

# Exploring Factors Influencing Homestay Operators to Participate In The Homestay Program

4<sup>th</sup> ISOT (International Seminar on Tourism)  
4<sup>th</sup> November 2020

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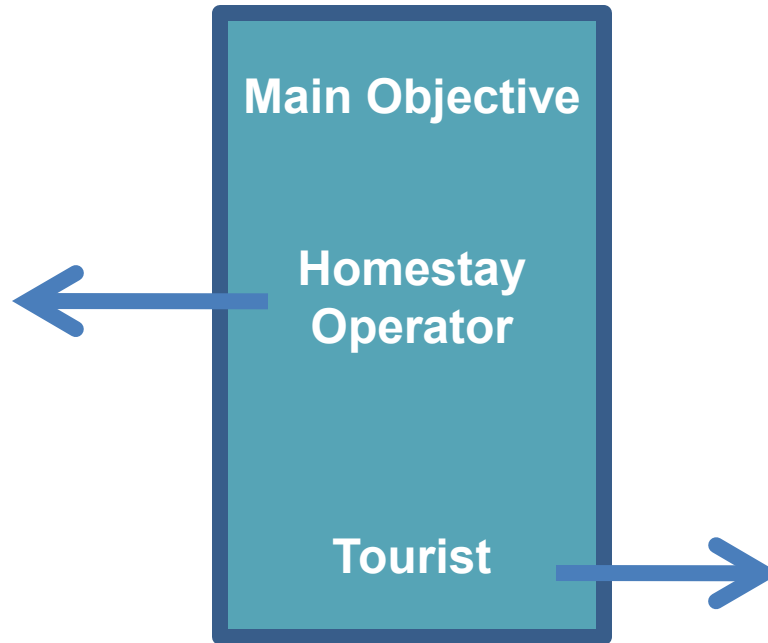
# Homestay

- Defined as an experience stay with local communities that have been registered under MOTAC.



- It is aimed to give opportunity for the tourist to interact directly with local community to experience the culture and tradition of the village

To encourage the local community involve in tourism industry for economy growth, sharing benefit and to produce the entrepreneur among of local community in rural areas.



Provides the unique experience of village and culture of local community and the same time produce tourism product with competitive price with level international.

# Declining Homestay Operator Participation

According to Yusof et, al (2018), homestay operator has standard of living that need to achieve a better life for future.



**FACTOR**

unable to interact with tourist who to stay at their home because not all will be doing well.



Difficult and gave up from giving services

- \* Through the homestay concept **it is not clear** whether the homestay operator **benefit fully** from the homestay programme activities from aspect of socio economic from the participation.

# Why Homestay Operator's opinions needed???

- The parties that struggling to promote the homestay program (Yusnista, Nik Haziva, 2016).
- Their perception and it is more accurate because homestay operator is the parties that directly interact with tourist (Hanim, Salleh, Othman, Hajar, & Idris, 2014a).

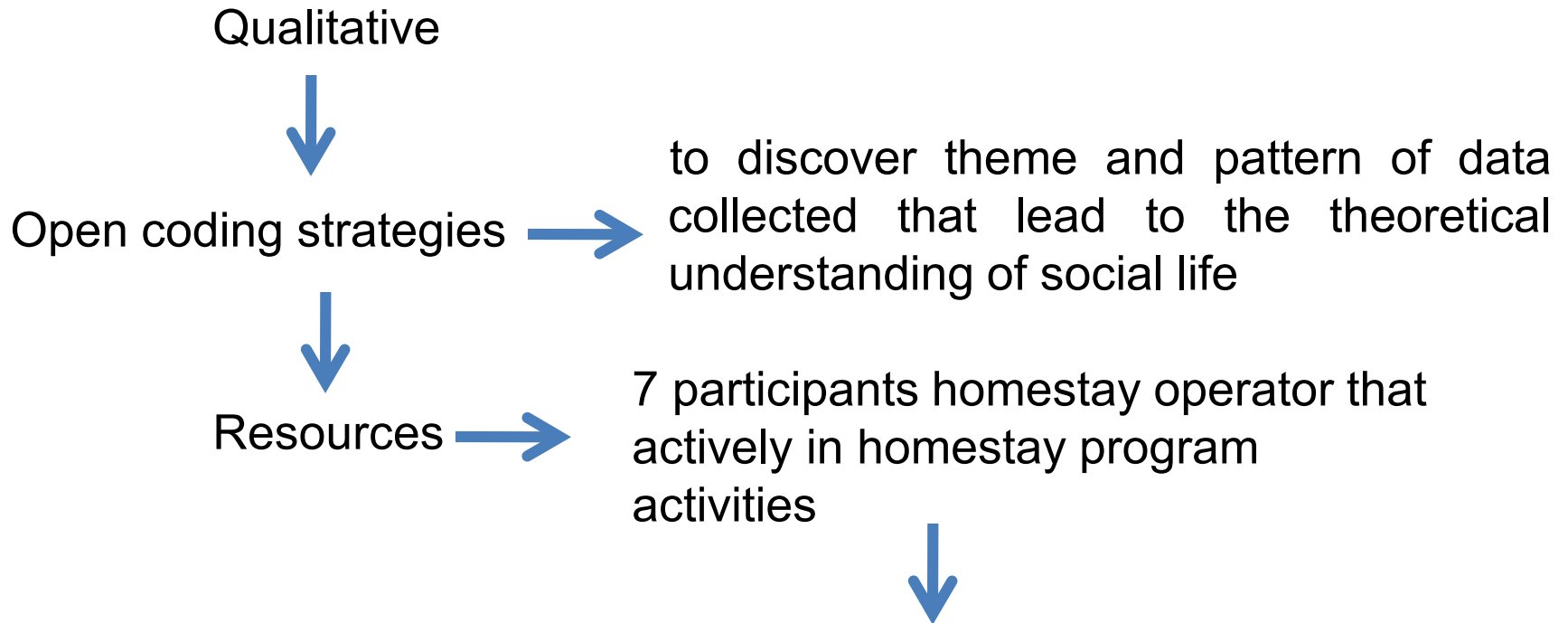
This is might be related to **resident attitude with the stage of tourism development** of homestay program and **the impacts**.

(Fernando & Antonia, 2015).

## Objectives

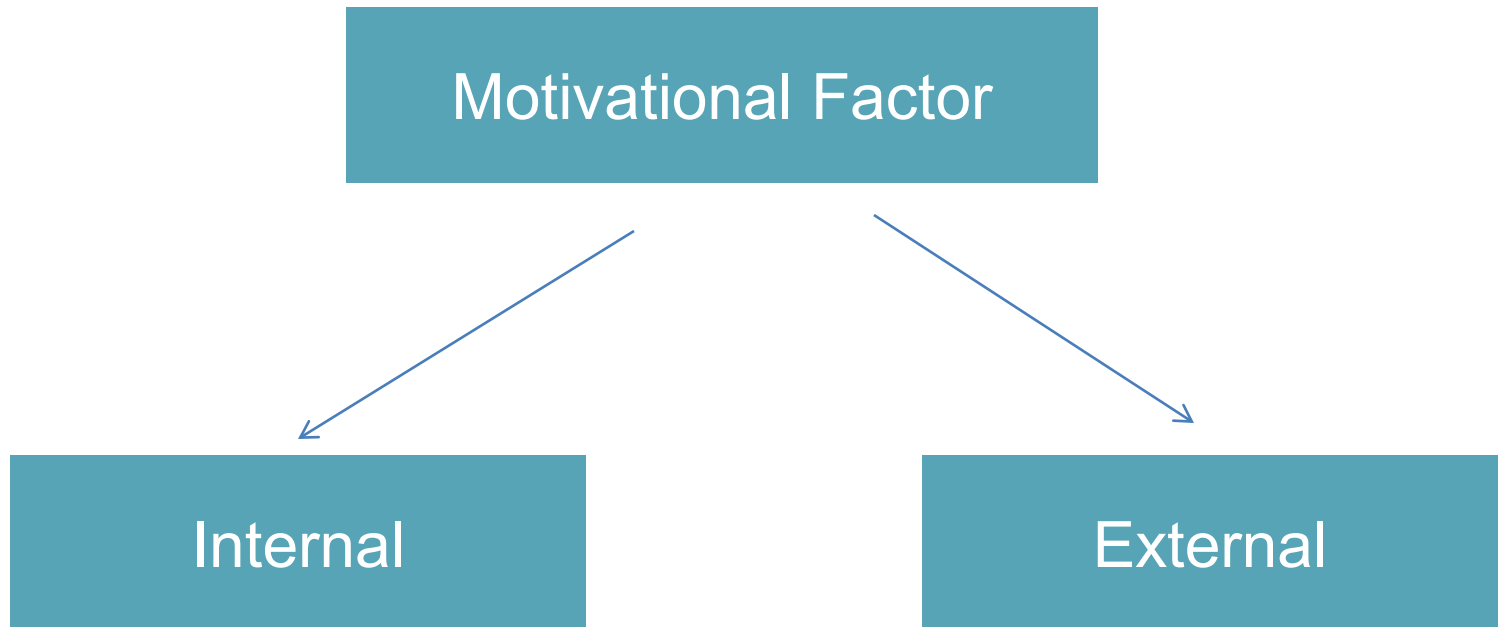
1. Look into motivational factor of homestay operator
2. Also the socio-economic impact of homestay from the perception of operators.

# METHODOLOGY



According to Corbin, 2015 as cited in (Sim et al., 2018) the purpose number of participant at least 5 participant and should spend one hour interview for theoretical saturation in grounded theory studies. So, it is mean the researcher valid to continue the research with 7 participants

# Findings 1





# Internal Factor

## 1. Willingness To Participate Homestay Program

The willingness is comes because of their own character that loves people.

### *Participant 2:*

*Frankly speaking, I am a cancer patient and totally it is sad for me. With tourist around, I can forget all sadness because I have to entertain them and at the same time I entertained myself too. Since my family and I are chatterbox, so with tourist we are able to interact and share many things. This is such a treatment for me also. So far there are no negative impacts from tourist, only small matter but we still can handle it by the way.*

### *Participant 3:*

*I never feel disturbed by tourist. Before this, I have planned to quit because of the age factor. But when I was thinking back, I like to do this, and there is a thing I can do than nothing.*

■ To improve homestay program, it is importance to understand the tourist motivation to joined homestay program and how it is affect their satisfaction (Vigolo, Simeoni, Cassia, & Ugolini, 2018)

■ This is because willingness is influence by motivation. Homestay operator has motivation to involve in homestay program because full of potential to profit-making (Vigolo et al., 2018).



willing to learn related to homestay programme activities, marketing and development including the tourist preferences.



always ensures the available room for the tourist so that they are comfortable.

# *Internal Factor*

## *2. Interest towards Tourist Existence*

Their interest towards tourist such as feel welcoming, feel free to entertain, tourist behaviour tolerance and empathy towards tourist.

*Participant 3: I love tourist. There is no problem created with tourist so far. They are satisfied with my services. I really welcome they come to my house and entertain them. They can fill my day so I do not get lonely, and being alone at my house during my children got to work. There are many thing we can learn from them and often open my mind.*

Interest is leads the homestay operator to enjoy their work and gives the best quality of work.

According to the results from the interview, the homestay operator is has high interest in tourism especially involving tourist existence since they realize their existence will give benefit to them.

Furthermore, the interest will getting expended when they get support from others or discovering connections with personal skills, knowledge and skill (Black, 2017).

# Internal Factor

## 3. Excitement towards Tourist of Homestay Operator

- Some of the homestay operator eager and excited to fulfil the satisfaction and make it the tourist as importance subject that should be protected.
- never to stop from learn to improvise their services and handling the problem if there any issues arise from tourist.

Based on the interview the participant answering was like:

- *Participate 5: We should not judge the tourist immediately if the tourist shows negative attitude such like wearing inappropriate clothes during visiting the homestay. We should and explained to them about our culture so that they understand. I always prepare our culture clothes such as “baju kurung or kain pelikat” for them to wear if there is problem such like this happened. At the same time they can real experience the kampung style while wearing our tradition the clothes*

- Some of the homestay operator shows their excitement towards tourist by taking care of their facilities to ensure everything is in good condition and maintain. The cleanliness is always become priority for the tourist. This is because to ensure the tourist are comfortable.

This is get based on the interview

- Participant 4: *If I get offered to take tourist as foster family I to ensure the room is available before I accept. It is depending on the situation. If that time my family has around, I will pass to the offer other homestay operator. It is because if it is too many people in one house, the tourist will not comfortable. Their comfortness is our priority. As I said before, the tourist is our income so we need to take care of them as gold.*



1. The excitement of homestay operators because realizing the number of tourist appearance is shown the successful of the business.
2. According to Aliman, Hashim, Wahid, and Haridun, (2014), tourist is the main resource of host destination income.
3. Due to that, it is really crucial for all the host of tourism product to ensuring all the quality of products, services, and facilities are well maintained to protect the destination image. Tourism destination image is the focal point of tourist satisfaction because it create tourist motivation that lead to decision making (Lai & Li, 2016).

# External Factor

## 1. Kinship

- The kinship is define as the family or close friends (Lee, Choi, & Clarkson-Henderix, 2016)
- kinship is the encouragement of the family, friends or the surrounding as support that involve emotional, financial and assistance ( Yusup, & Mansora, 2016).

*Participant 7: All of my family does not have any problem to entertain tourist. They really supportive and open minded. That is why, I can be a homestay operator until now which is almost 15 years*

Based on the interview, the participant admitted their family supports is the main factor there still be homestay operator until now.

Their family together interact with the tourist, always shared information and agree to use their room as the tourist room if there are not at home. It can be the see the significance of this factor.



# External Factor

## 2. Tourist Benefit

most of homestay operators are willingness, interest and excited to be a part of homestay program because it can give positive impacts in their live for long term period

Most of the response from the interview:

*Participant: Tourist gives chance for us to be more creative like we able to produce creative product like the variety of krepek from various ingredients. Not only that there are some of us are able to produce creative traditional handicraft for souvenir. In the same time we are involve in small business also become food supplier for some of tourist. So from there we are able to generate money.*

Another benefit is from environmental side.

*Participant: We are able to utilize our precious soil for goods. We do cultivation activities like harvesting, planting like pineapple fruits, cassava and etc. It is intends to shows the process of cultivation that also can variety the homestay activities agro-based ventures for tourist. adding the agro tourism gives opportunity to expand our activities and also to increase our income.*

In this case study can be conclude that, participating homestay program give many positive impacts such as:

- *generate income*
- *Gained additional knowledge*
- *Improve facilities*
- *Enhancements of local environment/ conservation of natural environment*

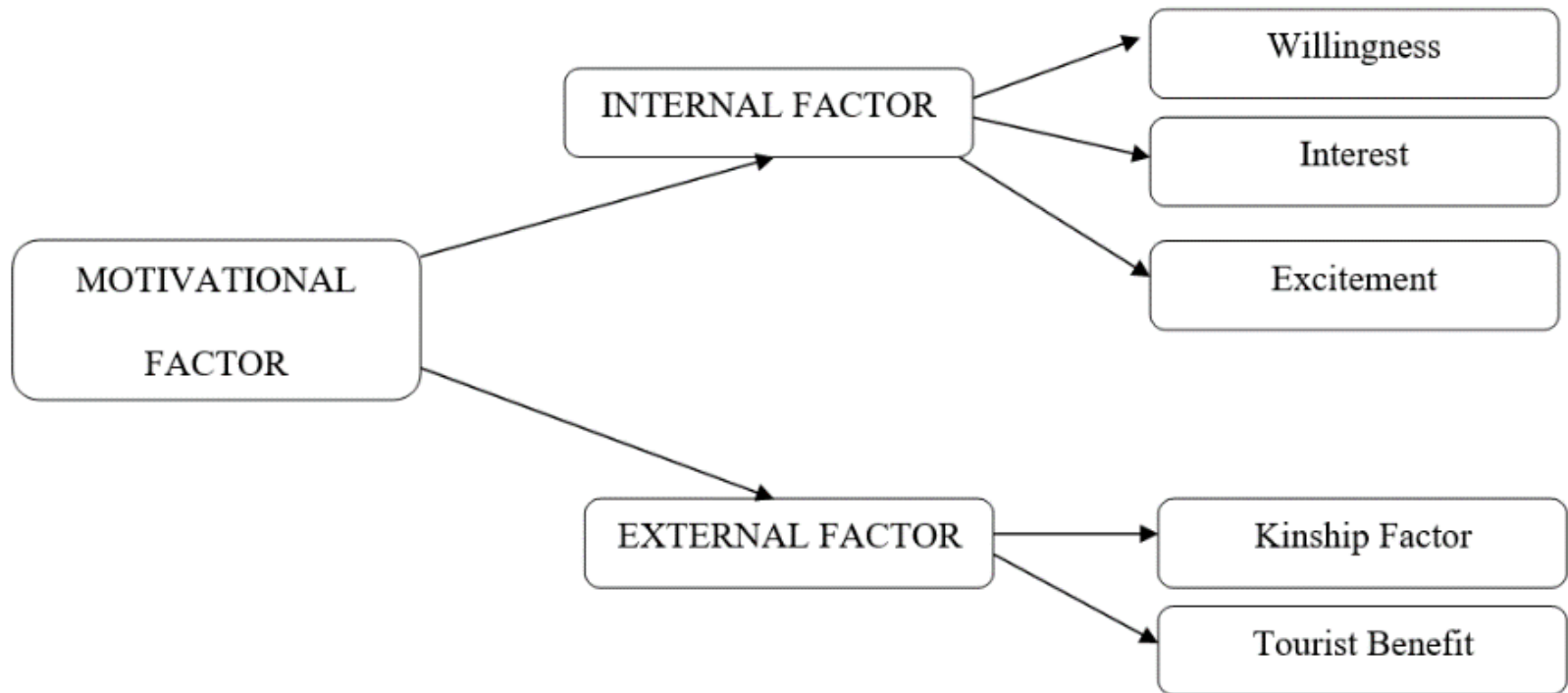


Figure 1 show the motivational factors framework

# Conclusion

- Five major motivational factors in participating homestay programs which are willingness, interest, excitement, kinship and tourist benefit.
- In this case study, it obviously shows the involvement of local community to be a homestay operator willingly due to their interest and excitement towards tourism activities.
- The encouragement from the family and friends also the factor that motivate to participate in homestay programme.
- With expected tourism development and increasing number of tourists, it is time to investigate the level acceptance of tourist among residents.
- This is because residents or local community also indirectly involve in activities of homestay program and indicator to shows the successful of homestay program.

**END**

**THANK YOU**