



UNIVERSITI PUTRA MALAYSIA

***ECONOMIC BENEFITS OF HOMESTAY PROGRAMME DEVELOPMENT
IN SELECTED AREAS OF SELANGOR, MALAYSIA***

FAIZAH BINTI SHAHUDIN

FP 2017 7



**ECONOMIC BENEFITS OF HOMESTAY PROGRAMME DEVELOPMENT
IN SELECTED AREAS OF SELANGOR, MALAYSIA**

By

FAIZAH BINTI SHAHUDIN

**Thesis Submitted to School of Graduate Studies,
Universiti Putra Malaysia, in Fulfilment of the Requirements for the
Degree of Doctor of Philosophy**

March 2017

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



DEDICATION

This thesis is dedicated to the entire members of my family, including my late father Shahudin Muhed (of his blessed memory, spirit, encouragement, may his Soul rest in perfect peace). All praise and thanks to Allah Almighty with all my heart who provided the strength and wisdom to complete this research.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Doctor of Philosophy

**ECONOMIC BENEFITS OF HOMESTAY PROGRAMME DEVELOPMENT
IN SELECTED AREAS OF SELANGOR, MALAYSIA**

By

FAIZAH BINTI SHAHUDIN

March 2017

Chairman : Associate Professor Amin Mahir Abdullah, PhD
Faculty : Agriculture

A Malaysian homestay programme is a very unique means to promote authentic cultural heritage experiences and a village (*kampung*) lifestyle. It generates additional household income by utilising existing natural resources and at the same time providing various economic benefits to the local community. Selangor is one of the prominent states for homestay development in the country, it has registered the highest number of licensed operators and income performance (MOT, 2015). Therefore it is imperative to investigate the economic benefits of the homestay programme, so as to allow quantification of the local finances, expenditure and revenue generation. The main objective of this study is to estimate the economic benefits of visitors' spending on homestay programme in Selangor to the operators, businesses and communities in the region studied. This study used the Keynesian multiplier method to estimate the output, income and jobs creation in the overall community. The expectation-disconfirmation model was incorporated to evaluate overall visitors' satisfaction through a comparison of product expectations towards the actual performance of the product using Exploratory Factor Analysis (EFA). A total of 206 questionnaires were distributed to residing homestay visitors, 160 respondents for homestay operators and 200 respondents were from the local community. The major findings from output and employment multipliers have shown significant economic benefits for the entire community. Firstly, the output multiplier figures show that Type I (1.57) and Type II (2.19) indicate a strong connection between magnitude of visitors spending and operators spending towards the overall income and employment benefits. There is practical evidence and implications of these multipliers on income and how homestay programme can be viewed as money spinner to enhance greater potential economic growth. Also, by looking at employment multipliers ratios of 1.12 (Type I) and 1.18 (Type II) it is revealed that employment impact of this programme is highly concentrated on the local people utilisation as a labour. Indeed, the employment and output multipliers from the Selangor homestay programme has shown a bigger impact compared to previous studies done in UK, Great Britain, *Perhentian* Island, *Redang* Island and *Tioman* Island. From EFA and regression analysis, the finding of this study

has addressed the significant relationship between visitors' overall satisfaction subject to destination cultural heritage and motivation to visit. Findings of the study suggest that all of the attributes proposed in the model had significant impacts on the overall visitors' satisfaction of Selangor's Homestay. More precisely, homestay programme fostered a better standard of living and healthy lifestyle by improving community socio-economic position. But the future challenge is to develop revenue mechanism to achieve higher income collection and profitability. It was found from this study that the net profit is 29.5%, which can be improved if the operators can retain higher spending from tourist visit. In this context, homestay operator must ensure that the "motivation to visit" and "destination cultural heritage attributes" are managed efficiently to enhance visitors' satisfaction level. Even though government intervention is needed in policy coordination of events, promotional materials and SME business development, regional planning by all parties involved is essential.



Abstrak tesis ini dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

**FAEDAH-FAEDAH EKONOMI DARIPADA PEMBANGUNAN
PROGRAM INAP DESA DI BEBERAPA KAWASAN TERPILIH DI
SELANGOR, MALAYSIA**

Oleh

FAIZAH BINTI SHAHUDIN

Mac 2017

Pengerusi : Professor Madya Amin Mahir Abdullah, PhD
Fakulti : Pertanian

Program inap desa (homestay) di Malaysia adalah pendekatan yang sangat unik untuk mempromosikan pengalaman warisan budaya dan gaya hidup "kampung". Ia dapat menjana tambahan pendapatan kepada isirumah dengan menggunakan sumber-sumber semula jadi yang sedia ada dan pada masa yang sama menyediakan pelbagai faedah-faedah ekonomi kepada masyarakat setempat. Selangor adalah antara negeri utama dalam pembangunan homestay di negara ini, dengan mencatatkan jumlah tertinggi pengendali berlesen dan dari segi prestasi pendapatan (Kementerian Pelancongan Malaysia, 2015). Oleh itu adalah penting untuk menganalisa kesan-kesan ekonomi daripada program homestay, ianya untuk membolehkan kuantifikasi kewangan kawasan tempatan dan penjanaan perbelanjaan. Dapatan hasil kajian menunjukkan kesan terhadap struktur kewangan, corak perbelanjaan dan penjanaan pendapatan. Objektif utama kajian ini adalah untuk menganggarkan faedah-faedah ekonomi daripada perbelanjaan pelawat terhadap program homestay di Selangor kepada pengusaha, perniagaan dan masyarakat tempatan di kawasan kajian. Kajian ini menggunakan kaedah pengganda Keynesian untuk menganggarkan kesan tambahan kepada pengeluaran, pendapatan dan pekerjaan kepada masyarakat tempatan secara keseluruhan. Model jangkaan-ketidakpengesahan (expectation-disconfirmation model) telah digabungkan untuk menilai kepuasan keseluruhan melalui perbandingan antara jangkaan produk terhadap prestasi sebenar produk menggunakan Analisis Faktor Eksploratori (Exploratory Factor Analysis). Sebanyak 206 soal selidik telah diedarkan kepada pengunjung homestay yang datang menginap, 160 responden untuk pengusaha inap desa dan 200 responden dari kalangan masyarakat tempatan. Keputusan utama kajian daripada penganda pengeluaran dan pekerjaan menunjukkan kesan ekonomi yang ketara terhadap keseluruhan masyarakat setempat. Pertama, angka pengganda output Jenis I (1.57) dan Jenis II (2.19) menunjukkan hubungan yang kuat antara corak perbelanjaan pengunjung dan perbelanjaan pengendali terhadap keseluruhan faedah pendapatan dan pekerjaan. Terdapat bukti praktikal dan implikasi pengganda ini pada pendapatan dan bagaimana program homestay boleh dilihat

sebagai “penjana kewangan” untuk meningkatkan potensi pertumbuhan ekonomi yang lebih besar. Juga, dengan melihat pada nisbah pengganda pekerjaan 1.12 (Jenis I) dan 1.18 (Jenis II) ia mendedahkan bahawa faedah pekerjaan untuk program ini amat tertumpu kepada penggunaan tenaga kerja tempatan. Sesungguhnya, pengganda pekerjaan dan pengeluaran daripada program homestay Selangor telah menunjukkan kesan yang lebih besar berbanding kajian sebelum ini yang telah dilakukan di UK, Great Britain, Pulau Perhentian, Pulau Redang dan Pulau Tioman. Daripada Analisis Faktor Eksploratori (EFA) dan analisis regresi, dapatan kajian ini telah menangani hubungan yang signifikan di antara keseluruhan kepuasan pelawat tertakluk kepada destinasi warisan budaya dan motivasi untuk melawat. Dapatan kajian menunjukkan bahawa semua sifat-sifat yang dicadangkan dalam model mempunyai kesan yang besar ke atas keseluruhan kepuasan pengunjung terhadap homestay di Selangor. Kesimpulannya, program homestay dapat meningkatkan taraf kehidupan dan memupuk gaya hidup sihat dengan meningkatkan kedudukan sosio-ekonomi komuniti setempat. Tetapi cabaran masa depan adalah untuk membangunkan mekanisme pendapatan bertujuan mencapai hasil yang lebih tinggi dan juga peratus keberuntungan. Dapatan kajian ini menunjukkan bahawa keuntungan bersih adalah sebanyak 29.5%, yang mana masih boleh diperbaiki jika pengendali boleh mengekalkan perbelanjaan setempat yang lebih tinggi daripada pelawat. Dalam konteks ini, pengusaha homestay perlu memastikan bahawa "motivasi untuk melawat" dan "sifat-sifat destinasi warisan kebudayaan" diuruskan dengan cekap untuk meningkatkan tahap kepuasan pengunjung. Walaupun campur tangan kerajaan diperlukan dalam penyelarasan dasar, bahan-bahan promosi dan pembangunan perniagaan kecil sederhana, perancangan wilayah oleh semua pihak yang terlibat juga amat penting.

ACKNOWLEDGEMENTS

There are a number of people without whom this thesis might not have been written, and to whom I am greatly indebted. I offer my highest gratitude and appreciation to my supervisor, Associate Professor Dr. Amin Mahir Abdullah, for his endless encouragement that led me throughout the whole process of this research work, knowing when to push and when to let up. I am very grateful for the inspiration he has been rendered to me through my writings, his patient, tolerant, understanding and for being the most supporting supervisor to me. Without your support, my journey would have never been completed. I would like to also thank my supervisory committee members, Associate Professor Dr. Alias Radam and Dr Ismail Latif for their mentorship, guidance, support and patience that enable me to complete this study, thank you very much for sharing your time and expertise. Both of you have been so helpful in giving comments and supports along the path of my study. May Allah grant you with health and wealth, success in the world and hereafter.

To my beloved Mother and siblings, Puridah Din, Paksu, Ijan, Chik, Fairuz, Jan and all, who has been a source of encouragement throughout my life, very special thanks for your support in completing one of my precious education determination and take me one step closer to my career goals. Their support and patience have been the biggest motivation to me in completing this thesis. To my dear husband, Associate Professor Dr. Mohd Rusli Yacob - a very special thank you for your practical and emotional support. Without your blessing, my life surely would have turned out differently. Thanks to my little angels Iffa Elyana, Darwish Aqil, Darwish Aiman and Darwish Asyraaf Harith, for being so supportive and in willingly accompanying me on a journey of exploration that we knew would be immensely challenging and painful in parts, thank you for all your endless Dua' for mummy. This work is dedicated to all of you in the journeys of learning to thrive. Most of all, thanks to Allah who continues to listen to my Dua' and make the impossible possible.

Loving thanks to my truly friends, Hadiyah Basri, Saraswathy Nalathambi, Rozailin Abdul Rahman, Aziana Omar, Noraizan Rashid and Noris Ismail - friend, 'sister', colleague, - who knowingly and unknowingly led me to an understanding of subtle challenges to our ability to thrive and in making sense of the various challenges we faced by providing encouragement to each other at those times when it seemed impossible to continue. I would like to express my special thanks to MOT and to all of the homestay operators, visitors and MOT officers who participated in this research. My appreciation also goes to my colleagues at Heriot-Watt University Malaysia and ex-colleagues at Limkokwing University for trusting me to complete my PhD.

And last but not least, to my late father Shahudin Muhed – Abah, you are the one who has put me in my highest position today. Your spirit kept pushing me to reach the highest limits as you're always been there throughout my difficulties. Thank You Abah, I pray every day that Allah SWT in His Infinite Mercy will grant you manifold blessings and forgiveness and that Allah will include your soul as one who is deserving of His Clemency and Rewards you in al-Jannah. Alfatihah....

I certify that a Thesis Examination Committee has met on 17 March 2017 to conduct the final examination of Faizah binti Shahudin on her thesis entitled "Economic Benefits of Homestay Programme Development in Selected Areas of Selangor, Malaysia" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

Nitty Hirawaty binti Kamarulzaman, PhD

Associate Professor
Faculty of Agriculture
Universiti Putra Malaysia
(Chairman)

Ahmad bin Shuib, PhD

Professor
Institute of Agricultural and Food Policy Studies
Universiti Putra Malaysia
(Internal Examiner)

Mohd Mansor bin Ismail, PhD

Professor
Faculty of Agriculture
Universiti Putra Malaysia
(Internal Examiner)

Muhammad Firdaus, PhD

Professor
Bogor Agricultural University
Indonesia
(External Examiner)



NOR AINI AB. SHUKOR, PhD
Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 8 August 2017

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Amin Mahir Abdullah, PhD

Associate Professor
Faculty of Agriculture
Universiti Putra Malaysia
(Chairman)

Ismail Abd. Latif, PhD

Lecturer
Faculty of Agriculture
Universiti Putra Malaysia
(Member)

Alias Radam, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean,
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referred;
- this thesis has never been developed before, and not being developed concurrently with this, either to another degree at Universiti Putra Malaysia or other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by University Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in book form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the University Putra Malaysia (Research) Rules 2012;
- no plagiarism or data falsification/fabrication in the thesis and scholarly integrity is upheld as according to the University Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the University Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detective software.

Signature: _____

Date: _____

Name and Matric No.: Faizah Binti Shahudin (GS24987)

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____

Name of Chairman
of Supervisory
Committee:

Associate Professor Dr. Amin Mahir Abdullah

Signature: _____

Name of Member
of Supervisory
Committee:

Dr. Ismail Abd. Latif

Signature: _____

Name of Member
of Supervisory
Committee:

Associate Professor Dr. Alias Radam

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xiv
LIST OF FIGURES	xvii
LIST OF ABBREVIATIONS	xviii
 CHAPTER	
1 INTRODUCTION	
1.1 Introduction	1
1.2 Problem Statement	5
1.3 Research Questions	6
1.4 The Research Objectives	7
1.5 Significance of Study	7
1.6 Homestay as a Rural Tourism Products in Malaysia	8
1.7 Homestay Programme in Malaysia	10
1.7.1 Homestay Participation	13
1.7.2 Homestay Registrations and Guidelines	17
1.8 Homestay Development in Selangor	20
1.8.1 Homestay Programme and Activities	23
 2 LITERATURE REVIEW	
2.1 Introduction	29
2.2 Definitions and Concept of Homestay	29
2.2.1 Homestay as an important Agrotourism and Agritourism Products	32
2.2.2 Agritourism Context and Definition	33
2.2.3 Agrotourism Context and Definition	34
2.3 Homestay Development and Contribution	35
2.3.1 Homestay Concepts in Developed Country	35
2.3.2 Homestay Concepts in the Asian Setting	36
2.3.3 Malaysian Homestay Contribution Towards Development	37
2.4 Rural Tourism	37
2.4.1 Differences between Tourism and Rural Tourism	38
2.4.2 Homestay as a Rural Tourism Product in Malaysia	43
2.5 Accessing Tourism Visitors' Overall Satisfaction	44
2.5.1 Cultural Heritage Tourism	45
2.5.2 Visitors' Characteristics	47
2.5.3 Visitors' Satisfaction	48
2.5.4 Homestay Destination Attributes and Visitors' Satisfaction	50

2.6	Economic Impacts Study on Benefit of Tourism	52
	2.6.1 Measuring Homestay Visitor Numbers	56
	2.6.2 Measuring Homestay Visitor Spending	56
	2.6.3 Keynesian Multiplier and Multiplier Effects	56
2.7	The Application of Economic Impacts Study and Keynesian Multipliers	60
	2.7.1 Total Economic Benefits	61
	2.7.2 Direct, Indirect and Induced Economic Benefits of Tourism	63
	2.7.3 Multiplier Concept in Tourism	65
	2.7.4 Output, Income and Employment Multiplier	66
	2.7.5 Tourism Multiplier Effect and Regional Multiplier	69
3	METHODOLOGY	
3.1	Introduction	70
3.2	Conceptual Framework	70
	3.2.1 Conceptual Framework for Economic Benefits of Homestay Programme	71
	3.2.2 Conceptual Framework for Overall Visitors' Satisfaction	74
3.3	Theoretical Framework	77
	3.3.1 Economic Benefits of Tourism	78
	3.3.2 Tourism Multiplier	81
	3.3.3 Regional Multiplier	82
	3.3.4 Output, Value Added and Household Income	84
	3.3.5 Visitor Expenditure	84
	3.3.6 Visitors' Satisfaction	85
3.4	Scope of Study	86
3.5	Data Collection	87
	3.5.1 Source of Data	89
	3.5.2 Method of Sampling	90
	3.5.3 Questionnaires Design	91
	3.5.4 Pre-test of the Survey Instrument	96
3.6	Data Analysis	96
	3.6.1 Method of Analysis for Homestay Economic Benefits	96
	3.6.2 The Computation of Output or Income Multiplier	99
	3.6.3 The Computation of Employment Multiplier	100
	3.6.4 Analysis of Visitors' Overall Satisfaction	100
4	RESULTS AND DISCUSSION	
4.1	Introduction	106
4.2	Respondents Socioeconomic Characteristics	106
	4.2.1 Profile of Homestay Visitors	106
	4.2.2 Profile of Homestay Operators	108
	4.2.3 Profile of Homestay Local Communities	110

	4.2.4 Visitors' Satisfaction of Homestay Programme in Selangor	111
4.3	Economic Benefits Analysis of Homestay in Selangor	113
	4.3.1 Multiplier Analysis	113
	4.3.2 Employees Expenditure in Selangor's Homestay	121
	4.3.3 Output and Income Multipliers	123
	4.3.4 Employment Multiplier	129
4.4	Exploratory Factor Analysis (EFA)	134
	4.4.1 Reliability Test on Motivation to Visit Homestay Destination	134
	4.4.2 Motivation to Visit a Homestay	135
	4.4.3 Reliability Test on Homestay Destination Cultural and Heritage Attributes	137
	4.4.4 Homestay Destination Attributes	138
4.5	Regression Analysis	140
	4.5.1 Correlation Analysis	141
	4.5.2 Overall Visitors' Satisfaction and Cultural Heritage Destination Attributes	143
	4.5.3 Overall Visitors' Satisfaction and Motivation to Visit a Homestay	146
4.6	Regression Analysis for Overall Domestic Visitors' Satisfaction (ODVS)	148
	4.6.1 Overall Domestic Visitors' Satisfaction (ODVS) & Cultural Heritage Destination Attributes (DA)	148
	4.6.2 Overall Domestic Visitors' Satisfaction (ODVS) & and Motivation to Visit a Homestay (MTV)	151
4.7	Regression Analysis for Overall International Visitors' Satisfaction (OIVS)	153
	4.7.1 Overall International Visitors' Satisfaction (OIVS) & Cultural Heritage Destination Attributes (DA)	153
	4.7.2 Overall International Visitors' Satisfaction (OIVS) & and Motivation to Visit a Homestay (MTV)	156
4.8	Summary of Socio-Demographic Characteristics (Odds Ratio)	158
4.9	Conclusion	160
5	CONCLUSION AND RECOMMENDATIONS	
5.1	Introduction	162
5.2	Summary of the Study	162
	5.2.1 Conclusion on Selangor's Homestay Multipliers Analysis	163
	5.2.2 Objectives Standpoint	165
	5.2.3 Methodological Standpoint	168
5.3	Policy Implications	170

5.4	Conclusion	177
	5.4.1. Suggestions for Future Research	178
	5.4.2. Limitations	179
	5.4.3 Recommendations	181
REFERENCES		183
APPENDICES		205
BIODATA OF STUDENT		260
LIST OF PUBLICATIONS		261



LIST OF TABLES

Table	Page	
1.1	Malaysia Homestay Occupancy Rate from 2009 –2015	4
1.2	Selangor Homestay Visitors and Income Summary (RM)	5
1.3	Percentage of domestic tourists by type of accommodation, 2011- 2012	8
1.4	Malaysian Homestay establishments until 31 December 2015	11
1.5	Homestay Participation Statistics (2007-2015)	14
1.6	Homestay Income Performance and Tourist Arrival from 2007 – 2015	15
1.7	Homestay Performance for 2014 and 2015	16
1.8	Total Villages and Homestay Operators in Selangor as at 2015	22
1.9	Sg. Sireh’s Homestay Cost based on Activities	23
1.10	Sungai Sireh’s Homestay Cost	23
1.11	Selangor Homestay Total Income and Tourists Arrival in 2015	24
1.12	Selangor Homestay Total Tourists Arrival from 2009 to 2015 (person)	26
1.13	Selangor Homestay Total Income (RM) from 2011 - 2014	27
1.14	An Example of Costs and Profits to the Committee	28
1.15	Approximate Costs and Profits in Hosting a Guest to the Individual Operator (per day)	28
2.1	Homestay Concepts in a Several Countries	31
2.2	Definition of Rural Tourism of Selected Developed Economies	39
2.3	Definition of Rural Tourism of Selected Developing Countries	41
2.4	Relationship between Destination Attributes and Tourist’s Satisfaction	51
2.5	Multiplier Values in Selected Countries	68
3.1	Overall Visitors’ Satisfaction in term of Cultural and Heritage Attributes and Motivation to Visit a Homestay in Selangor	76
3.2	Variables of the Study for Visitor’s Overall Satisfaction	86
3.3	Sample Size Formulation for Selangor’s Homestay	90
4.1	Homestay Visitors Demographic	107
4.2	Information of Homestay Operators	109
4.3	Homestay Operators Socio-economic Characteristics	109
4.4	Homestay Local Communities Demographic	111
4.5	Visitors’ Overall Level of Satisfaction in Selangor Homestay Programme	112
4.6	Visitors’ Overall Level of Satisfaction in Selangor Homestay Programme	112
4.7	Information of Homestay Visitors Arrival	114
4.8	Homestay Range of Rents and Total Revenues	115
4.9	Homestay Average Rents and Average Revenues (2013)	115
4.10	Total Revenue and Expenditure as at Jan-Dec 2013 (RM)	117

4.11	Selangor Operators Expenditure Pattern	118
4.12	Selangor Homestay Operators Cost Structure	119
4.13	Average Monthly Homestay Employees' Expenditure	122
4.14	Output Multiplier for Homestay Economic Impact Analysis	124
4.15	Output Multiplier for Selangor's Homestay Programme	125
4.16	The Total Economic Impact of Income or Output Multiplier	127
4.17	Information of Employment Impact (Person)	129
4.18	Types of Employment	131
4.19	Employment Multiplier	132
4.20	Reliability Statistics	135
4.21	Summary Item Statistics	135
4.22	KMO and Bartlett's Test	135
4.23	Factor Analysis on Motivation to Visit a Homestay	136
4.24	Reliability Statistics	137
4.25	Summary Item Statistics	138
4.26	KMO and Bartlett's Test	138
4.27	The Result of Factor Analysis on Homestay Destination Cultural Heritage Attributes	140
4.28	Correlations between Overall Satisfaction and Cultural Heritage Destination Attributes	141
4.29	Correlations between Overall Satisfaction and Motivation to Visit a Homestay	142
4.30	Regression Results of Visitors' Overall Satisfaction Based on Homestay Cultural and Heritage Attributes in Selangor	143
4.31	Regression Results of Overall Visitors' Satisfaction (OVS) based on Homestay Cultural Heritage Destination Attributes (DA) in Selangor	145
4.32	Regression Results of Overall Visitors' Satisfaction (OVS) based on Motivation to Visit (MTV) a Homestay in Selangor.	147
4.33	The Regression Results of Overall Visitors' Satisfaction based on Motivation to Visit (MTV) a Homestay in Selangor (cont)	147
4.34	Regression Results of Overall Domestic Visitors' Satisfaction (ODVS) Based on Homestay Cultural and Heritage Attributes in Selangor (DA)	149
4.35	Regression Results of Overall Domestic Visitors' Satisfaction (ODVS) based on Homestay Cultural Heritage Destination Attributes (DA)	150
4.36	Regression Results of Overall Domestic Visitors' Satisfaction (ODVS) based on Motivation to Visit (MTV) a Homestay in Selangor	152
4.37	Summary Regression Results of Overall Domestic Visitors' Satisfaction (ODVS) based on the Motivation to Visit a Homestay in Selangor	152
4.38	Regression Results of Overall International Visitors' Satisfaction (OIVS) based on Homestay Cultural and Heritage Attributes in Selangor (DA)	153

4.39	Regression Results of Overall International Visitors' Satisfaction (OIVS) based on Homestay Cultural Heritage Destination Attributes (DA)	155
4.40	Regression Results of Overall International Visitors' Satisfaction (OIVS) based on Motivation to Visit (MTV) a Homestay in Selangor.	157
4.41	The Regression Results of Overall International Visitors' Satisfaction (OIVS) based on the Motivation (cont)	157
4.42	Summary Results of OVS, ODVS and OIVS based on the Homestay DA and SDF in Selangor	158
4.43	Summary Results of OVS, ODVS and OIVS based on the Homestay MTV and SDF in Selangor	159



LIST OF FIGURES

Figure		Page
1.1	The Number of Homestay Operators in Malaysia	2
1.2	Comparison of Homestay Domestic and International Visitors	4
1.3	System and Definitions of Rural Tourism	9
1.4	Malaysia Homestay Total Income from 2006–2015	13
1.5	International Homestay Visitors Statistic for 2015	16
1.6	Homestay Registration Flowchart	19
1.7	Institutional Framework for Homestay Programme and Rural Development in Malaysia	20
1.8	Homestay Location in Selangor	21
1.9	Selangor Homestay Tourists Arrival 2009- 2015	24
2.1	Tourism Category	38
2.2	Expectancy Disconfirmation Theory	48
2.3	Simple Multiplier Effects	59
2.4	The concept of Economic Multiplier in Ecotourism for <i>Redang</i> Island Marine Parks, Malaysia	62
2.5	The Framework for Assessing the Socio-Economic Impact	65
3.1	General Framework for Economic Impact of Homestay	71
3.2	Conceptual Framework of Economic Multiplier for Homestay Programme in Selangor	72
3.3	Theoretical Framework Framework in Accessing the Economic Impact of Homestay Programme in Selangor	73
3.4	Homestay Visitors' Satisfaction Model	75
3.5	Theoretical Framework in Accessing the economic Benefits of Homestay Programme Development in Selangor	78
3.6	The Multiplier Process	83
3.7	Location of study areas in Selangor, as at 2013	87
4.1	Frequency of International Visitor Origin	108
4.2	Visitors' Overall Satisfaction in Selangor Homestay Programme	113

LIST OF ABBREVIATIONS

CBA	Cost Benefits Analysis
CGE	Computable General Equilibrium
CM	Choice Modelling
CVM	Contingent Valuation Method
EFA	Exploratory Factor Analysis
ETP	Economic Transformation Programme
INFRA	Institute for Rural Advancement
I-O	Input-Output
JKKK	Jawatankuasa Kemajuan dan Keselamatan Kampung
KMO	Kaiser-Meyer-Olkin
MOA	Ministry of Agriculture
MOCAT	Ministry of Culture, Arts and Tourism (Malaysia)
MOT	Ministry of Tourism
MRRD	Ministry of Rural & Regional Development
NKEA	National Key Economics Area
OECD	Organisation for Economic Co-operation and Development
PCA	Principle Component Analysis
PKPLN	Pejabat Kementerian Pelancongan Negeri
SME	Small and Medium-sized Enterprises
TCM	Travel Cost Method
UN	United Nations Department
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relatives
WTO	World Tourism Organization
WTP	Willingness to Pay

CHAPTER 1

INTRODUCTION

1.1 Introduction

In Malaysia, demand for a new agritourism product called “homestay” has shown a significant growth in recent years. Homestay is an alternative accommodation with the combination of community-based recreation oriented at relatively low cost and offering a mixed experience of nature and the local village lifestyle to visitors. Through this programme, visitors will explore an ordinary natural way of life in the village while engaging in a close relationship with the homestay operators. The host families treat the visitor as one of their family members. While living with the homestay operator, the visitors have an opportunity to experience life in the rural villages, learning how to cook traditional dishes with the host, getting exposed to the heritage and customs of the local community, and participating in various traditional activities of the Malay community. The Malays were the only ethnic group that participated in this programme in Peninsular Malaysia, while the *Iban*, *Bidayuh* or other ethnic are involved in Sabah and Sarawak. It is only the Malay community that has participated in the Selangor homestay programme in Peninsular Malaysia thus far.

The homestay programme in Malaysia was initially promoted as a tourism product packaged with cultural experiences and “*kampung*” or village lifestyle to generate extra household income, to provide economic benefits to the local community. Homestay as a unique agritourism product represents the strength of native culture, nature, and adventure aspects. Also, homestay is a strategy taken by the government to improve and develop the standard of living of the rural community through their involvement in the planning and development of tourism industry. Therefore, the homestay programme can be considered as a community project to instil unity among its members and at the same time drive the wealth and well-being of the rural community. Homestay is a form of lifestyle a tourist can experience where a visitor stays with a host family at the village or “*kampung*”, who operates the homestay. Homestay enables them to enjoy the laid-back countryside lifestyle surrounded by culture, fresh air and opportunity to cook and eat local foods. Each homestay programme offers different types of activities in which visitors can participate actively, such as plucking tropical fruits in an orchard, learning to play traditional musical instruments, or performing a cultural dance with the local people.

The ultimate objective of the Malaysian homestay programme is to give tourists a cultural, leisurely accommodation with the opportunity to stay with a local family, giving them opportunities to communicate, explore and collect first-hand experience from the local community. The homestay provides the opportunity to learn the village culture and the lifestyle of the rural community in Malaysia. Consequently, a Malaysian homestay offers a different leisure experience that cannot be classified as an alternative budget accommodation facility for tourists. Its focus is on the value of

lifestyle, cultural heritage and daily economic activities of the rural community. The niche of homestay accommodation provides a combination of culture tourism and recreation at the countryside, offering better private mobility and more private leisure time. It also creates consumer demands for fresh environment and active pastimes (Ibrahim, 2004). Since the first homestay was officially introduced in 1998, the number has increased to 612 operators in 2000 (Liu, 2006). There were 3,211 in 2009 and 3,519 in 2014 of homestay operators registered with the Ministry of Tourism (MOT, 2015) scattered in several Malay villages throughout the country. By December 2015, the total number of homestay operators has reached 3,653 with a total of 5,056 rooms available for this programme. Figure 1.1 present the significant statistical progress of the homestay industry in Malaysia over the years.

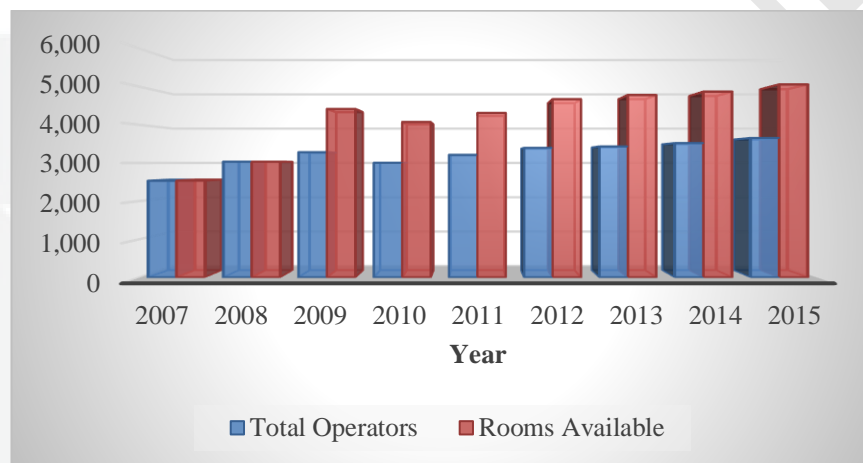


Figure 1.1: The Number of Homestay Operators in Malaysia
(Source: MOT Malaysia, 2016)

The development of agritourism via the homestay programme has made significant economic contributions to the economy and community, making agritourism an important tool in developing the rural community. Agro-tourism activities enable farmers to enjoy greater economic benefits while preserving their future farming community (Kunasekaran et al., 2011; Hjalager, 1997). In Malaysia, agro-tourism activities that are well received are homestays, farm stays, visits to farms and orchards. (Ministry of Tourism and Culture Malaysia). The Ministry of Culture, Art and Tourism is very focused on assisting the rural community's economic welfares and incomes generation through the homestay programme. MOT (2015) allocated RM40 million under the Ninth Malaysia Plan and RM10 million under the Second Stimulus fund to upgrade the infrastructure and facilities in all the villages. The Ministry of Rural and Regional Development also spent RM6.7 million in 2008 to develop the infrastructure of rural communities (Mapjabil et al., 2015). The government had allocated a fund of RM1, 446, 3000.00 in 2012 for homestay programme in Malaysia and this amount has increased by 382% compared to the previous year. A series of promotional activity have taken place domestically and internationally (Ghapar & Jamal, 2015; Ministry of Tourism, 2012)

The Malaysian Homestay Programme was first launched in 1995 in *Temerloh*, Pahang, as a government initiative developed under the Rural Tourism Master Plan with the

objective of increasing the rural communities' participation in the tourism sector (MOT, 2015). First and foremost, it is a tourism-based activity directly linked to the community. Local people organised and hosted the programme thereby making them the primary recipients of the benefits (financial or in kind) that accrue from the tourism activity. In addition to the host families, many small businesses in the local communities also benefited directly from the influx of tourists. Visitors require services and local merchants respond appropriately. In addition, all homes under the homestay programme should provide a clean environment, a private bedroom, water supply, electricity and toilet facilities, in order to adhere to the strict rules imposed by the National Homestay Association.

Secondly, the homestay programme can be used as a “money spinner” for the host families and many of small businesses in the locality that benefit directly from tourists' expenditure in the area. The homestay programme is strategically focused and targeted at reducing the rural–urban migration in Malaysia. The development of infrastructure and facilities in surrounding areas will benefit the rural community indirectly through the homestay development programme. In most developing countries, homestay programme has been portrayed as a significant contributor to uplifting the standard of living as well as serving as a catalyst for rural community development and small-scale enterprises (Kimaiga, 2013).

In line with this objective, Ministry of Tourism Malaysia has extended considerable amounts of funding to organise many attractive promotional activities such as the Homestay Roadshow programme in South Korea (Seoul, Daegu, Busan and Daejeon) and Japan (Nagoya), as well as the Malaysia MICE Roadshow in South Korea (Seoul and Busan) in 2013. In May 2016, the Selangor Homestay Festival was launched, which a three-day festival is showcasing homestay packages as well as products, handicraft demonstrations and cultural shows as a marketing effort to promote this programme. MOCAT is also focused on assisting the rural communities by enhancing their economic welfare and income through the Homestay programme. For example, the Government allocated RM40 million under the Ninth Malaysia Plan (2006-2010) for homestay programme. In addition another RM10 million under the Second Stimulus package was injected to upgrade the quality of infrastructure and facilities for all the villages involved in this programme (Samsudin & Maliki, 2015).

This package was given under Community Based Tourism was injected to rejuvenate and empower the benefits of homestay programme in the rural area to increase the arrival of more tourists and the Ministry of Rural and Regional Development also spent RM6.7 million in 2008 to develop the infrastructure of rural communities in Malaysia (Pusiran & Xiao, 2013). As a result, the total number of visitors has increased tremendously by 99% from 196,472 tourists in 2010 to 391,225 in 2015. The total income contribution reached to almost RM 23 million compared to a 128.8% increase in 2010. Appendix 1.1 highlights the award of success and achievements of the Selangor homestay programme in Malaysia and ASEAN region. However, despite the growing government efforts to develop this programme, there are significant gaps between the lower level participation from international visitors compared to domestic participation as represented in Figure 1.2 below.

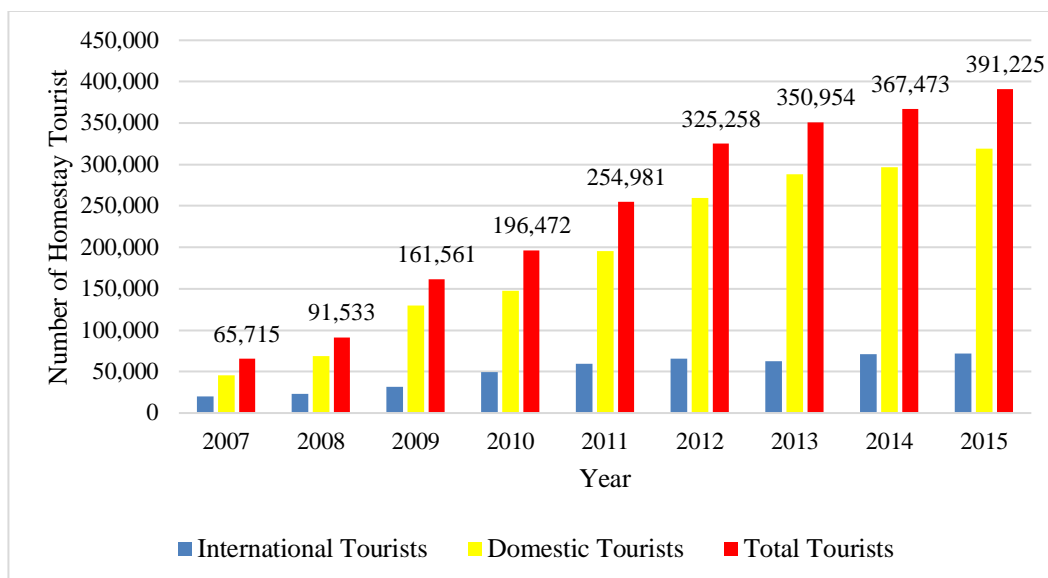


Figure 1.2: Comparison of Homestay Domestic and International Visitors
(Source: Industry Development Division, MOT Malaysia, 2016)

Zainon (2010) stated that the homestay development programme produced a significant impact on the economy of the operators due to increased demand from tourists. However, the research only focused on local community perceptions of the homestay development programme in Sabah. The overall economic benefits of the homestay programme have not been fully analysed. The Bureau of Innovation and Consultancy, Universiti Teknologi Malaysia (UTM, 2009) stated that some of the homestay operators withdrew from the programme due to the lack of visitors' demand and low income generated for some period since their establishment. Thus, this research on economic benefits study will encompass the issue that has led to low visitor occupancy rate or interest, particularly in Selangor. Table 1.1 indicates the occupancy rate for Malaysian homestay programme from 2009 to 2015.

Table 1.1: Malaysia Homestay Occupancy Rate from 2009 – 2015

Year	2009	2010	2011	2012	2013	2014	2015
Occupancy Rate	20.4%	25.2%	33.1%	33.5%	41.3%	42.5%	44.0%

(Source: Homestay Unit, Industry Development Division, MOT, 2016)

Based on 2015 homestay performance statistics (MOT, 2016), Selangor's homestay programme has shown significance decrease in visitors' arrival and income from 2013 onwards. The total number of visitors decreased by 9.4% in 2014 and 8.2% in 2015 compared to the 2013 statistic. The income has decreased by 40.2% in 2014 and 18.5% in 2015 compared to 2013 income performance as illustrated in Table 1.2 below.

Table 1.2: Selangor Homestay Visitors and Income Summary (RM)

Year	Total Visitors (Person)	Total Income (RM)
2009	31027	2,286,632
2010	53,789	1,686,244
2011	37569	2,196,247
2012	37599	2,181,747
2013	64257	3,822,168
2014	58195	2,285,897
2015	58934	3,119,811

(Source: Homestay Unit, Industry Dev. Division, MOT 2015)

1.2 Problem Statement

The homestay programme has the potential to grow and be economically viable, but is not seen as attracting a sufficient number of tourists, especially those coming from abroad (international tourist). Thus, the following research problems were identified:

- Despite extensive promotion and government supports, homestays have not developed in the way that they were envisioned to be (visitor arrival trends, low participation from international visitors, and low occupancy rates).
- Programme performance and growth are relatively slow while homestay operators continuously improve their services and product variety, hence the crucial need is to improve visitors demand.
- Economic benefits analysis of homestay as an agritourism niche product is limited in its scope compared to other analyses in the same sector.
- The significant economic benefits of homestay development in helping the rural community or rural tourism economy have not been studied in detail.

The demand for setting up homestays has increased tremendously throughout the states as reported by MOT. Many studies that have reported the success of homestay programmes have focused mostly on certain popular homestay destinations or visitors' perceptions and satisfaction (Pusiran & Xiao, 2013; Kayat, 2011; Nor & Kayat, 2010; Zainon, 2010; Ibrahim, & Razzaq, 2010; Kayat, 2007; Ibrahim, 2004) without underscoring the economic contribution to the region or particular state. Research findings on homestays in Malaysia have highlighted that the programme has high potential to be developed within the tourism industry (Pusiran, & Xiao, 2013; Amin, Salleh, Muda & Ibrahim, 2013). However, the total value of economic contribution has not been systematically estimated.

Despite enormous government assistance and initiatives for homestay development, research on the economic contribution still remains sparse and limited. The low rates of homestay occupancy show the need for improvement to ensure the profitability of this programme to the operators and community in the long run. Therefore, it is believed that if the issues of low visitor occupancy and participation rates persist and are not tackled soon enough, it could significantly impact the Government's objectives

in increasing rural community participation for their economic benefit as designed under the Malaysia Village Action Plan Strategy Initiative. Unfortunately, until now there is no solid evidence provided by any researcher that the Homestay programme in Malaysia has seen consistent success as some operators have gained high extra revenue, while some operators received low profits and have decided to withdraw or became “non-active” operators due to lack of success in getting the visitors to stay in their homes. Thus, this study’s findings could contribute to the understanding of the factors that could lead to success or failure of homestay operations, particularly in Selangor. This will help to provide insight and direction for community participation in the homestay industry, and thus may provide some guidelines for aspiring homestay operators to gain knowledge before joining the programme.

Therefore, this study is required to measure the economic benefits of homestay programme in rural areas to investigate the direct, indirect and induced effects of homestay locations by state or region to explore their contribution and lay out different challenges faced by the homestay operators in the country.

1.3 Research Questions

Based on the above industry background and problem statements, the following research questions were developed for the study:

- What is the overall visitors’ satisfaction based on the motivation to visit and the destination’s cultural heritage attributes in Selangor homestays?
- Is there a relationship between overall visitor’s satisfaction, the destination’s culture heritage attributes, and the motivation to visit a homestay in Selangor?
- What is the Total Economic Impacts of homestay contribution to the development of rural tourism investment and local economy in the region studied?
- How does the homestay multiplier affect the distribution as derived from visitor spending to measure economic benefits generated by homestay programme on the local economy?
- What is the appropriate policy design for homestay based on comprehensive review of homestay visitors, active operators, and related SME’s in the surrounding area?

For the above research questions, many studies highlighted the success factors of Malaysian homestay by focusing on certain popular or active homestay locations only (Kalsom, 2002; Nor Ashikin & Kalsom, 2010; Fauziah, 2012; Bhuiyan, Siwar & Ismail., 2013), despite the large number of registered homestays in the Ministry of Tourism (MOT). Hence, there was a lack of analysis on overall satisfaction in the Selangor homestay programme in particular thus far. Therefore, there is a need for a comprehensive study with representative sampling in order to determine the comprehensive situation of Selangor’s homestay performance.

1.4 The Research Objectives

The general objective of the study is to estimate the economic benefits of the homestay programme in Selangor.

Specific Objectives

The specific objectives of this research are as follows:

- 1) To estimate the economic benefits of visitors spending on homestay programme.
- 2) To estimate the economic multiplier effects of visitors' spending on local community and businesses.
- 3) To evaluate the operators' profitability level and community expenditure patterns that accrued within and outside the local economies.
- 4) To identify homestay attributes influencing overall visitors' satisfaction.

1.5 Significance of Study

The findings from this study would assist the homestay operators in developing strategies to attract more visitors in Selangor. The tourists within the homestay industry in Selangor are considered to be a target group because the programme has become increasingly popular among domestic and foreign visitors. However, in order to understand the contribution of homestays towards the rural economy in detail, the study needs to analyse visitor perceptions on homestay attributes to understand their motivation to visit a particular location in Selangor.

The Selangor homestay is one of the fastest growing rural tourism programmes whose economic activity gives it the potential to grow as a rural tourist destination in the future. Furthermore, with the unpredictable economic recession and global financial crisis, homestay accommodation is predicted to become an option for international tourists who are looking for affordable cost of leisure. The expected result of the research is to provide comprehensive information about the economic benefits of homestay programme in Selangor. The total economic benefits will measure the direct, indirect and induced impacts resulting from the homestay programme development. The result can be used to assist policymakers and Tourism Ministry to evaluate the progress of homestay operators in rural areas of Malaysia. The analyses on tourist motivational factors may contribute towards improving the tourist demand, site value, facilities, infrastructure and overall performance of local activities and related products in the surrounding area. Basically, homestays can be assumed as part of agricultural tourism which particularly produces high impact on the labour used, business ownership and local job creation based on types and origin of the visitors.

The most significant focus of this research is to discuss the homestay programme's future challenges, its operators' participation, its consumers' demographic factors, and

its eventual improvement through economic impact assessment. This research will provide a comprehensive review on economic benefits associated with various multipliers to provide valuable information in assessing the direct, indirect and induced benefits of rural tourism homestay programme in the rural areas of Selangor and Malaysia in general.

1.6 Homestay as Rural Tourism Products in Malaysia

Tourism has been identified as Malaysia's third largest revenue generating industry, after oil and gas, and manufacturing sectors (Bhuiyan et al., 2013, PEMANDU 2010a). Rural tourism can be defined as one of the unique tourism product with the participation of rural lifestyle like agro-tourism and eco-tourism in the urban areas. Generally, the common perception about rural areas is association with "low population densities", "open spaces" and "small-scale settlements" (Lane, 1994). Rural tourism mostly as it exists in developed nations has become a dominant agent in providing niche accommodation in the countryside, which is not only ideal for leisure, but was also able to restructure the rural economy in Otago and Southland, New Zealand (Butler et al., 1997). The rural tourism in Hungary consisted of mixtures of product attractiveness in a special rural hospitality and tourism package (Antal et al., 1996). While Pakurar & Olah (2008) defined rural tourism as an expression of village tourism with diverse activities in the area that offers variety of goods and services. Countryside hospitality is also considered as rural tourism, and is likely to be connected with agribusiness and rural marketing product, consisting of accommodation services, catering and leisure time services (Wilson et al., 2001). International tourist arrival in Malaysia in 2010 was recorded around 690,000 people, 54% of which opted for rural tourism (MOT, 2011). Hence, homestay is one of the unique "agritourism" products of rural tourism that has the potential to grow as an attractive tourist destination in the future. In addition, the survey on domestic tourist by type of accommodation choices has also shown improvement in the demand for homestay. The information shown in Table 1.3 indicates that the demand for homestay accommodation has gained attraction among local travellers, as the percentage of demand has increased from 0.5% 2011 to 0.9% in 2012.

Table 1.3: Percentage of Domestic Tourists by Type of Accommodation (2011- 2012)

Type of Accommodation	Percentage (%)	
	2011	2012
Homestay	0.5	0.9
Relatives' house	83.9	83.0
Hotel	14.2	14.1
Chalet	0.8	1.2
Apartment	0.2	0.4
Rest House	0.4	0.3

(Source: Department of Statistics, Malaysia Domestic Tourism Survey, 2012)

In Malaysian tourism perspective, rural tourism plays an important role as the driver of other branches of the business in the regional economy. Its growth pattern and significance contributes towards socio-cultural development, protection of the natural environment, and the improvement of infrastructure in the rural areas, as mentioned in National Key Economics Area (Tourism Malaysia, UNWTO). Tourism plays a significant role in the economy of Malaysia, as this sector is Malaysia's third largest revenue generating industry, after oil and gas, and manufacturing. The framework of rural tourism system and definition can be illustrated by the model developed by Könyves (2001) as presented in Figure 1.3.

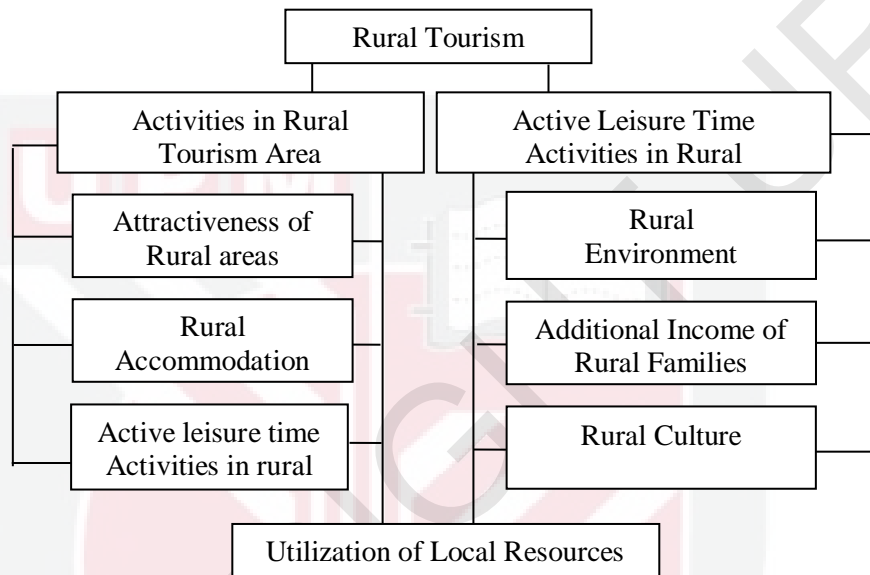


Figure 1.3: System and Definitions of Rural Tourism
(Source: Könyves 2001)

Rural tourism is a multidimensional concept with various definitions and its types. Mostly the land in this area is meant for primary based activity such as farming, forestry and natural areas, while the communities tend to keep towards traditional activities. In short, Organisation for Economic Co-operation and Development (OECD) for rural tourism should be:

- Located in rural areas;
- Functionally rural, built upon the rural community's special features, namely small scale enterprise, open space, contact with nature and the natural world, heritage "traditional" societies and "traditional" practices;
- Rural in scale - both in terms of buildings and settlements, usually small scale
- Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long term for the good of the area;
- Sustainable - in the sense that its development should help sustain both the special rural character of the area and the use of its resources. Rural tourism should be seen as a potential tool for conservation and sustainability, rather than an urbanizing and development tool.

Nowadays, there are more definitions of rural tourism gaining worldwide attention to promote individual country. In general, different countries have applied their own definition of rural tourism based on the unique resources and visitors' experiences on site. In Malaysia, the available definition for rural tourism is rather subtle and vague. This aspect focuses mostly on classifying homestay programme development in rural areas to narrow down the tourism sector. This is mainly due to the fact that rural tourism has been categorised as a combination of the austere way of life, closeness to nature and familiarity about the native lifestyle, and first-hand experience of the agricultural and authentic local cultures by living with the local villagers for a short period of time. Malaysia homestay offers all of these things in a deep green tropical setting and has becoming important component of the tourism in Malaysia (Nair et al., 2015). Nair's study has encompassed the multiple dimensions and complexities on what rural tourism is, especially to redefine rural tourism in Malaysian context. Hence, the definition was achieved through a content analysis of extensive literature available from sources in developed and developing economies based on their different definitions.

Thus, Malaysian rural tourism considers rural tourism as a key niche industry that could boost the tourism industry and products value chain and guide the Malaysian Government in re-positioning rural tourism. Nair et al., (2015) have provided a recent analysis in redefining Rural Tourism in the Malaysian context, in which it highlighted the significant characteristics of rural tourism as follows:

- *Tourism that takes place in rural areas and is functionally rural.*
- *The purpose of tourists' visit is to learn, actively involve, experience or enjoy.*
- *The unique cultural, natural and historical attributes offered by the various rural attractions and activities.*
- *The cooperation and involvement of the four main stakeholders (tourists, rural communities, businesses and government institutions).*
- *The need for sustainability in terms of social and economic development and environmental preservation*

1.7 Homestay Programme in Malaysia

The rural tourism sector is projected to become a significant income contributor as stated in Malaysia's Tourism Transformation Plan 2020. Homestay programme is one of the most important programmes that have been identified to develop rural based tourism (MOT, 2013). Since 1995, the homestay programme has become one of the most important agritourism products in promoting rural destinations, and was deemed as having the potential to grow in the Malaysian tourism industry. There are 3,653 registered homestay operators spread across 325 Malay villages in 2015 compared to only 2,553 operators in 135 villages in 2010 (Ministry of Culture, Arts and Tourism (MOCAT, 2011). In 2015, Sarawak registered the highest number of licensed homestay operators and with the most significant income performance. A total of 5,056 rooms available showed that this programme is gaining interest. Table 1.4 shows the number of homestay operators in Malaysia.

Table 1.4: Malaysian Homestay Establishments until 31 December 2015

No.	States	Total Homestay	Total Villages	Total Operators	Total Rooms
1	Perlis	3	3	56	64
2	Kedah	15	20	334	431
3	Pulau Pinang	10	27	220	244
4	Perak	10	39	292	396
5	Selangor	15	34	443	709
6	Melaka	7	7	115	173
7	Negeri Sembilan	12	32	275	409
8	Johor	21	45	445	588
9	Kelantan	8	9	152	182
10	Terengganu	8	8	153	155
11	Pahang	16	21	323	450
12	Sarawak	32	36	473	622
13	Sabah	21	41	293	536
14	Labuan	3	3	79	97
	TOTAL	181	325	3,653	5,056

(Source: Homestay Unit, Industry and Development, MOT Malaysia, 2016)

The major element of the Malaysian homestay programme that differentiates it from other foreign homestay is the element of short-term living with host families or 'adopted' families. Visitors have the opportunity to communicate, explore daily routine of the hosts, gained first-hand experience and knowledge while learning the life style and culture of the host family as well as the local community. This element involves visitors' communal cooking, traditional dances, indoor and outdoor traditional games, rubber tapping, paddy field, palm oil harvesting and visit to SME businesses. Most of the host activities are designed to engage the visitors in active participation in many activities together with the host families to directly exchange different cultural backgrounds with each other.

Indeed, the uniqueness of the experience from the Malaysian homestay is considered an important strength of this programme by rural societies (Kayat, 2009). The unique characteristics of the Malaysian homestay programme in contrast with other countries are described by Peterson (2004) as follows: First, footwear is removed before stepping into the veranda that leads to the host family's front door. Guests sit cross-legged on the floor adjacent to the '*dapur*' or kitchen in a long dining hall. Before and after the meal, hands are rinsed using water from a '*kendi*' an ornate silver kettle with a basin to catch the water. The food is eaten without utensils using only the right hand. Scooping up the white rice takes some practice but is made more enjoyable by trying out the variety of foods such as chicken curry and '*sambal belacan*' a spicy shrimp paste. Desert is often pineapple, papaya, *rambutan*, or other fruits grown in nearby orchards. Evenings are often spent quietly enjoying traditional dances and music performances.

In fact, the general approach to the homestay projects in Malaysia requires participation of many stakeholders such as the host family, the children, the youth club, the women club, the performers, arts and crafts, transportation, farmers, and others. In *Banghuris* Homestay, for example, the school children participate in the greeting ceremony as *kompang* players (a traditional musical instrument) while members of the youth club organise the traditional games, performances, and arts and crafts demonstration. The senior citizens welcome the visitors to their home and farm or they show the visitors the way of cooking and lifestyle like being at home. The male senior citizen will show them how to plant or how to pick the oil palm or how to fish by the river. As a result, the diverse activities designed under homestay programme help in preserving the traditional values of team work that enhance the feeling of togetherness and also help nourish social values within the community.

The overall benefit of this programme is the revival of rural area economic development, particularly to the farmers and the surrounding community. This programme is perceived as a people - oriented industry, which offers alternative income sources and job opportunities, while assisting rural area development and contributing in different ways to the overall economy. However, some weakness in programme design, substantial support, promotion and incorporation of the homestay setting resulted in slow occupancy growth as the Malaysian homestay establishment primarily caters for special interest groups such as foreign and domestic students, local tourists with less genuine intention to visit, or others who were there for educational purposes (Liu, 2006). According to the Malaysian Homestay Association, the latest statistic shows the most important foreign markets for homestay are tourists from Singapore, Japan, and Korea, while domestic tourists are mostly university students who were assigned to visit homestays as part of their study, or working adults who were participants of environment training or workshops which use the homestay as accommodation venues (Kayat, 2007).

Consequently, the development of homestay programme in Malaysia is carried out collaboratively by the Ministry of Tourism (MOT), the Ministry of Rural and Regional Development, the respective state governments, and the Association of Homestay Malaysia not only to increase the local community participation in the community based-tourism, but also to promote interest among tourists. The homestay financial trend has illustrated the prospect of homestay programme in Malaysia. The homestay's income has been consistently growing since its establishment. Recent example shows that homestay total income (January – December) has increased by 22.2% from RM 23,229,550.50 in 2014 to RM 28,392,933.50 in 2015 (MOT, 2015). Looking at this upward trend, the significant rise of annual growth rate of income from 2006 onwards shows that homestay prospect is good. Indeed, the continuous rise of homestay incomes is an evidence of a growing demand from both domestic and international visitors as shown in Figure 1.4.



Figure 1.4: Malaysia Homestay Total Income from 2006 – 2015 (RM Million)
 (Source: Homestay Unit, Industry Division, MOT, 2016)

However, this trend is contradicted in the case of Selangor’s Homestay as the number of visitors’ arrival and revenue earned has declined significantly after 2013 until 2016 (refer to Table 2.10), compared to the overall gain of income generated by most of the participating states in Malaysia as illustrated above in Table 1.4. Thus, this study is important to evaluate the programme contributions and to understand the factor that influences the visitors to stay and spend time in Selangor homestays.

The homestay programme in Malaysia has been recognised as an economic engine of growth in the rural areas. In the 1980s, the higher participation of local Malays in the tourism sector became a major government point of attention and thus an important agenda of tourism development (Musa, 2000). Homestay development has highlighted the positive socioeconomic impact of the rural society (Siwar, 2013) and the continuation of the government’s efforts in improving homestay programme as a diversified tourism product that requires active partnership with the public and private sectors (Ninth Malaysia Plan, 2006-2010). The effort has continued further in the Tenth Malaysia Plan (2011-2015), where homestay is regarded as one of the main components in the rural Economic Transformation Programme (ETP) which emphasises on eco-based accommodation establishment in rural tourism destination.

1.7.1 Homestay Participation

However, the challenge for Malaysian homestay is not just about achieving steady growth, but it is also about managing the income growth in such a way as to capture maximum benefits to operators and local communities. Homestay programme does contribute positively towards income generation to the rural community as emphasised by the MOT through 9th and 10th Malaysia Plans. In accordance with this plan, government allocated a total fund of RM40 million for infrastructure and facilities for upgrading the participating villages, since homestay establishment is seen as a money-spinner in the rural areas. The number of homestay operators rose by 44.2% since 2007 to 2015 as shown in Table 1.5.

Table 1.5: Homestay Participation Statistics (2007-2015)

Year	Total Homestay	Total Villages	Total Operators
2007	135	135	2,533
2008	146	146	3,034
2009	141	236	3,283
2010	139	226	3,005
2011	150	236	3,211
2012	157	247	3,395
2013	166	298	3,431
2014	172	308	3,519
2015	181	325	3,653

(Source: Industry Development Division, MOT, 2016)

As homestay programme creates a new opportunity to generate additional household income, the uptrend in the number of participating homestays has given its expansion a momentum. Besides income generation, Malaysian homestay programme also creates a revitalization of the rural people, viewed as “community industry” which required an active involvement of the local communities by providing a huge opportunity for human development in terms of economic, social and community well-being (Amin et al., 2013). For example, most of the homestay operators in *Relau*, Kedah indicated that extra income generation was not the main reason for their participation, but more importantly the motive is the idea of promoting their *kampung* to tourists (Liu, 2006). Homestay activities help in maintaining the traditional values of teamwork that creates the feeling of togetherness as well as nourishes the social values within the community (Ibrahim, 2004).

In terms of tourism demand which is directly (or indirectly) related to homestay development, Malaysia has recorded 391,225 tourist arrivals in 2015 with receipts of about RM28.3 million (MOT, 2015). Thus, with the significant number of tourist arrivals in the country, the demand for homestay has also increased significantly (Siwar, 2013). Table 1.6 illustrates the recent 9-year growth in homestay income performance and visitor arrival in Malaysia.

Table 1.6: Homestay Income Performance and Tourist Arrival from 2007 – 2015

Remarks	2007		2008		2009		2010		2011		2012		2013		2014		2015	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
Domestic	45,354	69	68,416	75	130,038	80	147,346	75	195,324	77	68,416	75	288,107	82	296,439	81	319,395	82
International	20,361	31	23,117	25	31,523	20	49,126	25	59,657	23	23,117	25	62,847	18	71,034	19	71,830	18
Total Tourists (Person)	65,715	100	91,533	100	161,561	100	196,472	100	254,981	100	91,533	100	350,954	100	367,473	100	391,225	100
Total Income (RM)	4,923,433		6,393,676		10,920,877		12,407,227		15,736,277		18,545,656		21,570,949		23,229,550		28,392,933	

(Source: Homestay Unit, Industry and Development, MOT, Malaysia, 2016)

Appendix 1.2 provides the summary of homestays income performance from 2009 -2015

There are higher earnings generated from homestay programme as the revenue increased by 22.2% amounting to RM 28.3 million in 2015 (MOT, 2016) compared to the 2014 income. In the report, the tourist participation in homestay programme increased by 6.4% to 391,225 visitors in the same comparative years. Thus, the homestay programme could be seen as a “money spinner” that would benefit the villages from tourism revenues for their community (Bhuiyan, Siwar, & Ismail, 2013). Table 1.7 present the recent growths in number of homestay operators, homestays income and tourists arrival in Malaysia.

Table 1.7: Homestay Performance for 2014 and 2015

Description	2014		2015		2014 & 2015 Comparison
	Total	%	Total	%	
Domestic Tourists	296,439	81	319,395	82	7.7%
International Tourists	71,034	19	71,830	18	1.1%
Total Tourists (Person)	367,473	100	391,225	100	6.5%
Total Income (RM)	23,229,550.5		28,392,933.5		22.2%

(Source: Homestay Unit, Industry and Development, MOT, 2016)

The total number of tourist arrivals to homestay in January – December 2015 was 391,225 people, representing an increase of 6.5 % compared to the same period in 2014. The number of domestic tourists increased by 7.7%, while international tourist arrivals recorded only a small increment of 1.1% compared to 2014. But interestingly, Malaysian homestay total revenue has increased by 22.2 % in 2015 amounting to RM28, 392,933.50. Majority of the international visitors who participated in 2015 were from Singapore, Japan, China and Europe as presented in Figure 1.5.

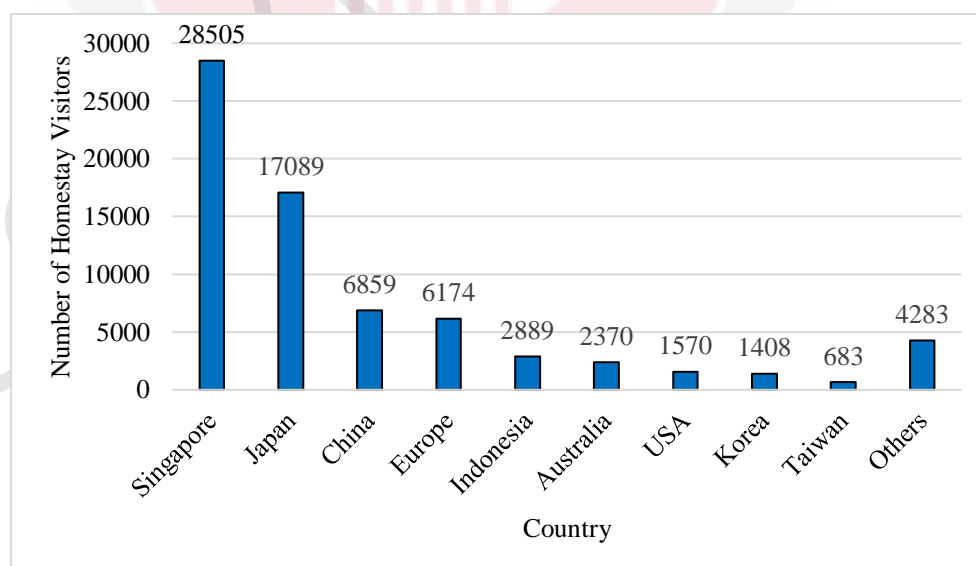


Figure 1.5: International Homestay Visitors Statistic for 2015

(Source: Homestay Unit, Industry and Development, MOT, 2016)

Refer Appendix 1.5 for International Homestay Visitors Arrival by Region from 2011 to 2015.

1.7.2 Homestay Registrations and Guidelines

The Ministry of Tourism Malaysia has taken serious efforts by recognizing homestay programme as a unique experience for international tourists to engage themselves with the local culture, *kampung* lifestyle and rural environment appreciation across the country. To ensure the credibility of the homestay operators, the Ministry has properly set certain rules and regulation before qualifying a place as a certified homestay. The homestay operator must ensure that they met the criteria by securing the following:

- 1) An official emblem of the Malaysia Homestay Programme.
- 2) A letter of Approval from the Ministry of Tourism.

The villages that operate homestay programmes have been carefully selected and must conform to strict guidelines set by the Ministry of Tourism (MOT) to ensure the quality of first hand village experience by the tourist. The quality of services provided by the operators will encourage more tourist arrival and generate more revenue (Leh, & Hamzah, 2012). According to Othman and Mohamed (2013), there were certain requirements and guidelines set by the MOT to qualify homestay patronage. Firstly, the availability of sufficient space, security level, home quality and suitability were the important elements for eligibility to be a registered homestay operation. The main MOT objective of the homestay establishment and implementation programme is to target the needs of two main groups (i.e. the Villagers and the Visitors).

In terms of “Villagers”, they are encouraged to participate and share the benefits of tourism by promoting local lifestyles and able to promote the participation of rural people in the tourist industry. This programme enables the rural community to generate extra household income and increase the living standards. At the same time, Homestay programme stimulates the development of new tourism entrepreneurs in the rural communities. From the “Visitors” perspective, they are encouraged to explore the unique hospitality besides gaining experience from the locals’ lifestyles, culture, beliefs and food items. The Malaysian homestay programme is different from the concept of modest accommodation such as motel, hostel, bed and breakfast or budget hotel accommodation where there is no direct participation or interactive family living together to experience the culture and lifestyle. A participant in a homestay programme needs to adhere to the following guidelines:

1. Homestay participation in this program is open to all Malaysians who have a family and live in rural areas or settled in a permanent home residence property.
2. The definition of residential property in this context is a home or a suitable accommodation as stated in the conditions set by MOT in term of safety, security and hygiene and variety of local culture.
3. The key principle in participating in a homestay programme is a village person’s voluntary willingness and interest to join the Malaysian homestay program.

Among the guidelines that have been set by MOT are as follows:

- (i) must have at least 10 houses per homestay
- (ii) the length of the house, must have at least 10 units in a cluster of longhouse
- (iii) accessibility readily available in terms of communication, transport, or accessibility
- (iv) Operator attitudes act and think of responsible tourism
- (v) ensure the cleanliness and optimum safety at all times
- (vi) Provide activities involving the rural community activities such as plucking tropical fruit, rubber tapping, river fishing, paddy fields, cultural dance and traditional food preparation.
- (vii) Availability of the traditional sports games and cultures as products, e.g. *congkak*, *takraw*, *caklempong* and cultural dances.

Before a homestay is officially registered with the Ministry of Tourism, each homestay operator must satisfy the following criteria:

- i. Passed home inspection supervised by the Ministry of Tourism, through the Office of the State Ministry of Tourism (PKPLN) in collaboration with the Department of Health, Tourism Malaysia, the Village Development and Security Committee or *Jawatankuasa Kemajuan dan Keselamatan Kampung (JKKK)* and the Homestay Association of State. The homestay operator must attend the Basic Course of Village Homestay organized by the Institute (INFRA), the Ministry of Rural and Regional Development.
- ii. All homestay operators are required to deal with the travel agency that is licensed under the Tourism Industry Act 1992 in matters pertaining to prices, food, activity and transportation matters involving package tours.
- iii. Participating travel agencies shall provide appropriate services, including booking, transport, and promotion of domestic and foreign and other essential services.
- iv. The Ministry of Tourism will assist in the distribution of brochures that contains all key information to the domestic or foreign homestay visitor.

Malaysian government has formed an authority unit under the MOT to overlook the standards and performance of homestay area in the country. This unit is known as the Homestay Development Unit, Tourism Services Division, MOT. This agency will make a homestay inspection once every 3 years while the State Tourism Development Office (Pejabat Kementerian Pelancongan Negeri - PKPLN) will make sure homestay inspection is done every four (4) months in their respective States. Figure 1.6 below presents the Ministry of Tourism flowchart for homestay registration process in Malaysia.

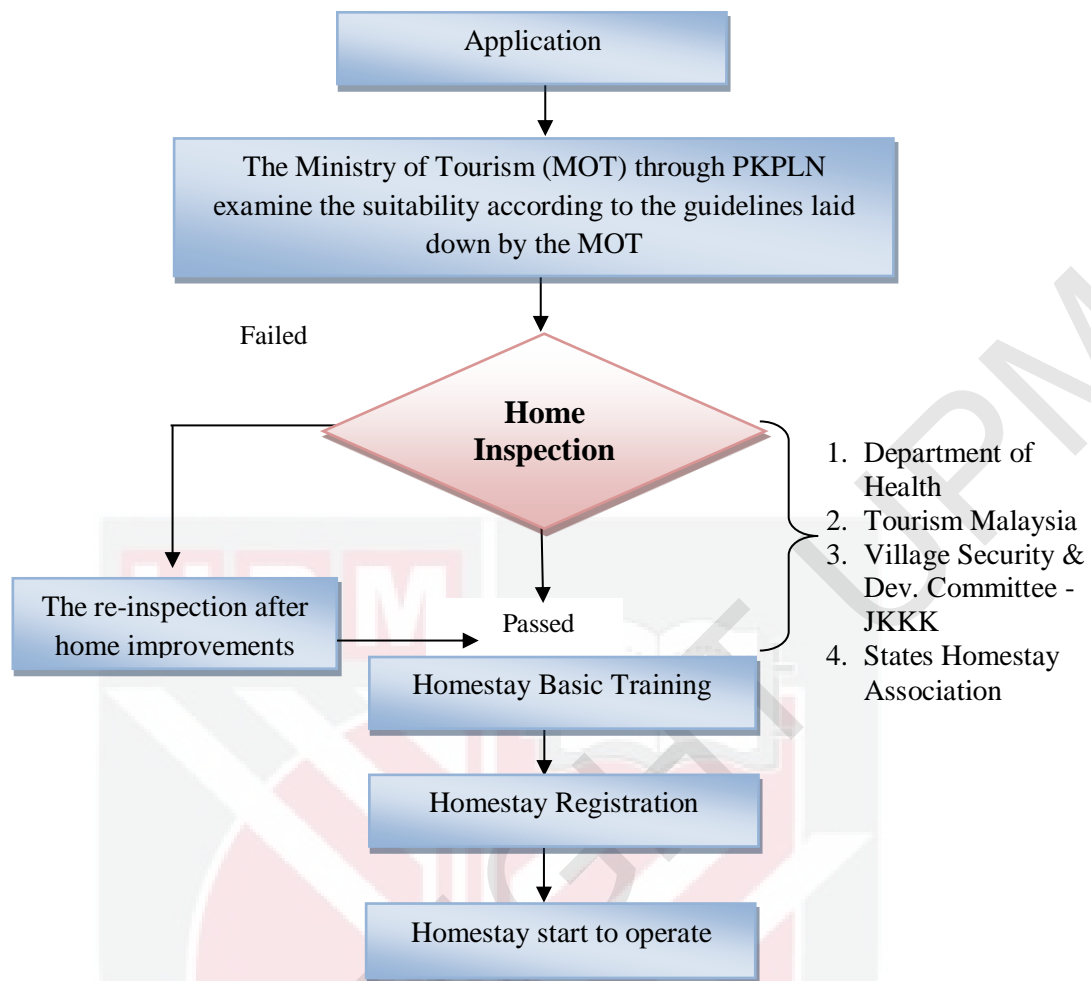


Figure 1.6: Homestay Registration Flowchart
 (Source: Homestay Unit, Industry and Development, MOT Malaysia.)

The approved operational standards of homestay operators will be implemented by the Ministry of Tourism and state regional agencies. The registration of homestays in operation would have to meet the minimum standards of accommodation quality and facilities. Homestay units that fulfil the entire minimum essential conditions prescribed under the MOT set of standards will be issued certificates of approval and accorded license status to receive and accommodate guests. Figure 1.7 provides the institutional framework for Malaysia homestay programme.

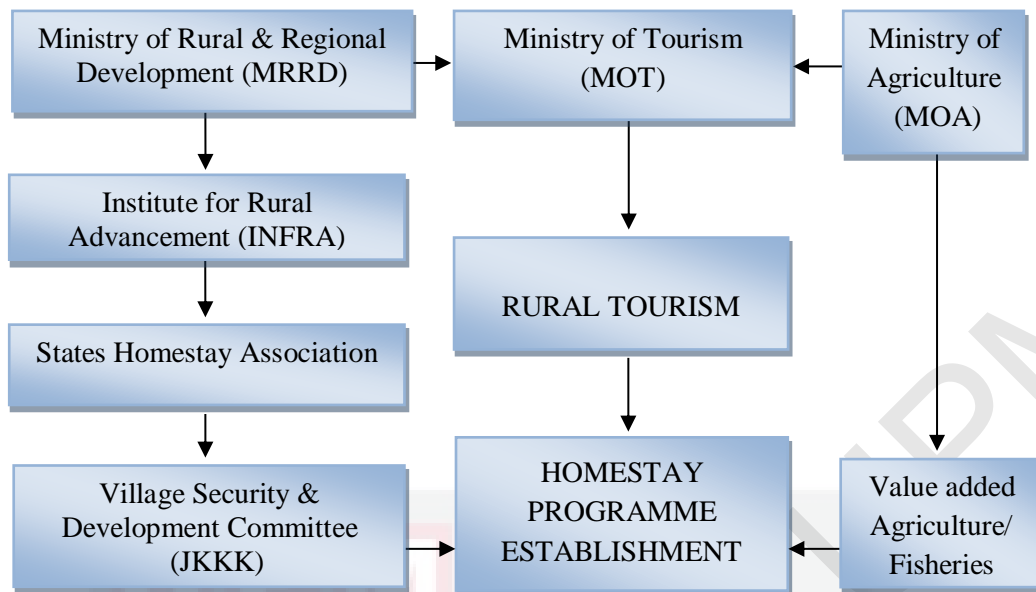


Figure 1.7: Institutional Framework for Homestay Programme and Rural Development in Malaysia

(Source: Homestay Unit, Industry Development Division, MOT)

A homestay accommodation is typically located in a residential area where the host welcomes the visitors to share their home. The operators offer one or more private rooms to rent and the home usually surrounding a very relaxed type of accommodation with majority of space shared among host family. Appendix 1.4 provides the specific roles and responsibility of various government ministries in assisting homestay programme in Malaysia. In general, most of the Malaysia village offers different homestay activities such as below:

- (i) Culture and Lifestyle - Historical sites, traditional dances and performance; traditional songs and traditional foods; traditional games and sports activities such as *congkak*, *gasing*, *sepak raga*, *wau* (giant kites); lifestyle culture and local customs such as Malay wedding, religion events and festivals.
- (ii) Economic Activity - Rubber tapping, river or pond fish breeding; agriculture products such as paddy, cocoa, oil palm, and fruit farm.
- (iii) Recreational Activity - Sightseeing, jungle trekking, white water rafting, visit to nearby SMEs tourism products.
- (iv) Environmental Preservation Activity - Tree Planting Programme, preservation of the natural environment, and beautification of the landscape of the homestays.

(Source: Ministry of Tourism and Culture Malaysia)

1.8 Homestay Development in Selangor

Selangor homestay has become one of the famous homestay destinations mainly because of their uniqueness and the offerings in their cultural heritage packages. Selangor recorded the highest number of rooms offer for this programme with a total

of 709 rooms available throughout the state of Selangor, the second dominant state after Pahang in homestay development in the country based on MOT data in 2015. Figure 1.8 displays the location of 15 homestays operated in Selangor in 2015.

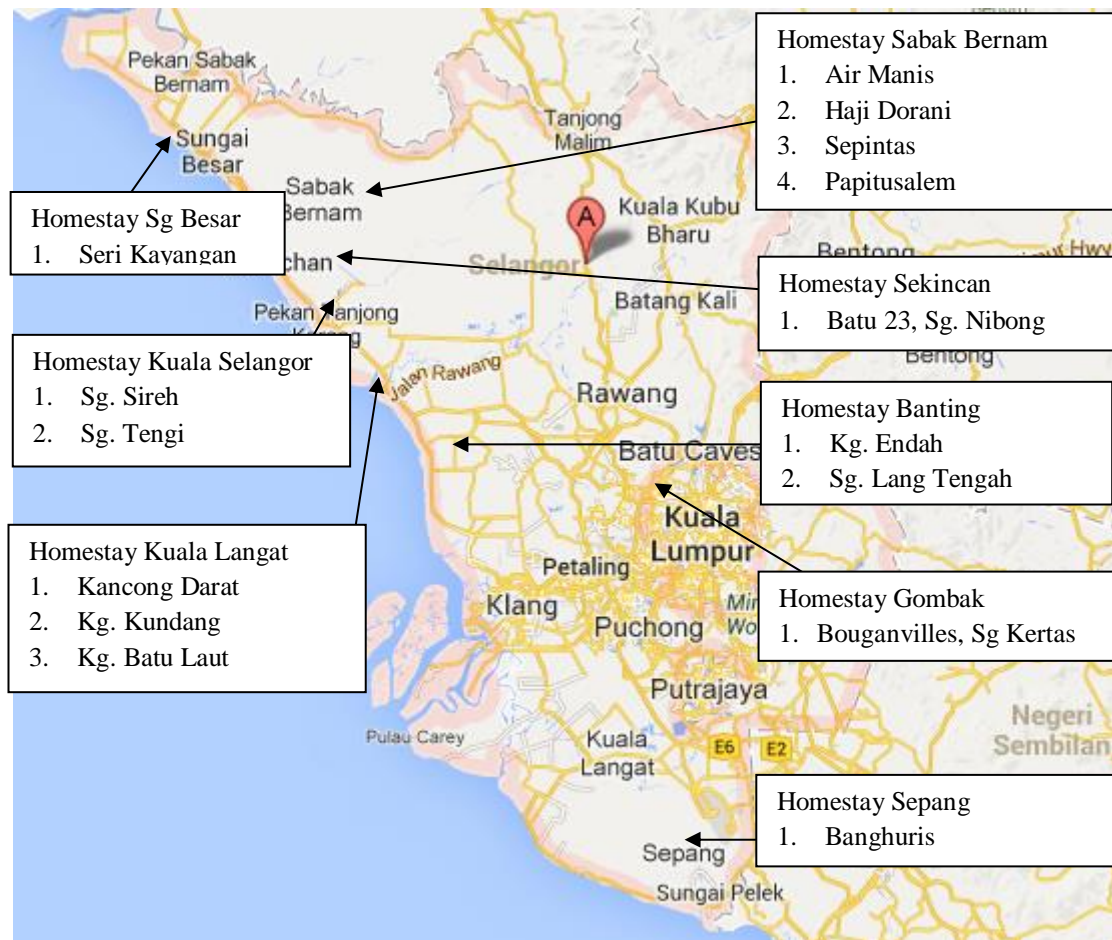


Figure 1.8: Homestay Location in Selangor
(Source: Homestay Unit, Industry Dev. Division, MOT 2015)

The homestay establishment in *Sabak Bernam*, Selangor, primarily was intended to promote authentic Malay culture and nature while creating supplementary source of income for the operators. The total of 15 administrator officers in charge of 34 villages in Selangor strongly indicated that this programme contributed significantly to the extra income and employment creation in the community. Selangor state has the highest number with 443 homestay operators registered in 34 participating villages (MOT, 2014), and the second highest in the number of operators in 2015 (MOT, 2015). Table 1.8 present the participated villages in the state of Selangor in 2015.

Table 1.8: Total Villages and Homestay Operators in Selangor as in 2015

Homestay Location	No. Of Villages	No. of Operators	No. of Rooms
1. Homestay Air Manis, Sabak Bernam	1 Kg. Batu 37 Darat	17	45
	2 Kg. Batu 38		
	3 Kg. Tebuk Mufrad		
	4 Kg. Batu 37 Sekandi		
	5 Kg. Batu 2		
	6 Kg. Tebuk Pulai		
	7 Kg. Parit 6 Tengah		
2. Homestay Banghurus, Sepang	1 Kg. Bukit Bangkung	80	100
	2 Kg. Ulu Chucoh		
	3 Kg. Ulu Teris		
3. Homestay Bouganvilles	1 Kg. Sungai Kertas	15	20
4. Homestay Sg. Haji Dorani, Sabak Bernam	1 Kg. Sg. Hj. Dorani	20	40
	2 Kg. Piket 20		
	3 Kg. Sungai Leman		
	4 Kg. Parot 2		
	5 Kg. Sungai Nipah		
5. Homestay Kanchong Darat	1 Kg. Kanchong Darat	50	75
6. Homestay Kg. Kundang	1 Kg. Kundang	25	55
7. Homestay Kg. Batu Laut, Kuala Langat	1 Kg. Batu Laut	17	22
8. Homestay Seri Kayangan, Sabak Bernam	1 Kg. Tebuk Baru	20	30
	2 Kg. Bagan Terap		
9. Homestay Sg. Lang Tengah,	1 Kg. Sungai Lang	20	36
10. Homestay Papitusulem, Sabak Bernam	1 Kg. Parit 7	32	79
	2 Kg. Parit 6		
	3 Kg. Sg. Labu		
11. Homestay Sepintas, Sabak Bernam	1 Batu 4, Sepintas	20	20
12. Homestay Batu 23, Sg. Nibong, Sabak Bernam	1 Kg. Batu 23, Sg. Nibong	25	30
13. Homestay Sg. Sireh, Kuala Selangor	1 Kg. Sg. Sireh	40	50
	2 Kg. Ampangan		
	3 Kg. Parit 2		
	4 Kg. Parit 3		
	5 Kg. Sawah Sepadan		
14. Homestay Kg. Endah, Kuala Langat	1 Kg. Endah	32	47
15. Homestay Sg. Tenggi, Hulu Selangor	1 Kg. Sg. Tenggi	30	60
TOTAL	34	443	709

(Source: Homestay Unit, Industry Dev. Division, MOT 2016)

1.8.1 Homestay Programme and Activities

The homestay community receives economic benefits through money exchange for the accommodation, products, and activities provided at the site. For example, *Sg. Sireh* Homestay which is situated in the Kuala Selangor District provides a vacation for visitors to experience a village life surrounded by the magnificent panorama of the beautiful natural scenery, the verdancy of the paddy field, and the river supplying fresh water through the orchard. This homestay is also famous as an agricultural village that produces wide varieties of local fruits, plants, and many other natural products. The total package of payment for accommodation and activities at *Sg Sireh* Homestay as in 2014 is presented in Table 1.9 and Table 1.10.

Table 1.9: Sg. Sireh's Homestay Cost based on Activities

Recreational Activities	Tours Activities	Cultural Performances
Camping(site) RM 4.00 (per person)	Paddy Field Tour RM 1.00 (per person)	Silat Performance RM 200.00 / group
Jungle Trekking RM 6.00 (per person) for 10	Tour to Paddy Seed Mill RM 1.00 (per person)	Kompong Performance RM 100.00 / group
Kayaking RM 5.00 (per person/hour)	Tour to Kerepek Factory RM 1.00 (per person)	Malay Dance Performance RM 150.00 / group
Taking a boat across the canal RM 50.00 (4 people)	Tour to Vegetable Farm RM 1.00 (per person)	Hadaro Performance RM 150.00 / group
* <i>payment cost for kayak instructor RM 100.00/per day</i>	Tour to Kg. Kuantan Fireflies (includes fare and entrance fee) RM 20.00 (per person)	Cempuling Performance RM 100.00 / group
* <i>payment cost for fishing boat RM 60.00 / per day</i>	* <i>tour guide for 1 group RM 50.00 * for tours of more than 20 people</i>	Malay Wedding Performance RM 400.00/group

(Source: MOT, 2013)

Note: Homestay activity is available in Appendix 1.1: Selangor's Homestay and Activities Offered

Table 1.10: Sungai Sireh's Homestay Cost

Accommodation Cost	
Package	Price
2 Days 1 Night	RM 100
3 Days 2 Night	RM 200

* *Food and drinks for the Homestay are provided*

(Source: Selangor Tourism, 2014)

Selangor has a great potential to generate income from the homestay programme. The direct benefit from this programme is the extra income earned by the operators, in particular, the farmers and the surrounding community who are directly or indirectly involved in the delivery of homestay package activities and products. As homestay often perceived as a people-oriented industry, it will open an avenue for agritourism products and create additional opportunities for income generation to the area. Homestay industry has the ability to revive rural economic development in Selangor.

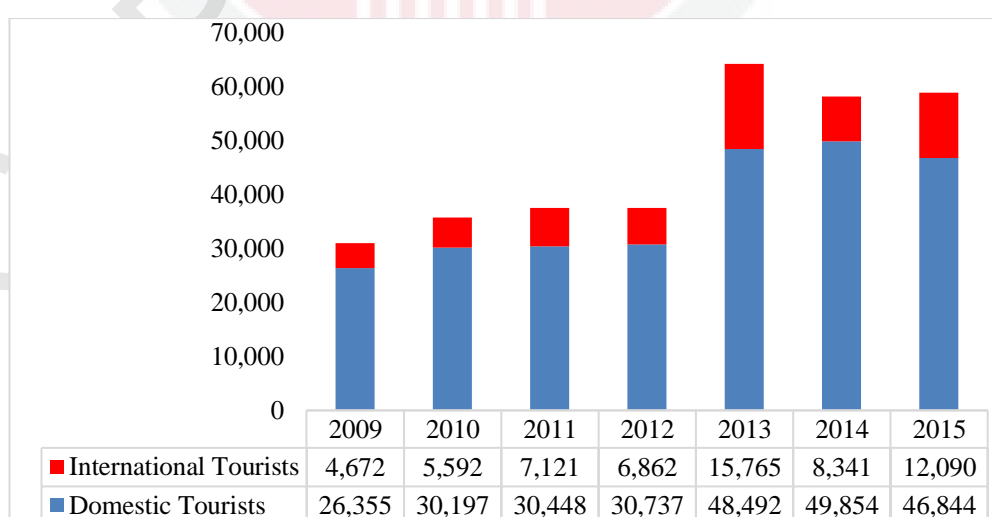
Table 1.11 presents the recent 15-homestay performances in terms of total income and tourist arrivals in Selangor. From that table, Homestay *Banghuris* recorded the highest income and international visitor arrivals (53.8%), while six other homestays recorded no international visitor arrivals. These homestays are *Kg. Batu Laut*, *Seri Kayangan*, *Sg. Lang Tengah*, *Sepintas*, *Sg. Nibong* and *Sg. Tinggi*.

Table 1.11: Selangor Homestay Total Income and Tourists Arrival in 2015

Homestay	Income (RM)	Tourist	
		Domestic	International
1. Homestay Air Manis	331,553	3519	251
2. Homestay Banghuris	801,740	5,700	6505
3. Homestay Bouganvilles	156,685	2240	172
4. Homestay Sg. Haji Dorani	380,242	8,830	1161
5. Homestay Kanchong Darat	211,650	2970	3021
6. Homestay Kg. Kundang	497,910	1240	10
7. Homestay Kg. Batu Laut	17,100	400	0
8. Homestay Seri Kayangan	0.00	0	0
9. Homestay Sg. Lang Tengah	37,790	932	0
10. Homestay Papitusulem	39,100	375	44
11. Homestay Sepintas	400	30	0
12. Homestay Sg. Nibong	60,821	2595	0
13. Homestay Sg. Sireh	468,850	8,790	906
14. Homestay Kg. Endah	59,270	8690	20
15. Homestay Sg. Tinggi	56,700	533	0
TOTAL	3,119,811	46,844	12,090

(Source: Homestay Unit, Industry Dev. Division, MOT 2016)

Indeed, Selangor homestay programme has shown an increasing number of domestic and international visitors since their establishment. Although the total number of domestic visitors increased every year from 2009 to 2015, Selangor's homestay programme is seen as not getting enough attraction from international tourists as shown in Figure 1.9. Nevertheless, domestic tourists' participation is equally important to ensure the understanding of Malaysia's diverse cultural heritage to enhance and promote local economic activities which arise from the development of this programme.

**Figure 1.9: Selangor Homestay Tourists Arrival from 2009 to 2015**

(Source: Homestay Unit, Industry Dev. Division, MOT 2016)

Selangor has recorded the highest number of homestays established and the second highest in visitor arrivals among all states in 2013 (MOT, 2014). The total domestic visitor arrival in fifteen homestays location has increased by 77.7% from 26,355 persons in 2009 to 46,844 persons in 2015. International tourist arrival however, has shown a slow growth pattern and low rate of participation compared to domestic tourists. Table 1.11 presents the summary of domestic and international homestay visitors in fifteen homestay villages registered in Selangor from 2009 to 2014.



Table 1.12: Selangor Homestay Total Tourists Arrival from 2009 to 2015 (person)

HOMESTAY	2009		2010		2011		2012		2013		2014	
	Dom	Int	Dom	Int	Dom	Int	Dom	Int	Dom	Int	Dom	Int
Homestay Air Manis	326	307	2121	361	3355	653	2136	529	5776	1351	1395	129
Homestay Banghuris	5,275	2392	3,793	3594	2,213	4608	3,185	4139	3,634	9796	4,801	4390
Homestay Bouganvilles,	159	146	388	147	1551	375	1784	73	2166	32	1640	39
Homestay Sg. Haji Dorani	3,526	341	6,804	713	4,801	732	4,627	464	6,030	1033	6,541	810
Homestay Kanchong Darat,	355	4	218	0	1777	153	1909	1080	2342	2660	2390	2026
Homestay Kg. Kundang	365	0	220	0	1020	32	283	50	872	0	1161	27
Homestay Kg. Batu Laut	262	2	100	0	71	0	85	0	258	0	410	0
Homestay Seri Kayangan	114	0	47	0	964	0	242	0	491	20	129	0
Homestay Sg. Lang Tengah	3679	1090	477	131	921	4	1100	0	1511	30	669	17
Homestay Papitusulem,	215	0	764	0	818	0	700	0	649	0	332	75
Homestay Sepintas,	116	0	64	0	172	0	70	0	90	0	85	0
Homestay Sg. Nibong,	505	4	1242	97	1758	13	2435	8	4135	12	3050	0
Homestay Sg. Sireh,	8,459	368	7,264	519	8,431	545	6,388	511	5,064	831	6,390	788
Homestay Kg. Endah	2747	18	6455	30	2413	6	5608	8	12012	0	20552	0
Homestay Sg. Tenggi	252	0	240	0	183	0	185	0	3462	0	309	40
Total	26,355	4,672	30,197	5,592	30,448	7,121	30,737	6,862	48,492	15,765	49,854	8,341

(Source: Homestay Development Unit, Ministry of Tourism Malaysia, 2014)

Note: (Dom) stands for Domestic visitors and (Int) for International visitors

From the above statistics, homestay programmes indeed have had great impact on Selangor's rural community in fostering the creation of rural community income and improving the operators' standard of living. For example, in 2014, there were 49,854 domestic visitors and 8,341 foreign visitors who participated in the Selangor homestay programme with total receipts of RM 2.2 million. This statistic, however, shows a decrease in income compared to the RM 3.8 million generated in 2013. Table 1.13 summarises homestay visitor arrivals and income for Selangor homestay programme from 2009 to 2014.

Table 1.13: Selangor Homestay Total Income (RM) from 2011 - 2014

Selangor Homestay	2011	2012	2013	2014
Homestay Air Manis	500,303.00	272,487.00	1,155,805.00	301,553.00
Homestay Banghunis	484,150.00	543,849.00	893,160.00	601,740.00
Homestay Bouganvilles	117,594.00	144,378.00	164,980.00	150,685.00
Homestay Sg. Haji Dorani	282,921.00	287,520.00	347,797.00	280,242.00
Homestay Kanchong Darat	48,160.00	108,960.00	200,750.00	211,650.00
Homestay Kg. Kundang	199,260.00	17,300.00	13,370.00	497,910.00
Homestay Kg. Batu Laut	4,130.00	4,650.00	78,367.00	17,100.00
Homestay Seri Kayangan	41,606.50	24,602.00	90,200.00	0.00
Homestay Sg. Lang Tengah	31,701.00	35,244.00	44,337.00	30,790.00
Homestay Papitusulem	59,344.00	84,465.00	67,445.00	30,100.00
Homestay Sepintas	10,480.00	1,100.00	4,400.00	600.00
Homestay Sg. Nibong	73,321.00	74,733.00	110,680.00	40,877.00
Homestay Sg. Sireh	267,947.00	440,114.60	427,507.30	368,650.00
Homestay Kg. Endah	62,140.00	124,745.00	92,120.00	30,200.00
Homestay Sg. Tinggi	13,190.00	17,600.00	134,250.00	79,450.00
TOTAL	2,196,247.50	2,181,747.60	3,822,168.30	2,285,897.00

(Source: Homestay Unit, Industry Dev. Division, MOT 2016)

Most homestay visitors in Selangor participate in groups and enjoy the package of homestay programme for at least two days. The total costs (meals inclusive) range from RM60 to RM120. Charges depend on the site activities that are included in the itineraries. Payments received from a group of visitors are credited into the coordinating committee's account for central record. The committee will then later pay for the cost or expenditure in hosting the group visit, for example package for a normal group visit to *Air Manis* Homestay is illustrated in Table 1.14.

**Table 1.14: An Example of Costs and Profits to the Committee
(Homestay Air Manis, Sabak Bernam)**

Receipt from a 20 pax guests (RM 110 per pax, 2 days/1 night)	RM 2,200
Costs:	
• Payment to operators = RM 40 x 20 pax	800
• Welcome drink	50
• Morning tea	50
• Transportation	30
• Cultural show	650
• Village tour	100
• Management costs	220
Profit to the Committee	RM 300

(Source: Survey, 2014 - Assumption: A group of 20 Visitors)

Each operator is paid in the range from RM 40 to RM 70 for each hosted guest per night. Hosting a single guest would cost roughly about RM 23 to RM 40 (3 meals, electricity, and water), bringing a marginal profit of RM 17 to RM 30 per guest per night to the operator of *Air Manis* Homestay. The committee pays for supplies and material needed for the homestay activities and sustain future host programme from profits received from the homestay programme. The committee may also use some of the profits for marketing purposes and hosting promotional activities. Table 1.15 below presents the approximate costs incurred and profits earned by an operator for individual visitor.

Table 1.15: Approximate Costs and Profits in Hosting a Guest to the Individual Operator (per day)

Receipt from a guest	RM 40
Less: Costs of meals, electricity & water	RM 23
Profit to individual operator	RM17

(Source: Selangor Homestay Association, 2014)

Note: The full list of Selangor homestay activities can be found in Appendix 2.1

REFERENCES

- ADAS Consulting Limited and University of Newcastle (2003). Renewable Energy and its Impact on Rural Development and Sustainability in Wolverhampton, United Kingdom. Retrieved from <http://www.dti.gov.uk/energy/renewables/publications/pdfs/kbd00291.pdf>.
- Ahmed, M. Z., Abraham, A. J., & Zakaria, N. (2011). Home stay as a socio-economic community development agent: from UUM tourism management students' perspective. In *Proceedings of the Malaysian National Economic Conference (PERKEM VI), Malacca, Malaysia, VI(2)*, 481-493.
- Alexander, N., & McKenna, A. (1998). Rural tourism in the heart of England. *International Journal of Contemporary Hospitality Management*, 10(5), 203-207.
- Amin, A., Salleh, A. M. M., Muda, M. S., & Ibrahim, Y. (2013). A predictive determinant of quality of life among homestay program participants in Malaysia. *Asian Social Science*, 9(3), 33.
- Anderson, V., Prentice, R, and Guerin, S. (1997), Imagery of Denmark among / visitors to Danish time arts exhibitions in Scotland. *Tourism Management*, 18(7), 453 – 464.
- Antal, K., Csapó, T., & Szabó, G. (1996). The place and role of rural tourism as a special tourist product within Hungarian tourism. *Rural tourism as one of the chances for renewal of rural areas, Velem*, 28-33.
- Antigua and Barbuda Tourism Development Programme. (2003). Tourism's Economic Impacts Increasing the Contribution to Prosperity, Prepared by: KPMG Consulting LP, February, 2003. Retrieved from http://www.tourismantiguabarbuda.gov.ag/tourism_programs/pdf/planning_eis_study.pdf.
- Archer, B., & Fletcher, J. (1996). The economic impact of tourism in the Seychelles. *Annals of Tourism Research*, 23(1), 32-47.
- Archer, B. H. (1982). The value of multipliers and their policy implications. *Tourism Management*, 3(4), 236-241.
- Archer, B. (1977). *Tourism multipliers: the state of the art* (Vol. 11). University of Wales Press.
- Archer, B. H. (1976). The anatomy of a multiplier. *Regional Studies*, 10(1), 71-77.
- Archer, B. H., & Owen, C. B. (1972). Towards a tourist regional multiplier. *Journal of Travel Research*, 11(2), 9-13. doi: 10.1177/00472875720110020.

- Archer, B., Cooper, C., & Ruhanen, L. (1998). 5 The positive and negative impacts of tourism. *Edited by William F. Theobald*, 79. Amsterdam: Elsevier.
- Archibald, G. C. (1967). Regional multiplier effects in the UK. *Oxford Economic Papers*, 19(1), 22-45.
- Ardahaey, F. T. (2011). Economic impacts of tourism industry. *International Journal of Business and Management*, 6(8), 206-215.
- Ashley, C., & Maxwell, S. (2001). Rethinking rural development. *Development Policy Review*, 19(4), 395-425.
- Ashley, C., & Maxwell, S. (2002). Rethinking rural development. *Forests, Trees and Livelihoods*, 12(3), 155-161.
- Asker, S., Boronyak, L., Carrard, N., & Paddon, M. (2010). Effective community based tourism: a best practice manual. *Asia pacific economic cooperation (APEC) tourism working group. Gold coast, Australia: Sustainable Tourism Cooperative Research Centre.*
- Aziz, A. A., Lim, L. K., & Mahdzar, M. (2006). The attractiveness of Seri Tanjung homestay as a tourist destination: a study on enhancement. Institute of Research, Development and Commercialization, Universiti Teknologi MARA
- Barbieri, C., & Mshenga, P. M. (2008). The role of the firm and owner characteristics on the performance of agritourism farms. *Sociologia Ruralis*, 48(2), 166-183.
- Barcelona Field Studies Centre. Retrieved from <http://geographyfieldwork.com/FormalInformalSectors.htm>.
- Barkley, D. L. (1993). *Economic adaptation: alternatives for nonmetropolitan areas*. Westview Press, Inc.
- Barkley, D. L. (1995). The economics of change in rural America. *American Journal of Agricultural Economics*, 77(5), 1252-1258.
- Barsky, J. D., & Labagh, R. (1992). A strategy for customer satisfaction. *The Cornell Hotel and Restaurant Administration Quarterly*, 33(5), 32-40.
- Beeho, A. J., & Prentice, R. C. (1997). Conceptualizing the experiences of heritage tourists: A case study of New Lanark World Heritage Village. *Tourism Management*, 18(2), 75-87.
- Benson, J. F., & Willis, K. G. (1993). Implications of recreation demand for forest expansion in Great Britain. *Regional Studies*, 27(1), 29-39. <http://dx.doi.org/10.1080/00343409312331347345>
- Bhuiyan, M. A. H., Siwar, C., & Ismail, S. M. (2013). Tourism development in Malaysia from the perspective of development plans. *Asian Social Science*, 9(9), 11-18. <http://dx.doi.org/10.5539/ass.v9n9p11>

- Bhuiyan, M.A.H., Siwar, C. and Ismail, S.M., 2013. Socio-economic impacts of home stay accommodations in Malaysia: A study on home stay operators in Terengganu State. *Asian Social Science*, 9(3), p.42.
- Blair, P. D., & Miller, R. E. (1985). *Input-Output Analysis: Foundations and Extensions*. Englewood Cliffs, NJ: Prentice-Hall.
- Blake, A., Arbache, J. S., Sinclair, M. T., & Teles, V. (2008). Tourism and poverty relief. *Annals of Tourism Research*, 35(1), 107-126.
- Bowen, D. (2001). Antecedents of consumer satisfaction and dis-satisfaction (CS/D) on long-haul inclusive tours—a reality check on theoretical considerations. *Tourism Management*, 22(1), 49-61.
- Bramwell, B. (1998). User satisfaction and product development in urban tourism. *Tourism Management*, 19(1), 35-47.
- Bramwell, B., & Lane, B. (1994). *Rural tourism and sustainable rural development. Proceedings of the Second International School on Rural Development, 28 June-9 July 1993, University College Galway, Ireland*. Channel View Publications.
- Briassoulis, H. (1991). Methodological issues: tourism input-output analysis. *Annals of Tourism Research*, 18(3), 485-495.
- Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream? *Tourism Management*, 25(1), 71-79.
- Brown, A. J., Lind, H., & Bowers, J. (1967). The 'Green Paper' on the development areas. *National Institute Economic Review*, 26-33.
- Brownrigg, M. (1971). The regional income multiplier: an attempt to complete the model. *Scottish Journal of Political Economy*, 18(3), 281-297.
- Busby, G., & Rendle, S. (2000). The transition from tourism on farms to farm tourism. *Tourism Management*, 21(6), 635-642.
- Butcher, G. V., Fairweather, J. R., & Simmons, D. G. (1998). *The economic impact of tourism on Kaikoura*. Tourism Research and Education Centre, Lincoln University.
- Butler, R. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. *The Canadian Geographer/Le Géographe Canadien*, 24(1), 5-12.
- Butler, R., Hall, C. M., & Jenkins, J. (1997). *Tourism and recreation in rural areas*. John Wiley & Sons Ltd.
- Cai, L. A. (1999). Relationship of household characteristics and lodging expenditure on leisure trips. *Journal of Hospitality & Leisure Marketing*, 6(2), 5-18.

- Candela, G., & Figini, P. (2012). The economics of tourism destinations. In *The Economics of Tourism Destinations* (pp. 73-130). Springer Berlin Heidelberg.
- Capello, R. (2011). Location, regional growth and local development theories. *Aestimum*, (58), 1.
- Capriello, A., Mason, P. R., Davis, B., & Crotts, J. C. (2013). Farm tourism experiences in travel reviews: A cross-comparison of three alternative methods for data analysis. *Journal of Business Research*, 66(6), 778-785.
- Carpio, C. E., Wohlgenant, M. K., & Boonsaeng, T. (2008). The demand for agritourism in the United States. *Journal of Agricultural and Resource Economics*, 33(2), 254-269.
- Chaudhary, M. (2000). India's image as a tourist destination—a perspective of foreign tourists. *Tourism management*, 21(3), 293-297.
- Che, D., Veeck, A., & Veeck, G. (2005). Sustaining production and strengthening the agritourism product: Linkages among Michigan agritourism destinations. *Agriculture and Human Values*, 22(2), 225-234.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636
- Chon, K. S. (1989). Understanding recreational traveler's motivation, attitude and satisfaction. *The Tourist Review*, 44(1), 3-7.
- Chong, Y. L. (2011). Economic Impact of Tourist Expenditure on Tourism Industry in Penang (Doctoral dissertation, Universiti Putra Malaysia).
- Clarke, J., Denman, R., Hickman, G., & Slovak, J. (2001). Rural tourism in Roznava Okres: a Slovak case study. *Tourism Management*, 22(2), 193-202
- Coburn, A. F., MacKinney, A. C., McBride, T. D., Mueller, K. J., Slifkin, R. T., & Wakefield, M. K. (2007). Choosing rural definitions: implications for health policy. *Rural Policy Research Institute Health Panel*, 2, 1-8.
- Colton, J. W., & Bissix, G. (2005). Developing agritourism in Nova Scotia: Issues and challenges. *Journal of Sustainable Agriculture*, 27(1), 91-112.
- Contini, C., Scarpellini, P., & Polidori, R. (2009). Agri-tourism and rural development: The Low-Valdelsa case, Italy. *Tourism Review*, 64(4), 27-36.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. 1998. *Tourism Principles and Practice*. New York: Addison Wesley Longman Publishing.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297-334.

- Cronbach, L. J. (1970). *Essentials of psychological testing*. New York: Harper & Row.
- Department of Statistics Malaysia Domestic Tourism Survey Report. (2014). Retrieved from <https://www.statistics.gov.my>.
- Dernoi, L. A. (1991). About rural and farm tourism. *Tourism Recreation Research*, 16(1), 3-6.
- Des Chenes, E. 2009. *What Is the Impact of Tourism? USA*: Greenhaven Press.
- Din, K. H. (1995). Entertaining Guest in Remote Areas: Benefit and Problems. In *Kertas Seminar Kebangsaan Dampak Perluasan Pasaran Ke Atas Komuniti Setempat, Universiti Kebangsaan Malaysia, Cawangan Sabah*.
- Din, K. H., Hitchcock, M., King, V. T., & Parnwell, M. J. G. (1993). Dialogue with the hosts: an educational strategy towards sustainable tourism. *Tourism in South-East Asia.*, 327-336. London: Routledge.
- DR Vaughan, D., Farr, H., & Slee, D. R. (2000). Estimating and interpreting the local economic benefits of visitor spending: an explanation. *Leisure Studies*, 19(2), 95-118.
- Draper, N. R., & Smith, H. (2014). *Applied regression analysis*. John Wiley & Sons.
- Dwyer, L., Forsyth, P., & Spurr, R. (2005). Estimating the impacts of special events on an economy. *Journal of Travel Research*, 43(4), 351-359.
- Economic Planning Unit. (2010). Tenth Malaysia plan 2011–2015. Putrajaya: Prime Minister's Department. Retrieved from <http://www.epu.gov.my>.
- Eduardo, P.R. and F. Javier, 2006. Agro tourism, Sustainable Tourism and Ultraperipheral Areas: The Case of Canary Islands. *Universidad de La Laguna (Islas Canarias, Espana)*, 4(1), 85-97.
- Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, 45(2), 127-139.
- Ennew, C. (2007). Understanding the economic impact of tourism. *World*, 477, 463-6.
- ESCAP (1991). The Economic Impact of Tourism in Thailand. Report ST/ESCAP/1052, *Economic and Social Commission for Asia and the Pacific, Bangkok*.
- Esu, B. B., & Arrey, V. M. E. (2009). Tourists' satisfaction with cultural tourism festival: A case study of Calabar Carnival Festival, Nigeria. *International Journal of Business and Management*, 4(3), 116.
- Faggian, A., & Biagi, B. (2003). Measuring Regional Multipliers: a Comparison between two Different Methodologies for the case of the Italian Regions. *Scienze Regionali. Italian Journal of Regional Science*, 1(2), 33-58.

- Fahmi, Z., Hamzah, A., Muhammad, M., Yassin, S. M., Samah, B. A., D'Silva, J. L., & Shaffril, H. A. M. (2013). Involvement in agro-tourism activities among communities in Desa Wawasan Nelayan villages on the East Coast of Malaysia. *Asian Social Science*, 9(2), 203.
- Farbrother, C. (2010). Non-Commercial Homestay; an exploration of encounters and experiences of guests visiting the UK. CHME National Research Conference, University of Surrey, Horsley Towers, Surrey, England.
- Fisher, D. G. (2006). The potential for rural heritage tourism in the Clarence Valley of Northern New South Wales. *Australian Geographer*, 37(3), 411-424.
- Fletcher, J. E. (1989). Input-output analysis and tourism impact studies. *Annals of Tourism Research*, 16(4), 514-529.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish Experience. *The Journal of Marketing*, 56(1), 6-21
- Frechtling, D. C., & Horvath, E. (1999). Estimating the multiplier effects of tourism expenditures on a local economy through a regional input-output model. *Journal of Travel Research*, 37(4), 324-332.
- Frochot, I. (2005). A benefit segmentation of tourists in rural areas: a Scottish perspective. *Tourism Management*, 26(3), 335-346.
- G.D. Garrod and K.G. Willis (1999). The Economic Impact of agriculture and Horticulture in West Lancashire District. Report to the Lancashire Area West Training and Enterprise Council (LAWTEC) Rural Action group. Department of Agricultural Economics and Food Marketing, Newcastle University.
- Garrod, B., Wornell, R., & Youell, R. (2006). Re-conceptualising rural resources as countryside capital: The case of rural tourism. *Journal of Rural Studies*, 22(1), 117-128.
- Garrod, G., & Willis, K. G. (1999). Economic valuation of the environment. *Books*.
- Garrod, Guy, and Willis, Kenneth G. (1999) Economic Valuation of the Environment. Edward Elgar, Northampton, MA. 70-73.
- Gelan, A., 2003, 'Local economic impacts: The British Open', *Annals of Tourism Research* 30(2), 406-425.
- Ghapar, A. A., & Jamal, S. (2015). The Role of Government on Community Resilient in the Homestay Industry in Malaysia. *Tourism, Leisure and Global Change*, 2(1), TOC-30.
- Gilbert, J. (1982). Rural theory: the grounding of rural sociology. *Rural Sociology*, 47(4), 609.

- Glasson, J. (1994). Oxford: A heritage city under pressure: Visitors, impacts and management responses. *Tourism Management*, 15(2), 137-144.
- Godfrey, K. B. (1998). Attitudes towards 'sustainable tourism' in the UK: a view from local government. *Tourism Management*, 19(3), 213-224.
- Government of Malaysia. (2010). Tenth Malaysia Plan, 2011-2015. Retrieved from <http://www.epu.gov.my/en/rmk/tenth-malaysia-plan-10th-mp>.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis 6th Edition*. New Jersey: Pearson Education.
- Hall, C. M., & Lew, A. A. (2009). *Understanding and managing tourism impacts: An integrated approach*. Routledge.
- Hamzah, A. (2004). Policy and planning of the tourism industry in Malaysia. In *The 6th ADRF general meeting, Bangkok, Thailand*. 9(2), 180-190. <http://dx.doi.org/10.5539/ass.v9n2p180>
- Hamzah, A. (2008). Malaysian homestays from the perspective of young Japanese tourists: The quest for Furusato. *Asian tourism: Growth and Change*, 193-207. <http://dx.doi.org/10.1016/B978-0-08-045356-9.50021>.
- Hamzah, A., & Ismail, H. N. (2003). An assessment of the social-economic impact of the Homestay Program at Kampung Banghuris, Sepang, Selangor. Short Term Research Grant. *Research Management Centre, UTM*.
- Hart, L. G., Larson, E. H., & Lishner, D. M. (2005). Rural definitions for health policy and research. *American Journal of Public Health*, 95(7), 1149-1155.
- Harrod, R. F., & Domar, E. (1957). *Essays on the Theory of Economic Growth*. h, Oxford University Press, London
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective* (Vol. 7). Upper Saddle River, NJ: Pearson.
- Hegarty, C., & Przezborska, L. (2005). Rural and agri-tourism as a tool for reorganising rural areas in old and new member states—a comparison study of Ireland and Poland. *International Journal of Tourism Research*, 7(2), 63-77.
- Heung, V. C., & Cheng, E. (2000). Assessing tourists' satisfaction with shopping in the Hong Kong special administrative region of China. *Journal of Travel Research*, 38(4), 396-404.
- Hjalager, A.M., 1997. Agriculture Diversification into Tourism. *Tourism Management*, 17(2), 103-111.
- Hjulmand, L. G., Nielsen, U., Vesterlørkke, P., Busk, R. J., & Erichsen, E. (2003). Tourism as a Development Strategy in Rural Areas Adjacent to the Crocker Range National Park, Sabah, Malaysia. *ASEAN Review of Biodiversity and*

Environmental Conservation (ARBEC), 1-9. Retrieved from <http://www.arbec.com.my/pdf/art8janmar03.pdf>.

Hjulmand, L. G., Nielsen, U., Vesterlørkke, P., Busk, R. J., & Erichsen, E. (2003). Tourism as a development strategy in rural areas adjacent to the Crocker Range National Park, Sabah, Malaysia. Retrieved from <http://www.arbec.com.my/pdf/art8janmar03.pdf>.

Holden, A. (2000). *Environment and Tourism: Routledge Introductions to Environment*.

Holland, J., Burian, M., & Dixey, L. (2003). Tourism in poor rural areas: Diversifying the product and expanding the benefits in rural Uganda and the Czech Republic. Homestay Unit, Industry Development Division (2016). Ministry of Tourism, Putrajaya, Malaysia

Hong-Yan, L. (2005). Study on the development of rural tourism on the basis of the philosophical principles. *Guangdong Agricultural Sciences*.

Hsu, C. C. (2005). *Identification of intangible resources essential to agri-tourism enterprises in Taiwan: A Delphi study* (Doctoral dissertation, The Ohio State University).

Hugo, H. (1954). *The Multiplier Theory*. Lund Social Science Studies, (9).

Huh, J. (2002). *Tourist satisfaction with cultural/heritage sites: The Virginia Historic Triangle* (Doctoral dissertation, Virginia Polytechnic Institute and State University).

Huh, J., & Uysal, M. (2004). Satisfaction with cultural/heritage sites: Virginia historic triangle. *Journal of Quality Assurance in Hospitality & Tourism*, 4(3-4), 177-194.

Huh, J., Uysal, M., & McCleary, K. (2006). Cultural/heritage destinations: Tourist satisfaction and market segmentation. *Journal of Hospitality & Leisure Marketing*, 14(3), 81-99.

Huhtala, M., Kajala, L., & Vatanen, E. (2010). Local economic impacts of national park visitors' spending in Finland: The development process of an estimation method. Working Papers of the Finnish Forest Research Institute. Retrieved from <http://www.metla.fi/julkaisut/workingpapers/2010/mwp149.htm>

Hussin, R., & Kunjuraman, V. (2014). Sustainable community-based tourism (Cbt) through homestay programme in Sabah, East Malaysia. *Proceeding of the Social Sciences Research ICSSR*, 41-61.

Ibrahim, Y. (2004). Homestay programme in Malaysia: development and prospect. *ASEAN Journal on Hospitality and Tourism*, 3(1), 65-75.

- Ibrahim, Y., & Razzaq, A. R. A. (2010). Homestay program and rural community development in Malaysia. *Journal of Ritsumeikan Social Sciences and Humanities*, 2, 7-24.
- Ilbery, B., Bowler, I., Clark, G., Crockett, A., & Shaw, A. (1998). Farm-based tourism as an alternative farm enterprise: A case study from the Northern Pennines, England. *Regional studies*, 32(4), 355.
- Iniyan, E. (2015). Tourism in Tamilnadu: Role of Cultural/Heritage Sites in Tourist Satisfaction and Tourism Development. *International Journal of Humanities & Social Science Studies*, 1 (VI), 40-46
- Irshad, H. (2010). Rural tourism—an overview. *Rural Development Division, Government of Alberta, Canada*.
- Jamieson, W., Goodwin, H., & Edmunds, C. (2004). Contribution of tourism to poverty alleviation pro-poor tourism and the challenge of measuring impacts. For Transport Policy and Tourism Section Transport and Tourism Division UN ESCAP. Retrieved from <http://haroldgoodwin.info/resources/povertyalleviation.pdf>.
- Jamil, J., & Hamzah, A. (2007). Rural Tourism Research: The KPW and Women Roles in Banghuris Homestay. Accessed on Nov, 18, 2009.
- Kandel, W. A., & Brown, D. L. (2006). *Population change and rural society* (Vol. 16). Springer Science & Business Media.
- Kayat, K. (2007). Customer orientation among rural home stay operators in Malaysia. *ASEAN journal on Hospitality and Tourism*, 6(2), 65-78.
- Kayat, K. (2009, August). Community based tourism in developing countries. In *International Seminar on Community Based Tourism, Shah Alam, Malaysia* (pp. 4-5).
- Kayat, K. (2011). *Homestay programme as a Malaysian tourism product*. UUM Press.
- Keith, D., Rilla, E., George, H., Lobo, R., Tourte, L., & Ingram, R. (2003). *Obstacles in the agritourism regulatory process: Perspectives of operators and officials in Ten California Counties*. University of California, Agricultural Issues Center.
- Kerstetter, D. L., Confer, J. J., & Graefe, A. R. (2001). An exploration of the specialization concept within the context of heritage tourism. *Journal of Travel Research*, 39(3), 267-274.
- Keskin, S., Daskiran, I., & Kor, A. (2007). Factor analysis scores in a multiple linear regression model for the prediction of carcass weight in Akkeci kids. *Journal of Applied Animal Research*, 31(2), 201-204.
- Khan, H., Seng, C. F., & Cheong, W. K. (1990). Tourism multiplier effects on Singapore. *Annals of Tourism Research*, 17(3), 408-418.

- Kimaiga, R. K. (2013). *Homestay Tourist Accommodation as a Concept to Boost Rural Economies in Kenya: A Case of Taita Taveta County* (Doctoral dissertation).
- Kiper, T., & Ozdemir, G. (2012). Tourism Planning in Rural Areas and Organization Possibilities. *Landscape Planning*.
- Kizos, T., & Iosifides, T. (2007). The contradictions of agrotourism development in Greece: evidence from three case studies. *South European Society & Politics*, 12(1), 59-77.
- Kizos, T., & Iosifides, T. (2007). The contradictions of agrotourism development in Greece: evidence from three case studies. *South European Society & Politics*, 12(1), 59-77.
- Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2015). Homestay tourism and the commercialization of the rural home in Thailand. *Asia Pacific Journal of Tourism Research*, 20(1), 29-50.
- Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2015). Homestay tourism and the commercialization of the rural home in Thailand. *Asia Pacific Journal of Tourism Research*, 20(1), 29-50.
- Könyves, E. (2001). The role of rural tourism in Jasz-Nagykun-Szolnok: County rural development. *Unpublished doctoral thesis*. Debrecen, Hungary.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260-269.
- Kulcsar, N. (2009). Rural tourism in Hungary: the key of competitiveness. *Proceedings of FIKUSZ*, 9, 121-127.
- Kumar, J., & Hussain, K. (2014). Evaluating Tourism's Economic Effects: Comparison of Different Approaches. *Procedia-Social and Behavioral Sciences*, (144), 360-365.
- Kumar, S. S. G., & Puvaneswaran Kunasekaran, R. (2012). Tourism as a poverty eradication tool for rural areas in Selangor, Malaysia. *Global Journal of Human-Social Science Research*, 12(7).
- Kunasekaran, P., Ramachandran, S., Yacob, M. R., & Shuib, A. (2011). Development of farmers' perception scale on agro tourism in Cameron Highlands, Malaysia. *World Applied Sciences Journal*, 12 (Special Issue of Tourism & Hospitality), 10-18.
- Kunjuraman, V., & Hussin, R. (2013, October). Satisfaction of domestic tourist with the homestay programme in Mesilou Village, Kundasang, Sabah.

In *Proceedings of the 3rd Regional Conference on Tourism Research* (pp. 29-31).

Kunjuraman, V., & Hussin, R. (2013, October). Satisfaction of domestic tourist with the homestay programme in Mesilou Village, Kundasang, Sabah. In *Proceedings of the 3rd Regional Conference on Tourism Research* (pp. 29-31).

Laakso, P. (2011). *Tourism: Good or Bad? Impacts of tourism in Tanzania* (Bachelor's thesis, University of Applied Sciences).

Lane, B. (1994). What is rural tourism? *Journal of Sustainable Tourism*, 2, 7-22.

Lee, Y. C. (2011). *Regional economic impact of tourism in Penang*. Unpublished Ph.D. Dissertation, University Putra Malaysia, Selangor.

Leh, F. C., & Hamzah, M. R. (2012). Homestay tourism and pro-poor tourism strategy in Banghuris Selangor, *Malaysia. Elixir Geoscience*, 45(2012), 7602-7610

Lehsius, N. F., Sangka, J. A., Ahmad, A., Kassim, A., & Ibrahim, R. (2015). Visitor satisfaction of Kanchong Darat Homestay, Selangor—a case study. 5th International Symposium, South Eastern University of Sri Lanka (SEUSL). Retrieved from <http://www.seu.ac.lk/researchandpublications/symposium/5thinternational/religiousandculturalstudies/42.pdf>

Lever, W. F. (1974). Changes in local income multipliers over time. *Journal of Economic Studies*, 1(2), 98-112. <http://dx.doi.org/10.1108/eb008041>.

Lever, W. F. (1974). Regional multipliers and demand leakages at establishment level. *Scottish Journal of Political Economy*, 21(2), 111-122. DOI: 10.1111/j.1467-9485.1974.tb00183.x

Light, D. (1996). Characteristics of the audience for 'events' at a heritage site. *Tourism Management*, 17(3), 183-190.

Lim, C. (2006). A survey of tourism demand modeling practice: issues and implications. *International Handbook on the Economics of Tourism*, 45-72.

Lim, C., & McAleer, M. (1999). A seasonal analysis of Malaysian tourist arrivals to Australia. *Mathematics and Computers in Simulation*, 48(4), 573-583.

Liu, A. (2006) Tourism in rural areas: Kedah, Malaysia, *Tourism Management*, 27(5), 878-889. DOI: 10.1016/j.tourman.2005.05.007

Liu, W., Vogt, C. A., Luo, J., He, G., Frank, K. A., & Liu, J. (2012). Drivers and socioeconomic impacts of tourism participation in protected areas. *PLoS One*, 7(4), e35420. <http://dx.doi.org/10.1371/journal.pone.0035420>.

- Lo, M. C., Mohamad, A. A., Songan, P., & Yeo, A. W. (2012). Positioning rural tourism: Perspectives from the local communities. *International Journal of Trade, Economics and Finance*, 3(1), 59-65.
- Lo, M. C., Songan, P., Mohamad, A. A., & Yeo, A. W. (2013). Rural tourism and destination image: Community perception in tourism planning. *The Macro-Theme Review*, 2(1), 102-118.
- Lobo, R., Goldman, G., Jolly, D., Wallace, B., Schrader, W. L., & Parker, S. (1999). Agritourism benefits agriculture in San Diego County. *California Agriculture*, 53(6), 20-24.
- López, E. P., & García, F. J. C. (2006). Agrotourism, sustainable tourism and ultraperipheral areas: the case of Canary Islands. *PASOS. Revista de Turismo y Patrimonio Cultural*, 4(1), 85-97.
- Lynch, P. A. (2000). Networking in the homestay sector. *Service Industries Journal*, 20(3), 95-116
- MacDonald, R., & Jolliffe, L. (2003). Cultural rural tourism: Evidence from Canada. *Annals of Tourism Research*, 30(2), 307-322.
- Mackinnon, M., Bentancur, A., & Sanchez, A. (2009). Rural tourism in Uruguay: a growing trend. *Comuniica Magazine*. Retrieved from <http://repiica.iica.int/docs/B1619i/B1619i.pdf>.
- Malaysia (2001) Rural Tourism Master Plan. Ministry of Culture, Arts and Tourism: Kuala Lumpur
- Malaysia (2006) Ninth Malaysia Plan, Government of Malaysia Printers: Kuala Lumpur.
- Malaysia Annual Budget Report (2013). Economic Transformation Programme (ETP). Retrieved from http://etp.pemandu.gov.my/Media_Release-@-Media_Release_on_Budget_2013_by_PEMANDU.aspx
- Malaysia Tourism Report. (2011). Business monitor inter-national. London: Blackfriars.
- Malaysia. (2010a). Economic Transformation Programme: A Roadmap for Malaysia. Performance Management and Delivery Unit (PEMANDU), Prime Minister's Department, Putrajaya, Malaysia.
- Mapjabil, J., & Che Ismail, S. (2012). Program Homestay di Sungai Semilang. *Pulau Pinang: Pembangun&anPerubahanPersekitaran, Boston*.
- Mapjabil, J., Ismail, S. C., Ab Rahman, B., Masron, T., Ismail, R., & Zainol, R. M. (2015). Homestays-Community programme or alternative accommodation? A re-evaluation of concept and execution. *Geografia: Malaysian Journal of Society and Space*, 11(12), 1-8.

- Mapjabil, J., Mohd Rosli, S. A., Shuib, M., & Abdullah, S. (2011). Pembangunan program homestay di Wilayah Utara Semenanjung Malaysia: Profil, Produk dan Prospek. *Geografia-Malaysian. Journal of Society and Space*, 7(2): 20-31.
- Mapjabil, J., Rosdi, S. A. M., Shuib, M., & Abdullah, S. (2011). Pembangunan program homestay di wilayah utara semenanjung Malaysia: profil, produk dan prospek (homestay development programme in the Northern Region of Peninsular Malaysia: profile, products and prospects). *Geografia: Malaysian Journal of Society and Space*, 7(2), 45-54.
- Marin, J. A., & Taberner, J. G. (2008). Satisfaction and dissatisfaction with destination attributes: Influence on overall satisfaction and the intention to return. Retrieved from <http://www.esade.edu/cedit/pdfs/papers/pdf6.pdf>.
- Master, H., & Prideaux, B. (2000). Culture and vacation satisfaction: a study of Taiwanese tourists in South East Queensland. *Tourism Management*, 21(5), 445-449.
- Matthew, N. K., Shuib, A., Ramachandran, S., Herman, S., & Nair, V. (2011). Exploring Economic Valuation and Impact of Rural Tourism. *TEAM Journal of Hospitality & Tourism*, 8(1), 1-4.
- McGehee, N. G. (2007). An agritourism systems model: A Weberian perspective. *Journal of Sustainable Tourism*, 15(2), 111-124.
- McGehee, N. G., & Kim, K. (2004). Motivation for agri-tourism entrepreneurship. *Journal of Travel Research*, 43(2), 161-170.
- McHone, W. W., & Rungeling, B. (2000). Practical issues in measuring the impact of a cultural tourist event in a major tourist destination. *Journal of Ttravel Research*, 38(3), 300-303.
- McKenzie, N., & Wysocki, A. (2002). Agritainment: A viable option for Florida producers. *IFAS Extension—University of Florida*.
- McKercher, B. (2002). Towards a classification of cultural tourists. *International journal of Tourism Research*, 4(1), 29-38.
- Mieczkowski, Z. (1995). *Environmental issues of tourism and recreation*. University Press of America.
- Mihalič, T. A. N. J. A., Sharpley, R., & Telfer, D. J. (2002). *Tourism and economic development issues* (pp. 81-111). Channel View Publications.
- Miller, R. E. (1998). Regional and interregional input-output analysis. *ISARD, W. et al. Methods of interregional and regional analysis*. Brookfield, Vt: Ashgate Publishing Company USA, 41-70.
- Miller, R. E., & Blair, P. D. (2009). *Input-output analysis: foundations and extensions*. Cambridge University Press.

- Ministry of Tourism, and Culture Malaysia (MOCAT). Malaysian Homestay Programme. Updated 21 April 2014. Retrieved from <http://www.motac.gov.my/en/faqs/141-malaysian-homestay-programme>.
- Ministry of Culture, Art and Tourism Malaysia (MOCAT) 2011. Statistik terkini program homestay. Putrajaya. Bahagian Pembangunan Industri, KPL.
- Ministry of Culture, Art and Tourism Malaysia. (2012). Homestay Statistic.
- Ministry of Culture, Art and Tourism Malaysia. (MOCAT) 1995. Garis panduan penyediaan Homestay, Kementerian Kebudayaan, Kesenian & Pelancongan: Kuala Lumpur.
- Ministry of Culture, Arts and Tourism (MOCAT) 2001. Rural Tourism Master Plan, Ministry of Culture, Arts and Tourism: Putrajaya.
- Ministry of Tourism Malaysia. (2013). Homestay Programme Book.
- Ministry of Tourism. (2015). *Tourism Services Division*. Ministry of Tourism, Kuala Lumpur, Malaysia
- Mohamad Zaki, A., Johan, A. I., & Norria Z. (2011). Homestay as a socioeconmic community development Agent: From UUM Tourism Management Students Perspective. *Prosiding Perkem*, 1(2), 481-493.
- Mohd Rusli, Y., Ahmad, S., Alias, R., & Wahidin, K. (2008). Estimating the conservation value for ecotourism in marine parks: A contingent valuation approach. *Proceedings of the 2nd International Colloquium on Tourism and Leisure, Chiang Mai Thailand*, 2(2), 5-8.
- Mokhtar, N. A., Poo, B. T., & Salleh, N. H. M. (2012). Analisis Keperluan Tenaga Manusia dalam Industri Pelancongan di Malaysia. *PERKEM Proceedings*, 7, 4-6.
- Moscardo, G. (2009). Bed and breakfast, homestay and farmstay: forms and experiences. Routledge, Abdingdon, UK, Book Chapter pp. 25-37
- Musa, G. (2000). Tourism in Malaysia. *Tourism in South and Southeast Asia*, 144-156.
- Nair, V., Munikrishnan, U. T., Rajaratnam, S. D., & King, N. (2015). Redefining rural tourism in Malaysia: A conceptual perspective. *Asia Pacific Journal of Tourism Research*, 20(3), 314-337.
- NASS, U. (2007). Census of agriculture. *US Department of Agriculture, National Agricultural Statistics Service, Washington, DC*.
- Nor, N. A. M., & Kayat, K. (2010, December). The Challenges of Community-Based Homestay Programme in Malaysia. In *Proceedings of Regional Conference on Tourism Research*, 9(5), 66-83.

- Oberholzer, S. (2010). *The socio-economic impact of the Tsitsikamma National Park* (Doctoral dissertation, North-West University (Potchefstroom campus)).
- Oberholzer, S., Saayman, M., Saayman, A., & Slabbert, E. (2010). The socio-economic impact of Africa's oldest marine park. *Koedoe*, 52(1), 1-9.
- Ogucha, E. B., Riungu, G. K., Kiama, F. K., & Mukolwe, E. (2015). The influence of homestay facilities on tourist satisfaction in the Lake Victoria Kenya Tourism Circuit. *Journal of Ecotourism*, 14(2-3), 278-287.
- Öğdül, H. G. (2010). Urban and rural definitions in regional context: a case study on Turkey. *European Planning Studies*, 18(9), 1519-1541.
- Ohe, Y., & Ciani, A. (2010). The demand trend of Italian agritourism. *Sustainable Tourism IV, WIT Press, Southampton*, 437-448.
- Olah, M. P. J. (2008). Definition of Rural Tourism and its Characteristics in the Northern Great Plain. *Region, Animal and Food Industry Technologies*, 7(7), 777-782.
- O'Leary, J. T., Morrison, A. M., & Alzua, A. (1998). Cultural and heritage tourism: Identifying niches for international travelers. *Journal of Tourism Studies*, 9(2), 2-15.
- Oliver, R. L. (1977). Effect of expectation and disconfirmation on post exposure product evaluations: An alternative interpretation. *Journal of applied psychology*, 62(4), 480.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Ollenburg, C., & Buckley, R. (2007). Stated economic and social motivations of farm tourism operators. *Journal of Travel Research*, 45(4), 444-452.
- Oppermann, M. (1996). Rural tourism in southern Germany. *Annals of Tourism Research*, 23(1), 86-102.
- Organization for Economic Co-operation and Development (OECD). (1994). *Tourism strategies and rural development*. Paris: OCDE/GD (94)49 Publications.
- Organization for Economic Co-operation and Development OECD. (2001). *Glossary of statistical terms*. Retrieved on June 2014 from. <http://stats.oecd.org/glossary>.
- Othman, F., Sazali, F., & Mohamed, B. (2013). Rural and Community Based Tourism Development in Malaysia: Prospects for Homestays as a Social Economy Enterprise. *TEAM Journal of Hospitality and Tourism*, 10(1), 65-76.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 41-50.

- Pascut, A. D., & Ratiu, M. P. (2011). Rural tourism in the Romanian Carpathians. *Journal of Tourism Challenges and Trends*, 4(1), 11-40.
- Paul, B. D. (2012). The impacts of tourism on society. *Annals of Faculty of Economics*, University of Oradea, Faculty of Economics, 1(1), 500-506.
- Peleggi, M. (1996). National heritage and global tourism in Thailand. *Annals of Tourism Research*, 23(2), 432-448.
- Performance Management and Development Unit (PEMANDU) (2010). *Economic Transformation Programme: A Road Map for Malaysia*. PM's Office Publication. Kuala Lumpur. United Nations Environment
- Petanya, O., & Shani, Y. (2016). *Hosts' Motivations for Participation, Problems and Challenges in Homestay Tourism- Shompole Maasai Kenya*. (Master Degree Thesis, Graduate School of Clemson University).
- Peter, M. (2003). Tourism impacts, planning and management. *Britain: Butterworth-Heinemann*.
- Peterson, K. (1994). The heritage resource as seen by the tourist: The heritage connection. *Tourism: An Exploration*. Englewood Cliffs, NJ: Prentice Hall.
- Peterson, M. (2004). Homestay in Malaysia. *Transition Abroad Magazine*. Nov/Dec, 28(3), 56-57.
- Piaw, C. Y. (2006). Research methods and statistics. *Basic statistical research Malaysia: McGraw-Hill Sdn Bhd*.
- Pizam, A., & Milman, A. (1993). Predicting satisfaction among first time visitors to a destination by using the expectancy disconfirmation theory. *International Journal of Hospitality Management*, 12(2), 197-209.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimentions of tourist satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 314-322.
- Porcaro, P. (2009). Agritourism in Italy. International Specialised Skilled Institute. Melbourne, Australia. Retrieved from http://www.issinstitute.org.au/pdfs/report_execsum_porcaro.pdf.
- Porcaro, P. (2010). The Italian Agritourism Model-3 Ps-Policy, Product and Promotion; Recommendations for Developing Agritourism in Australia. *CAUTHE 2010: Tourism and Hospitality: Challenge the Limits*, 1149.
- Prentice, R. (1993). *Tourism and Heritage Attractions*. Routledge.
- Prosenjit, G., & Sofique, M. A. (2012). Tourist Satisfaction with Cultural Heritage destinations in India: *Asian Journal of Multidimensional Research*, 1(6), November.

- Prosser, R., Cater, E., & Lowman, G. (1994). *Societal change and growth in alternative tourism* (pp. 19-38). John Wiley & Sons.
- Pusiran, A. K., & Xiao, H. (2013). Challenges and community development: A case study of homestay in Malaysia. *Asian Social Science*, 9(5), 1-17.
- Rashidah, A. (2012). *The Economic Impact of Tourism in Malaysia: An Input Output Analysis* (Doctoral dissertation, Universiti Utara Malaysia).
- Rátz, T., Puczko, L., Andrews, L., Morris, H., & Cooper, S. (2002). *The impacts of tourism: An introduction*. Häme Polytechnic.
- Razalli, M. R. (2008). *The Consequences of Service Operations Practice and Service Responsiveness on Hotel Performance: Examining Hotels in Malaysia* (Doctoral dissertation, Universiti Sains Malaysia).
- Razzaq, A. R. A., Hadi, M. Y., Mustafa, M. Z., Hamzah, A., Khalifah, Z., & Mohamad, N. H. (2011). Local community participation in homestay program development in Malaysia. *Journal of Modern Accounting and Auditing*, 7(12), 1418-1429.
- Richards, G. (1996). Production and consumption of European cultural tourism. *Annals of Tourism Research*, 23(2), 261-283.
- Richardson, K. (2002, December). The role of homestay hosts in international education, in the conference proceedings Internationalizing Education in the Asia-Pacific Region: Critical Reflection, Critical Times. In *Annual Conference of the Australian and New Zealand Comparative and international Education Society*.
- Richardson, K. (2003). International Education: Homestay theory versus practice. In *Proceedings for the International Education Research Conference AARE–NZARE* (pp. 27-35).
- Richardson, K. (2003). International education: The quality of homestay services. In *17th IDP Australian International Education Conference* (pp. 21-24).
- Roberts, L., & Hall, D. (Eds.). (2001). *Rural tourism and recreation: Principles to Practice*. CABI.
- Rozier Rich, S., Standish, K., Tomas, S., Barbieri, C., & Ainely, S. (2016). The current state of agritourism research in the United States.
- Rusu, S. (2011). Tourism multiplier effect. *Journal of Economics and Business Research*, 17(1), 70-76.
- Saarinen, J. (2007). Contradictions of rural tourism initiatives in rural development contexts: Finnish rural tourism strategy case study. *Current Issues in Tourism*, 10(1), 96-105.

- Saayman, M., & Saayman, A. (2006). Estimating the economic contribution of visitor spending in the Kruger National Park to the regional economy. *Journal of sustainable tourism*, 14(1), 67-81.
- Saayman, M., Saayman, A., & Ferreira, M. (2009). The socio-economic impact of the Karoo National Park. *Koedoe*, 51(1), 1-10. Doi: 10.4102/koedoe.v51i1.158
- Sakar, E., Keskin, S., & Unver, H. (2011). Using of factor analysis scores in multiple linear regression model for prediction of kernel weight in Ankara walnuts. *Journal of Animal Plant Sciences*, 21, 182-185.
- Sanchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism management*, 27(3), 394-409.
- Santos, J., & Boote, J. (2003). A theoretical exploration and model of consumer expectations, post-purchase affective states and affective behaviour. *Journal of Consumer Behaviour*, 3(2), 142-156.
- Schaffer, W. A., & Chu, K. (1969). Nonsurvey techniques for constructing regional interindustry models. *Papers in Regional Science*, 23(1), 83-104.
- Schilling, B. J., Marxen, L. J., Heinrich, H. H., & Brooks, F. J. (2006). The opportunity for agritourism development in New Jersey. *A Report Prepared for the New Jersey Department of Agriculture*.
- Schmidt-Rinehart, B. C., & Knight, S. M. (2004). The homestay component of study abroad: Three perspectives. *Foreign Language Annals*, 37(2), 254-262.
- Schweinsberg, S. C. (2009). *Sustainable tourism development and rural community values in Australia's forest regions* (Doctoral Dissertation). University of Technology Sydney.
- Seubsamarn, K. (2009). *Tourist motivation to use homestays in Thailand and their satisfaction based on the destination's cultural and heritage based attribute* (Doctoral dissertation, University of Missouri--Columbia).
- Sharpley, R., & Vass, A. (2006). Tourism, farming and diversification: An attitudinal study. *Tourism management*, 27(5), 1040-1052.
- Shuib, A., Mansor, W. S. W., Abdullah, M., & Emby, Z. (1994). The impact of tourism development on local employment. *Malaysian Journal of Agricultural Economics*, 11, 25-41.
- Siemens, L. (2007). Challenges faced by rural/remote tourism businesses on Vancouver Island: an exploratory study. *Journal of Enterprising Communities: people and places in the global economy*, 1(4), 308-320.
- Silberberg, T. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Tourism Management*, 16(5), 361-365.

- Sinclair, M. T., & Sutcliffe, C. (1982). Keynesian income multipliers with first and second round effects: An application to tourist expenditure. *Oxford Bulletin of Economics and Statistics*, 44(4), 321-338.
- Siwar, C. (2013, May). The role of homestays in community based tourism development in Malaysia. In *Conference on Innovating Community Based Tourism (CBT) in ASEAN, Bangkok*.
- Smeral, E. (2006). Tourism satellite accounts: a critical assessment. *Journal of Travel Research*, 45(1), 92-98.
- Smeral, E. (2010). Application of the TSA in a regional context: the case of Vienna. *Tourism Review*, 65(1), 57-65.
- Smeral, E. (2010). Application of the TSA in a regional context: the case of Vienna. *Tourism Review*, 65(1), 57-65.
- Smith, S. L. J. (1995). *Tourism analysis: A handbook* (2nd Ed.). Essex, England: Longman Group Limited.
- Smith, V. L., & Eadington, W. R. (1992). Boracay, Philippines: a case study in 'alternative' tourism. *Tourism alternatives: potentials and problems in the development of tourism*, 135-157.
- Sofield, T. H., & Li, F. M. S. (1998). Tourism development and cultural policies in China. *Annals of Tourism Research*, 25(2), 362-392.
- Song, H., & Witt, S. F. (2000). *Tourism demand modelling and forecasting: Modern econometric approaches*. Routledge.
- Sonnino, R. (2004). For a 'Piece of Bread'? Interpreting sustainable development through agritourism in Southern Tuscany. *Sociologia Ruralis*, 44(3), 285-300.
- Stabler, M. J., Papatheodorou, A., & Sinclair, M. T. (2009). *The Economics of Tourism*. Routledge.
- Statistics Canada, Census of Agriculture, 2001 and 2006. Retrieved from <http://www.statcan.gc.ca/eng/start>.
- Statistics Canada. (2001). 2001 Census of agriculture. Retrieved on Jan 2011 from <http://www.statcan.gc.ca>.
- Steele, D. B. (1969). Regional multipliers in Great Britain. *Oxford Economic Papers*, 21(2), 268-292.
- Stynes, D. J. (1997). Economic impacts of tourism: a handbook for tourism professionals. *Urbana, IL: University of Illinois, Tourism Research Laboratory*, 1-32.

- Stynes, D. J. (1999) Economic Impacts of Tourism. Retrieved from <http://www.msu.edu/course/prr/840/econimpact>.
- Stynes, D. J. (1999). Approaches to estimating the economic impacts of tourism; some examples. *East Lansing, MI: Department of Park, Recreation and Tourism Resources, Michigan State University*.
- Surrey Research Group. (1993). Scottish Tourism Multiplier Study 1992
- Swales, J. K. (1975). Regional multipliers and demand leakages at establishment level: a comment. *Scottish Journal of Political Economy*, 22(1), 101-103.
- Samsudin, P. Y., & Maliki, N. Z. (2015). Preserving Cultural Landscape in Homestay Programme Towards Sustainable Tourism: Brief Critical Review Concept. *Procedia-Social and Behavioral Sciences*, 170, 433-441.
- Sznajder, M., Przebórska, L., & Scrimgeour, F. (2009). *Agritourism*. Cabi.
- Tabachnick, B. G., Fidell, L. S., & Osterlind, S. J. (2001). Using multivariate statistics.
- Telfer, D. J., & Sharpley, R. (2002). Tourism and regional development issues. *Tourism and development: Concepts and Issues*, 112-148.
- Tew, C., & Barbieri, C. (2012). The perceived benefits of agritourism: The provider's perspective. *Tourism Management*, 33(1), 215-224.
- Thomas, B. V. (2007). *Pengaruh Sikap Dan Motivasi Terhadap Komitmen Ahli Dalam Pelbagai Aktiviti Rukun Tetangga Di Kawasan RT Taman Sri Jelok, Kajang, Selangor* (Doctoral dissertation, Universiti Putra Malaysia).
- Thompson, C. S. (2004). Host produced rural tourism: Towa's Tokyo antenna shop. *Annals of Tourism Research*, 31(3), 580-600.
- Tiraieyari, N., & Hamzah, A. (2012). Agri-tourism: Potential opportunities for farmers and local communities in Malaysia. *African Journal of Agricultural Research*, 7(31), 4357-4361.
- Tourism Services Division, Ministry of Tourism, Malaysia. Retrieved from <http://www.tourism.gov.my/niche/homestay>
- Tyrrell, T. J., & Johnston, R. J. (2001). A framework for assessing direct economic impacts of tourist events: Distinguishing origins, destinations, and causes of expenditures. *Journal of travel Research*, 40(1), 94-100.
- United Nations Department for Economic and Social Information and Policy Analysis and World Tourism Organization UN/WTO (1994). Recommendations on Tourism Statistics. New York: United Nations
- Velázquez, B. E. (2005). Agritourism in Italy. *Multifunctionality in Agriculture: What Role for Private Initiatives*, 35-40.

- Vong, F. (2013). Relationships among perception of heritage management, satisfaction and destination cultural image. *Journal of Tourism and Cultural Change*, 11(4), 287-301.
- Wagner, J. E. (1997). Estimating the economic impacts of tourism. *Annals of Tourism Research*, 24(3), 592-608.
- Wall, G., & Mathieson, A. (2006). *Tourism: change, impacts, and opportunities*. Pearson Education.
- Wang, Y. (2007). Customized authenticity begins at home. *Annals of Tourism Research*, 34(3), 789-804.
- Wang, Y. (2007). Customized authenticity begins at home. *Annals of Tourism Research*, 34(3), 789-804.
- Wang, Y., & Davidson, M. C. (2010). A review of micro-analyses of tourist expenditure. *Current Issues in Tourism*, 13(6), 507-524.
- Warisan, P., & Destinasi, I. P. (2011). An investigation of international and domestic tourists' satisfaction in heritage context: implications for destination marketing. *Jurnal Pengurusan*, 33, 61-76.
- Wei, C., Shuib, A., Ramachand, S., & Herman, S. (2013). Applicability of economic models in estimating tourism impacts. *Journal of Applied Economics and Business*, 1(4), 5-16.
- Willis, G., & Garrod, K. G. (1999). *Economic Valuation of the Environment. Methods and Case Studies*, Edward Elgar, Cheltenham.
- Willis, K. G. (1987) Spatially Disaggregated Input-Output Tables: An Evaluation and Comparison of Survey and Non-Survey Results. *Environment and Planning* 19,107-116.
- Wilson, J., Thilmany, D., & Sullins, M. (2006). *Agritourism: a potential economic driver in the rural west. Economic development report*. EDR-06-01, Colorado State University Cooperative Extension.
- Wilson, S., Fesenmaier, D. R., Fesenmaier, J., & Van Es, J. C. (2001). Factors for success in rural tourism development. *Journal of Travel research*, 40(2), 132-138.
- Wilson, T. (1968). The regional multiplier-a critique. *Oxford Economic Papers*, 20(3), 374-393.
- Yacob, M. R. (2006). *Valuation of ecotourism development in marine parks, Malaysia: the case of Redang Island Marine Park* (Doctoral dissertation, University of Newcastle Upon Tyne).

- Yacob, M. R., Radam, A., & Awang, K. W. (2008). *Economic valuation of marine parks ecotourism Malaysia: the case of Redang Island Marine Park*. Universiti Putra Malaysia Press.
- Yacob, M. R., Radam, A., & Samdin, Z. (2011). Tourists' perception and opinion towards ecotourism development and management in Redang Island Marine Parks, Malaysia. *International Business Research*, 4(1), 62
- Yacob, M. R., Shuib, A., & Radam, A. (2008). How Much Does Ecotourism Development Contribute to Local Communities? An Empirical Study in a Small Island. *ICFAI Journal of Environmental Economics*, 6(2).
- Yacob, M. R., Shuib, A., Mamat, M. F., & Radam, A. (2007). Local economic benefits of ecotourism development in Malaysia: The case of Redang Island Marine Park. *International Journal of Economics and Management*, 1(3), 365-386.
- Yamane, T. (1967). Elementary sampling theory.
- Yavuz, N. F. (1994). A market segmentation study of visitors to North Cyprus through importance-performance analysis of destination attributes.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.
- Yuan, M. S., & Yuan, S. M. (1996). Sixteen versus nine expenditure categories in tourism surveys: is there a difference? *Journal of Travel Research*, 34(4), 59-62.
- Yunis, E. (2004, May). Sustainable tourism and poverty alleviation. In *Presentation given at the Annual World Bank Conference on Development Economics, Brussels, Belgium* (Vol. 10).
- Yusof, Y., Muda, M. S., Amin, W. A., & Ibrahim, Y. (2013). Rural tourism in Malaysia: A homestay program. *China-USA Business Review*, 12(3).
- Yusoff, S. (2011). *The relationship between tourists' motivation and cultural and heritage attribute towards customer satisfaction* (Doctoral dissertation, Universiti Malaysia Sabah).
- Yi, Y. (1990). A critical review of consumer satisfaction. *Review of marketing*, 4(1), 68-123.
- Zainon, Z. (2010). Galak Khidmat Homestay Terbaik. Artikel Utusan Malaysia.
- Zikmund, W. (2000). G. (2000), Business Research Methods.