



# THE EFFECTS OF MALAYSIAN HOMESTAY PROGRAM ON ECONOMY, ENVIRONMENT, SOCIETY, AND CULTURE OF MALAY KAMPUNG : A case of Banghuris homestay in Selangor

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# THE EFFECTS OF MALAYSIAN HOMESTAY PROGRAM ON ECONOMY, ENVIRONMENT, SOCIETY, AND CULTURE OF MALAY KAMPUNG

A case of Banghurus Homestay in Selangor

マレーカンボンの経済・環境・社会・文化における  
マレーシアホームステイプログラムの効果  
セランゴール州のバングリスホームステイを事例として

*Rohaslinda BINTI RAMELE\** and *Juichi YAMAZAKI\*\**

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In 1995, the Ministry of Tourism Malaysia established a new rural tourism product called the Malaysian Homestay Program, to encourage rural Malays to participate actively in the tourism and provide Malay Kampung as a new type of tourism product. In 2012, there were 159 homestay programs established throughout the country, with 3,424 host families in rural areas that shows increased interest from the rural community for this program. This research clarifies the benefits of this program for rural development by analyzing the following points:

1. The evolution of the Malaysian Homestay Program from 1995 until 2013;
2. The effects of the establishment of the Malaysian Homestay Program on economy, environment, society, and culture of Malay Kampung based on interviews and field investigations at the Banghurus Homestay in Selangor.

**Keywords:** *Malaysia Homestay Program, Malay Kampung, Economic Effect, Environmental Effect, Social Effect, Cultural Effect*

マレーシアホームステイプログラム, マレーカンボン, 経済的效果, 環境的效果,  
社会的効果, 文化的効果

## 1. INTRODUCTION

Rural areas in Malaysia are mainly populated by Malays, due to the separated settlement system introduced by the British during the colonial period (1874-1946) for three major races in Malaysia: Malay, Chinese, and Indian<sup>1)</sup>. Malays were not regarded as reliable workers by the British and were forced to stay in traditional settlements in the rural areas (Malay Kampung), to farm or fish for a living. The Chinese, who migrated from southern China, were encouraged to be shopkeepers and traders in towns that were tin-mining centers. The Indians who migrated from India as rubber tappers and laborers on plantations lived in those areas. This system kept these races separate from each other for people to work in harmony. However, this system has created an unbalanced economy, especially between Malays in rural areas and Chinese in urban areas. After gaining its independence in 1957, the government of Malaysia has been focused to solve this issue by establishing rural development policies and strategies to involve rural Malays more in the economy. Poverty remains a problem in Malay Kampung and on Indian plantations, although many Malays and Indians have moved to urban areas and are now involved in commercial and professional sectors.

The earliest rural development policy was a land development scheme established in 1956 by the Federal Land Development Authority (FELDA) that provided new land for agriculture (rubber and oil palm) and settlement in rural areas for poor Malays by prioritizing those who did not own homes and land for farming<sup>2)</sup>. However, unemployment and poverty among rural Malays continued, and led to riots in 1969, which forced the government to enact the Bumiputera Policy<sup>\*1)</sup> in 1971. This policy allowed many rural Malays to own their small and medium enterprises (SME) and become involved in non-agricultural sectors of the economy. In the 1980s, the government began to encourage rural Malays to participate in the tourism sector due to the increasing popularity of Malay Kampung houses as accommodation, especially among long-stay tourists and Japanese students from the student exchange programs. In 1995, the Malaysian Homestay Program was officially established by the Ministry of Tourism (MOTOUR) to encourage rural Malays to become actively involved in the tourism sector and to develop Malay Kampung as a new tourism product.

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Although the Malaysian Homestay Program is a rural tourism program, it plays a larger role in Malaysian rural development. When the Village Action Plan was carried out in 2009 in 17 selected villages on Peninsular Malaysia, several issues were documented in these rural areas such as decreasing populations (especially among the youth), lack of infrastructure and public facilities, unemployment, lack of interaction among the community, damage to the environment and landscape, and decreasing awareness towards culture and tradition<sup>3)</sup>. During the documentation phase of this plan, the villagers themselves suggested participation in the homestay program to be a solution to these issues after witnessing the development of participating villages.

The evolution of Malaysian rural development policy continued with the establishment of the Master Plan for Traditional and Planned Settlements in 2010, where documentation on statistics, profiles and conditions of villages in rural area of Peninsular Malaysia was carried out for the first time<sup>4)</sup>. In this plan, 9,755 villages out of 14,003 villages in the rural areas on the Peninsular Malaysia were surveyed and categorized according to their types, layouts, structures and conditions, in order to provide a systematic documentation for overall planning and strategy of Malaysian rural development.

## 2. RESEARCH OBJECTIVES AND METHODOLOGIES

This research aims to clarify the evolution of the Malaysian Homestay Program from 1995 to 2013 as well as to gauge the effects from its implementation on Malay Kampung's economy, environment, society, and culture.

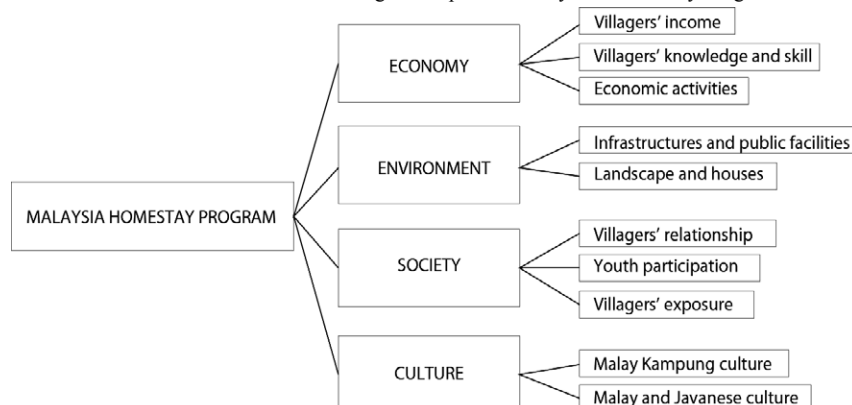
Interviews were held with the Senior Principal Assistant Director from the Industry Development Division of MOTOUR on 8 August 2013 to achieve the first objective. The Banghunis Homestay in Selangor is selected as a case study, because it represents a successful homestay programs as it was listed in the 'Top Ten List of Highest Homestay Cluster 2012' and the highest among Malaysian Homestay Programs in Selangor as recorded by MOTOUR based on the number of tourists who visited and income earned from this program (Table 1; Table 3). Among all homestay programs in the listed states, Selangor is the most urbanized state in the country with an urbanization rate of 8.3% in 2000 due to the spill over from Kuala Lumpur<sup>5)</sup>. The homestay programs in this state have been focused upon by MOTOUR in an effort to preserve traditional villages (paddy and farm villages) from further urbanization and their potential in the tourism sector from its location (surrounding the Kuala Lumpur city center and nearby the Kuala Lumpur International Airport).

Based on a pilot study (interviews with the chairmen of homestay committees and villagers who participated as host families) conducted between July and September 2012 at 15 homestay programs in Selangor, the effects of the Malaysian Homestay Program can be categorized into economic, environmental, social, and cultural effects. Figure 1 shows a further analysis of several elements. Based on this categorization, further field investigations and interviews with the Chairman of Banghunis Homestay Committee, headmen of three villages and villagers who participated as host families were carried out at the Banghunis Homestay between February 2013 and March 2014. Progress reports recorded by MOTOUR indicate that they have achieved the second objective of this study. Figure 6 describes the findings from the latter investigations and interviews at the end of this paper.

**Table 1** Top Ten List of Highest Homestay Cluster 2012

	Homestay Program	Number of Tourist			Income	Type of Village (s) Participated
		Domestic Tourist	Foreign Tourist	Total		
1	Taman Sedia Homestay, Pahang	77,128	1,272	78,400	RM4,312,000	Planned village
2	Miso Walai Homestay, Sabah	346	2,051	2,397	RM891,017	Traditional village
3	Parit Penghulu Homestay, Malacca	6,414	8,917	15,331	RM994,700	Paddy village
4	Banghunis Homestay, Selangor	3,185	4,139	7,324	RM543,849	Farm village
5	Seri Tanjung Homestay, Malacca	270	150	420	RM457,110	Paddy village
6	Walai Tokou Homestay, Sabah	15,704	731	16,435	RM925,021	Traditional village
7	Sungai Sireh Homestay, Selangor	6,388	511	6,899	RM400,114	Paddy village
8	Pulau Pisang Homestay, Kedah	1,576	1,497	3,073	RM336,495	Paddy village
9	Parit Bugis Homestay, Johor	6,304	0	6,304	RM360,869	Farm village
10	Ulu Legong Homestay, Kedah	6,106	5,847	11,953	RM346,628	Planned village

Source: Progress Report of Malaysian Homestay Program December 2012, MOTOUR (2012)<sup>\*2)</sup>



**Fig. 1** Elements used to Analyze Economic, Environmental, Social, and Cultural Effects of the Malaysian Homestay Program

Source: Author (2014)

### 3. RESEARCH FINDINGS

#### 3.1 The Evolution of the Malaysian Homestay Program

The homestay has been used as a type of accommodation in rural areas since the 1970s, it is derived from the concept of a 'bed and breakfast'<sup>6)</sup>. In the late 1980s, 'homestay in a Malay Kampung house' was selected by the Ministry of Education (MOE) as accommodation for Japanese students who visited the country under student exchange programs<sup>7)</sup>. Later, in 1988, a few villages in Pahang were selected to form the Desa Murni Homestay, which was used as a model for the new Malaysian Homestay Program, when MOTOUR saw the potential of Malay Kampung as a tourism product<sup>8)</sup>. This program was also a pilot project from the Rural Tourism Master Plan, which was documented in 2001 by MOTOUR to provide guidance and technical assistance as to policy direction, infrastructure development, marketing, and training for rural tourism development<sup>9)</sup>. Based on the increasing number of tourists and incomes earned (which was not completely recorded by all states until 2007), MOTOUR established the Malaysian Homestay Program officially in 1995 in all villages in rural Malaysia.

In this program, participating villagers form a new homestay committee and create program activities independently (Table 1). These activities differ for each state, district, and village, in accordance with the type of village and from the 50 ethnicities among the Malays and aboriginal peoples in Malaysia. On the Peninsular Malaysia, the types of village are categorized into two major groups: traditional settlements and planned settlements<sup>4)</sup>. The traditional settlements consist of traditional villages (farm and paddy villages), fisherman villages, floating villages, and the Orang Asli Villages (the aboriginal settlement). Meanwhile, planned settlements consisted of FELDA villages and planned villages (new settlements built by the government mainly for the poor). However, this categorization is not carried out among villages on Borneo Island due to different local authorities and various settlement types.

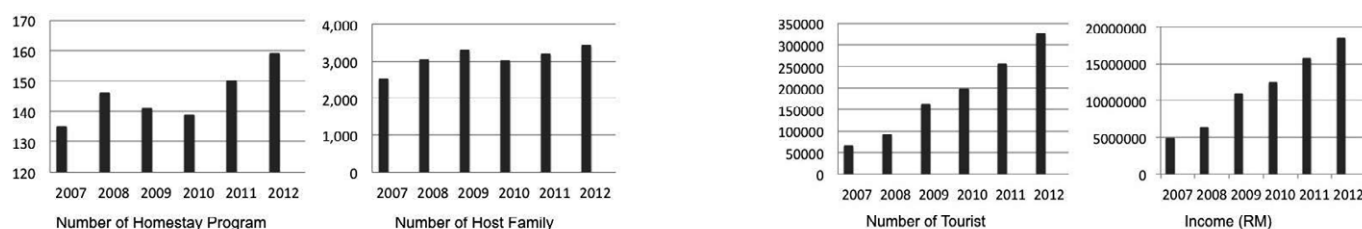
Out of 105 homestay programs on Peninsular Malaysia, 74% of the participating villages are traditional villages (54% farm villages and 20% paddy villages), since the traditional environment of Malay Kampung is the main attraction for tourists. Meanwhile, multi-ethnic communities of Malay were influenced by migrations of the Javanese, Minangkabau, and Bajau peoples from Indonesia and the Siamese from Thailand during the colonial period. This multi-ethnic influence on villagers' lifestyle, cultures, traditions, architectural styles of the Malay houses, and cuisines, have all contributed to varied characteristics of each homestay program.

The numbers of homestay programs, host families and tourists, and incomes earned by homestay committees and host families from this program have increased since its establishment. However, these incomes were only properly documented by all homestay programs starting in 2007 (Fig 2). By December 2012, there were 159 homestay programs established throughout the country, with 3,424 host families<sup>10)</sup>. During 2012, MOTOUR received the 'Best Innovation and Public Policy Governance Award' from the United Nation World Tourism Organization for its achievement with community participation, marketing (through its website), and environmental preservation from the program. MOTOUR was also selected as a leader to the ASEAN Homestay Standard, which brought the homestay program to an international level. Today, the Malaysian Homestay Program is also linked to the Malaysian Railway to form a new Malaysian Homestay Railway Tourism that provides by providing railway transportation to each homestay program<sup>11)</sup>. This program has also followed the Kampungstay Program, which introduced a new accommodation type (a new traditional Malay house) in rural areas without a host family that focuses on long-stay tourists<sup>12)</sup>.

**Table 2 Homestay Program Activities**

Daily Lifestyle	Learning the village's history
	Eating local cuisine
Cultural Activities	Watching and experiencing traditional dances, music and games
Community Activities	Attending community activities (wedding ceremony, religious festivals, and other gatherings)
Economic activities	Fishing
	Watching and experiencing agricultural activities (paddy harvesting, rubber tapping, oil palm plucking)
	Visiting SME factories
	Visiting paddy field and farms
Leisure	Sightseeing or visiting nearby tourist attraction
	Jungle trekking and water rafting
Landscape	Plan-a-Tree (PAT) Program <sup>3)</sup>

Source: Official Portal, MOTOUR (1995)<sup>\*4)</sup>



**Fig. 2 Statistics of the Malaysian Homestay Programs**

Source: Current Statistics of Malaysian Homestay Program December 2012, MOTOUR (2012)<sup>\*5)</sup>

### 3.2 Malaysian Homestay Programs in Selangor

Selangor is located on the west coast of Peninsular Malaysia. It is the most urbanized and most populated state in the country due to the spillover from Kuala Lumpur. Selangor has 430 traditional villages (the smallest number of traditional villages among all states), where paddy villages are mostly located in the north and farm villages in the south. Rural populations are also smallest among other states, decreasing to 8.4% in 2010 from 11.3% in 2000<sup>13)</sup>. Participation in the homestay program is an effort to prevent the further urbanization of traditional villages as well as to decrease depopulation in the state.

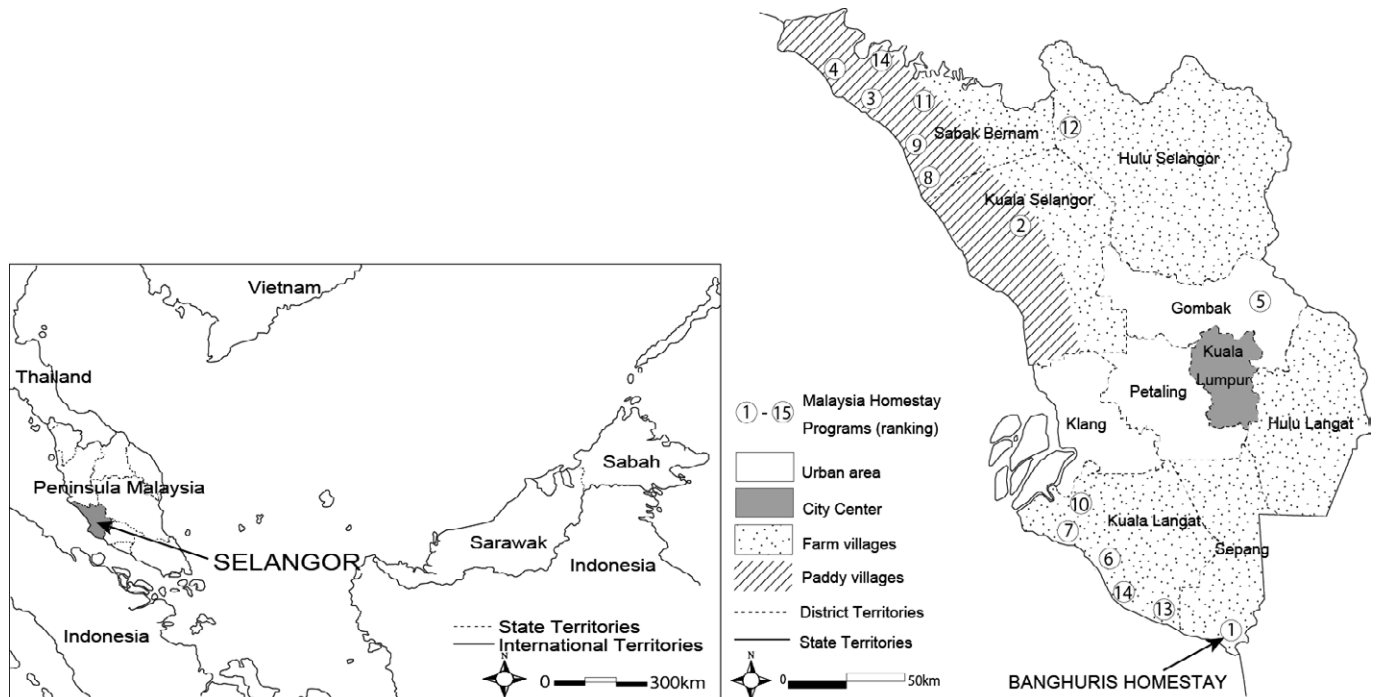
The Malaysian Homestay Program in Selangor began in 1995 with the establishment of Banghuris Homestay, located in the Sepang District. In 2012, the Banghuris Homestay recorded the highest number of tourists and incomes in the state (Table 3). Today, there are 15 homestay programs in the state (with 18 villages participating), with 7 as paddy villages, and 6 as farm villages (Fig 3). The majority of the homestay programs are located on the west coast where most traditional villages are located.

The Malaysian Homestay Program is held at the national level by MOTOUR and other federal governments. However, since 2008, Selangor is governed by an opposition political body, and the state government is presently not participating in the homestay program. This also contributed to the transformation of a new district government and village headmen, discouraging the involvement of local authorities and existing village committees in this program for many participating villages. Nevertheless, at many homestay programs, existing committees members voluntarily participate in the homestay program activities to earn extra income and to work together with the homestay committee members.

**Table 3** Statistics of the Malaysian Homestay Programs in Selangor (2012)

Ranking	Homestay Program's Name	Type of Village	District	No. of Participating Villages	No. of Host Families	No. of Tourists	Income
①	Banghuris Homestay	Farm village	Sepang	3	87	7,324	RM543,849
②	Sungai Sireh Homestay	Paddy village	Kuala Selangor	4	54	6,899	RM440,114
③	Sungai Haji Dorani Homestay	Paddy village	Sabak Bernam	1	31	5,091	RM287,520
④	Air Manis Homestay	Paddy village	Sabak Bernam	1	17	2,665	RM272,487
⑤	Sungai Kertas Homestay	Planned village	Gombak	1	9	1,857	RM144,378
⑥	Kampung Endah Homestay	Farm village	Kuala Langat	1	27	5,616	RM124,745
⑦	Kanchong Darat Homestay	Farm village	Kuala Langat	1	38	2,989	RM108,960
⑧	Papitusulem Homestay	Paddy village	Sabak Bernam	2	32	700	RM84,465
⑨	Batu 23 Homestay	Paddy village	Sabak Bernam	1	37	2,443	RM74,733
⑩	Sungai Lang Tengah Homestay	Farm village	Kuala Langat	1	19	1,100	RM35,244
⑪	Seri Kayangan Homestay	Paddy village	Sabak Bernam	1	21	242	RM24,602
⑫	Sungai Tinggi Homestay	FELDA village	Hulu Selangor	1	28	5,616	RM17,600
⑬	Kampung Kundang Homestay	Farm village	Kuala Langat	1	19	333	RM17,300
⑭	Kampung Batu Laut Homestay	Farm village	Kuala Langat	1	19	85	RM4,650
⑮	Sepintas Homestay	Paddy village	Sabak Bernam	1	20	70	RM1,100
Total				21	458	37,599	RM2,181,747

Source: Progress Report of Malaysian Homestay Programs in Selangor, MOTOUR (2012)



**Fig. 3** Locations of Selangor in Malaysia and the Malaysian Homestay Programs in Selangor

Source: Author, based on Master Plan for Traditional and Planned Settlements (2010)<sup>\*6)</sup> and Homestays in Selangor Brochure (2014)

### 3.3 The Implementation of the Banghuris Homestay

Chapter 3.3 and 3.4 are based on interviews with the chairman of Banghuris Homestay Committee (Basir Wagiman), headmen of three villages who participated in the Banghuris Homestay (headman of KBB: Jaafar Katiman, headman of KHC: Nizam Saoman, and headman of KHT: Sabirin Marsono), and a few villagers who participated as host families. The interviews were held between February 2013 and March 2014. Progress reports on the number of tourists, income earned from this program, and the number of village(s) and host families recorded by MOTOUR is indicated.

The Banghuris Homestay was established in three villages all in the south of Selangor: Kampung Bukit Bangkong (KBB), Kampung Hulu Chuchoh (KHC), and Kampung Hulu Teris (KHT). The word 'banghuris' is a combination of the names of the three villages. These villages are surrounded by oil palm plantations (owned by the government and private organizations) and Agrotek, an agricultural land provided by MOA for the villagers to plant SME products: potatoes, bananas, and herbs. These villages are accessible from the main roads from Chinese New Village and Orang Asli Village.

The history of these villages began with the settlement of aboriginal peoples and the migration of Javanese people from Indonesia to Peninsular Malaysia in the 1920s. KBB was the first village established during the period when the Javanese people started planting coffee and rubber (Table 4). An increase in the population and migration of other Malays and Javanese from other areas established KHC. Finally, in 1991, KHT was built when villagers were encouraged to farm oil palm at a plantation scale. Almost half of the land in KHT today is used for oil palm and owned by some villagers from the other two villages. Today, all villagers own oil palm, coffee, or rubber farms surrounding their homes, or potato and banana farms on Agrotek. Many are also involved in SMEs by owning potato chip, banana chip, or frozen food factories within their homes. Owning a SME also helps provide the knowledge and experience to manage the homestay committee and homestay program activities.

The Banghuris Homestay was started in 1995 with 16 host families and increased sharply to 80 host families by 1997. The homestay program was established due to an increasing number of visitors to KHC after it was selected as 'The Best Village' from 1986 to 1993 at the district and state levels for a well-maintained environment, landscape, traditional houses, communal facilities, and a highly developed level of SMEs. It started with providing accommodation and meals to visitors (mostly local authority workers from other districts), and has since been developed into providing new tourism products of Malay Kampung to foreign and domestic tourists. Today, there are 9 people who lead the homestay program as committee members, 153 families who participate all program activities, and 87 families who participate as host families to provide 118 rooms for 236 tourists at one time. The committee is led by former village headman of KHC, assisted by a bursar and a secretary, followed by 3 groups of agro, culture, and marketing (Fig 4).

For most developed SMEs, good leadership by a chairman, good cooperation from the three villages and the uniqueness of Malay-Javanese culture are characteristics that have contributed successfully to the Banghuris Homestay. The number of tourists who have visited the homestay program has had slightly increased since its establishment. However, proper documentation has only been gathered since 2006 (Fig 5). Most tourists who have visited are groups from the government, private organizations, university, and school students, followed by families and individuals from urban areas. Due to an increasing number of tourists and income, Banghuris Homestay has received 'The Best Tourist Attraction Award' in 2004, 'The Most Contribution to the Socio-economic Special Award' in 2011, and 'The 4<sup>th</sup> Highest Homestay Cluster' in 2012 by MOTOUR.

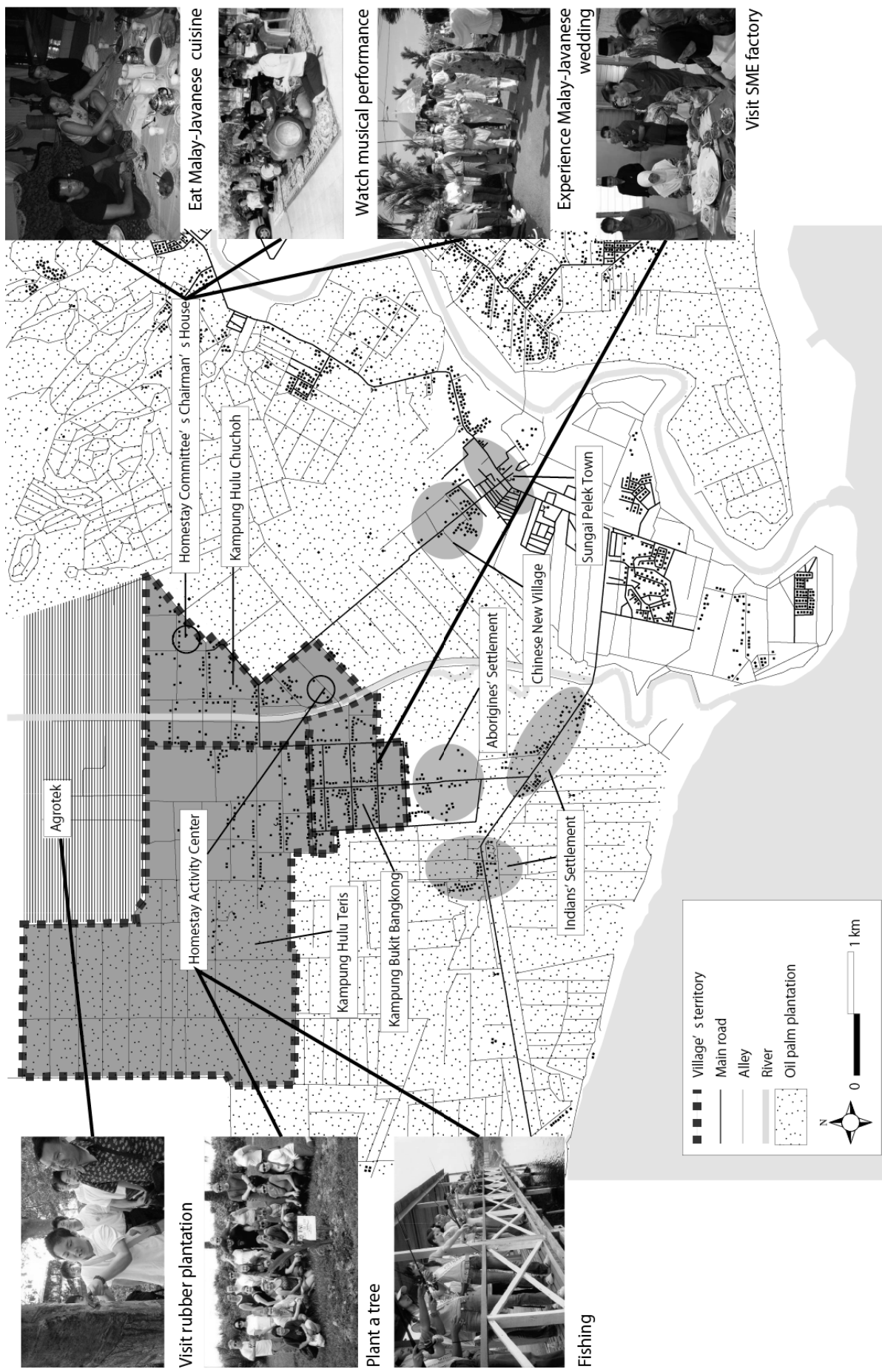
The chairman of the Banghuris Homestay Committee is often involved in promotional tours held by MOTOUR in local and overseas schools. The Banghuris Homestay also held a contract with the Ministry of Education in Japan and South Korea, and several domestic and foreign travel agencies to receive a continual supply of tourists among students and to enhance its promotional activities. Meanwhile, the committee members carry out the activities for tourists by applying each village's lifestyle, economic, community, and cultural activities, as well as surrounding local attractions. These activities are included in the packages provided by the committee, which is selected by the tourists. However, the plans can be altered according to tourist requests (Table 5). Most activities are held at the Homestay Activity Center, which is built by MOTOUR (provides oil palm, coffee and rubber farms, and fishing ponds), or at the homestay committee chairman's home (Fig 6). Communal meals are held in a 'kenduri' (festivity in Malay) style and the custom of preparing meals and activities in the homestay program is called 'gotong-royong' (mutual help in Malay), which usually occur during typical Malay Kampung communal activities such as wedding ceremonies, religious festivals, and other gatherings. Meanwhile, breakfast and dinner are held at each host family's house to allow tourists to experience of the Malay Kampung daily lifestyle as a part of a family. The Banghuris Homestay also provides a mock traditional Malay-Javanese wedding ceremony for the tourists upon request, which is prepared by the homestay committee and woman committee members, and attended by the whole villagers.

**Table 4** Profiles of KBB, KHC, and KHT

Name of Village	KBB	KHC	KHT
Year of Establishment	1920s	1920s	1991
Population	3300	2295	1350
Number of Families	602	353	185
Number of Families Participated in Banghuris Homestay	50	60	43
Economic Activity	Farmer, SME, fisherman	Farmer, SME	Farmer, SME
Agricultural Product	Oil palm, potato, banana, coffee, rubber	Oil palm, potato, banana, coffee, rubber	Oil palm, potato, banana, coffee, rubber

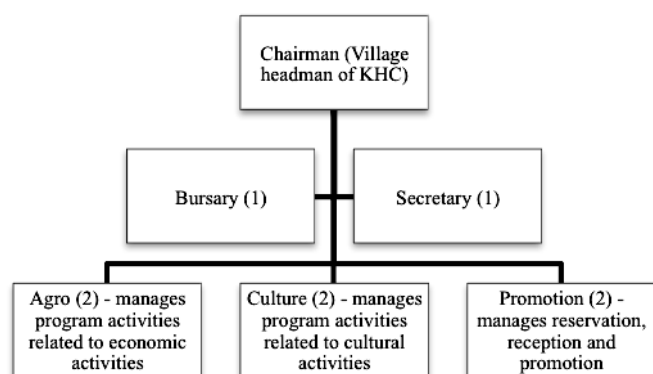
Source: Author, based on interviews with chairman of the Banghuris Homestay Committee, and headmen of KBB, KHC, and KHT (2013-2014)





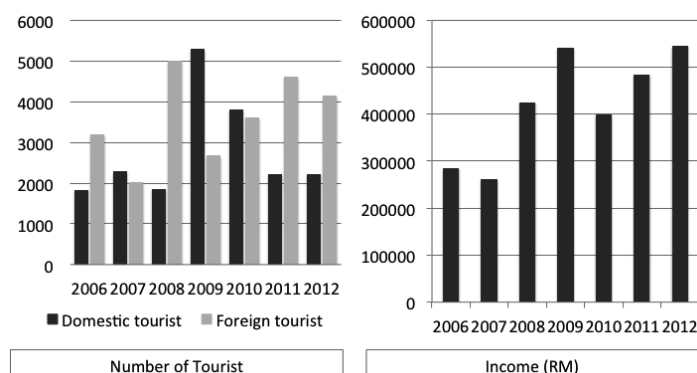
**Fig. 6** The Banghauris Homestay Program Activities, Location, and Villagers' Participation

Source: Author, based on field investigation and interview with the chairman of the Banghauris Homestay Committee (2014)



**Fig. 4** Organization Structure of Banghuris Homestay Committee

Source: Author, based on interview with the chairman of the Banghuris Homestay Committee (2013-2014)



**Fig. 5** Statistics of Banghuris Homestay

Source: Progress Report of Malaysian Homestay Programs in Selangor, MOTOUR (2012)

**Table 5** Packages and Activities Provided at Banghuris Homestay

Package	Price (per person)	Activities	Location	Villager's participation
2 days 1 night	RM150	Accommodation, breakfast and dinner Eat Malay-Javanese cuisine (kenduri) Visit coffee plantation Visit oil palm plantation Fishing Visit rubber plantation Visit SME factory	Host family's home Homestay committee chairman's home Homestay Activity Center Homestay Activity Center Homestay Activity Center Agrotek MRRD factory	Host family Homestay committee, woman committee Homestay committee, farm worker Homestay committee, farm worker Homestay committee Homestay committee, farm owner Homestay committee, SME worker
3 days 2 nights	RM250	Accommodation, breakfast and dinner Eat Malay-Javanese cuisine (kenduri) Visit coffee plantation Visit oil palm plantation Fishing Visit rubber plantation Visit SME factory Plant a tree Watch musical performance Experience Malay-Javanese wedding	Host family's home Homestay committee chairman's home Homestay Activity Center Homestay Activity Center Homestay Activity Center Agrotek MRRD factory Homestay Activity Center Homestay committee chairman's home Homestay committee chairman's home	Host family Homestay committee, woman committee Homestay committee, farm worker Homestay committee, farm worker Homestay committee Homestay committee, farm owner Homestay committee, SME worker Homestay committee, youth committee Whole villagers

Source: Author, based on the Banghuris Homestay Brochure (2013) and interview with the chairman of the Banghuris Homestay Committee (2013-2014)

### 3.4 Economic, Environmental, Social and Structural Effects of Banghuris Homestay

The successful factors of the Banghuris Homestay towards participating villages are the most developed agricultural technology and SMEs in all three villages that bring many visitors from other villagers to learn and witness the villages as models, good management, and hard work by the chairman of the Banghuris Homestay Committee on the distribution among committee members and promotion of the Banghuris Homestay, good cooperation from the three villages community that distribute to the largest number of host families among all homestay programs in Selangor, and the mixed community of Malay and Javanese.

The Banghuris Homestay earned RM543,849 (¥17,164,291), and received 7,324 tourists in 2012, which was recorded as the highest number in Selangor and fourth highest in the country (Table 1). This number contributes to an average monthly income of RM520 (¥15,600) for each host family. While the average income of a farmer or SME owner is RM1,500 (¥45,000), participating as a host family in the homestay program offers a higher total average monthly income of RM2,020 (¥60,600). Meanwhile, homestay committee members receive a separate monthly income for their participation during program activities and may sometimes reach between RM2,000-RM3,000 (¥60,000-¥90,000). Youth committee members, woman committee members, farm owners, and SME owners receive additional income for participating in program activities and from souvenir sales.

After establishing the Banghuris Homestay, KBB, KHC, and KHT were also prioritized for agricultural and SME development, and most rural development planning by MRRD and MOA. Villagers received more and new agricultural land from Agrotek and subsidies or funds for machinery for factories. Through the visits of foreign and domestic tourists, SME owners are able to promote and expand their products into national and international levels. In 2005, a host family in KBB (also an SME owner) achieved 'The Most Successful SME Award' from MRRD for earning annual income of more than RM250,000 (¥7,500,000), excluding the income from the homestay program.

Involvement in this program has also allowed villagers to increase their non-agricultural skills, especially in tourism, business, and management. This has allowed rural Malays to compete with other races in the country as most large resorts and hotels are usually owned by Chinese. The Banghuris Homestay Committee manages a new chalet (located at the Banghuris Homestay Activity Center) for individual tourists who wish to stay in villages without participating in program activities. This chalet is built with the income earned from the homestay program and MOTOUR recognizes this chalet as an achievement of the committee to be able to manage a new business independently.



MRRD also improves existing and provides new infrastructure and public facilities in villages to maintain the quality of these villages as tourist destinations. All the roads and alleys in the three villages are being paved and repaired. Signboards are also equipped at every access from main roads and the town to make the Banghuris Homestay more accessible to tourists. The Homestay Activity Center is also built with a fund from MOTOUR to be used for homestay program activities and the villages' community activities.

Due to the periodic inspections done by MOTOUR and MOH on host families' houses, villagers are encouraged to beautify their homes and surrounding landscape. The 'Plant-a-Tree' program also contributes to the landscape beautification and environmental preservation, and tourists will enjoy products from the trees. Some villagers have used additional income from the homestay program to extend their houses (to provide more rooms for tourists), and to add modernized facilities such as air conditioning and hot water. These improvements show villagers interest and awareness of tourist needs. However, proper regulation is needed to control damage to traditional values of Malay Kampung houses.

Meanwhile, the relationship among the three villages is strengthened during homestay program activities, because daily communal activities rarely involve other communities. Although current village headmen are not participating in the homestay program, members of the women and youth committees from JKKK of the three villages are involved in food preparation for kenduri and traditional musical performances and work together with the homestay committee members. Through the custom of 'gotong-royong', these three committees are able to cooperate during preparation of meals (kenduri), traditional musical performances, and traditional Malay-Javanese weddings. The relationship between villagers and government is also strengthened from the connection between homestay committee members and MOTOUR. Through the interaction between villagers and tourists, they also have the opportunity for exposure to other districts, states, and countries' cultures and languages. Moreover, MRRD provides free language classes, such as English and Japanese Language to the host families in order for them to be able to interact with foreign tourists. This helps rural Malays to be able to compete with other races economic activities and for education.

The Banghuris Homestay also provides new employment opportunities for the youth in these villages. Some have even began to move back from urban areas to inherit their parental participation as host families with some participating in program activities such as traditional musical performances. A youth who moved back to KBB also manages his own SME training center in the village and collaborates this training program with the homestay program activities to help prevent youth depopulation and youth unemployment in these villages.

Lastly, located close to Kuala Lumpur, participation in homestay programs has also prevented the historical environments and traditional lifestyles of the villages from further modernization and urbanization. The application of customs such as 'kenduri' and 'gotong-royong' in program activities helps preserve Malay Kampung traditions. The Javanese community in these villages is also able to promote and restore their traditional dance, music, customs, and cuisine through the program activities that are vanishing, especially among young Javanese in Malaysia. This program increases interest and awareness towards Malay and Javanese culture among domestic and foreign tourists as well as among the villagers themselves.

Field investigation and interview results show that there are less negative effects from the Banghuris Homestay establishment on the economy, environment, society, and culture of KBB, KHC, and KHT. This is due to volunteerism in participating in the Malaysian Homestay Program according to the interest on tourism activity and an awareness to develop incomes and preserve their cultures and traditions among. Although the effects of modernization can be seen in their daily lifestyles such as the use of modern vehicles and modern facilities in their houses, the traditional environment of Malay Kampung can still be witnessed through their custom of 'gotong-royong' and 'kenduri' during community activities. Villagers also feel delighted to see the increasing number of tourists visiting the villages. Moreover, tourists are advised to wear and behave properly according to the culture and tradition in Malay Kampung (Islamic culture) before visiting in order to show their respect to the local villagers.

#### 4. CONCLUSION

Since its establishment 18 years ago, the Malaysian Homestay Program has developed into an important tourism product for rural areas. The number of homestay programs created, participating villagers, tourists, and income earned shows an increase from 2007-2012. The characteristics of this program differ it from homestay programs in other countries (being held at national level by several government organizations, managed fully by the rural community themselves, and promote multi-ethnic cultures of Malays and Malaysia in each homestay program). In 2012, this program was brought to an international level, when MOTOUR was selected as a leader to other ASEAN countries for homestay industries. MOTOUR was also awarded by the United Nation World Tourism Organization because for its achievements in community participation, marketing, and environmental preservation. The homestay program has also expanded into Malaysian Homestay Railway Tourism and Kampungstay Program. Today, there are 159 homestay programs established throughout the country with the participation of 3,424 families as host families.

The Malaysian Homestay Program has contributed to the development of rural tourism sectors and rural development. Based on interviews and field investigations at three villages participating in the Banghuris Homestay in Selangor, which was conducted based on the elements in Figure 1; this research shows that the establishment of the homestay program has contributed positively on the economy, environment, society, and cultures of the three villages (Fig 7). The Banghuris Homestay has developed economic status of villages and its community, improved and maintained the environment of Malay Kampung, strengthened the relationship among the three villages' community, and preserved the Malay-Javanese culture, custom, and tradition.

When the Village Action Plan was established in 2009, the Malaysian Homestay Program was suggested as one of the best solutions for the rural issues

carried out in the plan: decreasing populations (especially among the youth), lack of infrastructure and public facilities, unemployment, lack of interaction among the community, damage to the environment and landscape, and decreasing awareness towards culture and tradition. Rural development policy in Malaysia was later continued with the documentation of Master Plan for Traditional and Planned Settlements in 2010, providing a systematic overall planning for the rural areas. Based on the effects of the Malaysian Homestay Program on the economy, environment, society, and culture at the Malay Kampung, it can be considered that this program plays an important role in the general planning of Malaysian rural development and promotes rural revitalization and community development through the organization (homestay committee) and program activities.



**Fig. 7** Economic, Environmental, Social, and Cultural Effects of the Banghuris Homestay on KBB, KHC and KHT

Source: Author, 2014

#### Notes

- \* 1) Bumiputera Policy is a policy created in 1971 under the New Economic Policy, to give priority to 'bumiputera people' (Malays and indigenous people) in higher education, government scholarships, positions in the government sectors, and business ownership.
- \* 2) Based on the Progress Reports of Malaysian Homestay Program December 2012, pp. 2.
- \* 3) PAT is one of the activities in the homestay program, where each tourist is encouraged to plant a tree at provided space located at the Homestay Activity Center or at the host family's house they visited to contribute towards the environmental conservation, landscape beautification, and encouragement to revisit to watch the progress of their trees. Maintenance fees for the trees are provided by MOTOUR to each homestay program.
- \* 4) Based on the Official Portal of Ministry of Tourism Malaysia, <http://www.motour.gov.my/en/faqs/141-program-homestay-malaysia>
- \* 5) Based on the Current Statistics of Malaysian Homestay Program December 2012, pp. 3-4 (see Reference 10).
- \* 6) Based on the Master Plan for Traditional and Planned Settlements: in Local Authority Areas of Peninsular Malaysia, Fig B-5-1 (see Reference 4).

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## 和文要約

1957年にイギリスより独立したマレーシアは、マレー系・中国系・インド系の民族から構成される多民族国家である。マレー系民族は、主に農村部のカンボン（集落）に居住し、農業を営む者が多く、中国系は都市や農村の中心地区での商業を担い、インド系は農村部のプランテーション農業に従事している。独立後、マレー系住民の経済的地位の向上、農村地域の活性化が重要な国家政策となっている。このような状況の中で、農村地域開発政策の整備が進み、その中でも特にマレーシアホームステイプログラムの導入に期待が高まっている。

本稿の対象となるマレーシアホームステイプログラムは、1995年にマレーシア観光省によって策定された。このプログラムは国の観光産業の振興という経済的側面だけでなく、伝統農村の文化の保存・コミュニティ活動の活性化・住民の所得向上・農村の地域施設の整備・民家の改善といった総合的な農村地域開発政策の側面を持ち、様々な効果を与えている。

このような状況を踏まえて、本研究は、このプログラムの1995年から2013年までの発展を明らかにし、マレーカンボンの経済・環境・社会・文化における効果を考察することを目的としている。ここでは、マレーシア観光省・住宅地方自治体省の資料と担当者へのヒアリング調査を行うと共に、観光省から成功事例と認定されているセランゴール州南部におけるバングリスホームステイを研究対象に選定して詳細な現地調査を実施し、考察を進めている。

マレーシアホームステイプログラムの策定18年を経て、農村に対して重要なツーリズムプロダクトに発展し、国内外でも高い評価が得られていることが明らかになった。それはホームステイプログラムの数・参加している村の数・参加している住民の数・訪問する観光客の数・ホームステイプログラムから得た収入の上昇に表れている。2012年には、マレーシア全体で159ヶ所のホームステイプログラムが策定されており、ホームステイファミリーとして3,424世帯が参加するまでに発展している。同じく2012年には、マレーシア観光省はASEAN諸国のホームステイ産業のリーダーとして選ばれ、UNWTOからも表彰された。また、マレーシアホームステイプログラムの成功は、マレーシアホームステイレールウェーツーリズムやカンボンステイの発展にも寄与している。

バングリスホームステイでのヒアリングとフィールド調査から、参加している三つの村におけるホームステイプログラムの経済・環境・社会・文化の効果を明らかにした。具体的には、ホームステイプログラムに参加した農民の経済力とツーリズムや経営に関する知識が向上したこと、ホームステイプログラムがマレーカンボンの環境と景観の保護に寄与していること、マレー民家の改善や地域施設の充実に寄与していること、農村コミュニティの関係強化に寄与していること、マレーとジャワの文化・習慣・伝統の保存に寄与していることが明らかになった。

マレーシアでは、2009年に策定された「農村アクションプラン」において、マレー農村の振興と、農村人口減少や環境悪化などの問題解決が重要な課題になっており、2010年に「農村マスタープラン」が初めてマレーシア全土の農村及び農村集落の全対象を把握し、体系的な農村地域開発政策を示した総合的な計画として策定された。今回取り上げたマレーシアホームステイプログラムは、経済・環境・

社会・文化においてマレー農村の総合的な地域開発政策として重要な役割を果たしていること、マレー農村の地域活性化と農村地域づくりを推進する組織、プログラムの導入において意味を持つと考えられることを指摘し、本稿のまとめとしたい。

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