs for tourism is genuine and how tourism play a role in their community by employing tools such as situational analysis.

1



2



## EDUCATE & PREPARE

After they are ready to embrace, conduct preliminary workshops and organized study trip and "community to community" training. Outcome shall be translated into a working manual.

3



## IDENTIFY LEADERSHIP

The success of CBT projects is dependent on leadership and organization. Central to the continuous support from the community is the presence of a strong leader who commands respect

4



## ORGANIZATION

leader or local champion should attempt to establish a community organization that is capable of planning, operating and promoting CBT projects

## PARTNERSHIP

Enhancing competitiveness is the establishment of partnerships with key stakeholders, namely, NGOs universities, government agencies and the tourism industry.

5

## INTEGRATED APPROACH

integration with conservation, sustainable development and responsible tourism projects and integration with other economic sector

6

## DESIGN QUALITY PRODUCTS

Plan the potential tourism products in a comprehensive manner

7

## MONITOR PERFORMANCE

Regular monitoring of performance

9

## MARKETING STRATEGY

Matching the product with the potential market segment, Understanding the channels of distribution, Embracing ICT as a promotion tool, Piggybacking on tour operators and ground handlers

8

*NINE STEPS TO DEVELOP AND SUSTAIN COMMUNITY BASED TOURISM*



# Impact to the Communities

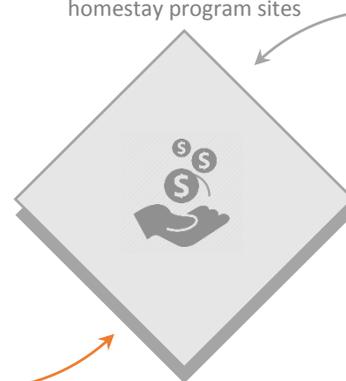
## Sense of belonging within the Community

Create a more coherent community structure from organizing and executing homestay program



## Income Generating opportunity

Small and micro scale enterprises, an off shoot from the homestay program has been noted cropping out at the homestay program sites

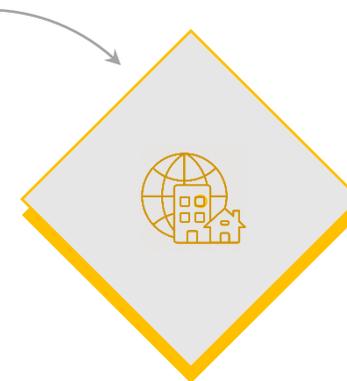


## Generating Job Opportunity

Through small and micro enterprises, and direct results such as tour guide for the tourist

## Better Infrastructure

Public amenities and infrastructure at the homestay program sites are being upgraded to accommodate the influx of tourist. Provided by the state and federal government through grants and annual budget allocations.



Terima Kasih. Thank You. 감사합니다