

READINGS IN MALAYSIAN URBAN AND REGIONAL PLANNING

MARIANA MOHAMED OSMAN
MANSOR IBRAHIM
SYAHRIAH BACHOK



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CHAPTER 11

PUBLIC FACILITIES PROVISIONS IN HOMESTAY PROGRAMME : A CASE OF HOMESTAY SUNGAI HAJI DORANI, SABAK BERNAM, SELANGOR DARUL EHSAN.

Noraini Tukiman, Muhammad Ali A. Rahman and Mansor Ibrahim

Introduction

Homestay is one of the tourism products which need to be promoted. It should be supported with good accessibility and adequate amenities. According to Norliza and Salamiah (2008), homestay is one of the sub-section in community-based tourism in which tourist would stay, dine and usually entertained with traditional events and activities together with the respective villagers. The development of infrastructure has facilitated tourists to reach the homestay as their tourism choices. Under the Ninth Malaysia Plan, RM2.5mil has been allocated for development of facilities in homestay area. Hence, it is essential to promote the homestay by providing adequate and actual public facilities for the use of tourists and visitors.

Two main problem statements have been developed in this study. Firstly, in August 2009, there are approximately 102,934 visitors participate in the homestay programme nationwide with a turnover of RM6.5 million compared to 57,658 visitors with a turnover of RM 3.3 million during the same period in 2008 (The Star, 2009). Thus, the increasing number of tourists and visitors to the homestay, it will certainly give effect on the provision of public facilities and services.

Besides that, the condition of the public facilities and services provided is also important to be considered as it will affect the visitors' satisfaction towards the homestay area. Poor facilities will make the area less attractive and affect tourism industry in the area as well as economy of local people. According to Inskeep E. (1991), whether or not a place is worth visiting is relied on the quality of public facilities provided. Therefore, the public facilities provided for the tourists should be in accordance with the specific standards and guidelines.

Study Objectives

This chapter intended to identify the level of satisfaction of the visitors' on public facilities provisions at Homestay Sungai Haji Dorani, Sabak Bernam, Selangor Darul Ehsan. The following objectives have been set out for the study: