



Homestay tourism and pro-poor tourism strategy in banghuris selangor, Malaysia

Fauziah Che Leh and Mohd Rezuhan Hamzah

Department of Geography and Environment Faculty of Human Sciences Education University of Sultan Idris 35900 Tanjung Malim, Perak Malaysia.

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ABSTRACT

For the last two decades, the government strategy in most developing countries has been focusing on the development policy of rural areas. This is caused by the slower socioeconomic development in these areas compared to that of the urban areas. The flaw in the previous development policy, which concentrated more on the development of rural areas, has resulted in the regression of the rural areas. For that reason, rural development concept has become the government strategy in improving the standard of living and socio-economic of the rural community, particularly for the poor people. Most of the rural community members are less active and hardly become involved in the government development programmes. Moreover, their economic activities are concentrated on agricultural based activities which provide low proceeds and unprofitable. Therefore, new policy has been legislated to ensure that the rural community will be free from poverty and regression through active involvement in the development of the rural tourism sector. The government anticipates that the development in the rural tourism sector particularly in homestay tourism will be able to boost the socioeconomic development of the community in the areas involved. It is for the reason that, the homestay tourism is able to make the most of nature's beauty as well as the community's idyllic customs and cultures as appealing strategies to attract tourists to come to their village, which in turn will heighten the tourism activities in the area. Ever since it was introduced, the homestay tourism has gained encouraging responses that it is utilized as the strategy to overcome poverty in rural areas. Since then, the homestay tourism has attracted tourists, particularly international tourists. Through homestay tourism, participants are given the opportunity to experience the difference in the way of living and customs of the local community as well as given accommodation package throughout their stay in the chosen village. The implementation of the homestay programme offers opportunity to the tourists to be aware of and understand the cultures and the way of life of the local community as they, themselves will be experiencing the village life. This research uses questionnaire distributed to 70 homestay proprietors in Banghuris, Selangor. Based on the fieldwork carried out in Banghuris, it is evident that the homestay tourism has been able to bring in socio-economic changes ever since it was implemented. Therefore, this research proves that the homestay tourism is able to be a medium of the strategy to overcome poverty in rural areas, and above all in improving the community's income rate as well as receiving outside influence for the betterment of their lives.

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Introduction

For a long time, various tourism concepts such as eco-tourism, shopping tourism, cultural based tourism, festival based tourism, ethnic-tourism, art and heritage based tourism, sports tourism and nature-tourism have been introduced in Malaysia. All these tourism concepts have been integrated and proclaimed as the marketing strategy of tourism products in the international level.

As a development theme, tourism has always been a focal point in discussions because the demands and roles of tourism are considered dominant in influencing the status transformation of an area. The status transformation of an area will be more meaningful when it makes the most of the local community involvement in the planned tourism development activities particularly in the context of establishing equality in the

distribution of resources and opportunities (Ashley, Boyd dan Goodwin, 2000; Ashley and Roe, 2002; Goodwin, 2005). Tourism activities in an area should be able to provide benefits to the local community, particularly in reducing poverty rate by generating suitable job opportunities such as lodging owners, property management agents, tourist guides, just to name a few.

The pro-poor tourism concept is usually related to what extent the tourism activities in an area involve the local community, principally in the contexts of providing job opportunities, land ownership, food manufacturer, handicraft producers, creating neighbourhood community, and various types of resources and infrastructure developments within the tourism activities carried out in the area where they live (Ashley, Boyd and Goodwin, 2000; Ashley and Roe, 2002; Goodwin,

2005). The local community involvement in the tourism activities will facilitate the increase in living quality which includes economical and social aspects as well as conducive environment that will ensure productive and healthy living. This is particularly true as the tourism sector has been proven to promptly stimulate the economic growth and developmental progression of an area. In other words, the involvement of the local community in the tourism activities, which is mainly based on the advantages possessed by the area, is expected to be able to overcome the enduring poverty crisis. In this context, the equitable distribution of resources and opportunities should be emphasized to ensure the success of any tourism project in an area, thus fulfilling the pro-poor tourism aspiration.

To work at any development, the distribution of development opportunity should be balanced and fair to all the earth entities by ensuring that all the development growth aspects which include demography, foods, security and energy resources are managed appropriately. In the aspect of social parity, proper resources acquisition and control should be accentuated to avoid economic development that may increase the discrepancy between the wealthy and the poor as well as decreasing social disparity. In addition, political involvement also needs to be intensified by encouraging community involvement in the making of decision for any economic, social and environment development in their area. This is also one of the ways to accomplish the pro-poor tourism goals.

Pro-Poor Tourism (PPT) Strategy

Ashley and Roe (2002), in an article entitled *'Making tourism work for the poor: strategies and challenges in Southern Africa'* explains that Pro-Poor Tourism (PPT) is a type of tourism strategy that generate profits to the poor. Previously, tourism provides more benefits to the government, hotel proprietor and others. However, in his research of Pro-Poor Tourism (PPT), he has identified that Pro-Poor Tourism (PPT) is able to benefit the local community who are directly involved in the financial (economic) and way of living (social) aspects.

Ashley, Boyd and Goodwin (2000), Ashley and Roe (2002), Goodwin (2005) define Pro-Poor Tourism (PPT) as tourism that benefits the poor. This product does not depend specifically to the product or sector but include all matters. In general, PPT does not focus on certain products or certain 'niche' of any tourism activities. It is more of an approach in the development and management of tourism in an area (<http://www.propoortourism.org.uk/>). PPT is also not a new form of tourism, instead, importantly, it is seen as an approach to ensure that the citizens gain benefits from the tourism activities carried out in their area (Ashley, Boyd and Goodwin, 2000; Ashley and Roe, 2002; Goodwin, 2005). In other words, PPT accentuates the local's involvement as 'player' and not 'observer' to enable them to benefit from the development of the tourism sector which has become their primary income provider.

For the most part, the definitions of PPT are almost similar that is to provide benefits to the underprivileged through the tourism sector. PPT aims to enhance the connection between the poor and the tourism sector then reduce the poverty disparity through active participation in the product development. The connection can exist through job opportunities, neighbourhood communities, landowners, food producers, handicrafts makers and various types of infrastructure and resources development. Therefore, PPT can be summarized as an approach that 'link' the tourism sector with the local community and with the aim of providing benefits to the residents through the development of the tourism sector in their area whereby the local residents are

active 'player' and not merely 'observers'. Accordingly, it is apart to summarize that in the Pro-Poor Tourism (PPT) concept based tourism development, the objective is to promote community's harmony and amity in the concurrent contexts between the economic aspect (for growth, equality, competition and competence), social aspect (for participation, dominance, cultural identity determinant and institutional shaping and development) and nature and ecological aspects (for diversity as well as capability and aptitude to accommodate development).

In the tourism sector, poverty is still seen as an issue because it is still apparent in most underdeveloped countries as well as developing countries, including the countries' tourists spots. Simultaneously, tourism is seen as an advancing sector and considered as significant for these countries. Since PPT is seen as a mechanism that is able to provide benefits to the underprivileged in tourism areas, a number of strategies and approaches have been identified to unite and promote cooperation between the government, private sector and the local residents so that all would be able to benefit from the tourism project without disregarding the local community in the tourism areas.

The strategy and implementation can be divided into two, namely strategies that are able to focus on economic return, and strategies that are not focussing on economic return (strategies that benefit the local community). In general, strategies that focus on economic return are as follow:

- i) increase job opportunities and encourage the recruitment of the local residents to fill the job vacancies.
- ii) provide training opportunities for the local community to involve themselves in the tourism sector.
- iii) provide opportunities for the local community to engage themselves with in business sector – the local community can delve into business as food vendor, handicrafts makers or become tourist guides and many more.
- iv) Develop the community income funds – the funds can be obtained from dividends, entry fees, donations, profit distributions, just to name a few. The fund is collected and utilized for the development of the local community – this strategy can be achieved through firm collaboration between the residents, corporations and the authorities.

In strategies that are not focussing on economic return (strategies that benefit the local community), a number of approaches can be carried out:

- i) reduce social and cultural effects of tourism.
- ii) improve the access to infrastructures and facilities such as health facility, roads, public transports, water supply, electric supply and many other.
- iii) Completion of action plans to reduce the effects of tourism to the environment.

The primary aim of these strategies is to reduce the negative effects of tourism to the community. Every arising issue will be handled positively and at the same time, infrastructures and facilities will be built and provided for the locals as it contributes to the upgrading of the locals living quality.

Other than the strategies which focus on policy, the process and the local community involvement can also be put into practice. The strategies are:

- i) the preparation and completion of policies and framework plans that enable the participation of the poor in the tourism sector;
- ii) intensify the locals participation in the decision-making process; the local community is given adequate clarification before any tourism activities are developed in their area. With

this, the locals (particularly the poor) would be able to comprehend and be aware of the opportunities, benefits and effects that they are entitled to get and receive;

iii) partnerships with the private sector.

However, in order to ensure that each and every strategy is able to be implemented properly, it needs comprehensive involvement of all the concerned parties. Not only does it involve changes in policies, it also concerns inclusive cooperation and understanding of the government, the public sector and the local community (<http://www.propoortourism.org.uk/>). In term of implementation, a number of instances can be discussed, one of which is the implementation approach of PPT in Kenya. Here, through the PPT approach, a project named “*Youth Unemployment Reduction in Kenya Through The Use of Information Communication Technology (ICT) and Tourism as Strategic Tools For Development*” have been put into operation. A centre to manage the project has also been set up. Information and Communication technology is used as the most effective ‘tool’ to reduce the country’s unemployment rate among the teenagers. The project has put tourism as the sector that is able to overcome the unemployment crisis. Through the project, the internet is used by job seekers as a medium to search for job opportunities in the tourism sector and employers to seek recruits. Nonetheless, albeit the existing 100 institutes training employers in the tourism sector, most only train teenagers in management skills, not in job hunting skills. Taking this into consideration, the centre trains unemployed teenagers to create a database containing their resume thus increasing their chances of obtaining a job in the tourism sector not only in Kenya but in other countries as well (<http://www.propoortourism-usa.org/>).

In the international level, the PPT approach has been implemented in underdeveloped countries as well as in developing countries. In these countries, the tourism sector is seen as developing more rapidly as the existing natural resources and foreign money exchange rates are still low. Nevertheless, the present scenario reveals that the existing approach is unable to provide benefits to the local community (who are generally poor). Even though an area receive a large number of tourists, the locals may not obtain the benefits from it. Profit is usually acquired by the tourism capitalists who disregard the ‘proceeds’ of the tourism area that should be shared together. Research conducted in poor countries like Zambia and South Africa have proven this scenario (<http://www.propoortourism.org.uk/>).

The Concept of Homestay Tourism

In Malaysia, despite the fact that homestay tourism is one of the newly introduced products, it has already drawn interest from local as well as international tourists. The homestay programme in Malaysia was introduced by the Ministry of Tourism in 1988 as a strategy to vary the country’s tourism products by offering alternative accommodation facilities for the tourists. Amran Hamzah & Hairul Nizam Ismail (2003), assert that homestay is a form of accommodation whereby tourists will get the chance to stay with the chosen house-owner or host, communicate with them as well as go through the family’s daily routine which in a way let the tourists have a live experience of Malaysian cultures. The programme is listed under the Rural Tourism Key Plan that aims to encourage the involvement of rural community in the tourism sector. Until June 2004, 948 participants from 65 villages from all over the country are involved in the homestay programme and the number is still on the increase. Conceivably, it is an advantage for Malaysia as the homestay products provide chances for Malaysians particularly

those who are involved in promoting the country’s natural assets, cultures and hospitality to acquire economical benefits.

Homestay is one of the implementation strategies that illustrates the government policy towards the development of tourism sector in Malaysia. Some of which are:

- ❖ promoting foreign money exchange.
- ❖ encouraging equal economic and social development.
- ❖ promoting rural development.
- ❖ generating job opportunities.
- ❖ accelerating urban/rural integration and cultural exchange.
- ❖ encouraging the involvement of all ethnic communities in this sector.
- ❖ moulding first-class image of Malaysia in the international level.
- ❖ building nation unity.

According to Fazliana Pazin (2004), the homestay programme has been introduced in foreign countries for a number of years in various concepts. Table 1.1 shows the various concepts of homestay introduced in some countries.

In Malaysia, the homestay programme is a form of lodging alternative offered to tourists visiting a village. In this programme, the tourists have the chance to stay with the host family and experience the family’s daily routine. Furthermore, it also encourages direct or indirect involvement of the local or surrounding community. Ever since the homestay programme was introduced, several states through the participations of certain villages all over Malaysia have joined in this programme. The increase in the number of villages participations from time to time has proven that this programme has its distinct advantages for the local community (see Table 1.2). Until 31 March 2011, there are 144 homestay all over Malaysia which involve 230 villages. Sarawak dominates the homestay tourism with 22 projects participated by 24 villages. The homestay programme has not only attracted local tourists but also foreign tourists from countries like Japan, Australia and England, just to name a few. The visits, indirectly elevates the involvement of the rural community as they would likely be involved in providing services needed by a tourist. This in turn would become a strategy that can be done to increase economic opportunities and rural development as well as diminish the poverty rate in an area.

Based on the introduced homestay concept, its implementation strategy involves the local community. Therefore, the programme impact towards the local community, is indirectly interrelated to the Pro-Poor Tourism (PPT) concept. To boot, it is sensible to assert that the homestay programme is one of the implementation strategy or mould of the Pro-Poor Tourism (PPT) in the context of tourism in Malaysia. The concept of Pro-Poor Tourism (PPT) emerges from the collaborated research project which involved the Overseas Development Institute (ODI), the International Institute for Environment and Development (IIED), the Centre for Responsible Tourism at the University of Greenwich (CRT) as well as the states involved with the case research at an earlier time (Nicanor, 2001). The fund for the research project was contributed by Economic and Social Research Unit (ESCOR) of the UK Department for International Development (DFID). The initial case research involved countries like South Africa,

Namibia, St Lucia, Equador, Uganda and Nepal. It has become the groundwork for the implementation of Pro-Poor Tourism (PPT) in the perspective context of tourism and poverty.

According to Ashley (2002), in the article, *Methodology for Pro-Poor Tourism Case Studies*, the Pro-Poor Tourism (PPT) strategy has been designed to evaluate and estimate what has been done in other countries to develop the tourism sector in order to benefit the local community through their involvement. Two fundamental issues explored in the Pro-Poor Tourism (PPT) are the strategy implemented and the effects from the strategy, whether they are positive or negative, whether they are profitable and who would benefit. For that reason, this article aims to seek the connection between the homestay programme and the Pro-Poor Tourism (PPT). It is presumed that rural tourism based on homestay programme is able to create impact to the local community and related to the concept of Pro-Poor Tourism (PPT). Homestay tourism is imperative in intensifying the public awareness, particularly the rural community, towards the fact that rural tourism in the form of homestay programme is also an alternative that can be done to generate income and provide job opportunities like that of the Pro-Poor Tourism (PPT) concept implemented in other developing countries. The main issue that need to be analysed is to what extent the rural tourism like the homestay programme will be able to provide positive impact to the local community and its connection to the Pro-Poor Tourism (PPT) concept. Therefore, the issues related to the extent of the community involvement, the form of attraction and the efforts to promote the attractions as well as the administration and marketing methods towards the homestay programme should be scrutinized.

Homestay as a strategy of the rural tourism sector development

For the past two decades, the government development strategy in most developing countries has given more importance on the development of rural areas. This is caused by the slower development in various aspects in these areas compared to that of the urban areas. Other than that, the flaw in the previous development policy, which concentrated more on the development of rural areas, has resulted in the regression of the rural areas. For that reason, rural development concept has become the government strategy in improving the standard of living of the rural community economically and socially, particularly for the poor people (Maimunah Ismail, 1990).

To narrow down the disproportion gap, the government should draw attention to various infrastructure facilities and services in rural areas so that these areas will also develop concurrently with the cities. The rational of developing the rural areas is for the reason that a large number of the poor population live in these areas. The inhabitants of the rural areas are usually less active and rarely involved in development programmes carried out by the government in federal level. Besides, the economic activities in these areas are concentrated more to agricultural activities with low proceeds and more often than not, unprofitable.

The tourism sector has been known to stimulate the economic growth and development process of a country as listed by McKecher (2003):

- tourism is able to utilize various resources available in an area,
- tourism provides economic opportunities to areas in the cities as well as the rural area,
- tourism opens ways to reduce poverty rate and provides job opportunities as well as boost territorial development,
- tourism provides incentive in the conservation and preservation of nature, cultural and heritage assets,
- tourism puts emphasis on culture and tradition.

According to McKecher, (2003), the continued existence of a community is emphasized as a strategy to establish an interminable tourism in area because the development of tourism activities should benefit the local community, increase their income and at the same time maintain the local control of the tourism development. It needs to be done by ensuring that long term implementation in the tourism operation, which provide job opportunities, eliminate poverty and reduce social disparity as well as enhance social services to the initial community (Jamieson & Noble, 2000). Apart from providing good-quality jobs such as entrepreneur and tourist guides for the local community, tourism also generates positive contributions particularly in the tourism based business sector. This is in line with the efforts to improve the capacity of local manpower sources. Simply put, the tourism activities ensures reasonable distribution of the acquired profits. Therefore, certain organizations or authorities should provide financing incentives to local entrepreneurs involved in the tourism sector.

For almost two decades, the focus of developmental policy in most developing countries is to develop rural areas as these countries are still having underdeveloped rural areas caused by failure and flaw in earlier developmental policy. According to Maimunah Ismail (1990), the concept of rural development is one of the strategies employed by the government to improve the living standard of community in the economic and social aspects, particularly the underprivileged rural community. It also involves the process of providing facilities and relaying development benefits to the rural community. The rational of rural development concerns the fact that the majority of poor population in developing countries live in the rural areas. They are involved in subsistence cultivation and most still live in poverty. They are also dormant and are less involved in developmental programmes. Their cultivation production is low. They also do not receive adequate incentive and impacts of development in the city areas. Therefore, the development policy is designed to make the rural community as the target group for the development programme so that the poverty rate could be reduced and perhaps eliminated. One of the main components introduced by the government is putting into operation tourism industry in rural areas. It is undeniable that the tourism sector has a great potential in varying employment opportunities in various sectors related to it. This is verified by a Malaysian local scholar, Kadir Din, who has pioneered numerous research in the tourism field. Kadir Din (1989) research in Penang and Langkawi island has identified positive impacts and negative impacts of the tourism industry. Visible positive impact in the industry are; it increases job opportunities (66.7%) and improve the development of public facilities and infrastructures (52.8%). Kadir Din is also of the opinion that tourism sector as '*smokeless industry*' should be supported by the participation of local community in agro-tourism and eco-tourism based projects. The tourists should also be given the opportunity to discover and experience the cultures and way of life of the local community so that direct relationship between the local community and the tourists will be established. Accordingly, it will enrich and introduce the local cultures thus attracting more tourists.

This fact that the tourism industry offers impressive contributions in augmenting a country's economic growth, particularly to the local community, is also substantiated by other scholars (William and Shaw, 1988; Kean, 2000 in Nor Hafizah Selamat, 2003). Most countries have become aware of the importance of the tourism industry because of its capacity to

generate foreign money exchange and introduce a country to the world. For that reason, every country attempts to expand the capacity of its tourism industry, which is thought to offer immediate profit. The third world countries compete with each other in the international level to promote their tourism industry in order to boost their economic growth. The tourism industry is not only capable of being a developmental tool in the third world countries, it is also a form of modernization activity for the population involved (De Kadt, 1976; Cater, 1987, in Norhafizah Selamat, 2003). An example is the tourism activity carried out in Langkawi island. According to Nor Hafizah Selamat (2003), the making of Langkawi island as a holiday destination has started before it was bestowed the duty-free area status. However, the status bestowal has become a starting point, which has boost the tourism development there. Generally, the tourism development in Langkawi island is a part of the government agenda or policy to encourage economic growth in less productive area so that the economic growth will be more productive and dynamic. Furthermore, it also aims to allow productive territories to expand their development to less-developing areas. The government is hopeful that the approach will be extended to under-develop states in the east coast to take advantage of the tourism sector to intensify their economic growth. Langkawi island is a perfect example in term of development that has succeeded in developing the tourism industry to improve the island's economic sector and infrastructure facilities drastically.

Lea (1988) and Pearce (1981) (in Nor Hafizah Selamat, 2003) have also asserted that tourism development has also offered various types of job opportunities to the local community thus generating and increasing their income sources. Simultaneously, it also contributes to the country's revenue in the form of foreign money exchange. In the context of Langkawi island, both benefits have already existed. In general, the local community support the tourism development and together assist the government to accomplish the set government goal through the involvement in the economic sector. Their involvement is an important indicator which proves that the local community play an active role in the development of their region. They are also able to accept the tourism development and activities as well as make prompt paradigm shift to their lives and make the most of the existing economic opportunities.

Macleod, (1999, in Yahaya Ibrahim, 2002) has discovered that the existence of tourism industry in the Canary islands has transformed the way of life of the local community. An example presented is that the lives of the majority of fishermen on the islands are changed when they take active roles in the tourism industry. It is discovered that a good number of fishermen have refurbished their houses into public houses or inns to accommodate tourists. Other than that, a number of the local residents also start their own restaurants and bar, grocery stores and car-rental service. According to Rosazman Hussin (2001), the introduction of the tourism industry to the local community in the third world community has brought about certain positive and negative impacts. He also claims that the involvement of the local community in the tourism industry is motivated by the economic significance such as acquiring employments and incomes through the construction and operation of business companies, individual jobs as commodity and service provider, accommodation provider, cultural performer, tourist guide and many more.

Ashley and Roe (2002) in his research states that tourism in the rural areas will be providing numerous benefits for the local residents. This depends on the tourism strategy implemented in

that area and the impacts emerging from the strategy would perhaps be negative, positive, profitable or non-profitable. Research conducted in South Africa, Namibia, St Lucia, Equador, Nepal, Uganda and other developing countries, clearly show that tourism developed in rural areas of the countries have brought scores of benefits to the local communities particularly in the economical aspects.

The research are also supported by Jenny Holland et al. (2003), who has conducted her research in Uganda and the Czech Republic. In her research, she has stated that 75 percent of the population lives in rural area and spend most of their time cultivating. Therefore, an approach that has been identified to overcome this problem is to introduce rural tourism in the areas. The purpose being to enable the poor residents gain benefits from the rural tourism sector by increasing their involvement in the management of tourism products. More developed tourism products in a rural area means more involvements by the local community in the tourism products industry hence the decrease in poverty rate. The same is true with the development in infrastructure that expand concurrently with the tourism sector.

Homestay Tourism and Pro-Poor Tourism Strategy in Banghurus, Selangor

In the context of Malaysia, the Pro-Poor Tourism (PPT) is still considered as a new strategy so there is only a small number of research on it. Therefore, the analysis on the connection of Pro-Poor Tourism (PPT), implemented in the development and growth of the homestay programme, should be explored comprehensively in the near future. The analysis presented in this article is general and still needs further in-depth research in order to identify the valid benefits of the homestay tourism which is line with the Pro-Poor Tourism aspiration in Malaysia. To what extent the development of homestay programme based tourism benefits the local community, in terms of boosting the economic and social rates, should be unravelled because the development process should also not only benefit the developers but the 'host' as well.

For the purpose of discussion in this article, a homestay in Selangor which is the Banghurus Homestay will be analysed. In Selangor, the Banghurus Homestay is one of many homestay in Malaysia that accepts large number of participants which is 87 people and the number of rooms offered is 118 rooms (see Table 1.3). Banghurus Homestay which is situated in Selangor, joins three villages, Kampung Bukit Bangkong, Kampung Hulu Chucoh and Kampung Hulu Teris. These villages are close to each other and located in the constituency of Sepang, Selangor. This homestay is 30 kilometre-away from the Kuala Lumpur International Airport (KLIA).

The idea of introducing the Banghurus Homestay is instigated when Kampung Hulu Chucoh won the Selangor State Level Best Village Competition in 1992. The winning has attracted many visitors to visit the village to enjoy its beauty. Realizing the potential of the area, the villagers have taken the initiatives to develop the village to be a homestay based tourism area. Numerous parties have given their supports when it comes to developing the homestay programme in this area, some of which are the Sepang District Municipal Council, the Ministry of Tourism which was then, The Ministry of Culture, Art and Tourism, and various travel agencies. In the beginning, there were only 18 houses involved in this programme but the number has increased to 68 houses (Norliza & Salamiah, 2006).

The Banghurus Homestay is the only homestay in the Sepang District with Javanese Malay background. One of the interesting activities in Sepang is to visit palm plantations,

rubber plantations, coffee farms, fruit orchards and SME (see figure 1.1, 1.2, 1.3 and 1.4). In addition to this, a variety of unique local cultural activities, which have become tourist attraction are also offered. Other than visits to the palm plantations and rubber plantations, these activities include visits to the historical place in Bukit Bangkong, visits to processing areas of SME, experiencing the Malays wedding package, witnessing and taking parts in cultural activities as well as in the activities of handicraft making. The Banghuris Homestay has won numerous awards and recognitions such as the winner of *Zon Tengah level Ilham Desa* Competition in 2003 and then the winner in the national level of the same competition in 2005, the sixth Ministry of Tourism Award as well as the Malaysia's Best Homestay Award in 2004. Unquestionably, the implementation of the homestay programme is able to attract a large number of tourists to visit the rural areas to enjoy the beauty of nature and at the same time, learn and be aware of the Malaysian cultures. The question of to what extent and whether this program is able to bring about changes in the socio-economic status of the local community particularly in increasing their earnings, will be discussed in this article.



Figure 1.1
Foreign homestay participants



Figure 1.2
Some of the activities that can be participated by the participants of the Banghuris Homestay programme



Figure 1.3
Palm trees planted by the participants as



Figure 1.4
Fishing pond as an attractiveness of the

their memories location

From the Malaysian perspective, a research conducted by Amran Hamzah dan Hairul Nizam Ismail (2003) entitled '*An Assesment of the Sosio-Economic Impact of the Homestay Programme at Kampung Banghuris, Sepang, Selangor*', clearly shows that the rural tourism conducted in the village has provided numerous benefits to the villagers particularly in the economic aspect. Table 1.4 shows the sum total of revenue obtained from the homestay programme carried out in the village from 1995 to 2002.

Data Analysis

The research finding is obtained from the analysis of the questionnaire distributed to 70 respondents who are homestay owners in Banghuris. All the respondents are from three villages who conducted homestay programmes in Banghuris. The villages are Kampung Bukit Bangkong, Kampung Hulu Chucoh and Kampung Hulu Teris. The distribution of the respondents according to villages can be referred to Table 1.5.

After more than a decade, the implementation of the homestay programme in Banghuris has lead to apparent changes in the rural areas, some of which are the increase in various public facilities and the increase of households income rate (see Table 1.6). Based on both Tables (Table 1.5 and Table 1.6), it can be deduced that there is an obvious socio-economic change in the participants and homestay owners after they become involved in this recently introduced tourism product.

On the whole, research have shown that rural tourism gives positive impacts to the local community, economically and socially. Similarly, tourism based on homestay programme in rural areas is hoped to be able to improve the living status of the local community.

Table 1.6 shows the percentage, mean and standard deviation of statements pertaining to the local's socioeconomic status before the implementation of the homestay programme. The total value of mean is high, which is 3.78 with the standard deviation of 0.46. The statements "The main economic activity is agriculture" and "The local community still strongly hold to its traditional custom and cultures" show the highest mean value of 4.00. The finding shows that all 70 respondents or 100 percents of the respondents agree with these statements. This proves that the Banghuris homestay is a long-standing Malay settlement, rich in a variety of customs and cultural heritage. Other than that, the economic activity is centred on subsistence farming. Taken as a whole, before the implementation of the homestay programme in this area, most of the local people in these three villages similar to the other surrounding villages, worked as farmers with elementary education. Furthermore, the local community in these villages still strongly adhered to the local traditional customs and cultures. A very palpable change happens after the implementation of the homestay programme in Banghuris. Table 1.7 shows the local's socio-economic status after the implementation of this programme.

Basically, the goals of the PPT development, the economic motivated and non-economic motivated, are evident in all the places participating in the homestay programme. However, the goals should be expanded so that they would be able to provide benefit to the local community because every place that has become a homestay tourism destination has sufficient and distinctive natural resources. The relative comparison should be utilized comprehensively by developers and the local community as 'active participants'.

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Table 1.1 Homestay concepts in a number of selected countries

Country	Location	Homestay Concept
Canada	Discovery Island, North Vancouver, West Vancouver Island, Quadra Island, Richmond, New Westminster, Burnaby	-Cultural Homestay -Farmstay -Heritage Homestay
North America	Houston, Boston, Seattle	-Farmstay
USA	California, Colorado, New York	-Agricultural Homestay -Educational Homestay
Australia	Mid North Coast of New South Wales Hannam Vale, Emerald City, North of Melbourne	-Farmstay
Japan	Narita, Tokyo, Yokohama, Nagoya, Otsu, Kyoto, Osaka, Kobe, Kurashiki, Okayama, Hiroshima, Fukuoka, Kumamoto, Miyazaki, Chiba, Nara	-Home Visit -Educational Homestay
South Korea	Seoul	-Educational Homestay
South Africa	Happy Valley, Elandsberg Mountain, Hogsback, Eastern Cape, Botswana, Mpumalanga, Namibia, Zambia, Gauteng, Limpopo, Kwazulu Natal	-Leisure Stay
New Zealand	Queenstown, Devoport, Northshore, Auckland, Te anau Armette	-Cottage Homestay -Farmstay
Thailand	Mae Hong Son Village in Chiang Mai, Nakorn Sawon, Chumporn, Surin, Ampawa Village (Bangkok), Hmong Hiltribe Village (Chiang Mai), Doi Ithanon (Chiang Mai), Ban Pahlatha Karen Village (Nakhon Si Thammarat), Plai Pong Pang Village (Anau & Sanghkran), Kah Yao Noi Municipality (Phang Nga)	-Student Homestay -Cultural Homestay -Volunteer Homestay
Singapore	Singapore City	-Educational Homestay
Indonesia	Minahasa, Sulawesi Selatan, Tomohon, Bali	-Cultural Homestay -Leisure Homestay

Table 1.2 Homestay Statistic in Malaysia, 2011

Number	States	Number of Homestay	Number of Villages	Number of Participants	Number of Rooms
1	Perlis	3	3	56	64
2	Kedah	14	19	296	393
3	Penang	9	9	200	227
4	Perak	6	30	231	308
5	Selangor	15	18	458	660
6	Melaka	7	7	118	176
7	Negeri	8	26	220	343
8	Sembilan	15	34	464	609
9	Johore	6	7	133	133
10	Kelantan	6	6	104	106
11	Terengganu	14	19	249	376
12	Pahang	22	24	280	280
13	Sarawak	16	25	194	361
14	Sabah Labuan	3	3	79	97
Total		144	230	3,082	4,133

Table 1.3 The number of Homestay Participants in Selangor

Number	Homestay	Villages	Number of Participants	Number of Rooms
1	Air Manis Homestay, Sabak Bernam	Kg. Batu Darat	17	34
2	Banghuris Homestay, Sepang	Kg. Bukit Bangkung Kg. Ulu Chucoh Kg. Ulu Teris	87	118
3	Bouganvilles Homestay, Sg. Kertas, Gombak	Kg. Sungai Kertas	9	15
4	Sg. Haji Dorani Homestay	Kg. Sg. Haji Dorani	31	55
5	Kanchong Darat Homestay	Kg. Kanchong Darat	38	50
6	Kg. Kundang Homestay	Kg. Kundang	19	28
7	Kg. Batu Laut Homestay	Kg. Batu Laut	19	19
8	Seri Kayangan Homestay	Kg. Tebuk Baru Bangan Terap	21	27
9	Sg. Lang Tengah Homestay	Kg. Sungai Lang	19	25
10	Papitusulem Homestay, Sabak Bernam	Kg. Parit 6 Kg. Parit 7	32	55
11	Sepintas Homestay, Sabak Bernam	Batu 4, Sepintas	20	20
12	Batu 23, Sg. Nibong Homestay, Sabak Bernam	Kg. batu 23, Sg. Nibong	37	50
13	Sg. Sireh Homestay, Kuala Selangor	Kg. Sg. Sireh	54	64
14	Kg. Endah Homestay	Kg. Endah	27	50
15	Sg. Tenggi Homestay, Hulu Selangor	Kg. Sg. Tenggi	28	50

Source: Tourism Development Centre (TDC)

Table 1.4

The sum total of revenue from the Homestay programme at Kampung Banghuris, Sepang, Selangor from 1995 to 2002

Year	Revenue (Malaysian Ringgit)
1995	10,440
1996	42,600
1997	24,000
1998	33,900
1999	35,460
2000	34,440
2001	24,480
2002	20,400

Source: Amran Hamzah & Hairul Nizam

Table 1.5 The Distribution of Respondents According to Villages

Village	Percentage (%)
Kampung Bukit Bangkong	32.9
Kampung Hulu Chucoh	32.9
Kampung Hulu Teris	34.2
Total	100

Source: Field work, October 2011

Table 1.6
Distributions of Respondents in Percentage, Mean and Standard Deviation of the Community's Socioeconomic Status Before the Implementation of the Homestay Programme in Banghuris

Items	Strongly Disagreed (%)	Disagreed (%)	Agreed (%)	Strongly Agreed (%)	Mean	Standard Deviation
1.Low income and only sufficient for daily use.	-	14.3	85.7	-	3.8	0.53
2.The main economic activities are agriculture and animal breeding.	-	-	100		4	0
3.Limited road facility and public amenities.	-	11.4	88.6	-	3.83	0.51
4.Low command of information technology such as computer handling skill.	-	14.3	85.7	-	3.86	0.35
5.The local community still strongly hold to its traditional custom and cultures.	-	-	100	-	4	0
6.Only a small number of the local people have been able to further their studies in public or private higher learning institutions.	-	30	61.4	8.6	3.51	0.99
7.A large number of the younger generation work in the village to support their families.	-	34.3	65.7	-	3.44	0.83

Total Mean = 3.78 Standard Deviation (SD) = 0.46

Source: Field work, October 2011