



UNIVERSITI
MALAYSIA
KELANTAN

**THE COMPARISON BETWEEN THE HOMESTAY
PROGRAM AND KAMPUNG STAY PROGRAM: CASE
STUDIES AT PARIT BUGIS HOMESTAY AND
KAMPUNG STAY DESA MURNI**

By

MUHAMMAD ALIFF BIN AZHAR H18A0243

NUR FARAH NABILAH AINA BINTI RUSLAN H18A0375

LIM PEI XIN H18A0196

MOHAMAD SYAFIQ BIN MOHAMAD NYEESA H18A0224

A report submitted in partial fulfilment of the requirements for the
Degree of **Bachelor of Entrepreneurship (Tourism)**

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or on-line open access (full text)

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972)*

RESTRICTED

(Contains restricted information as specified by the organization where research was done) *

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

The report is the property of Universiti Malaysian Kelantan
The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only
The library has the right to make copies of the report for academic exchange

Certified by



DR. ROSLIZAWATI BINTI CHE AZIZ

Pensyarah Kanan

Fakulti Hospitalkiti, Pelancongan dan Kesejahteraan
Universiti Malaysia Kelantan.



Signature

Signature of Supervisor

Group Representative:

Muhammad Aliff Bin
Azhar

Date: 20/06/2021

Name: Dr. Roslizawati Binti Che
Aziz

Date: 20/06/2021

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction

ACKNOWLEDGEMENTS

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this thesis.

First of all, we would like to thank everyone who has shown their contributions and efforts in helping us complete this research study. Their participation has given us a lot of help and support so that we can do it efficiently in this research study. We would like to thank and appreciate our supervisor, Dr. Roslizawati binti Che Aziz for supervising us to complete this project. Without his help and the knowledge, he has imparted to us, we could not have completed this project on time and efficiently.

Moreover, we would like to thank our team members who gave their full commitment and enthusiasm while conducting this research study. Without cooperation, understanding and tolerance for each other, this project could not be completed on time. We would also like to thank our family for their full support of our studies at University Malaysia Kelantan (UMK). Finally, we are very grateful to University Malaysia Kelantan (UMK) for giving us the opportunity to carry out this research project.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION	ii
ACKNOWLEDGE	iii
TABLE OF CONTENTS	iv
LISTS OF TABLES.....	vii
LIST OF FIGURES.....	vii
LIST OF SYMBOLS AND ABBREVIATIONS.....	viii
CHAPTER 1: INTRODUCTION	
1.1 Overview	1
1.2 Background of the Study.....	1
1.2.1 Homestay Program Development in Malaysia	2
1.2.2 Kampung stay Program Development in Malaysia	5
1.3 Case Study at Parit Bugis Homestay	7
1.4 Case Study at Kampung stay Desa Murni.....	9
1.5 Problem Statement	10
1.6 Research Questions	12
1.7 Research Objectives.....	13
1.8 Scope of Study	13
1.10 Structure of the Report.....	15
1.11 Chapter Summary	Error! Bookmark not defined.
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction.....	18
2.2 Provision of Homestay Program	19
2.2.1 Development of the Homestay Program in Malaysia	20
2.2.2 Homestay program and Community Based Tourism	21
2.3 The Provision of Kampung stay Program.....	222
2.3.1 Development of the Kampung stay Program in Malaysia	24
2.4 Chapter Summary	25

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	27
3.2	Research Design and Strategy	27
3.3	Population and Sampling Strategy	29
3.4	Data Collection Procedures	31
	3.4.1 Procedure for Data Collection	33
	3.4.2 Pilot Test	34
	3.4.3 The Development of the Instrument	34
3.5	Data Analysis Process	36
	3.5.1 Interview Implementation	37
	3.5.2 Qualitative Data	38
3.6	Chapter Summary	39

CHAPTER 4 INTERPRETATION OF DATA AND DISCUSSION

4.1	Introduction	40
4.2	Background of Participants	41
4.3	Case Studies of Homestay and Kampung stay	46
	4.3.1 Objective 1: Element and/or Characteristics of Homestay and Kampung stay	49
	4.3.2 Objective 2: Approach and Strategies Used by Parit Bugis Homestay and Kampung stay Desa Murni in Promoting Their Products/Services To Customers	51
	4.3.3 Objective 3: The Differences Between Homestay Program and Kampung stay Program	58
4.4	Discussion Based on Research Objectives	63
	4.4.1 Discussion of Case Study 1 at Parit Bugis Homestay	63
	4.4.2 Discussion of Case Study 2 at Kampung stay Desa Murni	64
4.5	Chapter Summary	63

CHAPTER 5: RECOMMENDATIONS, LIMITATION & CONCLUSION

5.1	Introduction	67
------------	---------------------------	----

5.2	Recommendations	68
5.2.1	Recommendations for Providers/Tourism Operators at Parit Bugis Homestay, Johor	68
5.2.2	Recommendations for Providers/Tourism Operators at Kampung stay Desa Murni	70
5.2.3	Recommendations for Local Government.....	72
5.3	LIMITATION OF THE STUDY.....	73
5.3.1	Researchers were unable to visit the research site.....	74
5.3.2	The discomfort of a virtual interview.....	74
5.3.3	The internet network affected the interview.....	75
5.6	CONCLUSION	75
	REFERENCES.....	78
	APPENDICES.....	82

LISTS OF TABLES

Table	Title	Page
Table 1.1	The Statistic of Homestay in Malaysia	3
Table 1.2	Statistic Report on 31 October 2020	4
Table 3.1	Population of participant	30
Table 4.1	Demographic profile of participants Parit Bugis Homestay	42
Table 4.2	Demographic profile of participants Kampung stay Desa Murni	44
Table 4.3	The characteristics between the homestay program and kampung stay program	49-50
Table 4.4	The approach and strategies used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their product and services	52
Table 4.5	The differences between homestay program and kampung stay program	58

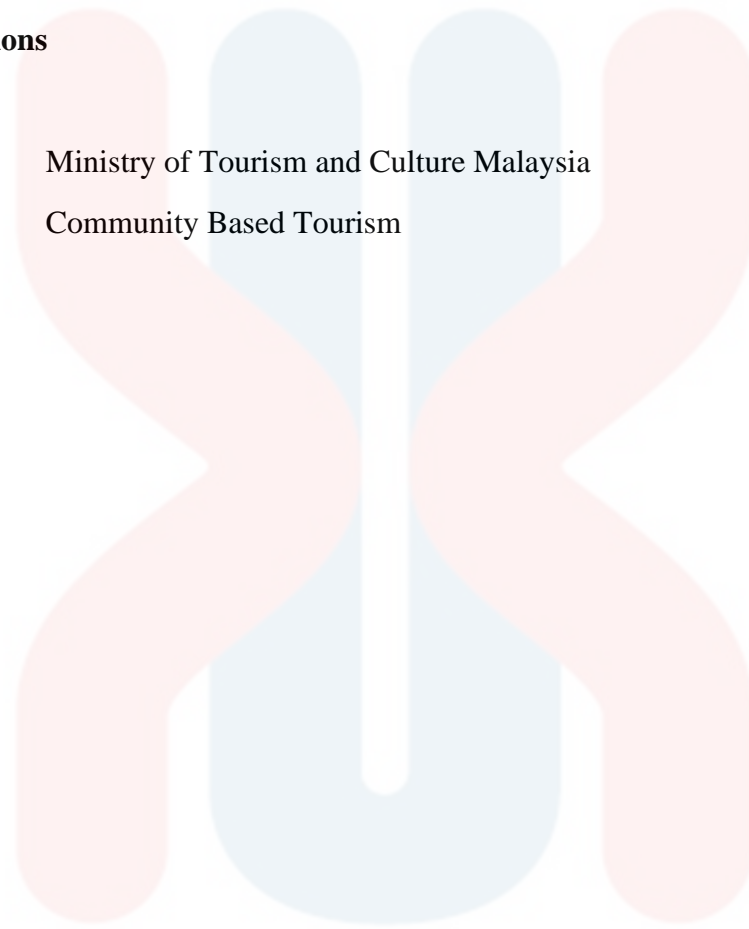
LIST OF FIGURES

Figure	Title	Page
Figure 1.1	The Evolution of Homestay Program in Malaysia	6
Figure 1.2	The facilities that provided by Parit Bugis Homestay	8
Figure 1.3	Welcome Ceremony in Kampung stay Desa Murni	9
Figure 1.4	Traditional activities in Kampung stay Desa Murni	10
Figure 4.1	The activities and environment of Parit Bugis	47
Figure 4.2	The activities and environment of Kampung stay Desa Murni	48
Figure 4.3	Brochure of the Kampung stay Desa Murni	55
Figure 4.4	Brochure that use to advertise	57
Figure 4.5	Tourist from Japan that visit to Kampung stay Desa Murni	61
Figure 4.6	Craft work that done by Japan's tourist	61
Figure 4.7	Traditional kampung stay design and modern design	62

LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

MOTAC	Ministry of Tourism and Culture Malaysia
CBT	Community Based Tourism



UNIVERSITI

MALAYSIA

KELANTAN

ABSTRACT

This study focuses on the comparing the homestay program and kampung stay program, which focus on Parit Bugis Homestay and Kampung stay Desa Murni as a case study. The study will reveal the elements and characteristics of homestay program and kampung stay program registered with MOTAC. Besides that, strategies that have been used in promoting the products and attract tourist arrival are also the objectives of the study. This study has chosen to use a qualitative research design. The researcher has carried out the interview session. The interview session has been working via telephone and online interview to collect the data. Homestay can be defined as a place or an accommodation provided for the tourist to stay with the host family and can experience the daily activities such as cultural and local lifestyle (Hussin & Kunjuraman, 2014). The meaning of kampung stay is “the tourist stays the house without the local family but the tourist has a chance to explore and experience the cultural activity of the local family” (Ministry of Tourism, Arts and Culture Malaysia, 2015). This study would like to recommend that homestay and kampung stay operators to develop their employees human capital and exposure their employees to high skills in various fields. The operator should always maintenance of infrastructure facilities in homestays and kampung stay. Last, the operator also should increase homestay income through community collaboration.

Keywords: Homestay program, kampung stay program, Parit Bugis Homestay, Kampung stay Desa Murni, MOTAC

ABSTRAK

Kajian ini memberi tumpuan kepada perbandingan antara program homestay dan program kampung stay yang memberi tumpuan kepada Homestay Parit Bugis dan Kampung stay Desa Murni sebagai kajian kes. Kajian ini akan mendedahkan unsur-unsur dan ciri-ciri program homestay dan program kampung stay yang berdaftar dengan MOTAC. Selain itu, strategi yang telah digunakan dalam mempromosikan produk dan menarik kedatangan pelancong juga merupakan objektif kajian. Kajian ini telah memilih untuk menggunakan reka bentuk penyelidikan kualitatif. Para penyelidik telah menjalankan sesi temuduga. Sesi temuduga telah bekerja melalui telefon dan temuduga dalam talian untuk mengumpul data. Homestay boleh ditakrifkan sebagai tempat atau penginapan yang disediakan untuk pelancong tinggal bersama keluarga tuan rumah dan berpeluang merasai sendiri aktiviti harian seperti gaya hidup budaya dan tempatan (Hussin & Kunjuraman, 2014). Maksud kampung stay adalah "pelancong tinggal di rumah tanpa keluarga tempatan tetapi pelancong berpeluang meneroka dan merasai sendiri aktiviti kebudayaan keluarga tempatan" (Kementerian Pelancongan, Seni dan Budaya Malaysia, 2015). Saranan homestay dan kampung stay adalah pembangunan modal insan pekerja untuk menerima pendedahan kepada kemahiran tinggi dalam pelbagai bidang. Pengusaha perlu sentiasa menyelenggara kemudahan infrastruktur di homestay dan kampung stay. Terkini, pengendali juga perlu meningkatkan pendapatan inap desa melalui kerjasama komuniti.

Kata kunci: Program Homestay, program kampung stay, Homestay Parit Bugis, Kampung stay Desa Murni, MOTAC

UNIVERSITI
MALAYSIA
KELANTAN

CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

This study focuses on the comparison between the homestay program and kampung stay program which focus on Parit Bugis Homestay and Kampung stay Desa Murni as a case study. The study will reveal the elements and characteristics of homestay program and kampung stay program which registered with MOTAC. Then, it followed by problem statement, research objectives, research questions, scope of study and significance of study. Finally, summary of the chapter will be provided at the end of the chapter.

1.2 BACKGROUND OF THE STUDY

Malaysia Homestay Programme is officially launched in the year 1995 at Temerloh and the Ministry of Tourism, Arts, and Culture (MOTAC) was the organizer of the program which the aim of this program is focused on culture exchanges, culture, environment activity, and others hence it aims to offer the tourist to have a chance to

explore rural life. MOTAC has mentioned that the homestay program is not a lodging facility where the tourist can experience the daily life of the villagers with family (Ministry of Tourism, Arts, and Culture [MOTAC], 2015). Homestay defined as a place or an accommodation that is provided for the tourist to stay with the host family and has an opportunity to experience the daily activities such as cultural and local lifestyle (Hussin & Kunjuraman, 2014). In addition, according to MOTAC, homestay can define as the tourist who stays a house with local family and experience things that are done in daily life, homestay is also meant the tourist will experience the cultural life of the local family, and it has become an exchange manner directly or indirectly (MOTAC, 2015).

1.2.1 Homestay Program Development in Malaysia

Homestay is a program that *“people who live in accommodation that outside their usual living environment and stay more than one night for leisure or business purpose”* (Kadir, Rashid, & Yusoff, 2010). According to the statistic in Table 1, from 2018 to 2019 there was increasing in the homestay operator, as the number has increased from 4070 people to 4210 people. The number of homestays is also increased from 2018 to 2019. The number of homestays has increased from 212 units to 219 units. The total number of homestays are also including the numbers of kampung stays. The statistic has shown the number of villages based on each homestay’s area. The village is an attraction for tourists to visit and experience the activity. The statistic shows in Table 1.1 was updated by MOTAC on 30th September 2020.

Table 1.1: The Statistic of Homestay in Malaysia



**STATISTIK PENGUSAHA / KLUSTER HOMESTAY MENGIKUT NEGERI
DARI TAHUN 2015 HINGGA 2019**

BIL.	TAHUN NEGERI	2015		2016		2017	
		PENGUSAHA	HOMESTAY	PENGUSAHA	HOMESTAY	PENGUSAHA	HOMESTAY
1.	Perlis	56	3	56	3	56	3
2.	Kedah	334	15	345	16	345	16
3.	P. Pinang	220	10	234	11	234	11
4.	Perak	292	10	305	11	305	11
5.	Selangor	443	15	443	15	454	16
6.	Melaka	115	7	137	9	137	9
7.	N. Sembilan	275	12	288	13	288	13
8.	Johor	445	21	445	21	497	24
9.	Kelantan	152	8	152	8	152	8
10.	Terengganu	153	8	185	10	185	10
11.	Pahang	323	16	323	16	323	16
12.	Sarawak	473	32	515	35	594	41
13.	Sabah	293	21	293	22	345	25
14.	Labuan	79	3	79	3	79	3
JUMLAH		3,653	181	3,600	193	3,994	206

BIL.	TAHUN NEGERI	2018		2019	
		PENGUSAHA	HOMESTAY	PENGUSAHA	HOMESTAY
1.	PERLIS	56	3	56	3
2.	KEDAH	345	16	356	17
3.	P. PINANG	234	11	234	11
4.	PERAK	305	11	305	11
5.	SELANGOR	449	16	449	16
6.	MELAKA	137	9	137	9
7.	N. SEMBILAN	288	13	288	13
8.	JOHOR	522	26	556	27
9.	KELANTAN	152	8	152	8
10.	TERENGGANU	185	10	216	11
11.	PAHANG	323	16	323	16
12.	SARAWAK	601	41	653	44
13.	SABAH	394	29	406	30
14.	LABUAN	79	3	79	3
JUMLAH		4,070	212	4,210	219

Source: Ministry of Tourism and Culture Malaysia (2020)

According to Table 1.2, the statistic report has shown that the number of homestay that register with MOTAC and it is classified as the number of the villages, the number of the participants, and the number of the room. The statistic of the number of homestays, villages, participants, and rooms was shown by each state. The total of the village that had joined the program as much as 371 kampungs. While the total participants who take part in the homestay and kampung stay program is 4232 people and the participants have offered 5989 units' room for the tourist.

Table 1.2: Statistic Report on 30 October 2020



**PECAHAN STATISTIK PENDAFTARAN KLUSTER HOMESTAY
MENGIKUT NEGERI SEHINGGA 31 OKTOBER 2020**

BIL	PERKARA	JUMLAH
1.	Jumlah Kluster Homestay	219
2.	Jumlah Kampung	371
3.	Jumlah Peserta/Rumah	4,232
4.	Jumlah Bilik	5,989

BIL.	NEGERI	JUMLAH HOMESTAY	JUMLAH KAMPUNG	JUMLAH PESERTA	JUMLAH BILIK
1.	Perlis	3	3	56	64
2.	Kedah	17	23	356	454
3.	Pulau Pinang	11	28	243	275
4.	Perak	11	41	305	409
5.	Selangor	16	35	454	725
6.	Melaka	9	9	137	217
7.	N. Sembilan	13	33	288	435
8.	Johor	27	54	557	759
9.	Kelantan	8	9	152	182
10.	Terengganu	11	11	223	233
11.	Pahang	16	21	323	450
12.	Sarawak	44	50	653	973
13.	Sabah	30	51	406	716
14.	Labuan	3	3	79	97
JUMLAH		219	371	4,232	5,989

Source: Ministry of Tourism and Culture Malaysia, 2020

In Malaysia, the homestay program is a famous activity among the rural community and tourists. The homestay program focuses on rural tourism as it involves cultural tourism and heritage tourism (Kayat, 2009). This is because cultural and heritage tourism will more interested in the homestay program. Cultural and heritage tourism is preferred to experience and learn the culture among the rural community. While compared to other tourism such as adventure tourism, the homestay program is not meet the need and desire of adventure tourism. Adventure tourism more involving in hiking activities, climbing, snowboarding, and others. Therefore, cultural and heritage tourism is the group that is involved in the homestay program.

Research has found that Korea has undergone a homestay program but there are similarities and differences between Malaysia's homestay. Both country similarities are the tourist and the host family or local people was live together. The program aims to provide an opportunity for local people and tourists to learn and experience cultural differences. The difference in the homestay between Korea and Malaysia is the staying style. In Korea, the local family stayed with the tourist in a hotel or motel while in Malaysia, the tourist was staying with a local family in the local family's house (Tourism Korean Organization, 2020).

1.2.2 Kampung stay Program Development in Malaysia

The meaning of kampung stay is "*the tourist stays the house without the local family but the tourist has a chance to explore and experience the cultural activity of the local family*" (Ministry of Tourism, Arts and Culture Malaysia, 2015). The kampung stay is a new program that launches after the homestay program. Figure 1 has shown the evolution of the homestay program in Malaysia. It is the information of the year when the kampung stay has launch in Malaysia.

According to Figure 1.1, the homestay program is officially launched in the year 1995 while the kampung stay is launched in 2012. It is a new program launched by the MOTAC as the kampung stay is a new tradition of the Malay houses as the kampung stay was located in the rural areas such as villagers (Ministry of Tourism, Arts and Culture Malaysia, 2020). The program is also existing as a job opportunity among the rural village community. The program aims to provide a different style of accommodation for the tourists to experience during the vacation.

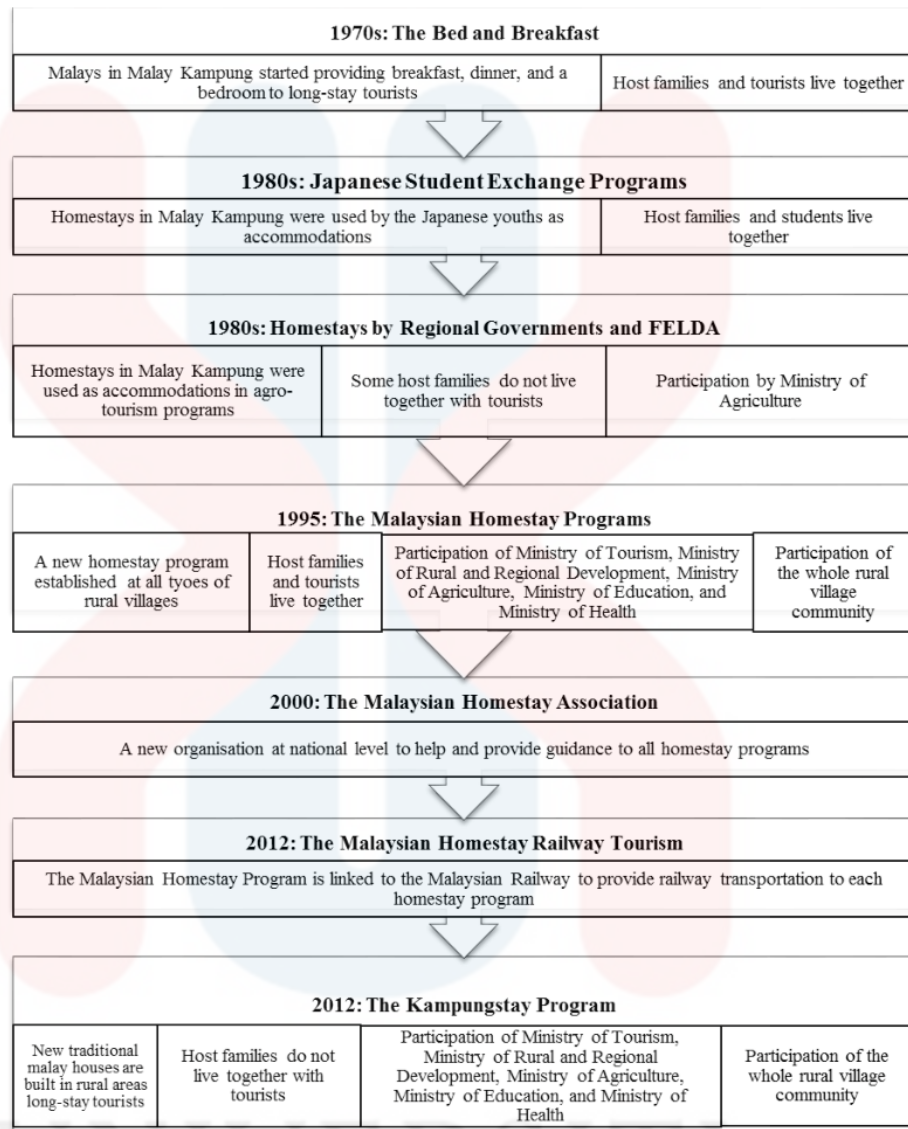


Figure 1.1: The Evolution of Homestay Program in Malaysia
 Source: Ministry of Tourism and Culture Malaysia, 2020

The figure above shows the evolution of the Homestay Program in Malaysia, it is also shown that the Kampung stay Program is a new program that launch after the Homestay Program. The Kampung stay was launch in 2012 and it is a program launched by MOTAC. Kampung stays Program is important to the rural community as the program can improve the rural community living standard and reduce the poverty in the rural areas. According to MOTAC, the aim of the Kampung stay Program may attract the tourist to

visit Malaysia. The program is also generating income among the youth generation as the program is a job opportunity that offers by the MOTAC. Therefore, it will be able to prevent the youth generation from leaving the hometown and work in the city.

1.3 CASE STUDY AT PARIT BUGIS HOMESTAY

Parit Bugis Homestay is located at Muar, Johor Darul Takzim, and it is located near the Bandar Maharani, the administrative capital of Muar District. Parit Bugis is considered a traditional village with an area of 1442.2 hectares, and the geographical condition at the Parit Bugis is the merged soil as clay mix with peat. Early in 1909, Kampung Parit Bugis was opened by the Bugis people and led by Daeng Abu Bakar and Daeng Serabut. The Bugis people left the village due to the place does not suitable to undergo rubber plantation (Homestay Parit Bugis, 2012)

In 1978, the Parit Bugis Homestay has started and there were only three houses operated, and it is more focused on Singaporean tourists. Singaporean tourists often visited the village because of visit relatives who live in the village. In 2003, the government has taken attention to the homestay program as the village is a tourist attraction and a source of income. At first, there was only 70 villagers have been sent to Kedah and Terengganu to attend the courses and learn the ways to handle the tourists and making improvements in the infrastructure as a purpose to welcome the visit of the tourists. At last, the Parit Bugis has registered with MOTAC and now it is a homestay, it has 30 participants involved in the homestay program and 40 room for homestay use (MOTAC, 2020).

Based on the Coop Malaysia Update, it shows that the Parit Bugis Homestay has received an ASEAN Homestay Award in 2017. The award means that the homestay operated was recognized at the ASEAN level (Kamarudin N. , 2018). The Star reported that the ASEAN award has brought Johor's Sultan Ibrahim Ibni Almarhum Sultan Iskandar visited the Kampung Parit Bugis. Although the Parit Bugis Homestay is a village it is occupied with facilities need by the tourist. The facilities such as transportation, entertainment facilities, mosque, computer room, and others. These facilities enable the tourist more enjoyable during the vacation. Not only facilities but also services such as rental car services, tour package, tour guide, and others.



Figure 1.2: The facilities that provided by Parit Bugis Homestay
Source: Parit Bugis Homestay Website

The specialty of the Parit Bugis Homestay is the tourist will stay with the host family during the trip. The Parit Bugis Homestay has offered several packages as the choice. The tourist can choose the package based on desire. The package such as 1 day's village tour trips, 2 days 1-night trips village tours, and garden visitation. The activities for the special trips package are wedding ceremony, prayers feast, and others. The similarity of the packages is the package was included cultural activity and local attraction. Therefore, the tourist has a chance to get close to nature.

1.4 CASE STUDY AT KAMPUNG STAY DESA MURNI

Kampung stay Desa Murni is located at Termerloh, Pahang. It is the first homestay that takes part in the homestay program that being launched by MOTAC in 1995. At first, it is only 10 families' houses participate in the program and the program has grown and the number of participants has increased to 40 families. The specialty of the kampung stay is the tourist can explore the traditional activity but live without a host. It is a good stay for the tourist who likes to enjoy the kampung lifestyle but does not want to live with the host family.



Figure 1.3: Welcome Ceremony in Kampung stay Desa Murni
Source: Kampung stay Desa Murni Website

To build a peaceful environment, the kampung stay is designed in a mixed style which is known as “kampung” style mix with modern style. The design is provided a different view about the vacation or holiday at kampung. The kampung stay is fully equipped with Wi-Fi, parking, entertainment facilities, a swimming pool, and a kids’ playground. The kampung stay is also providing health care services such as a spa where the tourist can relax and enjoy during the vacation or holiday. Other than modern

activities, Kampung stays Desa Murni is also offered traditional activity such as fishing, batik painting, farm visit and other. Kampung stay is an attraction in Temerloh, Pahang, however, the tourist has a chance to visit the deer land and elephant sanctuary by purchasing the package that is offered.



Figure 1.4: Traditional activities in Kampung stay Desa Murni
Source: Kampung stay Desa Murni Website

The Kampung stay Desa Murni has a group of villagers under the B40 class. B40 means that a group of people who age above 40 and low income. The organization will have provided the things needed by the kampung stay and the kampung stay will promote the product of the company to the tourist. In this method, the organization and Kampung stay Desa Murni gain benefits together.

1.5 PROBLEM STATEMENT

The unregistered owner is one of the factors that effected homestay and kampung stay. The problem such as providing the related product as homestay and kampung stay

but offer at the cheapest price. The product such as tour package, accommodation, transportation, and others. According to Ministry of Tourism (2020), there were 174 homestays and kampung stays that was unregistered with MOTAC and these of the homestay was not under MOTAC purview. This statement is also referring to any issue caused by the unregistered owner it not under MOTAC responsible. For example, a tourist has made the payment but unable to contact the owner. Last, the tourist just realizes it was a trap and the money are wasted. In this case, the ministry had advised the tourist to differentiate the homestay that registered with MOTAC by look for the Malaysia Homestay Experience Logo, that place at every house.

There is a misunderstanding about the homestay program among the unregistered operator, people think that was a business opportunity and high profit although the operator does not offer culture activity for the tourist (Nor & Awang, 2017). The unregistered operator has replaced the culture activity with no culture-related activity for the tourist. The action must lead the tourism misunderstanding the concept about the homestay and kampung stay. Besides that, the misperception about the homestay and kampung stay has caused the problem. The tourist will be confusing about homestay and kampung stay. The tourist will think that homestay is accommodation that lives without a host family due to the name of the program. While the kampung stay name is started with kampung, the tourist thinks that it is an accommodation that staying with the host family. As a fact, the tourist has opposite the meaning between homestay and kampung stay.

The procedure income of the registered operator had disturbed because of the existence of an unregistered operator. The income of the registered operator is using a committee account to receive the tourist payment. The committee will make the payment for the registered owner, as the payment was included the expenditure cost in hosting and

some extra profit. While the unregistered owner was received the tourist payment directly without any party. This has caused the different profit between the registered operator and unregistered operator. This statement was proof by Yahaya (2004), as the profit that earns by a registered operator per month is around RM600 to RM800. While for unregistered operator profit received per month is around RM1200 to RM2000.

The existing problem may cause trouble among the homestay and kampung stay. Therefore, the related organization such as MOTAC, who should concern the above issue that has been stated. The unregistered operator is the issue that effecting the income for the registered operator. The monitoring action should be taken to above the problem that occurs among homestay and kampung stay.

1.6 RESEARCH QUESTIONS

This study is intent to study the differences between the homestay and kampung stay program that introduced by Ministry of Tourism Malaysia (MOTAC). The study will focus at two different locations which is Parit Bugis Homestay and Kampung stay Desa Murni. In order to meet the below research objectives, the following research questions were constructed:

1. What are the elements and/or characteristics of homestay and kampung stay as acknowledged by MOTAC?
2. What are the approach and strategies used by the Parit Bugis Homestay in promoting their products/ services to customers?
3. What are the approach and strategies used by the Kampung stay Desa Murni in promoting their products/ services to customers?

4. To what extent the homestay and kampung stay program differ as perceived by the local operators at Parit Bugis Homestay and Kampung stay Desa Murni?

1.7 RESEARCH OBJECTIVES

1. To identify the elements and/or characteristics of homestay and kampung stay which registered with MOTAC.
2. To examine the approach and strategies used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their products/ services to customers.
3. To examine the differences between Homestay Program and Kampung stay Program which registered with MOTAC.

1.8 SCOPE OF STUDY

The scope of this study will focus on the comparison between homestay program and kampung stay program. According to MOTAC (2015), homestay program is an experience of tourist living together with a selected host family. The kampung stay program defines as the tourist stay the house without the local family but has a chance to explore and experience the cultural activity of the local family. Both of that are new programs created by MOTAC which the aim to help people in rural areas to generate income and the tourist get experience of the culture and lifestyle at the rural areas. The

The scope from location perspective that have been focused only two different locations. There are Parit Bugis Homestay which is located at Muar, Johor Darul Takzim and Kampung stay Desa Murni at Temerloh, Pahang Darul Makmur.

1.9 SIGNIFICANCE OF STUDY

In this research would focus supported the comparison between two programs of our studied. This comparison was about homestay program and kampung stay program. This is often because, the comparison of this program could provide new exposure and knowledge to the community in Malaysia. This studied aims to contribute to the present growing area of researched by exploring about comparison of homestay and kampung stay. Besides, this studied also wants the community in Malaysia to understand the new program organized by Ministry of Tourism, Arts, and Culture (MOTAC). This may also provide knowledge to the community to differentiate between Homestay and Kampung stay.

According with MOTAC (2019), they will restructure the Visit Malaysia 2020 (TMM 2020) campaign by targeting new markets to draw in quality tourists and spend big in Malaysia. Homestay and kampung stay were new programs created by MOTAC which the aimed to assist people in rural areas to get income. According to Zainon (2010), homestay development programme produced a big impact on the economy of the operators thanks to increased demanded from tourists. It also could have improved the standard of the domestic tourism industry and increase value. This is often also because, tourists wanted to feel a special environment when visiting tourist areas. For this study because the researcher known MOTAC be an agency to manage tourism affairs.

According to Smith & Barr (2007), homestays as a sort of social entrepreneurship and operated in rural communities are often steppingstones towards sustainable development by reduced poverty and enriching destination image. Thus, participation the community within the Malaysian Homestay and Kampung stay Program was induced by generating awareness about the advantages such a program offers to individuals, families and communities regarding their social needs and consistent with their personality type. MOTAC stated on its website stating the voluntary nature of homestay registration which only registered homestays must adhere to the rules enforced by MOTAC (MOTAC, 2014). Tourism development also could've have been coordinated consistent with the currents of modernity with current technology. Therefore, policies and laws were stated to encourage a competitive and sustainable tourism and cultural sector towards the socio-economic development of the country.

Tourism policies and laws governing homestays are limited because the homestays are governed by guidelines as against laws with no legal implications for non-compliance (Abdullah & Sanusi, 2015). This research hopes that the community in Malaysia knowing and may be a part of the program by MOTAC. Homestay and kampung stay give some interesting difference options of environment when traveling. From that, tourists can get a far better experience once they did accommodation.

1.10 STRUCTURE OF THE REPORT

Chapter 1 aims to provide information on the development of homestay and kampung stay program as acknowledged by MOTAC. The study also will highlight on

the related issues based on the case study that will be conducted. This will be further discussed in background of the study then followed by the problem statement, research objectives and research questions. Last part of this chapter will highlight on the significance of the study as well as the scope of the research. It is hope that the information can be used for the future researcher on this topic.

Chapter 2 however will address on literature review that would like to discuss the provision of homestay and kampung stay. It will focus on the potential of homestay and kampung stay. Besides that, we will compare the homestay and kampung stay program in Malaysia and other countries.

Chapter 3 will highlight on the methodology. This chapter focus on research design and strategy. Followed by the sampling strategy that have been used, data collection method, and analysis the process. It will discuss the method that have been used to collect the data by researcher on this topic.

Overall, the structure of this study will focus how to differentiate between homestay program and kampung stay program.

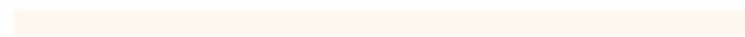
1.11 CHAPTER SUMMARY

Homestay and kampung stay are one of accommodation that registered with MOTAC. There have own characteristic and culture based on the states. In this chapter, we provide the information about Parit Bugis Homestay and Kampung stay Desa Murni as acknowledged by MOTAC. Followed by problem statement which discuss about the problem that existing by homestay and kampung stay. For the next chapter, we would

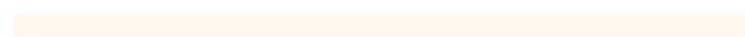
like to discuss the provision of homestay and kampung stay. It will highlight the benefit of development homestay and kampung stay and the differentiate of that in Malaysia and others country.



UNIVERSITI



MALAYSIA



KELANTAN

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The chapter first discusses the background of studied. In background of studied, researcher has stated regarding homestay and kampung stay more widely. Then, continued with the problem statement that found about misperception and confusing between homestay and kampung stay. The problem statement for the case study is to find out and revealed about problems by homestay and kampung stay. The second part is discussing on the case studied between homestay and kampung stay. The third part is focus on the research questions and research objectives. For this chapter, it was attempts to review the relevant literature and research related to definition and development of the homestay and kampung stay. This literature review also provides exposure on the development done for the program related to the main topic.

2.2 THE PROVISION OF HOMESTAY PROGRAM

Homestay is one of the stays included in the homestay program launched by MOTAC. Homestay can simply define as a place or an accommodation that provides a stay for the tourist and stays with the host family. According to Richardson (2003), a homestay is a space that offers by a family for the tourist or international student for a certain period. Other than that, homestay is the place where the tourist stays with the local family and experience local life. Normally, the homestay is in a village where the tourist from the city will have the enjoyment of the local life during the vacation.

The homestay program more focuses on rural tourism as it is involving cultural tourism and heritage tourism (Kayat, 2009). This is because cultural and heritage tourism will more interested in the homestay program. Cultural and heritage tourism is preferred to experience and learn the culture among the rural community. The tourism industry able generates income for the economy in Malaysia. The homestay program has become an income source among the local community and upgrades the living standard among the local community (Yusof, Ibrahim, Muda, & Wan Mohd Amin, 2012). Other than income sources, the homestay program is also creating employment opportunities among the local community (Pusiran & Xiao, 2013). For example, the homestay operator may hire some workers to manage cultural or traditional activities. The employees will make the work be easy and it also acts as the assistance of the homestay operator.

2.2.1 Development of the Homestay Program in Malaysia

The development of the homestay is included the aspect of the element, potential, and the benefits of the homestay. The Homestay Programme cultivates the rural community to take part in the tourism industry. This can reduce the poverty level among the rural community (Kamarudin & Abd Wahid, 2014). The homestay program is the income generator in the rural community. The participants can earn an extra income of around RM600 to RM800 per month. There will be a community that responds to manage the cash flow of the homestay. This is because the tourist will only have a method to make payment for the homestay that is registered with MOTAC.

The Homestay Program has attracted international tourists to visit Malaysia. Based on the report provided by the MOTAC on 31st October 2020, there was a total of 19,378 international tourist visits to Malaysia. There were from Korea, China, Japan, Indonesia, and other countries. Through the visitation, it helps Malaysia's economic growth, as the revenue increase from 2018. The total revenue in 2018 was RM82,322 while in 2019 was RM85,341. The total revenue has referred that the homestay program was one of the sources that help Malaysia's economy (MOTAC, 2020).

The development of the homestay program is a benefit to the rural community, as it can help the growth of the economies. The homestay program is offering a job opportunity for people who are interested in the tourism industry. Before being the operator of the homestay that registered with MOTAC, the participants need to fulfil the requirements set by MOTAC. The requirements such as keep the tidy and clean of the house, take good care of the tourist's safety, offer cultural and traditional activities for the tourists and others.

Currently, the scenario of the homestay package started with the greeting ceremony. As the local people and children will play traditional music instrument such as “*kompang*” to welcome the tourist. After that, the children will play the game with the tourist. The traditional games such as “*congkak*”, “*layang-layang*”, “*gasing*” and others. These traditional games were able to get close to the relationship between local people and tourists. During the game's process, the tourist also has an opportunity to enjoy and familiar with Malaysia's culture. It is a great way to promote Malaysian culture.

The homestay program is also focused on promoting Malaysia to become a famous attraction. The homestay has offered the activity package for the tourist as the activity can let the tourist experience its interest part. The activity such as visit a paddy field, learn the way from the local people and last try to plant the paddy. This is a rare chance for the tourist to experience it. This is because there was no paddy field in the city or a foreign country. The package has also prepared the foodservice such as breakfast, lunch, and dinner. The food will be prepared in the local food type and it will be prepared by the local family. Therefore, the tourist has chances to taste Malaysia’s traditional food and sharing the opinion and feel with the local family. In these ways, the homestay program may improve in the sector to satisfy the tourist desired.

2.2.2 Homestay program and Community Based Tourism

The Government of Malaysia has actively promoted the homestay program among the rural community. The homestay program is classified as a Community Based Tourism (CBT). CBT can define as the owner of the house or the participants of the village do not

need to leave the village and work in the city (Bhuiyan, 2019). The program is going to help the rural community. It is a program to provide a job opportunity for the rural community to take part in and involving in the tourism sector. The homestay program can raise the living standards of the rural community, and it is also reducing the property in rural areas.

By having CBT, the tourists have the chance to explore and experience the local activity in Malaysia as these activities did not exist in the city. For example, learn and taste the Malay traditional food, harvest fruit farms, planting the paddy field, playing traditional games, and others. Other than that, the tourist will feel the warmth of the family, as the tourist will live with the host, having meals with the host, and be part of the family. It will be a memorable and meaningful trip for the tourist.

2.3 THE PROVISION OF KAMPUNG STAY PROGRAM

The kampung stay program was introduced as accommodation where new traditional Malay house is inbuilt the agricultural areas for long-stay tourist. Kampung stay program was established as an initiative under the Rural Tourism Plan to encourage rural community to participate within the tourism sector and as a continuation of the Malaysian Homestay Program (Ministry of Tourism, Arts and Culture Malaysia, 2019). The Ministry of Tourism defines a kampung stay program as an experience where the tourist is provided accommodation within the rural villages without the host family. However, it still offers the chance to interact and participate in village lifestyle (Ministry

of Tourism, Arts and Culture Malaysia, 2019). Kampung stay program is aimed toward providing tourists with the choice on available accommodation within the country.

Kampung stay is usually located in the village area and is mostly traditional carry houses according to the state or village area. It is an experience where the tourists are provided with accommodation facilities but not live with the host house. The residents can experience the curliness of kampung stay entrepreneurs, see and experience the culture of the locals in the surrounding area. Examples of activities that can be felt such as rice planting in Kedah, fishing, dancing tribal cultural dances in Sabah Sarawak as well as making traditional cakes in the kampung stay area (mycribbooking, 2017). The tourist can arrange their holiday and visit the attraction places by anytime and anywhere.

Rural tourism in Malaysia is exclusive in terms of abundance of natural resources, cultures and traditions inherited from local communities (Seubsamarn, 2009). It provide the opportunity for tourist to experience rural attractions and getting conversant in the culture and heritage. The tourist can enjoy the offered by the kampung stay program via job growth, farm support, environment protection, rural supplies and services, landscape and nature conservation, rural arts and crafts, and local heritage enrichment, rural communities will stimulate the rural economy (Egbali, Nosrat, Khalil, Ali, 2011). It offers local communities the benefits of generate income and improving the economies of rural areas and the tourism industry.

Communities-Based Tourism (CBT) concept is new agenda in tourism product (Abukhalifeh, Wondirad, 2019). The tourists get the opportunity to visit the rural areas without living with host family. However, the host treats the tourist very well to make them enjoy and felt appreciate by host. The kampung stay program is also capable of producing professional rural populations in the field of entrepreneurship, creating self-confidence and courage in risk-taking. Kampung stay program is one of the daily incomes

of rural communities and resources for community growth in rural areas. (Kunjuraman, 2019)

2.3.1 Development of Kampung Stay Program in Malaysia

In 2016, The Ministry of Tourism and Culture, Datuk Seri Mohamed Nazri Aziz has introduced the kampung stay programme as a new tourism product to attract tourists to the country and said the vacant houses in villages can be used as accommodation for tourists visiting the country (Bernama, 2016). The tourists request this tourism product as their objectives are to enjoy the tourism package offered and to learn local culture. As the provision of kampung stay in Malaysia includes local communities, where these kampung stays are typically located in rural areas, demand for kampung stay and the packages offered can be fulfilled in Malaysia.

Development of kampung stay is a mechanism that has the potential to uplift the state of the poor in the rural area of Malaysia. It can deliver high returns to the country's economy, in addition to increasing household income (Kunjuraman, 2019). Therefore, various efforts to increase the performance of the programme should be implemented systematically to be maintained and give the benefit the communities involved. Nowadays, the Malaysian government MOTAC strongly encourages the involvement of rural communities in kampung stay programs as it is considered a platform to develop the standard of living of the community. The kampung stay has been identified as a program that can increase state revenues and benefit to the communities involved.

The kampung stay can give the positive impact to tourism industry. The potential kampung stay program can promote rural development. It can increase the income in tourism industry. This is because, rural development mostly has unique and attractive designs. It symbolizes identity in certain area that have own traditional, cultural and lifestyle. Therefore, with this rural development, tourists either foreign or local tourists can enjoy the beauty of development in place as well as to make tourist satisfaction and gain knowledge on rural development based on the states. (Raja, 2013)

The kampung stay program will build the strengthen relationship with family, friends and local community. The located of kampung stay at the rural areas can get close with the rural community culture and lifestyle. It offered a peaceful place to stay during your holidays and vacations as the atmosphere here and enjoy the moment with loved one or family. Tourist can spend the quality time with their own family and enjoy the activities that have been provided. The advantages of the kampung stay growth, the tourists enjoy the family holiday and relationship between the tourist and family will close. The design engraved with kampung style and mix with modern styles, will give the vacation and holiday at kampung a different story ("Kampung stay Desa Murni", 2012).

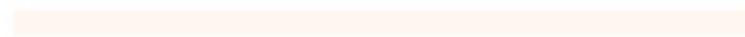
2.4 CHAPTER SUMMARY

This chapter had reviewed all the relevant literature used in the study of comparison about homestay program and kampung stay program. All information from the article related to development have been stated in this literature review for chapter 2. This review makes it to the development of conceptual framework. Next, the following

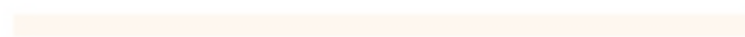
on chapter 3 would focus and discusses about the methodology in the research and measurement development based on the proposed main topic. The research methodology would be stated in chapter 3 on the main topic about homestay and kampung stay.



UNIVERSITI



MALAYSIA



KELANTAN

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In the previous chapter 2, it had been discussing the literature review. The literature review has divided into few parts to clearly about homestay and kampung stay. It also begins with an introduction by researcher. Next, continued with the part definition of homestay. The definition of homestay have been stated based on the review and research article. It also continues with development of homestay. The development of homestay is related to homestay program and strategies. Next part is discussing based on the definition of homestay and kampung stay. The third part is chapter summary for chapter 2. For this chapter, it going to attempts about the methodology that relevant to the main topic. This methodology also give the analysis based on the main topic.

3.2 RESEARCH DESIGN AND STRATEGY

This study has chosen to use a qualitative research design. Qualitative research design can arrange by a focus on individual life experiences, as seen in phenomenology,

case studies, grounded theory and some critical studies; and focus on society and culture, as determined by ethnography and some critical studies (McMillan & Schumacher, 2011). Qualitative research is characterized by strategies that take the subject's perspective as the centre. This approach also pays significant attention to detailed observations in an effort produce a description 'rich' and 'deep' (Morrison, 2002). In qualitative research, detailed considerations are given to the holistic picture in which the research topic is embedded. The underlying idea is that researchers can only understand the data collected if they could understand data in a broader educational, social and historical context Morrison, et al (2002).

According to Creswell (2007), qualitative research begins with the assumption, a worldview, possible use of theoretical lenses and the study of research problems in question being the meaning of individuals or groups considering social or human problems. This definition emphasizes the importance of the assumptions and worldviews that underlie shape.

Marshall (1999) stated that qualitative research offers opportunities for conduct exploratory and descriptive research that uses context and settings to search a deeper understanding of the person being studied. Qualitative research is a method of finding out which assumes that researchers collect, compile and interpret information (usually in words or in the picture), using his eyes and ears as a filter. This is a way that often involves in-depth interviews or human observations in the natural and social environment (Lichtman, 2006). Basically, qualitative researchers are interested in understanding the meaning that people have built, that is, how people understand their world and the experiences they go through world (Merriam, 2009).

Qualitative research process is inductive. Researchers collect data to build concepts, hypothesis or theory, rather than testing hypotheses deductively as in positivist

research (Merriam, 2009). Theory is developed from the bottom up, from the details, rather than from the top to the bottom. This approach is important, as qualitative researchers want to be open to new methods of understanding (McMillan & Schumacher, 2011). Lastly, the product many descriptive qualitative studies. Descriptions are produced in word form or pictures, however, are not numbers. Description captures what has been observed in the same form in which they occur naturally in a particular context. In addition, Qualitative researchers can use data in the form of excerpts from documents and interviews at support for research findings (Merriam, 2009).

This study chooses qualitative research because to understand the views and perceptions. This method offers insight into different problems and assists in developing concepts or theories for potential quantitative research, with analysis to look deeper into the problem, a qualitative approach helps to discover new thoughts and individual views. This method uses various types of unstructured or semi-structured practices for data collection such as group discussions, individual interviews, diary and journal training and the participation of others. It involves observing gestures, postures and body language and learning them to identify problems and provide solutions to them. That is why this method is very suitable to achieve the objectives of the study for Parit Bugis Homestay and Kampung stay Desa Murni.

3.3 POPULATION AND SAMPLING STRATEGY

In qualitative research, there are several types sampling method that can be applied. These include purposive sampling, snowball sampling, quota sampling, and

convenience sampling. This study chooses purposive sampling because purposive sampling is a non-probability sampling method. It occurs when “the judgment of the researcher chooses elements selected for the sample. Researchers often believe that they can obtain a representative sample using an accurate assessment, which will result in savings of time and money (Black, 2010). Purposive sampling is the most common sampling strategy, sampling purpose, one of the most common sampling strategies, grouping according to selected criteria that are relevant to specific research questions.

Sample size, which may or may not be improved prior to data collection, depends on available resources and time, as well as the objectives of the study. Purposeful sample sizes are often determined based on theoretical saturation, points in data collection when new data no longer provide additional insights for research questions. Therefore, the most successful purposive sampling and analysis of data when the analysis was conducted in conjunction with data collection. This method is suitable for sampling strategy for Parit Bugis Homestay and Kampung stay Desa Murni case study.

Table 3.1: Population of participant

Population	Parit Bugis Homestay	Kampungstay Desa Murni
Number of villages	27	16
Number of Operators	35	16

In this case study approach, it is impossible to study the entire population of Parit Bugis Homestay and Kampung stay Desa Murni. The population is defined as a group of individuals, with at least one common characteristic which distinguishes the group from other people (Best & Kahn, 2006) the first population, too large for the study of this

limited scope and second, too diverse to be able to generalize the findings. That is why it is necessary to have a target population. A target population consists of a specific group to whom findings might be generalizable. In this study, the target population would be the operators a working at Parit Bugis Homestay and Kampung stay Desa Murni. To solve the problem of size, must select a sample of the target population that will be the basis of research studies. The sample is a small number of the population selected for the observation and analysis Best & Kahn, et al (2006). By observing the characteristics of the sample, one can make certain conclusions about the characteristics of the population from which it was taken. This study starts with a specific perspective that we want to examine and then look for study participants that cover those various perspectives, so we study the operators at Parit Bugis Homestay and Kampung stay Desa Murni, to achieve the objectives of our study. This study chooses 12 operators which are 6 operators for each Parit Bugis Homestay and Kampung stay Desa Murni to get important information about our study.

There is an old saying in research, "the more data shows the better." However, for practical reasons (Crouch & McKenzie, 2006) suggest that less than 20 participants in qualitative studies help researchers build and maintain a close relationship and thereby improve the exchange of information that is "open" and "honest". This can help reduce some of the biases and the validity of the threat inherent in qualitative research. That's why only 6 of operators a selected. In interview on Parit Bugis Homestay and Kampung stay Desa Murni, this study uses a purposive sampling strategy for operators who had various experiences on Parit Bugis Homestay and Kampung stay Desa Murni.

3.4 DATA COLLECTION PROCEDURES

Data collection method is a process by the researcher to collect the information from participants with the relevant issues to find the answer of research questions, test hypotheses and evaluate outcomes (Saunders, Thornhill, & Adrian, 2019). In this study, the researcher used both; primary data and secondary data to determine whether to attain the research objectives and research question stated in Chapter 1.

Primary data is the sources that not been available yet and is more reliable, authentic and objective. It is the fresh data that can be collected by interview method (Saunders et al., 2019). The researcher was interviewed the village head and operators who are active in the Parit Bugis Homestay and Kampung stay Desa Murni. Because of crisis pandemic Covid19, the interview session has been working via telephone and online interview to ask questions related to research objectives and research questions.

Secondary data is the data that have been already from other sources. It is usually like historical and have been investigated by another researcher (Saunders et al., 2019). The sources that have been collected from secondary data are MOTAC websites, books, internet articles, newspapers, journals and other sources that available to access. The researcher like to use secondary data because the data readily and easy to get it. Thus, it can save time researcher to collect the data and it is less expensive. The researcher was recorded the interview session and field notes. It is useful to transcript the data and backup for the researcher to write down the information (Tessier, 2012). The researcher recorded via portable devices and take notes use pen and paper. The best it is the researcher listened the interview session with unlimited repeat.

3.4.1. Procedure for Data Collection

Data collection procedure is the key how to develop the data collection that will access the information from the participants ("Tips for Writing", 2017). Researchers collect the data at the timeframe on second quarter which is on April and collect the information in the early years to complete research project and it to be able to make the interview by online and use the already technology like laptop, smartphone, iPad and notebook. The researcher used the available applications such as WhatsApp and Google Meet.

The gatekeeper who is the third person between researcher and participant (Lavrakas, 2008). The village head of each case study are the gatekeeper and researcher contact the village head by call to get the brief information. Researchers ask some information about the operators from village head to contact them for the interview session. Then, set the appointment time with the village head of Parit Bugis Homestay and Kampung stay Desa Murni to the interview session.

The researcher called out the operators via smartphone. Then, send the invitation via chatting in WhatsApp, email and formal letter to operators for each case studies. It is for invite and remind them that they have been chosen by researcher as the participants to interview. Then, the researcher set the appointment time with the operators Parit Bugis Homestay and Kampung Stay Desa Murni. Therefore, this study selects 12 operators which are 6 operators for each case studies. The online interview session takes minimum 30 minutes until 1 hours.

3.4.2 Pilot Test

Pilot test is like the rehearsal to address before data collection from participants. ("Pilot Testing: Getting", 2015). Before online interview session, researcher interview the village head to get the brief information about the operators in active to get involve contacting them and be the participants in this study. After do the pilot test, the researcher can start collect the data from the operators.

3.4.3 The Development of the Instrument

An instrument is a research tool used by the researcher to conduct the case study by collecting the data, analysing the data, and making the decision. The different types of research will be using a different type of instrument method. The research has classified as qualitative research, quantitative research, and mixed method.

Qualitative research focuses on exploring and understanding people's experiences, interactions, attitudes or behaviour, and others (Saunders et al., 2019). To collect the necessary data, the method that should use in the study is an unstructured interview or a focus group discussion. Qualitative research is non-numerical data; it is in terms of words or pictures compare to numerical data. The method that will be used in qualitative research to collect the information from the participants is in-depth-opinion. So, the researcher will gain more information or details to proceed with the study. As a result,

the participants involved in the study for qualitative research will be lesser compared to the quantitative research.

The instrument for the case study between Parit Bugis Homestay and Kampung stay Desa Murni will be divided into two-stage and there will have several questions that will be asking the participants. The first stage of the question is about the personal information of the participants. For example, name, age, ethnic group, and others. While the second stage's questions are about the characteristics of the homestay and kampung stay and the strategy used by the owner to promote the services and products. Therefore, the question is not designed to ask directly the same as the research objectives.

There are three research objectives of the case study, the first objective is to identify the elements or the characteristic of homestay and kampung stay which register with MOTAC. The first and third objectives classified as secondary data and the data collected based on the information provided by the MOTAC website such as the guideline to take part in the homestay program and kampung stay program.

The second objective is to examine the approach and strategies used by Parit Bugis Homestay and Kampung to stay Desa Murni in promoting their products or services to customers. It is classified as primary data as the team member will interview the homestay and kampung stay operator online. All the information will proceed once the participants have signed the consent form. There will be around 12 questions that need the participants to answer. The interview process may take around 1 hour to complete.

3.5 DATA ANALYSIS PROCESS

According to Cohen (2007), qualitative data analysis involves organization, accounting for and understand the data in terms of participants' definitions of the situation, by observing patterns, themes, categories and regularity. They further state that there is no one method analysing and presenting the data, however, it must be 'in line with the purpose'. This study is use interview technique. Interviews can be defined as a way of collecting data to gain knowledge from individuals (Silverman, 2005). According to Cohen et al. (2000), interviews has been regarded as "*Exchange of views between two or more people on topics of mutual interest, looking at the central human interaction for knowledge production, and emphasizing the social situation of research data*".

There are many reasons why interviews are used to collect data. Conducting interviews is an appropriate way to obtain highly personalized data, and there are always opportunities available for research (Gray, 2004). Interviews can be divided into several types. They are structured interviews, semi-structured interviews, unstructured interviews and unsolicited interviews (Mason, 2002). Semi-structured interviews are conducted openly, discussions, which allow for two-way communication to be concentrated. It can give and receive both. Generally, semi-structured interviews always start with a question or topic (Veal, 2006). Even so, major issues were first identified, and the potential impact of these questions became the basis for further inquiries, which did not need to be completed in advance. Not all questions need to be completed ahead of schedule (Maxwell, 2005).

In this study, the semi-structured interview method will be applied to meet the objectives of the study. The purpose of this study is to conduct an interview with each

person working in homestay and kampung stay, to find out the approaches and strategies used by Parit Bugis Homestay and Kampung stay Desa Murni to promote their products and services to customers. Another objective is to find out the program held. Therefore, the interview consists of two parts. First, questions are posed to the interviewer, asking them to identify the experience they are going through. Then, they were asked to discuss five questions related to the homestay and village program. After that, we asked for suggestions on how to improve the program at homestay and kampung stay.

3.5.1 Interview Implementation

According to Berg (2007), more questions can be asked, and some may be unpredictable questions at the beginning of the interview. Generally, taking notes or tape recordings of documents is always involved in interviews (Patton, 2002). This type of research can give scientists the opportunity to physically examine both the interviewer as well as the interviewee. This is a good method to explore new ways that are not necessarily original (Silverman 2010).

To fulfil the purpose of this study, initially, an appointment with the interviewee, six people interviewed will be involved. Homestay operators and kampung stay involved. The selected interview format is semi-structured format. The semi-structured interview will be conducted face-to-face. As Berg (2007) mentioned earlier, the author asks a few questions before the interview, such as talking about the weather or work situation. The authors believe that this kind of ice-breaking technique helps the interviewers to become

more relaxed during the interview process. Moreover, it is also useful for the author to get more useful information.

3.5.2 Qualitative Data Analysis

Encoding is one of the phases, often referred to as "qualitative" or QDA. Decisions about a theme, or code, are a quantitative analysis of a study's ability to guide intuition and experience of what is important and what is not. When data is encoded, statistical processing of these data continues to run after data analysis (Hennink, 2011).

Interviews were held on April 2021 for 12 operators with online interviews method. Veal (2011) provides a systematic analysis of qualitative data transcribing interviews, field notes and other materials selected by researchers to improve their own level of understanding and demonstrate what they find. This analysis includes handling the data, organizing it, breaking it down into manageable parts, integrating, finding patterns, finding what is important and what has been learned, and deciding what the researcher will convey to others (Holloway & Galvin, 2016) Therefore, in this research, the researcher made an interpretation by reading the notes and listening to the recording that has been used during the interview. Researchers will repeatedly listen to recordings to get complete information on the qualitative data taken. More details of the analysis are shown in Chapter 4.

3.6 CHAPTER SUMMARY

This summary of chapter 3 describes about the researched methodology for Homestay and Kampung stay that could've used to collected and analyse the data required for the researched questions and to develop in the research. The chapter starts with a discussion of the research design and then followed by the population from the data will be collected. This chapter then continues with sample size, sampling method, data collection also measurement. Next, the research instrument on data collection methods. Finally, the methods of data analysis are discussed.

CHAPTER 4

INTERPRETATION OF DATA AND DISCUSSION

4.1 INTRODUCTION

The previous chapter discussed methodology or the method applied in the research that aims to study about the comparison between the homestay program and kampung stay program which focused on Parit Bugis Homestay and Kampung stay Desa Murni. It is the method used by researcher to collect the sources of data.

In this chapter, the researcher will present the result and information that gained through the interview that had been conducted. The participants involved in the interview were the owner and the staff of the homestay and kampung stay. The interview session has involved the question which related to the objectives of the case study. The objectives of the case study are (i) elements and characteristics of homestay and kampung stay which registered with MOTAC, (ii) approach and strategies that used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their products or services to customers, (iii) the differences between Parit Bugis Homestay and Kampung stay Desa Murni. In this section, the researchers will reveal the data that gain from the participant who has taken part in interview session.

The second section of this chapter will discuss about the background of the participants that have been taken apart in the interview session. Researchers have been analysis the information and categories the information based in several terms, such as gender, age, occupation, and others.

4.2 BACKGROUND OF PARTICIPANTS

The findings were present from the participant data in our interview session from the homestay and kampung stay program. There are 12 participants who are 6 participants for each case study. The researcher did the interview session online in google meet only because of Pandemic COVID-19. For the interview session with participants of Parit Bugis Homestay have done it on 7th April 2021 at 2 pm and for the Kampung stay Desa Murni has done on 4th April 2021 at 2 pm. With this interview session, the researcher can collect the information that has been given from all participants. From the information, the researcher achieves the aim of research objectives. Table 4.1 and 4.2 indicate the findings of the demographic profile from participants that have been interviewed.

PARTICIPANTS FOR PARIT BUGIS HOMESTAY

Table 4.1: demographic profile of participants Parit Bugis Homestay.

Participant	Age	Gender	Marital Status
HS1	68	Male	Married
HS2	63	Male	Married
HS3	60	Female	Single mother
HS4	72	Male	Married
HS5	40	Male	Married
HS6	57	Female	Married

Participant (HS1):

He has been involved in the homestay program since 2004. Before joining the homestay program, he already does a lot of jobs. At 18 years old, he has joined the army team for 6 years. The, he works at Jabatan Kerja Raya, Batu Pahat Johor until 52 years old. He worked as an operating division at Parit Bugis Homestay then he got an offer to be the head village. Parit Bugis Homestay was started of homestay program after he be the head village.

Participant (HS2):

He has taken part in Parit Bugis Homestay. He is one of the host families that provides a stay of homestay to the tourist.

Participant (HS3):

She has taken part in the homestay program thus she is the employee who guide the tourist during the trip and brief the activity of the homestay program. She likes to work there because the village's behaviours will make tourists prefer to visit and join this program.

Participant (HS4):

He is one of the employees who guide the tourist during the trip and brief the activity. So, he is who always spends his time with tourists.

Participant (HS5):

He is the partner of the participant (HS3) who is a tourist guide at Parit Bugis Homestay. He got the experience of guide the tourist and be the tourist's friend.

Participant (HS6):

He has taken part in the homestay program thus he is the employee who guide the tourist during the trip and brief the activity of the homestay program.

PARTICIPANTS FOR KAMPUNG STAY DESA MURNI

Table 4.2: demographic profile of participants Kampung stay Desa Murni.

Participant	Age	Gender	Marital Status
KS1	30	Male	Married
KS2	62	Male	Married
KS3	30	Female	Single
KS4	23	Female	Single
KS5	27	Male	Married
KS6	30	Female	Single

Participant (KS1):

He is the owner of Kampung stay Desa Murni. Before joining, he was an adopted family since childhood. He is a tourist guide since 9 or 10 years old. He always getting tourists coming and be the one of “*congkak*” player, bring the tourist cycling around the village. After finishing the study at 23 years old, he back to the village and decide to work with his father then continue the business of the kampung stay program.

Participant (KS2):

He is KS1’s father is the person who develops the kampung stay program. He ended his career as a teacher when he was 32 years old. It is because he wants to involve in the tourism industries.

Participant (KS3):

She has a certificate of Diploma in Tourism Management. She joined with Kampung stay Desa Murni in 2019 because it near her house. She as General Assistant at Kampung stay

Desa Murni. The experience since she works there is the environment surrounding is good. She was also able to hear the experience from tourists since stay at Kampung stay Desa Murni.

Participant (KS4):

She is the new worker at Kampung stays Desa Murni that joined in March 2021. She has the position of management division. She does not have the experience in Kampung stay program because of due Pandemic Covid-19. So, she manages the guest to check-in and checkout at Kampung stay Desa Murni.

Participant (KS5):

He was joined Kampung stay Desa Murni in 2009. He positions at Kampung stay Desa Murni as Supervisor of the operation division. He is one of those involved with this program and has a lot of experience in the management process of the program.

Participant (KS6):

She works in the Secretarial section in Kampung stay Desa Murni and started her career in 2017. Before that, she was work with MOTAC. She joined the Kampung stay Desa Murni because try to develop more improvement for Kampung Stay Desa Murni because there has a high market and wants to try the new environment.

4.3 CASE STUDIES OF HOMESTAY AND KAMPUNG STAY

History of Parit Bugis Homestay

In the previous interview session, the researchers knew the history of how the Parit Bugis Homestay be a homestay program. Parit Bugis Homestay was developing a person from Indonesia. They stayed in Parit Bugis until 2 years. After they got that land is not suitable for latex planting, they left the village but other Indonesian still reach the village. Then, they spread their culture at Parit Bugis like “*kain batik, nasi ambeng, kuda kepang*” and others. Before joining as Homestay Program, this village only offers for the wedding ceremony. The other history, the Parit Bugis Homestay got 2nd place as a beautiful village. There are more tourists come to the village and not enough time to visit the village for only one day. After that, the owner who is the head village only at that time has got an idea to be the Parit Bugis Homestay as a homestay program.



Figure 4.1: The activities and environment of Parit Bugis
Source: Parit Bugis Homestay Website

History of Kampung stay Desa Murni

Based on interview sessions conducted, before being a kampung stay, the Desa Murni started from homestay program. As known, Desa Murni is the first homestay that registers with MOTAC. It means in 1995, the Desa Murni became Desa Murni Homestay which is the program where the tourist stays with the adopted family to get the experience with live the host family. So, the activities will make the tourist feel like a rural person. In 2010, the kampung stay developed. It still focuses on the tourist, but the facilities were upgraded. For example, they have Wi-Fi, air conditioner, shower, Astro, and so on. So, Desa Murni has experience in two programs which are homestay program and kampung stay program.



Figure 4.2: The activities and environment of Kampung stay Desa Murni
 Source: Kampung stay Desa Murni Website

UNIVERSITI
 MALAYSIA

4.3.1 OBJECTIVE 1: ELEMENT AND/OR CHARACTERISTICS OF HOMESTAY AND KAMPUNG STAY

Based on table 4.3, the information provided from MOTAC. Thus, the researcher had also collected the information about the general homestay program and kampung stay program from participant's homestay and kampung stay.

Table 4.3: the characteristics between the homestay program and kampung stay program

THE CHARACTERISTICS BETWEEN THE HOMESTAY PROGRAM AND KAMPUNG STAY PROGRAM		
	HOMESTAY	KAMPUNG STAY
Definition	The Homestay Program is an experience where travelers live with their chosen family, interact and experience the daily life of the homestay family and also learn about the culture of rural communities in Malaysia.	Kampung stay is a form of experience where tourists are provided with accommodation facilities but do not stay with the host. However, the tourists still have the opportunity to interact and participate in the daily activities of the villagers and their culture.

Characteristic	Homestay products are not classified as accommodation facilities. It focuses more on lifestyles and experiences including culture and economic activities.	The kampung stays provided are equipped with basic facilities for the comfort of tourists and the lifestyle of the villagers.
----------------	--	---

The researcher have been collected the data from two options which are secondary data and primary data. According to MOTAC (2015) have been highlighted as secondary data, there are few elements to show the characteristic of homestay and kampung stay. Homestay is a place or an accommodation that is provided for the tourist to stay with the host family. From the guideline by MOTAC, in the term and condition, if want to register as homestay program, every village need have 10 houses for the minimum and every house have not more than four room. The kampung stay, that is an accommodation for tourists to stay without the local family, but the tourists can explore and participate in the cultural activities of the local family. The data also collected from primary data which is from the owner and operator of homestay and kampung stay. Based on participants' perception from both stay;

“the homestay program is the tourist stay with the host while kampung stay program is the tourist stay beside houses with the host but different houses and without a host.”

(HS1)

“homestay is a stay with host family. The tourist coming and stay with ‘adopted family’.

The term and condition, every village need have 10 houses minimum. Every house not more than four room. It is from the MOTAC.” (KS2)

“Kampung stay is the concept of privacy so it will be together only with the situation alone compared to Homestay. But if it is a homestay, tourists will stay with the host so they will eat together and a lot with the host.” (KS6)

Perception from participant (HS1, KS2, KS6) of element and/or characteristic of homestay and kampung stay are same meaning with MOTAC. Then there is no discrepancy in information from homestay and kampung stay tourism stakeholders, the local community and tourism operation.

4.3.2 OBJECTIVE 2: APPROACH AND STRATEGIES USED BY PARIT BUGIS HOMESTAY AND KAMPUNG STAY DESA MURNI IN PROMOTING THEIR PRODUCTS/SERVICES TO CUSTOMERS.

Based on the interview session with all participants, the researcher had known the approach and strategies that have been used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their product and services to customers. This study analyses the approach and strategies by their way how to attract the tourist come to their homestay and kampung stay.

Table 4.4: The approach and strategies used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their product and services.

Parit Bugis Homestay	Kampung stay Desa Murni
Promote the homestay by corporate with other parties.	Used offline and online to promote the product/services.
Promote the product and services via activities at Parit Bugis Homestay.	promote the program to foreign country.

PARIT BUGIS HOMESTAY

1) Promote the homestay by corporate with other parties.

The Parit Bugis Homestay has promoted the homestay program to International. One day, they got received some international students from Japan to join the homestay program. They enjoyed all the activities happily. At the same time, Parit Bugis Homestay has provided a comfortable stay for the tourist. After that, they will automatically invite and promote this program to their family. The Parit Bugis Homestay also used this alternative with asked help of the university student to create a language event, as they can be the translator for the tourist. Not only that, if they join the courses or any event, they can promote the homestay program to everyone.

“This is one of the strategies to attract tourists. At the same time also, we have asked the help of the university student to create language events, as they can be the translator for the tourists” (HS1)

2) Promote the product and services via activities at Parit Bugis Homestay

Parit Bugis Homestay was created a lot of activity and used as their strategies to promote their product and services to attract the attention of the tourist. For example, there has some competition with their aim to promote the local product and services such as competition to design “*baju batik*” by their hand. They can know how to mend the *batik*. After finishing it, the tourist can bring it as a souvenir. In the homestay program, the tourist can eat the famous food at Parit Bugis, “*nasi ambeng*”, and eat like Malaysian culture which is finish the food by using the hand. At night, tourist can watch traditional performance like “*kuda kepang, tarian barongan, and tarian zapin*”. they can dance together with the local community that has involved in this program. All these activities in Parit Bugis Homestay as their strategies had used to in promoting their product and services. Other than that, it can attract tourist attention. At the same time, this strategy will promote Malaysian culture and tradition also promote the local product.

“We also will invite them to join us in a traditional dance.” (HS1)

KAMPUNG STAY DESA MURNI

1) Used offline and online to promote the product/services.

Kampung stay Desa Murni has its own strategies to promote its product and service. In this generation of technology, they also do not run away from using digital platforms as a tool for them to promote products and services available in the Kampung stay Desa Murni for tourists. So, they used social media such as Facebook and YouTube as a tool to promote. Kampung stay Desa Murni has a website and already has a system to booking online and make the payment online. For the offline platform, they do like to join the seminar of tourism, promotions, events to grow the business, visit ministry office and agency. They through forward visit the tourist and attract them by promoting the product and services that have been provided in Kampung stay Desa Murni. Due to the Pandemic, Kampung stay Desa Murni do more promotion to travel agency. This is because nowadays, people cannot cross the border state without permission. But the travel can do with the term and condition that is only travel agency can bring the tourist to travel or cross the border state. Therefore, the operator of Kampung stay Desa Murni has used the offline strategy smartly. The operator has promoted the package through the brochures to the villages or the people who live in Pahang. It is the only way to attract the arrival of the tourist.

“it called like bubble tourism. Where the state in Movement Control Order Recovery (MCOR) can cross the state border to MCOR state but with travel agency only” (KS2)



POTONGAN 20%



PILIHAN TARIKH:
 20-25 DIS 2020
 27-31 DIS 2020
 3-8 JAN 2021

HUBUNGI SEKARANG!

WhatsApp: +6012 553 4715
 Phone: +609 2847949



PERLINDUNGAN PERSEKITARAN



Perubahan iklim mengakibatkan keadaan cuaca keterlaluan yang memberi kesan terhadap ekosistem sumber semula jadi, memberi impak kepada kesejahteraan kita dan generasi akan datang.

Oleh itu, inisiatif menanam pokok dapat membantu memulihara alam sekitar dan ekosistem agar lebih terkawal.



Scan disini untuk sertai kami



WARNAI KOMUNITI MALAYSIA

Pogram ini bertujuan membantu masyarakat Malaysia terutama golong B40 dalam meningkatkan taraf hidup di samping memupuk nilai murni.

Peserta akan diberikan satu pokok bunga dan hendaklah ditanam di tempat masing-masing

WhatsApp: +6012 553 4715
 Facebook: Kampungstay Desa Murni
 Phone: +609 2847949

KAMPUNGSTAY DESA MURNI OFFERS

PROMOTION

Pakej Family Day 2021
 Adult - RM150 RM140
 Child - RM125 RM115

Pakej Family Day 3021
 Adult - RM205 RM195
 Child - RM155 RM145

GRAB NOW!

No Tel : 092847949/0125534715
 FB & IG: Kampungstay Desa Murni
 www.kampungstaydesamurni.com



Available for Matta Fair Promo 6 Sept - 8 Sept 19

Figure 4.3: Brochure of the Kampung stay Desa Murni
 Source: Kampung stay Desa Murni Website

2) Promote the program to foreign country.

As a history about the promotion, in 1995, Kampung stay Desa Murni had received a certification from MOTAC that they can use to undergo public awareness around Malaysia to corporate with other villages. So, they have corporate around 20 to 30 villages every year. Before the Pandemic Covid-19, they able to travel overseas such as to Korea, Dubai, Japan, and other countries to promote the program of kampung stay. So, with this strategy, the Kampung stay Desa Murni got to increase the number of tourists to visit the village. In this way, they got the opportunities to make the international tourist come to Kampung stay Desa Murni to join the program.

“We form a group and travel to Korea, Dubai, Japan and other country to promote the program. Through the method, we have increased the number of tourists that visit to our village.” (KS2)



Figure 4.4: Brochure that use to advertise
Source: Kampung stay Desa Murni Website

UNIVERSITI
MALAYSIA
KELANTAN

4.3.3 OBJECTIVE 3: THE DIFFERENCES BETWEEN HOMESTAY PROGRAM AND KAMPUNG STAY PROGRAM

Table 4.5: The differences between homestay program and kampung stay program

Homestay program	Kampung stay program
Product and services offered to tourist	Product and services offered to tourist
The own term and condition for tourist	Kampung stay design

There is a lot of difference between the homestay program and the kampung stay program. As people knew, there have a different concept which is homestay is more of a foster family program that the tourist will stay with the adopted family. For the kampung stay, is a new program that is more for guests who come and want to sit at home is provided which is also not the original concept of homestay then it is more the private accommodation, but the tourist can also have the opportunities to join the activity. Another difference between both of it, which is different the location, product, and service offered to tourists, the term and conditions that have been provided by the own homestay or kampung stay, the design of this house, and so on.

“The homestay design as an old house but equip with necessary facilities.” (HS4)

“If it is the kampung stay, it is a different concept with the hotel because if the hotel will be in the city area but this kampung stay is in the village” (KS6)

HOMESTAY PROGRAM

1) **Product and services offered to tourist.**

The homestay program product that provides to tourists like planting activities such as paddy, potato, chili. For the Parit Bugis Homestay, they have a small industry in the village which are make the “*kerepek pisang*” and “*ubi*”, have the paddy field, deer and so on. the main product that famous at Parit Bugis Homestay is “*kuda kepang*” which has been expanded across countries such as Singapore, Brunei and many more. Parit Bugis Homestay has cooperated that sell “*sambal kicap*” in the past 1 year half ago. So, they can promote the local product to tourists.

2) **Term and condition for tourist.**

Every stay can put their term and condition for tourists to make sure the tourist has not brought their culture into the village. Some homestays do not care about that but not to Parit Bugis Homestay. They do not want the tourist culture will influence the rural community like the wearing attitude. There have some international tourists like to wear impolite clothes or the simple called ‘sexy’. This attitude will cause to a negative impact on the village. so, the owner of Parit Bugis Homestay has decided, tourists, need to wear

traditional clothes like “*baju kurung*” or “*baju kebaya*” when joining the program. The staff will give it for free for the tourist.

“we have set the term and conditions, such as they need to wear “baju kurung” or “kebaya” and the cloth will be provided by us. The cloth is in the second condition, so the tourist does not need to purchase it.” (HS1)

KAMPUNG STAY PROGRAM

1) Product and services offered to tourist

The concept of kampung stay is a private stay. The tourist can do anything that they want while they still have the opportunities to join the activities that have been provided at the kampung stay program. For example, Kampung Stay Desa Murni has a Japanese program, who the tourist from Japan come to Malaysia because want learns the culture. The activities that can be done such cage “*ikan patin*” and feed the “*ikan patin masak tempoyak*” that the famous food at Temerloh. Not only that, they can learn how to tap rubber from the trees, how to knit the oil tourist still can learn about the culture at the place but when they going to bad, they just stay at the houses that have provided without stay with a host family or adopted family.



Figure 4.5: Tourist from Japan that visit to Kampung stay Desa Murni
 Source: Kampung stay Desa Murni Website



Figure 4.6: Craft work that done by Japan’s tourist
 Source: Kampung stay Desa Murni Website

2) Design of Kampung stay Desa Murni

The kampung stay design is looking like a traditional house while it more upgraded with the design look more modern concept, has more facilities that homestay does not have. For example, the Kampung stay Desa Murni’s design was a house that a

unique built. It is aims to provide a special experience and the concept of a relaxed village atmosphere in Temerloh with a very beautiful and traditional house design making it look very different from the homestay. Despite the traditional concept, the facilities provided are good and complete to fulfil the comfort of those tourists or guests who come there. The design of the kampung stay also has provided in modern design, such as container stay. Although the kampung stay design was modern, the tourist still enjoying the local and traditional activities. With the peaceful atmosphere, cuisine sure to mesmerize and make the tourist feel like own village.



Figure 4.7: Traditional kampung stay design and modern design
 Source: Kampung stay Desa Murni Website

KELANTAN

4.4 DISCUSSION BASED ON RESEARCH OBJECTIVES

The purpose of the discussion is to interpret the data. According to the objective, then clarify the importance of the findings. The researcher based on what has been understood from the problem the study and identifies the understanding or new insight into the problem after consideration by the researcher.

4.4.1 DISCUSSION OF CASE STUDY 1 AT PARIT BUGIS HOMESTAY

As a result of the information obtained, Parit Bugis Homestay is the best homestay in Malaysia because this village has received several awards based on national and state. The results of the study also show that the elements of homestay from the environment the villages was good and always treat the tourist with kind and believe that it is the strength of their village. There were 38 homestays at Johor and Parit Bugis Homestay has its strength and does not afraid of the competitors. For example, the homestay has offered various types of traditional food and activity for the tourist. The homestay program also was under MOTAC and they will check the homestay security and safety every two years. MOTAC also provided Tourism Course for the participants to take part in, so they can improve themselves. Strategies used by homestay is to attract more visitors. The village head has asked the Cultural Officer in Johor Bahru to guide on the right way to perform the activity. Last, the village head will send some operators to take part in the activity to learn it. In addition, the village has planting activities, such as paddy, potato, chili. In the

previous, they use the traditional tools, but now they have used a modern machine to harvest. To attract the tourist attention, the village head has created some competition such as the beauty of “baju batik”. The tourists may add on some money to design their own’s batik, then they can keep it as a souvenir. The operator has promoted the Homestay program to international. For example, the researchers have received some international students from Japan to enjoy the activity. After that, the Japanese student will invite his/her family to take part. This is one of the strategies to attract tourists. At the same time also, researchers have asked the help of university students to create language events, as they can be the translator for the tourists. Second, want to promote the specialty of the food, “*Nasi Ambeng*”. The operator will serve the tourist with “*Nasi Ambeng*” at night, and the tourist needs to finish the food by following our culture such as finish the food by using hand. The difference between homestay and kampung stay in the Homestay Program is the tourist stay with the host while kampung stay program is the tourist stay beside houses with the host but different houses and without a host.

4.4.2 DISCUSSION OF CASE STUDY 2 AT KAMPUNG STAY DESA MURNI

Based on the findings, the researcher found that Kampung Desa Murni was the first village that involves in Homestay Program that organizes by MOTAC. Kampung stay started in 2010 and still, the first kampung has registered. Kampung stay Desa Murni has received a certificate from MOTAC. With the certificate, Kampung's stay will be used to undergo public awareness around Malaysia to cooperate with other villages. Meanwhile, Kampung stay has cooperate around 20 to 30 villages every year. The

elements of kampung stay by MOTAC kampung stay is still focused on the tourist come to Desa Murni but it upgraded with the facilities. These facilities are needed by the tourist outsider. Kampung stay also provides a green and chemical-free environment, comfortable and fresh air with several activities that are environmentally friendly and affordable. The operators will attend both of the agencies. Kampung stay need to train as to improve. As the term and conditions to join the Kampung stay Program is to prepare a house that equips with necessary facility and build good environment and good safety, then the relevant agencies will check whether the participant fulfils the condition or not. The operator will be attending the courses that organize by the government and stakeholders. They will be teaching us the way to greeting the tourist, how to take care of their privacy and others. After the courses, they will receive a certificate. Strategies used by kampung stay in promoting is Kampung stay Desa Murni promotes to attract the tourist with an online digital platform like social media such as Facebook, YouTube and have a website to develop one system for booking online and paid online. The offline marketing, Kampung stay visit the tourist through forward like join the seminar of tourism, promotions, event to grow the business, visit ministry office and agency. Kampung stays from a group and travels to Korea, Dubai, Japan, and other countries to promote the program. Through this method, Kampung stay has increased the number of tourists that visit our village. Kampung stay Desa Murni also hopes that he will always keep up to date with the technology era in terms of marketing, human resources, management, and others.

4.5 CHAPTER SUMMARY

This chapter focuses on interpreting of data and the observations collected through the interview in Parit Bugis Homestay and Kampung stay Desa Murni. This chapter discovers the comparison between the Homestay program and Kampung stay program which focuses on Parit Bugis Homestay and Kampung stay Desa Murni. Researchers had elaborated more on the objectives of this study to give more understanding for this research.

CHAPTER 5

RECOMMENDATIONS, LIMITATION & CONCLUSION

5.1 INTRODUCTION

The previous chapter was about the interpretation of data and discussion. The researcher had presented the result and discussion gained after interview and observations sessions focus on the discussion from the previous finding on comparison between the Homestay program and Kampung stay program in Parit Bugis Homestay and Kampung stay Desa Murni.

In this chapter, the researcher has made recommendation and conclusion based on the previous chapter was about the interpretation of data and discussion. The researcher had presented the result and discussion gained after interview and observations sessions focus on the discussion from the previous finding on comparison between the Homestay program and Kampung stay program in Parit Bugis Homestay and Kampung stay Desa Murni. The researcher also lists the limitations that have been taken during the study.

The suggestion was made for future research and also the responsible parties and stakeholders involve in activities. It also provides that might be helpful to develop the Homestay program and Kampung stay program in Parit Bugis Homestay and Kampung stay Desa Murni.

5.2 RECOMMENDATIONS

Based on the problems found in this case study, the researcher has listed some suggestions to be described in chapter 5 according to the case study in Parit Bugis Homestay and the case study in Kampung stay Desa Murni.

5.2.1 RECOMMENDATIONS FOR PROVIDERS/ TOURISM OPERATORS AT PARIT BUGIS HOMESTAY, JOHOR

The researcher has submitted several suggestions to Parit Bugis Homestay in order to achieve the standards given by the Ministry of Tourism, Arts and Culture (MOTAC) to do some improvement for the future.

1) **Development of employee human capital to receive exposure to high skills in various fields.**

This is because skills in various fields will facilitate matters and provide benefits to the homestay. Furthermore, employees will be more creative to innovate homestays. This will also make employees more likely to be interested in using cutting-edge technology nowadays. This is also further recommended when using such mobile phones

and computers to facilitate reservations by tourists to experience the experience of staying in a homestay. This disclosure can also be made by holding routine classes for employees to learn the use of the platform in improving the quality of homestays in the future. Thus, when the employees are skilled they will have a creative idea in operating the official homestay site.

2) Maintenance of infrastructure facilities in homestays.

Homestay infrastructure needs to be well taken care of because overall homestays are built using wood. This is also important to keep the homestay structure from being eaten by wild insects. Strict controls maintained by the operators on a regular basis will give an impact when the presence of tourists stays. This can reduce the likelihood of tourists feeling uncomfortable about the condition of the homestay and tourists also like to return to a well-maintained homestay.

3) Increase homestay income through community collaboration.

Homestay income can be increased through community cooperation in the homestay area. This is also a step to increase the value of local produce by communities involved in homestays. Homestay operators can provide a platform to the community to grow their business. For example, when tourists from abroad come to homestays they will

see local products produced by the community. It indirectly allows tourists to learn about the uniqueness of local food. Thus, the production of these products can be strictly marketed and exported with the highest quality and its revenue can be increased many times over.

4) Always update the homestay official website.

The official homestay website is the basic thing to advertise or promote homestay to the tourism market. Tourists will search for information about the accommodation. Therefore, operators need to ensure that the website always provides the latest information to the tourism community. Homestay operators can also get support to operate the site. This is because a beautiful website will give an attraction to the tourists to know more. Operators can also include accommodation packages and activities available at the homestay.

5.2.2 RECOMMENDATIONS FOR PROVIDERS/ TOURISM OPERATORS AT KAMPUNG STAY DESA MURNI, PAHANG

In this study, the researchers have identified the problems that exist and have created opportunities for Kampung stay Desa Murni to achieve the vision and mission goals.

1) Improve communication skills and use of social media among employers, employees and the community.

In this era of cutting-edge technology, the researcher can do work and get information with our fingertips. It is because a variety of the latest gadgets can make things easier for users. Therefore, Kampung stay Desa Murni needs to improve communication skills and the use of social media. Communication skills are very important to ensure that foreign tourists feel satisfied with the treatment provided during their stay. Kampung stay Desa Murni needs skilled operators and should develop a major website for tourists to get the latest information on services, package offers and activities provided. Operators can also promote Kampung stay Desa Murni through social media such as Facebook, Instagram, and Tik Tok.

2) The operator of Kampung stay Desa Murni can design accommodation packages with activities as an attraction for tourists.

In the meantime, Kampung stay Desa Murni can also add activities compared to the previous package. Accommodation packages can also be offered at affordable prices and promoted on available social media. The package can make Kampung stay Desa Murni more open to outside visitors. Operators of Kampung stay Desa Murni can also

improve the quality to meet the demands of guests and also to fully satisfy. In addition, traditional-based activities can also be carried out to provide an experience to tourists.

5.2.3 RECOMMENDATIONS FOR LOCAL GOVERNMENT

Based on this study, the researchers find out the problems and give some recommendations for the local government to improve Parit Bugis Homestay and Kampung stay Desa Murni.

- 1) Service aspect should be given priority followed by facilities and promotion by the local government.**

With the findings that have been found, the researchers recommend that the service aspect should be given priority followed by facilities and promotion by the local government. These aspects should also be given great attention in providing the best overall service to tourists staying in homestay and kampung stay. Therefore, this will be able to offer a pleasant environment, overcoming customer dissatisfaction when staying in homestay and kampung stay. This can also reduce problems during their visit. In terms of documentation, the government can create a reliable documentation system. In collaboration with the local government, it will provide some clear guidelines on how to rent a general homestay and much other good and orderly initiatives. In addition,

homestay and kampung stay host also need to improve their promotional strategies to attract more customers to come. The local government can also provide guidance to homestay and kampung stay host on appropriate promotional methods that also coincide with good features.

1) Local governments should focus on the provision and improvement of hard infrastructure such as road networks.

Good road facilities can increase the degree of access of tourists to homestay and kampung stay safely. In terms of telecommunications, the use of the internet in rural areas is very important because homestay and kampung stay operators can do promotions and provide the latest information on their official websites. The structure and facilities for use by tourists should be improved with quality methods so that the houses in the homestay and kampung stay can maintain the strength of their construction. It will also provide an experience for tourists to experience the culture and architecture when staying in rural areas.

5.3 LIMITATION OF THE STUDY

Every research done will have obstacles and problems while completing the research. Limitations are aspects of research that the researcher cannot control. This

occurs when short-term circumstances, influences, and adventures that cannot be controlled by the researcher place the blockade. It can affect research results. In this section, the researcher will list each of the limitations that occurred in this study.

5.3.1 Researchers were unable to visit the research site

The government has issued a cross-state ban directive to the community. This will also affect the researcher to conduct a study in homestay and kampung stay areas. Researchers also could not feel the opportunity to stay in homestays and kampung stays due to cross-state restrictions. Homestay and kampung stay operators warmly welcome the presence of researchers to the study area. They were very pleased with the acceptance of the researcher while conducting the study.

5.3.2 The discomfort of a virtual interview

Interviews with homestay and kampung stay operators had to be conducted virtually due to the approach by the government that bans cross-state. It is because Coronavirus cases are increasing day by day. In general, researchers felt less satisfied because they could not conduct face-to-face interviews with homestay and kampung stay operators. Nevertheless, good cooperation between researchers and entrepreneurs has produced good results.

5.3.3 The internet network affected the interview

The internet network plays an important role in conducting virtual interviews. It is because researchers use the Google Meet platform to conduct interviews. The less stable internet network caused the interviews to be slightly affected. However, the interviews were conducted well because of cooperation with homestay and kampung stay operators.

6.1 CONCLUSION

This summary of chapter 5 describes the recommendation for Homestay and Kampung stay. The recommendation was also provided by the researcher based on observation in this study. Recommendations provided by the researcher based on the interpretation of data, discussion, and researcher had presented the result and discussion gained after interview. This is also to inform that there is a shortage in homestay and kampung stay. The researcher listed some recommendations for Parit Bugis Homestay through the study that has been conducted and produced a recommendation. Next, follow with recommendations for Kampung stay Desa Murni that have identified the problem in kampung stay area.

In this study, there is also a statement of problems between homestay and village stay during this study operated. Owners who are not registered under MOTAC are one of the factors that affect homestay and village accommodation. This is because the

ownership of accommodation under MOTAC will be guided and monitored by MOTAC. This is very important for homestay and village stay because it is relevant to be the best accommodation in the tourism industry. The income of homestay and kampung stay will be disturbed because not register under MOTAC. This will make the owners in a dangerous situation to gain more income further.

Researchers also have research objectives based on homestay and kampung stay. The researcher lists 3 objectives in this study. The objective of this study also provides guidance to researchers to find information and collect data on homestay and kampung stay. The first research objective is to identify the elements of homestay and kampung stay based on MOTAC registration. Next, the second research objective is to examine the strategies that use by homestay and kampung stay. The last point for the research objective is to examine the differences between the homestay program and the kampung stay program which is registered with MOTAC.

The method that using in this study is the qualitative research design. Qualitative research design can arrange by focusing more on individual life experiences and their sharing. This method also suitable due to the case study that has been chosen and it also can understand the views and perceptions by the participants. The data collection that findings when researchers provide the questions for participants. This also can collect more information from participants to interpret data.

Contribution to the local community through this study is expected to further increase productivity by the community in the agriculture and livestock sector found in homestay and kampung stay. Through the recommendations stated in this study, researchers hope that it can further boost the community's perception of homestay and kampung stay. In addition, employment opportunities can be created in the community to generate income. Direct community involvement and cooperation in homestay and

kampung stay can further develop to a better level in the future. According to the researcher, during this research, the researcher found that there were no activities that could threaten productivity and production in homestay and kampung stay. In addition, all residents that stay around the homestay and kampung stay care about environmental problems. With the presence of tourists, the residents need to work together to do the cleaning activities to take care of the hygiene and environment.

REFERENCES

- Bhuiyan, M. H. (2019). *Homestay for Community Based Tourism Development at Kampung Jelawang in Kelantan, Malaysia*, 3, 394. Retrieved from https://www.researchgate.net/publication/332738531_Homestay_for_Community_Based_Tourism_Development_at_Kampung_Jelawang_in_Kelantan_Malaysia
- Hussin, R., & Kunjuran, V. (2014). Homestay Programme. *Sustainable Community-Based Tourism (CBT) Through Homestay Programme In Sabah, East Malaysia*, 44. Retrieved from <https://www.researchgate.net/>
- Pusiran, A. K., & Xiao, H. (2013, april 27). *Challenges and Community Development: A Case Study of Homestay in Malaysia*, 9(5), 4.
- "Pilot Testing: Getting". (2015, April 4). Retrieved 12 13, 2020, from Nielsen Norman Group: <https://www.nngroup.com/articles/pilot-testing/>
- "Primary Data Collection". (n.d.). Retrieved 12 18, 2020, from What are Primary Data Collection Methods? - Business Jargons: <https://businessjargons.com/primary-data-collection-methods.html>
- "Tips for Writing". (2017, April 27). Retrieved 12 13, 2020, from Statistics solutions: https://www.statisticssolutions.com/tips-for-writing-your-data-collection-procedures/?__cf_chl_jschl_tk__=e0ffb2b0df3b7ac638170ad200e258a76b268e28-1607800373-0-AfQ1cjWwUq5HU-JIguVB_L-dMfqvHSr_qQJFFv-qSiqbpI9snZRFrvCTr0gXpzQftYwlICTVDJX2qKbDifqeVEQZVOZcs8K
- (2015, march 2). Retrieved 11 22, 2020, from Ministry of Tourism, Arts and Culture Malaysia.
- Abukhalifeh, Wondirad, A. (2019). Contributions of community-based tourism to the socio-economic well-being of local communities: the case of Pulau Redang Island, Malaysia. *International Journal of Tourism Sciences*, 19(2), 80-97. doi:10.1080/15980634.2019.1621521
- Berg. (2007). Conducting Interviews. *Interviewing as a Data Collection Method: A Critical Review* , 41.
- Bernama. (2016, october 17). *Kampung stay New Tourism Product to Attract Tourists*. Retrieved december 5, 2020, from astro awani: <https://www.astroawani.com/berita-malaysia/kampung-stay-new-tourism-product-to-attract-tourists-nazri-119573>
- Bernama. (2016, october 17). *Kampung stay New Tourism Product to Attract Tourists - Nazri*. Retrieved december 5, 2020, from astro awani: <https://www.astroawani.com/berita-malaysia/kampung-stay-new-tourism-product-to-attract-tourists-nazri-119573>
- Best , & Kahn. (2006). Research in Education. *10th Edition, Pearson Education Inc., Cape Town*.

- Best, J., & K. J. (2006). *Research in Education. 10th Edition, Pearson Education Inc., Cape Town.*
- Black, K. (2010). "Business Statistics: Contemporary Decision Making". *6th edition, John Wiley & Sons.*
- Cohen, L. (2007). *Research Methods in Education. (6th ed.). London: Routledge.*
- Creswell. (2007). qualitative research. In Emilia C. Lopez, Sara G. Nahari, & Sherrie L. Procto, *Handbook of Multicultural School Psychology: An Interdisciplinary Perspective* (p. 352).
- Crouch, M., & McKenzie, H. (2006). The logic of small samples in interview-based qualitative research. *Social Science Information* .
- Egbali, Nosrat, Khalil, Ali, N. (2011). Effects of positive and negative rural tourism (case study: Rural Semnan Province). *Journal of Geography and Regional Planning*, 4(2), 63-76. Retrieved from <http://www.academicjournals.org/JGRP>
- Gray, D. (2004). In D. Gray, *Doing Research in the Real World* (p. 422).
- Hennink, M. M. (2011). 'qualitative research cycle'. In M. M. Hennink, *Qualitative research methods*. London ; Thousand Oaks, Calif. : SAGE,.
- Holloway, I., & Galvin, K. (2016). qualitative perspectives. In I. Holloway, & K. Galvin, *Qualitative Research in Nursing and Healthcare, 4th Edition* (p. 376).
- Homestay Parit Bugis. (2012, july 09). Retrieved november 22, 2020, from <http://homestayparitbugis.blogspot.com/>
- Kadir, R. A., Rashid, M. S., & Yusoff, S. R. (2010, july 24). Homestay as a Factor in Sustaining the Traditional Malay Culture in Heritage Tourism Industry. *volume 1*, 210. Retrieved from <https://d1wqtxts1xzle7.cloudfront.net>
- Kamarudin, K., & Abd Wahid, S. (2014). Indicators of Sustainable Community Based Rural Tourism: A Review. *Indicators of Sustainable Community Based Rural Tourism: A Review*. Retrieved december 4, 2020, from <http://eprints.utm.my/>
- Kamarudin, N. (2018, august). Retrieved november 22, 2020, from Coop Malaysia Update: <http://eng.angkasa.coop/>
- "Kampung stay Desa Murni". (2012). Retrieved 11 20, 2020, from kampungstay malaysia: <https://www.kampungstaydesamurni.com/>
- Kayat, K. (2009, june 7). *The Nature of Cultural Contribution of a Community-based Homestay Programme*, 146. Retrieved from <https://mpira.ub.uni-muenchen.de/>
- Kunjuraman, V. (2019). Kajian terhadap syarat dan fenomena semasa dalam pembangunan program homestay di Malaysia. *Malaysian Journal of Society and Space*, 15(1).
- Lavrakas, P. (2008). Encyclopedia of Survey Research Methods. *Sage Research Methods*. doi:10.4135/9781412963947

- Lichtman, M. (2006). *Qualitative research in education: A user's guide*. London: Sage Publications.
- Lincoln, Y., & G. E. (1985). *Naturalistic inquiry*. Newbury Park, CA: Sage.
- Marshall, C., & R. G. (1999). *Designing qualitative research*. (3rd ed.). Sage Publications, Inc.
- Mason, J. (2002). 'Qualitative Interviews: Asking, Listening and Interpreting' in T. May (ed.) *Qualitative Research in Action*, London: Sage.
- Maxwell, J. A. (2005). *Qualitative research design: An interactive approach*. In J. A. Maxwell, (2nd ed.). Thousand Oaks, CA: Sage. April 1, 2007.
- McMillan, & Schumacher. (2011). *Qualitative Research Design. Qualitative Research Design: An Interactive Approach: An Interactive Approach*, 207.
- Merriam. (2009). *Qualitative research: A guide to design and implementation*. San Francisco, CA: Jossey-Bass.
- Ministry of Tourism, A. a. (2020, october 23). Retrieved november 22, 2020, from <http://www.motac.gov.my/en/check/list-of-companies-not-registered>
- Ministry of Tourism, Arts and Culture Malaysia. (2015, march 02). Retrieved November 20, 2020, from <http://www.motac.gov.my/program/pelancongan/homestay-kampungstay>
- Ministry of Tourism, Arts and Culture Malaysia. (2015, march 2). Retrieved november 22, 2020, from <http://www.motac.gov.my/program/pelancongan/homestay-kampungstay>
- Ministry of Tourism, Arts and Culture Malaysia. (2019, august 14). *muat turun dokumen*. Retrieved november 5, 2020, from Ministry of Tourism, Arts and Culture Malaysia: <http://www.motac.gov.my/muat-turun/category/12-kampungstay>
- Ministry of Tourism, Arts and Culture Malaysia. (2020, october 23). Retrieved november 22, 2020, from <http://www.motac.gov.my/en/>
- Morrison. (2002). *Qualitative Analysis*. In D. Knudson, *Fundamentals of Biomechanics* (p. 35). Duane Knudson.
- mycribbooking. (2017, june 7). *Perbezaan Guest House, Kampungstay dan Homestay*. Retrieved 11 15, 2020, from mycribbooking: <https://www.mycribbooking.com/blog/perbezaan-guest-house-kampungstay-dan-homestay-16899>
- Nor, S. M., & Awang, K. W. (2017). *Challenges Faced By Operators To Sustain Homestay Businesses In Selangor, Malaysia*, 2(1), 8. Retrieved from https://kmc.unitar.my/doc/ijjissvol2/2106_sarina.pdf
- Patton, M. Q. (2002). *Qualitative Research and Evaluation Method*. (3rd Ed.). Thousand Oaks, CA: Sage.

- Raja, P. P. (2013). Transformasi dan Pembangunan Luar Bandar : Kesan Ke Atas Penduduk dan Persekitaran. *I*(2).
- Richardson, K. (2003, october). *International Education: The Quality of Homestay Services* , 1. Retrieved from <http://docplayer.net/56529234-International-education-the-quality-of-homestay-services-kathryn-richardson.html>
- Saunders, L., Thornhill, M., & Adrian, P. (2019). Chapter-9 Methods of Data Collection Topics Covered. *Methods of Data Collection*, 01(01), 201-276.
- Seubsamarn, K. (2009). Tourist Motivation to Use Homestays in Thailand and Their Satisfaction Based on the Destination's Cultural and Heritage-Based Attribute.
- Silverman, D. (2005). Doing qualitative research: A practical handbook. *London: Sage Publications*.
- Tessier, S. (2012). From Field Notes , to Transcripts , to Tape Recordings : Evolution or Combination ? *University of Alberta*.
- Tourism Korean Organization*. (2020). Retrieved november 22, 2020, from <https://english.visitkorea.or.kr/>
- Veal, A. (2006). A balance of qualitative and quantitative methods. In A. J. Veal, *Research Methods for Leisure and Tourism: A Practical Guide* (p. 421).
- Yusof, Y., Ibrahim, Y., Muda, M. S., & Wan Mohd Amin, W. (2012). *Community Based Tourism and Quality of Life*, 1, 337. Retrieved from https://sibresearch.org/uploads/3/4/0/9/34097180/riber_riber2012-238_336-346.pdf

LIST OF APPENDICES

No	Content	Page
1.	Informed consent form	85-88
2.	Interview Online Photo	89-90
2.	Tables	91-95
3.	Figures	96-103
4.	Transcript Interview Data	104-144



UNIVERSITI
MALAYSIA
KELANTAN

**THE COMPARISON BETWEEN THE HOMESTAY
PROGRAM AND KAMPUNG STAY PROGRAM: CASE
STUDIES AT PARIT BUGIS HOMESTAY AND
KAMPUNG STAY DESA MURNI**

By

MUHAMMAD ALIFF BIN AZHAR H18A0243

NUR FARAH NABILAH AINA BINTI RUSLAN H18A0375

LIM PEI XIN H18A0196

MOHAMAD SYAFIQ BIN MOHAMAD NYEESA H18A0224

A report submitted in partial fulfilment of the requirements for the
Degree of **Bachelor of Entrepreneurship (Tourism)**

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

RESEARCH OBJECTIVES / OBJEKTIF PENYELIDIKAN

1. To identify the elements and/or characteristics of homestay and kampung stay which registered with MOTAC. / Untuk mengenal pasti elemen dan/atau ciri-ciri homestay dan kampung stay yang berdaftar dengan MOTAC.
2. To examine the approach and strategies used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their products/services to customers. / Untuk meneliti pendekatan dan strategi yang digunakan oleh Parit Bugis Homestay dan Kampung stay Desa Murni dalam mempromosikan produk/perkhidmatan mereka kepada pelanggan.
3. To examine the differences between Homestay Program and Kampung stay Program which registered with MOTAC. / Untuk mengkaji perbezaan program homestay dan Program Penginapan Kampung yang berdaftar dengan MOTAC.

APPENDIX I

INFORMED CONSENT FORM FOR HOMESTAY:

Informed Consent Form

Faculty: Hospitality, Tourism & Wellness (FHPK)
Project: Case Study between Homestay Parit Bugis and Kampung stay Desa Murni
Researcher: Muhammad Aliff Bin Azhar, Nur Farah Nabilah Aina Binti Ruslan, Lim Pei Xin,
Mohamad Syafiq Bin Mohamad Nyeesa

Contact detail: 018-2487309 (Aliff), 011-36643978 (Nabila), 016-6278551 (Lim),
013-5194595 (Safiq)

Email:

Description:

The project is a Tourism Research Project that under University Malaysia Kelantan (UMK). The aim of the research is to study the Homestay Program and Kampung stay Program that launch by Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. The case study may help the knowledge to differentiate between homestay and kampung stay. The interview will take around one hours, and the interview will conduct via online. The participants can stop the online interview at any time, if the question is not suitable to answer it. This interview will in audio-taped. All the information only uses for the case study purpose to keep the privacy of the participants.

The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.

Name:

Signature:

Date:

WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:

Signature:

Date:

STAGE 1: GROUNDING PHASE

Before starting the interview, I would like to know about your personal and the beginning of joining the Homestay Program/ Kampung stay Program.

1. Owner's name, Age, Gender, Marital Status, Ethnic Group, Level of Education, Permanent resident
2. Year of joining the Homestay/ Kampung stay Program
3. Previous occupation
4. Experiences in Homestay/ Kampung stay Program
5. Average monthly income

STAGE 2: DISCOVERY "WHAT IS"

1. Based on your opinion, what is the meaning of Homestay Program?
2. Based on your experience, is there any difference between Homestay and Kampung stay?
3. How the owner approaches the tourist?
4. Based on your experiences, which are the best strategies used by the owner to promote the local products to the tourist?
5. According to your experience, what are the strength of your villages that able to attract the tourist?
6. Why the owner joins the Homestay Program?
7. What are the term and condition to take part in Homestay Program?

STAGE 3: DREAM "WHAT NEXT?"

1. What is your expectation about Homestay Program in the next five years?
2. What are the potential of this homestay program to be offered to tourists?
3. How your community may contribute to the development of this homestay?
4. What is the specialty of the Homestay Program?
5. What are the improvement of package that will be offer for the tourist?
6. What activities had an offer for the tourist? Why?
7. What type of services provided by the owner?
8. What type of product has been an offer to the tourist?

MALAYSIA

KELANTAN

INFORMED CONSENT FORM FOR KAMPUNG STAY

Informed Consent Form

Faculty: Hospitality, Tourism & Wellness (FHPK)
Project: Case Study between Homestay Parit Bugis and Kampung stay Desa Murni
Researcher: Muhammad Aliff Bin Azhar, Nur Farah Nabilah Aina Binti Ruslan, Lim Pei Xin,
Mohamad Syafiq Bin Mohamad Nyeesa
Contact detail: 018-2487309 (Aliff), 011-36643978 (Nabila), 016-6278551 (Lim),
013-5194595 (Safiq)

Email:

Description:

The project is a Tourism Research Project that under University Malaysia Kelantan (UMK). The aim of the research is to study the Homestay Program and Kampung stay Program that launch by Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. The case study may help the knowledge to differentiate between homestay and kampung stay. The interview will take around one hours, and the interview will conduct via online. The participants can stop the online interview at any time, if the question is not suitable to answer it. This interview will in audio-taped. All the information only uses for the case study purpose to keep the privacy of the participants.

The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.

Name:	
Signature:	Date:

WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature:	Date:

KELANTAN

STAGE 1: GROUNDING PHASE

Before starting the interview, I would like to know about your personal and the beginning of joining the Homestay Program/ Kampung stay Program.

1. Owner's name, Age, Gender, Marital Status, Ethnic Group, Level of Education, Permanent resident
2. Year of joining the Homestay/ Kampung stay Program
3. Previous occupation
4. Experiences in Homestay/ Kampung stay Program
5. Average monthly income

STAGE 2: DISCOVERY "WHAT IS"

1. Based on your opinion, what is the meaning of Kampung stay Program?
2. Based on your experience, is there any difference between Homestay and Kampung stay?
3. How the owner approaches the tourist?
4. Based on your experiences, which are the best strategies used by the owner to promote the local products to the tourist?
5. According to your experience, what are the strength of your villages that able to attract the tourist?
6. Why the owner joins the kampung stay program?
7. What are the term and condition to take part in kampung stay program?

STAGE 3: DREAM "WHAT NEXT?"

1. What is your expectation about kampung stay program in the next five years?
2. What are the potential of this kampung stay program to be offered to tourists?
3. How your community may contribute to the development of this homestay?
4. What is the specialty of the kampung stay program?
5. What are the improvement of package that will be offer for the tourist?
6. What activities had an offer for the tourist? Why?
7. What type of services provided by the owner?
8. What type of product has been an offer to the tourist?

MALAYSIA

KELANTAN

APPENDIX II

SOME PHOTO IN INTERVIEW ONLINE

Other participants could not on their camera.

PARIT BUGIS HOMESTAY



Interview session with owner of Parit Bugis Homestay

KAMPUNG STAY DESA MURNI



Interview session with owner of Kampung stay Desa Murni



Interview session with participant of Kampung stay Desa Murni



Interview session with owner of Kampung stay Desa Murni

APPENDIX III

TABLE

Table 1.1: The Statistic of Homestay in Malaysia



**STATISTIK PENGUSAHA / KLUSTER HOMESTAY MENGIKUT NEGERI
DARI TAHUN 2015 HINGGA 2019**

BIL.	TAHUN NEGERI	2015		2016		2017	
		PENGUSAHA	HOMESTAY	PENGUSAHA	HOMESTAY	PENGUSAHA	HOMESTAY
1.	Perlis	56	3	56	3	56	3
2.	Kedah	334	15	345	16	345	16
3.	P. Pinang	220	10	234	11	234	11
4.	Perak	292	10	305	11	305	11
5.	Selangor	443	15	443	15	454	16
6.	Melaka	115	7	137	9	137	9
7.	N. Sembilan	275	12	288	13	288	13
8.	Johor	445	21	445	21	497	24
9.	Kelantan	152	8	152	8	152	8
10.	Terengganu	153	8	185	10	185	10
11.	Pahang	323	16	323	16	323	16
12.	Sarawak	473	32	515	35	594	41
13.	Sabah	293	21	293	22	345	25
14.	Labuan	79	3	79	3	79	3
JUMLAH		3,653	181	3,600	193	3,994	206

BIL.	TAHUN NEGERI	2018		2019	
		PENGUSAHA	HOMESTAY	PENGUSAHA	HOMESTAY
1.	PERLIS	56	3	56	3
2.	KEDAH	345	16	356	17
3.	P. PINANG	234	11	234	11
4.	PERAK	305	11	305	11
5.	SELANGOR	449	16	449	16
6.	MELAKA	137	9	137	9
7.	N. SEMBILAN	288	13	288	13
8.	JOHOR	522	26	556	27
9.	KELANTAN	152	8	152	8
10.	TERENGGANU	185	10	216	11
11.	PAHANG	323	16	323	16
12.	SARAWAK	601	41	653	44
13.	SABAH	394	29	406	30
14.	LABUAN	79	3	79	3
JUMLAH		4,070	212	4,210	219

Source: Ministry of Tourism and Culture Malaysia, 2020

Table 1.2: Statistic Report on 30 October 2020



**PECAHAN STATISTIK PENDAFTARAN KLUSTER HOMESTAY
MENGIKUT NEGERI SEHINGGA 31 OKTOBER 2020**

BIL	PERKARA	JUMLAH
1.	Jumlah Kluster Homestay	219
2.	Jumlah Kampung	371
3.	Jumlah Peserta/Rumah	4,232
4.	Jumlah Bilik	5,989

BIL.	NEGERI	JUMLAH HOMESTAY	JUMLAH KAMPUNG	JUMLAH PESERTA	JUMLAH BILIK
1.	Perlis	3	3	56	64
2.	Kedah	17	23	356	454
3.	Pulau Pinang	11	28	243	275
4.	Perak	11	41	305	409
5.	Selangor	16	35	454	725
6.	Melaka	9	9	137	217
7.	N. Sembilan	13	33	288	435
8.	Johor	27	54	557	759
9.	Kelantan	8	9	152	182
10.	Terengganu	11	11	223	233
11.	Pahang	16	21	323	450
12.	Sarawak	44	50	653	973
13.	Sabah	30	51	406	716
14.	Labuan	3	3	79	97
JUMLAH		219	371	4,232	5,989

Source: Ministry of Tourism and Culture Malaysia, 2020

Table 3.1: Population of participant

Population	Parit Bugis Homestay	Kampungstay Desa Murni
Number of villages	27	16
Number of Operators	35	16

Table 4.1: demographic profile of participants Parit Bugis Homestay.

Participant	Age	Gender	Marital Status
HS1	68	Male	Married
HS2	63	Male	Married
HS3	60	Female	Single mother
HS4	72	Male	Married
HS5	40	Male	Married
HS6	57	Female	Married

Table 4.2: demographic profile of participants Kampung stay Desa Murni.

Participant	Age	Gender	Marital Status
KS1	30	Male	Married
KS2	62	Male	Married
KS3	30	Female	Single
KS4	23	Female	Single
KS5	27	Male	Married
KS6	30	Female	Single

Table 4.3: the characteristics between the homestay program and kampung stay program

THE CHARACTERISTICS BETWEEN THE HOMESTAY PROGRAM AND KAMPUNG STAY PROGRAM		
	HOMESTAY	KAMPUNG STAY
Definition	The Homestay Program is an experience where travelers live with their chosen family, interact and experience the daily life of the homestay family and also learn about the culture of rural communities in Malaysia.	Kampung stay is a form of experience where tourists are provided with accommodation facilities but do not stay with the host. However, the tourists still have the opportunity to interact and participate in the daily activities of the villagers and their culture.
Characteristic	Homestay products are not classified as accommodation facilities. It focuses more on lifestyles and experiences including culture and economic activities.	The kampung stays provided are equipped with basic facilities for the comfort of tourists and the lifestyle of the villagers.

Table 4.4: The approach and strategies used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their product and services.

Parit Bugis Homestay	Kampung stay Desa Murni
Promote the homestay by corporate with other parties.	Used offline and online to promote the product/services.
Promote the product and services via activities at Parit Bugis Homestay.	Promote the program to foreign country.

Table 4.5: The differences between homestay program and kampung stay program

Homestay program	Kampung stay program
Product and services offered to tourist	Product and services offered to tourist
The own term and condition for tourist	Kampung stay design



APPENDIX IV

FIGURE

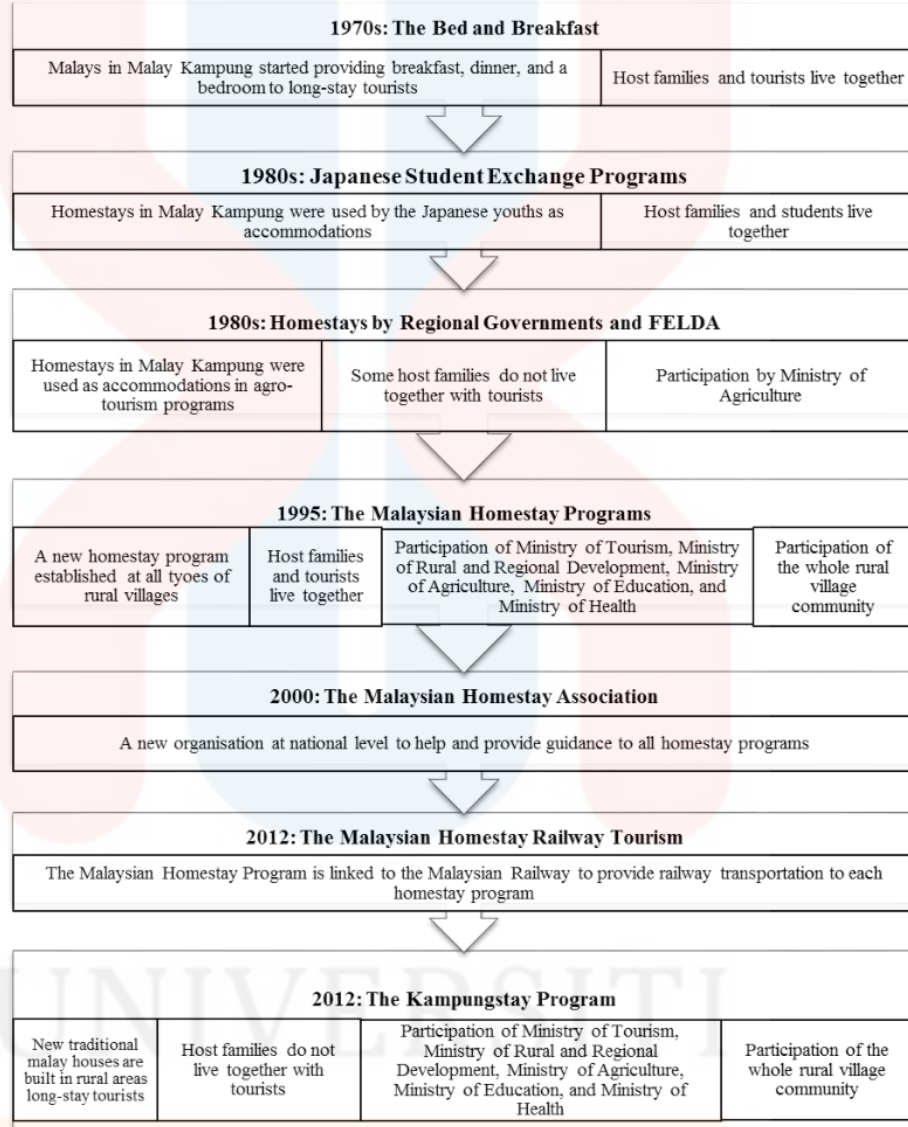


Figure 1.1: The Evolution of Homestay Program in Malaysia
 Source: Ministry of Tourism and Culture Malaysia, 2020



Figure 1.2: The facilities that provided by Parit Bugis Homestay
 Source: Parit Bugis Homestay Website



Figure 1.3: Welcome Ceremony in Kampung stay Desa Murni
 Source: Kampung stay Desa Murni Website



Figure 1.4: Traditional activities in Kampung stay Desa Murni
 Source: Kampung stayDesa Murni Website



Figure 4.1: The activities and environment of Parit Bugis
Source: Parit Bugis Website



KELANTAN



Figure 4.2: The activities and environment of Kampung stay Desa Murni
 Source: Desa Murni Website

KAMP NGSAY MALAYSIA

POTONGAN 20%

PILIHAN TARIKH:
 20-25 DIS 2020
 27-31 DIS 2020
 3-8 JAN 2021

HUBUNGI SEKARANG!:
 +6012 553 4715
 +609 2847949

KAMP NGSAY MALAYSIA

WARNAI KOMUNITI MALAYSIA

PERLINDUNGAN PERSEKITARAN

Perubahan iklim mengakibatkan keadaan cuaca keterlaluan yang memberi kesan terhadap ekosistem sumber semula jadi, memberi impak kepada kesejahteraan kita dan generasi akan datang.

Oleh itu, inisiatif menanam pokok dapat membantu memulihara alam sekitar dan ekosistem agar lebih terkawal

Scan disini untuk sertai kami

KAMP NGSAY MALAYSIA

WARNAI KOMUNITI MALAYSIA

Pogram ini bertujuan membantu masyarakat Malaysia terutamanya golongan B40 dalam meningkatkan taraf hidup di samping memupuk nilai murni.

Peserta akan diberikan satu pokok bunga dan hendaklah ditanam di tempat masing-masing

+6012 553 4715
 +609 2847949

MALAYSIA

KELANTAN



Figure 4.3: Brochure of the Kampung stay Desa Murni



Figure 4.4: Brochure that use to advertise
Source: Kampung stay Desa Murni Website



Figure 4.5: Tourist from Japan that visit to Kampung stay Desa Murni
Source: Kampung stay Desa Murni Website



Figure 4.6: Craft work that done by Japan's tourist

MALAYSIA
KELANTAN



Figure 4.7: Traditional kampung stay design and modern design
Source: Kampung stay Desa Murni Website

UNIVERSITI
MALAYSIA
KELANTAN

FYP FHPK

APPENDIX VII

TRANSCRIPT INTERVIEW DATA PARIT BUGIS HOMESTAY

Title: Interview Session with Parit Bugis Homestay

Date & Time : 02-04-2021 & 2pm

Person involve: Researcher 1,2,3 & Participant 1(Homestay 1)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
Researcher 1	What is your full name, Haji?		
Homestay 1	Sure, my name is Haji Saibudin bin Mohd Kadak.		
R1	How old are you?		
HS1	I am 68 years old.		
R1	What is your highest education level?		
HS1	My highest education is SPM and graduates in 1967.		
R1	When do you join the Homestay Program?		
HS1	I have joined the Homestay Program since 2004.		
R1	What is your previous occupation?		
HS1	I have to work a lot. After graduate secondary school, I have worked at hometown by doing a planting job. When I was 18 years old, I have joined the army team.		
R1	Oh, means that you are the retired army?		
HS1	Yes, I am. But I do not stay on the team for 12 years, as I just stay on the team for 6 years. Later, I have work at Jabatan Kerja Raya, Batu Pahat until around 52 age. The reason I resigned from the job is that		

	I got an offer to be the head of the village.		
R1	Oh, Haji is the head of the village?		
HS1	Yes, I am. Before that, I was operating the Parit Bugis Village. Since I have become the head of the village and is also the start of the Parit Bugis Homestay.		
HS1	Can I tell some story?		
R1	Yes, sure.		
SECTION 1 –RO1 SESSION			
HS1	The village is named Parit Bugis is because the first person who develops the land was a person from Indonesia. That person has stayed in the village for around 2 years and he has plant the latex, but he fails. This is because the soil of the village was peat soil and it is not suitable for latex plating. After that, he has left the village and there were other Indonesian people has reached the village. They have spread their culture in the village. For example, “kain batik”, “nasi ambeng”, “kepang” and others. In previous, our village only offers for the wedding ceremony but now we have made an improvement. We will provide a welcome show to welcome the tourist and provide a		<p>-History of Parit Bugis</p> <p>-characteristic and element</p>

	village tour. Can I continue the story?		
R1	Yes, sure, because there is a relevant point of our question.		
HS1	<p>If you want to know the history of the village how to become a homestay in Malaysia. First, our village has received several rewards based on national and state. In previous, our village has got the 2nd place for a beautiful village. Visitors from other states such as Kelantan, Terengganu, Kedah, and others, have to stay at least 1 night at the village as the visitors do not have enough time to visit the village in 1 day. As the head of the village, I have suggested the visitors have a stay and at that time the MOTAC Program has not started yet. In previous, I have brought 12 people to visit Perak and we have stayed at the homestay and that time also I have the idea of the Homestay Program. To attract more visitors, I have asked the Cultural Officer in Johor Bahru to guide us on the right way to perform the activity. Last, we will send some operators to take part in the activity to learn it. In addition, the village has planting activities, such as paddy, potato, chili. In previous, we using traditional tool, but now we have used a modern machine to harvest. Normally, we will harvest every 3 months, since we have undergone a small industry in the village. For example, kerepek pisang, kerepek ubi. An industry also classes as a tourism attraction.</p>	RO2- strategy	-characteristic and element

UNIVERSITI
MALAYSIA
KELANTAN

	Other than that, we have deer, paddy field, “ternakan kepang” dan others.		
SESSION 2- RO2 SESSION			
R1	The above mention was the product that provided by the village and aim to attract the tourists?		
HS1	Yes, you are right. This is because most of the travellers are from Singapore and students. When their first visit, they wish to visit and maybe same for their next visit.		
SECTION 3- RO3 SESSION			
R2	Based on your opinion, what are the differences between Homestay Program and Kampung stay Program?		
HS1	The Homestay Program is the tourist stay with the host while Kampung Stay Program is the tourist stay beside houses with the host but different houses and without a host.	RO3- definition	-differences
HS1	In previous, we only accept Malaysian as visitors but due to the changing era, we have to face some challenges as some of the international tourists wearing attitude not polite. Therefore, we have set the term and conditions, such as they need to wear “baju kurung” or “kebaya” and the cloth will be provided by us. The cloth is in the second condition, so the tourist does not need to purchase it. To attract the tourist attention, we have created some competition such as the beauty of “baju batik”. The tourists may add on some money to	RO3- differences RO2- approach/strategy	

	design their own batik, then they can keep it as a souvenir.		
R1	How much for the income?		
HS1	In previous, the income may be RM3000 to RM4000 but due to the Movement Control Order, the income has decreased.		
R2	What are the strategy to attract tourism?		
HS1	I have promoted the Homestay program to international. For example, we have received some international students from Japan to enjoy the activity. After that, the Japanese student will invite his/ her family to take part. This is one of the strategies to attract tourists. At the same time also, we have asked the help of the university student to create language events, as they can be the translator for the tourists.	RO2-approach/ strategy	
R2	What are the strength of the homestay?		
HS1	There were 38 homestays at Johor and Parit Bugis Homestay has its own strength and does not afraid of the competitors. For example, our homestay has offered various types of traditional food and activity for the tourist. Other than that, our village was good and always treat the tourist with kind, and I believe that it is the strength of our village. Parit Bugis Homestay had received the award as the best Homestays at Johor for two years.	RO1-characteristic/ element	-strength
R2	Why do you join the Homestay Program?		

MALAYSIA

KELANTAN

HS1	First, to promote own village to be famous. Second, want to promote the specialty of the food, “Nasi Ambeng”. We will serve the tourist with “Nasi Ambeng” at night, and the tourist needs to finish the food by following our culture such as finish the food by using hand.	RO2- approach	-product of Homestay Parit Bugis
R2	What are the term and conditions to join the Homestay Program?		
HS1	Homestay program was under MOTAC and they will check the homestay security and safety every two years. MOTAC also provided Tourism Course for the participants to take part, so they can improve themselves.	RO1-characteristic/ element	-Term and conditions
R1	How many staff that involves in the Homestay program?		
HS1	In the office has 2 staff and another department has other staff.		
R2	What are your expectation in the future?		
HS1	Our village still has empty land, and we plan to build a swimming pool in the future. Now, each of the houses has to install air-condition for the customers comfortable.		
R2	What is the main activity in the village?		
HS1	Normally, the tourist will stay for 2D1N. They will visit the Museum Jawa, a village tour, cultural activity, and others. We will provide the activity based on the customer’s request. This is because some of the tourists prefer to play some activity at the paddy field. We also will invite them to join us in a traditional dance.	RO2- strategy/ element	-attraction

R3	How do the villagers contribute to the Homestay Program?		
HS1	Overall, the village has 35 homestay and other villagers who do not provide houses but they do provide the raw material for the activity such as paddy field, planting potato, and others. Therefore, I will pay for the thing that provided by the villages. It also means all the villagers will involve the program directly and all of us will gain benefits.	RO2-approach/ strategy	-involvement of the villagers
End of the Interview.			

Title: Interview Session with Parit Bugis Homestay

Date & Time: 04-04-2021 & 2pm

Interviewer: Researcher 2 (R2)

Interviewee: Homestay 2 (H2)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R2	Can I have your full name and talk about yourself.		
HS 2	Sure, my name is Mohmad Juhari Bin Bakr, and I am 63 years old. Now, I have taken part in the Homestay Program, and I am one of the host family that provide a stay for the tourist.		
SECTION 1- RO1 SESSION			
R2	That's cool. Based on your opinion, what are the specialty of the homestay?		
HS 2	In my opinion, the specialty of the homestay is the type or the way of their operation. For example, all the villages will take part in the Homestay Program, although they are not the operator. This is because they have an effort on the program, they will provide the things that we need such as handcraft activity, cooking culture food and others.	RO1- Characteristics	Villagers take part although not an operator
R2	What are the example activity that have been offer for the tourist?		
HS 2	The activity that have been offer by homestay is "Tempurung" art craft. It is an art craft activity, people can make their own "Tempurung", and it also a part of the souvenir. Other than that, we also teach the tourist about the way to making a traditional music instrument. They can involve in the program or just observe the making process. It is fun, and they will learn new knowledge.	RO1- Characteristics	Culture activity
SECTION 2-RO2 SESSION			
R2	That nice. How do you welcome the tourist, are there any secret?		
HS 2	There is no secret, we just welcome them with a happy face and also brief them about history of homestay. We also communicate with them, so we can suggest a better trip package for them to enjoy. Through the method,	RO2- Strategy	

	they will feel more comfortable when visit to our homestay.		
SECTION 3- RO3 SESSION			
R2	Base on your knowledge, are there any differences between kampung stay and homestay?		
HS 2	In my opinion and my experiences, there is some different between homestay and kampung stay. The homestay is means the tourist will stay with the host in the whole trip and they will experience the culture life through living together. While the kampung stay is the tourist has own choice as they have own privacy but also have chance experience the local lifestyle.	RO3- Differences	

Title: Interview Session with Parit Bugis Homestay

Date & Time: 04-04-2021 & 2pm

Interviewer: Researcher 4 (R4)

Interviewee: Homestay 3 (H3)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R4	Can I have your full name and talk about yourself.		
HS 3	Sure, my name is Faridah Binti Mahmud, and I am 60 years old. Now, I have taken part in the Homestay Program, and I am one of employees who guide the tourist during the trip and brief the activity.		
SECTION 1- RO1 SESSION			
R4	That's cool. Based on your opinion, what are the specialty of the homestay?		
HS 3	In my opinion, the specialty of the homestay is the behaviour of the villages. All the villages are friendly and they are kind. They will help in approach the customers when there are visitors visit to the homestay.	RO1- Characteristics	
R4	What are the example activity that have been offer for the tourist?		
HS 3	The activity that have been offer by homestay is teaching them the process of making tradition food and dessert. The dessert such as "Kuih Bahulu". They can learn new dishes after visit to homestay. They also can enjoy the meals	RO1- Characteristics	Culture activity
SECTION 2-RO2 SESSION			
R4	That nice. How do you welcome the tourist, are there any secret?		
HS 3	There is no secret, we just welcome them with a welcome ceremony such as dance. We also will bring them to visit the surrounding of the homestay, so they will familiar it. Through the method, they will feel more comfortable when visit to our homestay.	RO2- Strategy	
SECTION 3- RO3 SESSION			
R4	Based on your knowledge, are there any differences between kampung stay and homestay?		
HS 3	In my opinion and my experiences, there is some different between homestay and kampung stay. The		

	<p>homestay is a stay for the tourist stay with the host family. They will live with host and experience the daily culture life. While the kampung stay is a stay that stay separately with the host, but they still have chance to experience local life.</p>	RO3- Differences	
--	--	------------------	--

Title: Interview Session with Parit Bugis Homestay

Date & Time: 04-04-2021 & 2pm

Interviewer: Researcher 3 (R3)

Interviewee: Homestay 4 (H4)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R3	Can I have your full name and talk about yourself.		
HS 4	Sure, my name is Mohd Azhar Bin Mashod, and I am 40 years old. Now, I have taken part in the Homestay Program, and I am one of employees who guide the tourist during the trip and brief the activity.		
SECTION 1- RO1 SESSION			
R3	That's cool. Based on your opinion, what are the specialty of the homestay?		
HS 4	In my opinion, the specialty of the homestay is the behaviour of the villages. All the villages are friendly and they are kind. They will help in approach the customers when there are visitors visit to the homestay.	RO1- Characteristics	
R3	What are the example activity that have been offer for the tourist?		
HS 4	The activity that have been offer by homestay is helping the guest to organized some activity based on the guest request. The activity such as wedding ceremony, "Kenduri Doa Selamat", "Majlis Berkhatan" and others. We will arrange the schedule and reconfirm back with the guest, as to meet their satisfaction.	RO1- Characteristics RO2- Strategy	Culture activity
SECTION 2-RO2 SESSION			
R3	That nice. How do you welcome the tourist, are there any secret?		
HS 4	When the tourist arrived, we will brief them about the homestay history, or invite them to taste the local food for free. So, they will have a mind-set about homestay. It is also easy them to purchase local food as the souvenir or a gift.	RO2- Strategy	
SECTION 3- RO3 SESSION			
R3	Based on your knowledge, are there any differences between kampung stay and homestay?		
HS 4	In my opinion and my experiences, there is some different between		

	<p>homestay and kampung stay. The homestay is design as an old house but equip with necessary facilities. They need to stay with host, as the host will provide a room for the tourist. While for kampung stay, they will have their own private space and own privacy. They will stay in a house with their own family. They will only get contact with the host during the activity or trip.</p>	RO3- Differences	
--	--	------------------	--

Title: Interview Session with Parit Bugis Homestay

Date & Time: 04-04-2021 & 2pm

Interviewer: Researcher 2 (R2)

Interviewee: Homestay 5 (H5)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R2	Can I have your full name and talk about yourself.		
HS 5	Sure, my name is Masnom Binti Haron. I am 57 years old. Now, I have taken part in the Homestay Program, and I am one of the operator.		
SECTION 1- RO1 SESSION			
R2	That's cool. Based on your opinion, what are the specialty of the homestay?		
HS 5	In my opinion, the specialty of the homestay is the environment of the village. The location of the homestay was place at rural area; therefore, the tourist can experience the local life that does not experience in city.	RO1- Characteristics	
R2	What are the example activity that have been offer for the tourist?		
HS 5	The activity that have been offer by homestay such as engage with them, communicate and others. For example, my son will play game with the tourist such as "congkak", "wau", "gasing" and others.	RO1- Characteristics	Culture activity
SECTION 2-RO2 SESSION			
R2	That nice. How do you welcome the tourist, are there any secret?		
HS 5	When the tourist arrived, we telling some story about the homestay, so they more familiar with our village. Other than that, my family and I will prepare the local food for them to taste it. They also will be asking us for teaching some culture of my family. We will be sharing our activity or special day with them such as "Bulan Ramadan", "Hari Raya", and others.	RO2- Strategy	
SECTION 3- RO3 SESSION			
R2	Based on your knowledge, are there any differences between kampung stay and homestay?		
HS 5	In my opinion and my experiences, there is some different between homestay and kampung stay. The		

	<p>homestay is design in village house. There will not have air conditions, but equip with necessary facilities. They need to stay with the host and experience their daily life. While the kampung stay is the tourist stay with their own family, and have their own privacy. At the same time, they will experience the local culture during the trip or in day time.</p>	<p>RO3- Differences</p>	
--	--	-------------------------	--

Title: Interview Session with Parit Bugis Homestay

Date & Time: 04-04-2021 & 2pm

Interviewer: Researcher 1 (R1)

Interviewee: Homestay 6 (H6)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R1	Can I have your full name and talk about yourself.		
HS 6	Sure, my name is Zainuddin Zakaria Bin Ma'aun, and I am 72 years old. Now, I have taken part in the Homestay Program, and I am one of employees who guide the tourist during the trip and brief the activity.		
SECTION 1- RO1 SESSION			
R1	That's cool. Based on your opinion, what are the specialty of the homestay?		
HS 6	In my opinion, the specialty of the homestay is the living style of the village. The villages will offer their help such as raw material, preparing food and drinks. They will help in approach the customers when there are visitors visit to the homestay.	RO1- Characteristics	
R1	What are the example activity that have been offer for the tourist?		
HS 6	The activity that have been offer by homestay is teaching them the process of making "Gula Kelapa". It is a material that can be use in daily life such as cooking food, making dessert and others. They can get know about the things that in our village. They also can involve in the process.	RO1- Characteristics	Culture activity
SECTION 2-RO2 SESSION			
R1	That nice. How do you welcome the tourist, are there any secret?		
HS 6	There is no secret, we just welcome them with a welcome ceremony such as dance and playing tradition music instrument. We also will bring them to visit the surrounding of the homestay, so they will familiar it. Through the method, they will feel more comfortable when visit to our homestay.	RO2- Strategy	
SECTION 3- RO3 SESSION			
R1	Based on your knowledge, are there any differences between kampung stay and homestay?		

HS 6	<p>In my opinion and my experiences, there is some different between homestay and kampung stay. Homestay is a stay that host provide for the tourist for a stay. It means that the tourist will stay together with the host. While the kampung stay is the tourist has own privacy as they will stay without host but still can experience culture lifestyle.</p>	RO3- Differences	
------	---	------------------	--

TRANSCRIPT INTERVIEW DATA KAMPUNG STAY DESA MURNI

Title: Interview Session with Kampung stay Desa Murni

Date & Time: 06-04-2021 & 2pm

Interviewer: Researcher 1,2 (R1, R2)

Interviewee: Kampung stay 1,2 (KS 1, KS 2)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SECTION			
R1	Good morning En. Khairul. Can I have your full name, age and level education?		
KS 1	Good morning, my name is Khairul Hakim bin Sahariman and I am 30 years old my level education, Degree of Computer Science and Networking in University Teknologi Mara.		
R1	Thank you, En Khairul and now is the second owner of Kampungstay Desa Murni.		
KS 2	My name is Dato Sahariman bin Hamdan, 62 years old. My previous occupation is a teacher and I have end the career when I was 32 years old. The purpose is to involve in Tourism Industry.		
R1	When the kampung stay establish?		
KS 2	The Kampung Stay was officially establishing in November, 1995. Kampung Desa Murni was the first village that involve in Homestay Program that organize by MOTAC. Then, followed 219 kampung. Kampungstay started from 2010 and still the first kampung have been registered.		
R1	Before join this kampung stay, did you work as a teacher?		

KS 2	No! I'm was quit on 30 years ago in 1990 something...		
R1	Oh okay! And you too Mr. Khairul, before joined this kampungstay?		
KS 1	Before join, I was an adopted family since childhood. So, I grew up with always getting tourist coming.		
SECTION 1- RO1 SESSION			
R1	What are your experience in homestay/kampungstay program?		
KS 2	There have the different between homestay and kampung stay. The homestay started on 1995, kampung stay started 2010.	RO1- Characteristics	Year of establish
R1	Is it the same place?		
KS 2	Yes, it's the same place but the different is, homestay is a stay with host family. The tourist coming and stay with 'adopted family'. The term and condition, every village need have 10 houses minimum. Every house not more than four room. It is from the MOTAC.	RO3-Differnces	Definition Term condition

KS 1	<p>Yes! It is different between homestay and kampungstay. It means on 1995, only have Homestay Desa Murni which is the program with the host families, the tourist got the experience live with host families, do the activities like a rural person. There have gardening, rubber tapping that the tourist can try it. In 1995, I'm 9 or 10 years old. So, that times I got the adopted family, my dad bring the tourist and stayed there. I'm the <i>congkak</i> player, bring them playing with bicycle and so on. When I'm grow up, I'm stay in rural tourism as a tourist guide. Then I study, after finished on 23 years old, I'm back at my village and works with my dad and continue the business of homestay program. In 2010 kampungstay developed. The different of kampungstay is still focused the tourist come to Desa Murni but it upgraded with the facilities. Before that, homestay is the normal house in <i>kampung</i> like you just back your grandmother house in community house that have a farm. So it the normal house as homestay, have the Wi-Fi, air-conditioner and comfortable but not like kampungstay that have the facilities upgraded like hall, Wi-Fi, shower, internet, Astro and more.</p>	RO1- characteristics	Activity
------	--	----------------------	----------

	<p>We have spa, rental bicycle, swimming pool. These facilities are as needed by the tourist outsider. That for your understanding about history of the different between homestay and kampungstay.</p>		
SECTION 2-RO2 SESSION			
R1	<p>May I know the average income of kampung stay?</p>		
KS 1	<p>In post Covid-19, we really down. Not get the profit. For information the definition of travel is need to go out from our places. Example, I'm stay in Temerloh and I want travel so I need to go out until 50 kilometres and more then I sleep there like a night so I be the tourist. If the government blocking all the people that can't move, so everyone can't travel and the industry of tourism will be bad. For your information, there are many travel agencies, hotels, resorts, homestays were paralysed that had to quit the job, operations, change the another industry. So, because of the situation of Movement Control Order at the first quarter last year where the business of entrepreneur stable, we got the estimate not less 10 thousand people come to</p>		

	<p>Kampung Desa Murni and the average income per year for homestay RM300k, the kampung stay around RM800-900k per year. You just divide 12 if want per month</p> <p>What happened in 2019, kampung stay got loss as like others industry. That times, we need to struggle because want to survive and sustain because want the homestay/kampung stay still run in the future. Is it answer your question about the average income?</p>		
R1	<p>Yes! So because of this pandemic, how you attract the tourist to come at Desa Murni?</p>		
KS 2	<p>I want to talk overall in 1995, in 2000 we started send the data of tourist to MOTAC and it start RM 6millions and we ended in 2019 with RM30 millions. That overall of the income in Malaysia. But after the pandemic hit this world, it going down only 1%. Example of Desa Murni in 2019, we got until RM300k with homestay. But when pandemic Covid-19, we just got RM3k in 2020 because in March have a group come here. Then when the Movement Control Order announced, everything ruin. But kampung stay only got half from the income 2019. After paid all the liabilities, wages, electricity and so</p>		

	on, it got negative but kampung stay still got the income.		
R2	I have some question. How do you attract the tourist? What are the strategies that have been used?		
KS 1	<p>We do the promotion to attract the tourist. It is online that we used the digital platform like social media as Facebook, YouTube and so on. And we have website and develop one system to booking online and paid online. And the offline marketing, we visit the tourist through forward like join the seminar of tourism, promotions, event to grow the business, visit ministry office and agency. There are we used. But to apply all of these, we have the barriers that tourist can't move and the Standard Operating Procedure (SOP) from National Security Council (NSC). So even we promote a lot, it still can't get the tourist. So we promote the brand wellness. The tourist can come to Desa Murni after the cross border opened. However, have the domestic tourist that can travel like others district can come here. There is also tourist from outside the state of Pahang who can access and cross state border with the permission letter and have the</p>	RO2- Strategy	Method and example

	specific reason, we will promote our product. But we not promote for other state like Johor, Selangor, Penang because they can't cross the state border.		
KS 2	Or it called like bubble tourism. Where the state in Movement Control Order Recovery (MCO) can cross the state border to MCO state but with travel agency onl. On this week, we got the tourist like that.	RO2- Strategy	
KS 1	Back to offline marketing, we need to do more promotion to travel agency because they bring the tourist to come here with the travel agency.	RO2- Strategy	
KS 2	I would like to summarize the history of the promotion. In 1995. We have received a certificate from MOTAC. We have using the certificate to undergo public awareness around the Malaysia to corporate with others village. Meanwhile, we have corporate around 20 to 30 village for every year. We form a group and travel to Korea, Dubai, Japan and other country to promote the program. Through the method, we have increase the number of tourist that visit to our village. We also promote the program in domestic through online.	RO1- Characteristics RO2- Strategy	Promote to foreign country
R2	Which are the best strategy to promote the Kampung stay?		

KS 1	<p>We have use two methods which is focus on weekend and we also promote the program through online platform such as Facebook, YouTube, Instagram and others. The second strategy is focus on offline marketing. We will offer few program and courses such as meeting, program that suitable for weekday. While for the Homestay Program, we focus on awareness branding because the Homestay Program are unable operating as usual. The government restricted the program to avoid the spread of Covid-19. We also care about the safety of the adopted family and tourist. Therefore, we do not focus on Homestay Program but we have received some booking from the tourist and we have hold it before the government give the permission.</p>	RO2- Strategy	
KS 2	<p>For now, we have applied for the Homestay operate as usual but the guest will not live with the host family. They will live beside the host or something. So far, we have no updated from the government.</p>		
R2	<p>What are the main attraction of Kampung Desa Murni?</p>		
KS 1	<p>We have several main attraction and it base on niches product. For example, a family trip will more prefer Kampung stay as we have</p>		

<p>prepared the facility as much as possible. Before that, we are the 1st homestay that register under MOTAC and we are the example of the others homestay. The famous product in Temerloh is "Ikan Patin". For the tourist who are "Ikan Patin" lover, they will prefer to visit Kampung stay Desa Murni. It is not only the main dishes of our village but also offer the activity for tourist to experiences it. For example, they will have a chance to take a tour in the living environment of "Ikan Patin" and learn how to catch the "Ikan Patin", how to cook, and others. After the process, we will have the meals together. Other than that, there is the longest River in Temerloh and now is entering the second phase as the UNESKO has taken part on it. The best in Temerloh is the "Sungai Pahang", as there were many villagers selling food, vegetables and undergo some daily activity. This of the environment was difficult to found in others place. Another interesting of our Desa Murni is the tourist has chance to visit the elephant as the Zoo Negara are not allowed people have contact with an elephant.</p>	RO1- Charateristics	Attraction & Specialty
---	---------------------	------------------------

R2	Do the operators will training at tourism stakeholders or government agencies?		
KS 1	Yes, the operators will attend both of the agencies. We need to training as to make improvement. As the term and conditions to join the Kampung stay Program is to prepare a house that equip with necessary facility and build good environment and good safety, then the relevant agencies will check whether the participant is fulfil the condition or not. The operator will be attending the courses that organize by the government and stakeholders. They will be teaching us the way to greeting the tourist, how to take care their privacy and others. After the courses, they will receive a certificate.	RO1-Characteristics	Environment of the house
SECTION 3- RO 3 SESSION			
R2	What are the different between previous package and current package? Are there any improvement?		
KS 1	Sure, we will make improvement of the package after selling it. As we will have received the customer's feedback and make improvement. For example, school package, we need to take care the safety of the student, we need to have an	RO2- Strategy RO3- Differences	Package

	<p>experience coach to guide them if they prefer to purchase water activity. Other example is, the previous package does not offer the tourist to experience the process of making "Ikan Patin" but now the package has improved and the tourist has the chance to experience the activity.</p>	RO2- Strategy	
R2	How about the achieve in the previous five years?		
KS 1	<p>In 2016, there was increases of Homestay from 10 to 20 house while kampung stay Desa Murni has increases 9-unit room and 1-unit cabin office. In 2018, we have built 21 camping space with facility, washroom, hall and others. These are the achievement of building and facility while for the number of tourist has increase year by year except 2020 because of Covid-19. The number of tourist has drop drastically that haven't experience before. Kampung stay Desa Murni is also received Millionaire Achievement Award in 2018. It is an award that our income has archive more than 1 million incomes in the program.</p>		
R2	<p>Do you the leader of Kampung stay? What is your expectation of the Kampung stay in the next five years?</p>		

KS 1	<p>Yes, I am. I hope the pandemic will end soon, then the tourist will visit to our place. At the same time, we also hope that we will always keep up to date with the technology era in terms of marketing, human resources, management and others.</p>		Expectation in future
------	--	--	-----------------------

Title: Interview Session with Desa Murni Kampung stay

Date & Time : 07-04-2021 & 2pm

Interviewer: Researcher 2,4 (R2. R3)

Interviewee: Kampung stay 3 (KS 3)

Name	Transcribe information	Categories	Theme
INTRODUCTION SESSION			
R4	Good Evening Cik Nana. Can I have your full name, age and level education?		
KS 3	Good Evening, my name is Nana binti Muhammad and I am 30 years old my level education, Diploma in tourism management.		
R4	When year Cik Nana join kampung stay?		
KS 3	I join kampung stay in 2019.		
R4	Why you interested to join kampung Stay?		
KS 3	I join work for kampung stay because near with my house.		
R4	What your position in kampung stay?		
KS 3	My position is general assistant.		
R4	Your monthly income?		
KS 3	My monthly income below rm1000.		
R4	What are your experience in kampung stay program?		

SECTION 1- RO 1 SESSION			
KS 3	My experience in kampung stay is the environment surrounding is good. I also being able to hear from tourist what experiences their get in here.		
R4	I have some question. What are the strategies that have been used?		
KS 3	We do the promotion to attract the tourist. It is online that we used the digital platform like social media as Facebook, YouTube and so on. And we have website and develop one system to booking online and paid online. And the offline marketing, we visit the tourist through forward like join the seminar of tourism, promotions, event to grow the business, visit ministry office and agency.	RO2-strategy/ approach	Method have been use by Kampung stay Desa Murni
R2	How do you welcome the tourist to visit Desa Murni?		
KS 3	We provide a good place and good accommodation for example by providing a receptionist by celebrating with a special cultural event as we have had guests from abroad for example Japan, Indonesia and other countries and we will participate in the event.	RO1- characteristics & element RO2-strategy/ approach	Method have been use by Kampung stay Desa Murni

R2	What are the special place in Desa Murni?		
KS 3	A special place in Desa murni is this village itself because most of the guests who come want the experience that is here such as locals, interesting food and culture that is here and most special because of the swimming pool here.	RO1- characteristics & element	-attraction, specialty
SECTION 2- RO 3 SESSION			
R2	Based on your opinion, what are the differences between kampung stay and homestay?		
KS 3	In my opinion, the kampung stay is the tourist stay without the host but still can experience the village lifestyle. While the homestay is the tourist who stay with the host and experience and communicate with the host family.	RO3- differences	Definition

Title: Interview Session with Kampung stay Desa Murni

Date & Time: 07-04-2021 & 2pm

Interviewer: Researcher 2,4 (R2, R4)

Interviewee: Kampung stay 4 (KS 4)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R4	Next, Cik Ain can I have your full name, age and level education?		
KS 4	My name is Nur Ain Athirah binti Muhammad Dan and I am 23 years old, status single and my level education, Digree in Taman and Rekreasi at UPM Serdang.		
R4	When year Cik Ain join kampung stay?		
KS 4	I join kampung stay in 2021.		
R4	What your position in kampung stay?		
KS4	My position is in management.		
R4	Do you have experiences to welcome tourist?		
KS 4	Because this year I just joined and due to this pandemic I now only manage when guests to check-in.		
SECTION 1- RO1 SESSION			
R4	In your opinion what is special in Desa Murni?		
KS 4	The traditional concept here is very special because it is rare and the village area is quiet to release stress.	RO1- Characteristics & element	Environment of the village

SECTION 2- RO2 SESSION			
R2	How do you welcome the arrival tourist?		
KS 4	I am new employees, therefore, I'm will welcome them by smile and provide some tour information for them.	RO 2- strategy / approach	
SECTION 3- RO3 SESSION			
R2	In your opinion, what are the differences between kampung stay and homestay?		
KS 4	Kampung stay is stay without the host and homestay is stay with the host and host family.	RO3- differences	definition

Title: Interview Session with Kampung stay Desa Murni

Date & Time: 07-04-2021 & 2pm

Interviewer: Researcher 1,3 (R1, R3)

Interviewee: Kampung stay 5 (KS 5)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R1	Mr. Saiful Asyraf, can you introduce your name, age, status and level of education?		
KS 5	My name is Saiful Asyraf bin Sahariman. Age 27 years old. Status is married and has one child. Level of study is a degree in automotive division with mechanical engineering.		
R1	What is Mr. Asyraf's position in Kampungstay?		
KS 5	My position here is as the supervisor of the operations division.		
R1	When did Mr. Asyraf join this Kampungstay?		
KS 5	I joined this Kampungstay in 2009		
R1	Before Encik Asyraf joined Kampungstay, did Encik Asyraf do any other work?		
KS 5	There isn't. But I have experience while doing practicals in the engineering department.		
SECTION 1- RO 1 SESSION			
R3	Can you introduce the Kampung stay in details?		
KS 5	If we can see now the house has 7 units and the cabin has 6 units. We have provided various type of culture activity for the	RO1- characteristics & element	Details of Kampung stay

	<p>tourist. They can take part in the activity that they interested. The most special things that in our Kampung stay is the swimming pool. It is a facility that most attract the visitors. They can enjoy their family in our Kampung stay.</p>		
R1	What was Mr. Asyraf's experience with Kampungstay?		
KS 5	What kind of experience is that?		
R1	I mean based on the program being run.		
KS 5	<p>My experience when I was involved with the program here was a lot of managing before and during. I will handle the management as well as ensure the operational preparations are complete before the guests arrive. After that, I will be ready if there are any problems and we will continue to find solutions and also after the guests check out we will repack because we are here with the concept of accommodation and many facilities such as halls, gazebos that have been used by guests.</p>	RO2-strategy/ approach	Cleanness, facility
R1	What is Mr. Ashraf's monthly income?		
KS 5	In total, below RM 2000.		
SECTION 2- RO 2&3 SESSION			
R1	Can Mr. Asyraf share your opinion on the difference between Homestay and Kampungstay?		

<p>KS 5</p>	<p>In my opinion, this Homestay is more of a foster family program. The meaning here is either tourists or students in Malaysia or from abroad who come to Homestay in Kampung Desa Murni. We will place them with the adoptive family, which means Homestay. Kampungstay is a new program that is more for guests who come and want to sit at home is provided which is also not the original concept of Homestay.</p>	<p>RO3- differences</p>	<p>Opinion</p>
<p>R1</p>	<p>In Mr. Asyraf's opinion, what is the best strategy to attract tourists and promote local products such as Kampungstay?</p>		
<p>KS 5</p>	<p>From our marketing, our social media, namely Facebook, Instagram and website, the meaning of social media is wide so it can attract from other states as well as in Pahang because many do not know from this district of Temerloh. So with that, tourists will know about Kampung Desa Murni from social media like Facebook. We also promote at carnivals but more often on social media.</p>	<p>RO2-strategy/ approach</p>	<p>Activity & example</p>
<p>R3</p>	<p>Okay Mr. Ashraf, what are your expectations for Kampungstay in the next 5 years?</p>		

KS 5	<p>My expectation in the next 5 years, we will add facilities here. If we can see now the house has 7 units and the cabin has 6 units and maybe, we will provide new facilities and new outdoor activities such as our own garden because at this time it is still in its infancy. In another 5 years, guests can feel the atmosphere of the garden like eating fruit in the garden.</p>		Expectation in future
------	--	--	-----------------------

Title: Interview Session with Kampung stay Desa Murni

Date & Time: 07-04-2021 & 2pm

Interviewer: Researcher 2 (R2)

Interviewee: Kampung stay 6 (KS 6)

Name	Transcribe Information	Categories	Theme
INTRODUCTION SESSION			
R2	What is your name and talk about yourself.		
KS 6	I introduce myself, I am Fatihah, I work in the secretarial section in Kampung Desa Murni and more to the happy management. I am now 30 years old. Not married yet. Diploma education level in tourism. I started my career here in 2017 and previously I worked with MOTAC. The average income as a staff here is below RM 2000.		
R2	Why did Ms. Fatihah join this Kampungstay?		
KS 6	I really take the field of tourism so in terms of tourism and try to develop more and more to want to try a new environment.		
SECTION 1- RO1 SESSION			
R2	What are the special or characteristics of the kampung stay?		
KS 6	For example, the Kampung Desa Murni program has a Japanese program, Japanese tourists will come to Malaysia so they want to learn the culture of each village. If in Kampung	RO1- characteristics	

	<p>Desa Murni they come here and we will take them to know the culture near here. If near Temerloh here is famous for Ikan Patin masak tempoyak. So, we will take them to the Ikan Patin cage and teach them how to take care of the catfish in terms of how to feed them. If in terms of agro, we will bring them to the rubber plantation and they can learn how to tap rubber and how to extract rubber from trees and focus our goal here to learn new things. Next, we will take them to the oil palm plantation so they will learn how to knit oil palm and the next process. In terms of clothing, they will learn traditional clothing. For example, if the wedding is in Pahang, the bride will wear a Pahang shirt. Here we can teach tourists how to live how we practice lifestyle. For example, the Malays, Chinese and Indians.</p>		
SECTION 2- RO2 SESSION			
R2	If tourists come, Ms. Fatimah is involved in which field?		
KS 6	<p>I will arrange from beginning to end. In terms of response, division of houses, the review is enough to nothing in terms of food and the condition of the tourists who come.</p>	RO2- strategy	

SECTION 3- RO3 SESSION			
R2	In your opinion, what are the differences between Homestay Program and Kampung stay Program?		
KS 6	<p>Okay, let me explain a little about the difference between Homestay and Kampungstay. Kampungstay and Homestay are different. Homestay is more about staying with the host. So, tourists will learn how to recognize the culture of the way of food and after that they are more into the experience while in the homestay. If it is Kampungstay, it is a different concept with the hotel because if the hotel will be in the city area but this Kampungstay is in the village area after that the party here provides accommodation in the village after that there are many activities in terms of economy and if there are many activities here with the villagers like people's sports and the concept of Kampungstay is the concept of privacy so it will be together only with the situation alone compared to Homestay. But if it is a homestay, tourists will stay with the host so they will eat together and a lot with the host.</p>	RO 3- Differences	Definition&example

UNIVERSITI
MALAYSIA
KELANTAN

Turnitin Report

ppta			
ORIGINALITY REPORT			
13%	13%	5%	0%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	core.ac.uk Internet Source		1%
2	umkeprints.umk.edu.my Internet Source		1%
3	ir.uitm.edu.my Internet Source		1%
4	hdl.handle.net Internet Source		<1%
5	napier-surface.worktribe.com Internet Source		<1%
6	eprints.utm.my Internet Source		<1%
7	medium.com Internet Source		<1%
8	wiredspace.wits.ac.za Internet Source		<1%
9	Zhen Meng. "Ownership of Trust Property in China", Springer Science and Business Media LLC, 2017		<1%

MALAYSIA

KELANTAN