

Developing a framework on success performance of community-based homestay tourism programme: evidence from insider of homestay

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Abstract

Through the domain of Communities-Based Tourism (CBT) in tourism sector, the Malaysia Homestay Program (MHP) was introduced to the community with a purpose to enhance the local communities' livelihood and economic sustainability. In the context of the sustainable development goals (SDGs) 2030, CBT has been used as an approach to achieve progress on SDG1-No Poverty and SDG11-Sustainable Cities and Communities. However, the homestay operators facing a great challenge to sustain their businesses and among the reasons are village landscape, inefficient networking, lack of cooperation and commitment from homestay operators, exploitation of external parties, as well as ineffective promotional and marketing activities. To overcome these challenges, this study would like to understand what make one homestay operator success with their business. Therefore, this study investigates the successful performance factors of community based in MPH. The data was collected using a qualitative approach where 17 key informants were interviewed, and the data was interpreted using a Nvivo 12 software. Twelve criterion of success factors of MPH were identified and seven very important dimensions to attract more visitors are revealed. The findings also highlighted the three new dimensions (i.e; recognition and previous awards, entrepreneurship, and uniqueness of product and package design) for homestay operators to attract more visitors, to grow and sustain business for their livelihood and economic prosperous. These dimensions would be designed for the future homestay business to be successful for a whole-of-community.

Keywords:

Malaysian Homestay Program, Success Performance, Community-based tourism

1 Introduction

The government has allocated funds worth RM 237.61 million to the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) to boost the tourism industry in Malaysia (National Budget, 2020; Maya, 2019). Such funding facilitates the struggling rural communities to empower their economy based on a variety of products, sales, crafts, and services. This provides opportunities to the local communities, especially the youth, to venture into entrepreneurship. Thus, it is believed that Communities-Based Tourism (CBT) is an excellent platform to initiate multiple activities that attract tourists to explore the available natural resources. This tourism segment is a crucial economic tool that sustains cultural and natural attractions amidst foreign and local tourists (ECER, 2007). Realizing this issue, the Malaysia Homestay Program (MHP) has received special attention by the government due to its potential in enhancing local communities' livelihood and economic sustainability (Balasingam & Bojei, 2019; Kayat & Samsuddin, 2016).

Recent studies reported several hindrances faced by the homestay operators in their daily operation both internally and externally (Nor & Kayat, 2014; Pusiran & Xiao, 2013; Kunjuraman & Hussin, 2017; Bachok, Hasbullah & Ab Rahman, 2018). Instances of internal challenges are poor proficiency in the English language, passive community, limited human and financial resources, leadership issues, conflict amidst the community, and informal organizational structure. The homestay operators also face the following external challenges; village landscape, inefficient networking, lack of cooperation and commitment from homestay operators, exploitation of external parties, as well as ineffective promotional and marketing activities (Hussin, 2008; Nor & Kayat, 2014; Pusiran & Xiao, 2013; Kunjuraman & Hussin, 2017). These challenges must be resolved effectively to sustain MHP. Essentially, the experiences of hosts (homestay operators) in dealing with the abovementioned challenges should be sought and empirically documented for future policy-making activities by the development agencies and the society. The national economy is bound to progress with escalating arrivals of tourists if effective strategies are devised by the stakeholders in resolving the problems faced by the homestay operators.

In terms of the making progress towards achieving SDGs, CBT is thought to contribute as a positive driver for SDG1 for No Poverty and SDG11 for Sustainable Cities and Communities where it encourages local participation, empowerment, and decision-making (Boluk, Cavaliere & Higgins-Desbiolles, 2019) while also improving local infrastructure such as health care, transportation and communication which benefit the community (Schott & Nhem, 2018). While on the surface CBT then appears well positioned to advance SDG1 and SDG11, Pasanchay and Schott (2021) stressed to critically assess and evaluate the contribution of CBT to local performance and sustainability. Despite the poor performance of other CBT programs, the MHP recorded

increment with 172 new registrations from 308 villages that led to a total of 3519 homestay operators across Malaysia in December 2014 (Ramli et al., 2019). Perhaps, the rural communities were lured into MHP due to the success of a handful of homestays or those responsible for homestay development had overrated its success to gain political mileage linked with rural development. These critical scenarios that may lead to ineffective CBT programs demand both practitioners and academicians to analyze the economic contribution of homestay program to the local communities, to realize the mission to revitalize the rural economy. Prior studies have listed the critical factors that dictated the success or failure of CBT programs from the stance of CBT managers and experts. Nonetheless, insights from the local community pertaining to the success factors of CBT have been largely ignored despite their significance. For this study, the success of CBT program is measured based on the key and critical perception on CBT homestays as tools for sustainable development of rural areas by examining the dimension of success performance of operating a homestay from a holistic livelihood perspective.

2 Literature Review

2.1 Community-Based Tourism (CBT)

Community-based tourism (CBT) is defined as the tourism segment that emphasizes on cultural and social rights, as well as environmental sustainability. Notably, CBT refers to small scale tourist activities that involve interaction between local community and tourists within the rural setting (Purbasari & Manaf, 2018). The CBT is owned and managed by communities with the purpose of enabling tourists to increase their consciousness and awareness. Successful CBT programs ascertain cultural, social, and environmental sustainability (Suansri, 2003), while concurrently enhancing the livelihood of the local community. Some aims of CBT are as follows: ascertain tourist experience, empowerment, and ownership of communities, as well as conservation of cultural and natural resources (Hiwasaki, 2006). Additionally, CBT is a viable strategy to increase the flexibility of social-ecological systems, to contribute towards sustainable development (Simpson, 2010).

According to Tinos (2019), CBT empowers communities to boost tourism progress, besides achieving community goals linked with community well-being, as well as environmental, economic, and social sustainability at the area. The CBT is a community-owned and community-led tourism activity that contributes to the well-being of the community through the support of income and sustainable protections. Essentially, CBT maintains cultural and natural heritage resources, while retaining valuable socio-cultural traditions. The CBT involves giving visitors to a country the chance to meet its local people and experience authentic cultural exchange. This supports the local projects with a direct benefit for the local community. One common CBT program refers to MHP, where people can stay with local families or visit villages and communities. As CBT is local participation, handing over of control to the community results in more benefits to the livelihood of the locals.

The CBT empowers local communities to determine and secure their socioeconomic future through service offerings at the tourism sites (Healey, 2018). Communities involved in CBT are strong, resilient, and willing to share their culture. They can manage both the impacts and benefits of tourism, in order to strengthen their self-governance, economic alternatives, and traditional ways of life in the process. Apart from encouraging a deeper host-visitor connection, CBT promotes environmental protection, cultural conservation, social responsibility, and better livelihoods - a win-win situation for both community and visitors in reaping benefits (Rabu, Tawil, Ahmad and Hussain, 2020). The CBT has been promoted as a development proposal for meeting the social, environmental, and economic needs of the local community through provision of tourism products (Goodwin & Santilli, 2009). According to Okazaki (2008), community participation in tourism planning reflects sustainable tourism. Ghazali et al. (2011) claimed that the MHP is a CBT that offers tourists a natural and local experience of villages.

2.2 Homestay Programs

Homestay programs are a form of community tourism, in which the host (operator) provides family-friendly bedroom facilities for rent to tourists, thus generating additional income for the family (Larier & Berman, 1993; Henderson et al. 2004). Bhuiyan, Siwar and Ismail (2013) asserted that homestay is the rural area where tourists live, eat, and enjoy traditional cultural performances and activities carried out by the local community. In this way, tourists have the opportunity to experience a way of life in a village typical of the local community. This concept is increasingly popular among foreign tourists seeking tourism-based experience. This program is run by the local community so that they can enjoy the continuous socioeconomic benefits. As a form of CBT, homestay is well-received as a village development tool across many ASEAN countries. The homestay program is an excellent strategy for rural development (Ibrahim et al. 2010). Nevertheless, Verstrate (2006) reported that homestays are homes-away-from-home and are affordable accommodations for students, professional trainers, and tourists who wish to learn and experience the experience of living with other communities.

Purbasari and Manaf (2018). defines homestay as the social and cultural connection of a community. It demands a change of perspective from offering free accommodation to strangers/relatives to being paid for the services offered. Pasanchay and Schott (2021) depicted that traditional homestay must hold tightly to the genuine concept of homestay in order to encourage host and local guides to form a close and personal relationship with the visitors' rich learning and cultural exchange. The homestay program enhances the quality of life among the local community by generating income, supporting local culture, encouraging handicraft businesses, promoting local and historic site restoration, as well as fostering environmental conservation efforts by educating the community. With the influx of international tourists, homestay in Malaysia is a key ingredient in establishing new branding via "Homestay Experience Program" by offering tourists activities with host families, as well as the opportunity to

interact and experience the daily life of families and Malaysian culture directly (Ibrahim & Razzaq, 2010). Tourists who visit homestays live with the host, whereby each activity held at the homestay offers an experience for every tourist. Tourists have the chance to interact with the villagers, to learn something from the local community, as well as to enjoy the village atmosphere rich in unique and valuable local cultural heritage (Rabu et al., 2020). The most common activities enjoyed by both tourists and host families are cooking and dining together. The local community can share tourism benefits via homestay by providing tourists the opportunity to experience the traditional way of life and the local culture (Novelli, Klatte & Dolezal, 2017).

Homestay boosts the socioeconomic status of the local community by offering employment opportunities and eradicating poverty (Bhuiyan et al., 2013). Multiple job opportunities are available in homestay programs, including small-scale businesses involving children from the local community. Certificates are awarded to homestay operators who satisfy the criteria outlined by the tourism ministry (Kayat & Zainuddin, 2016). The ministry demands homestays under the MHP to be participated by the whole community so that all can enjoy the benefits. The community members may become homestay operators (certified to host visitors) at their home, as cooks and helpers (prepare food for fiestas arranged for visitors), as tour leaders, and as those in-charge of arranging the activities designed for tourists. Homestay is an initiative taken by the government to enhance the standard of living among the participating rural communities. This approach is in line with the tourism development goals outlined by the ministry - to empower the rural community via rural tourism activities.

2.3 Success Performance of Malaysia Homestay Program

Often, success is associated with the extent certain objectives are achieved, including critical success factors. Apparently, it is not easy to segregate the concept of success from performance as the former is defined based on performance components (Simpson et al., 2012). Some view success as a component of performance (Prabati, 2013; Kayat & Samsuddin, 2016). Business success can be measured based on non-financial and financial success performances. Although financial criteria are the most appropriate business success measure; some small-scale businesses are initiated by personal, lifestyle or non-financial factors. Instance of financial criteria measurements are productivity, sales growth, cash flow, and profitability, whereas non-financial goals contribute to alternative success measures, particularly in small-scale business (Walker & Brown, 2004). Business performance in the entrepreneurship literature is commonly measured from the economic view involving employees and sales growth.

Some studies within the tourism context have explored the following success dimensions for CBT from evaluation research work across Asia (Kayat & Zainuddin, 2016; Prabawati, 2013; Purbasari & Manaf, 2017): local community, good leadership, strong collaboration with government and private agencies, uniqueness of homestay attractions, and environmental conservation. The success dimensions identified by Prabawati (2013) for CBT in Yogyakarta are location uniqueness, facilitation of assistance fund, extensive community involvement, figures mover, and tourism

linkages. Meanwhile, Kayat and Samsuddin (2016) listed 12 criteria of success performance in MHP, as follows: safety, product quality and uniqueness, being proactive and independent, effective promotional and marketing strategies, community support and participation, generate benefits for the local community, networking and collaboration, well-maintained amenities, leadership, entrepreneurial and management ability, conservation efforts, and organizational management skills. Despite the multiple parameters deployed to measure entrepreneur success rate, only a handful of studies have explored entrepreneurial success. It is noteworthy to highlight that the parameters have yet to be verified (Genty et al., 2015).

3 Methodology

3.1 Research Design and Data Collection

The case study approach was adopted in this qualitative research work. Qualitative research has been used to understand the meaning of human action in hospitality and tourism researchers (Yin, 2017). Furthermore, individuals' perceptions can be provided through interviewing. Data were gathered between June and July 2019 from 17 key informants in 11 MHPs; five community leaders, eight CBT operators, and four marketing staff. The selection of 11 MHPs was based on the higher number of tourist arrivals received in 5 years. While the 17 of respondents was selected based on their availability and commitment to participate in the interview session and site visit. The selection of respondents from insider homestay programs is important to ensure the valid data before the second stage of interview with government agencies and stakeholders for next discussion.

The structured and in-depth interview served as the primary data collection technique, along with photos, note-taking, and sound recording. The data were assessed using open coding by Nvivo12.

Thematic data analysis was employed for data analysis in this study due to its suitable and flexible method. This technique gathers people's views, knowledge, opinions, and experience as the primary data. First, familiarization is ascertained to determine the gathered data. It is crucial to overview the collected data prior to analysis. Next, coding is performed by highlighting the important data identified from the main points, phrases, and sentences. The third step is generating themes by identifying the patterns among the data. Themes are usually broader than codes. The themes facilitate researchers to seek more useful points from the data. The fourth step is to review the themes. The identified themes are reviewed and revised to ensure that nothing is missed. If any problem arises, the gathered data are restructured to identify more pattern(s). In step five, the themes are defined and given names. Defining themes involves constructing and figuring out the themes to better understand them, while naming themes eases identification of themes. The final step is writing up the analysis of the data.

To ensure the trustworthiness of themes created, one researcher undertook the coding while another reviewed the first coded from manual checking to confirm the functionality of the scheme. This research also used member checking's (send preliminary results to interviewees for confirmation) as a strategy to verify the transcripts for improving trustworthiness. Finally, the completed table was used to conclude the respondents' perceptions with themes created as shown in Table 2.

4 Results and Discussion

This section presents the study findings in terms of demographic profile and dimension factors for successful performance of CBT in MHP.

4.1 Demographic Profiles

Referring to Table 1, the study respondents were composed of nine and eight male and female respondents, respectively. Those aged 40 years and below were eight respondents, while seven respondents were 41-59 years old, and two respondents were 60 years and above. The respondents enjoyed their job as they preferred sustaining their lifestyle in the tourism business. From the 17 respondents, eight had graduated from college with bachelors' degree, whereas six respondents had high school and lower academic qualification, and only three respondents had earned master's degree and above. Most of the respondents (n=10) had more than 5 years of experience handling MHP, while seven respondents had less than 5 years of experience. Table 1 presents the demographic profile of the participants.

Table 1: Demographic Profile

Demography data		Respondents (n=17)	Percentage (%)
Gender	Male	9	52.94
	Female	8	47.06
Age	40 years and below	8	47.06
	41-59 years	7	41.18
	60 years and above	2	11.76
Academic Background	Master's & above	3	17.65
	College & Bachelors	8	47.06
	High school and lower	6	35.29
Experience	Below 5 years	7	41.18
	More than 5 years	10	58.82

Source: Field work (2020)

4.2 Factors for Successful Performance

From the interview analysis, 12 criteria were identified as most of the respondents had mentioned those criteria as success factors for MHP (see Table 2). The respondents were inquired about the first dimension to develop the success performance for MHP. Most of them highlighted higher number of visitors and higher income collective to

homestay as the two dimensions commonly applied to measure successful performance. Table 2 lists the other dimensions mentioned by the respondents for measuring successful performance.

Table 2: Sub-themes and examples of responses for successful criteria

Sub themes	Example of responses from interview	Density (D = 17)	Code
Effective of Marketing and promotional [EMP]	<ul style="list-style-type: none"> • "...the homestay is successful due to their good marketing and promotion efforts..." • "...they have many visitors, and they use the right promotional and marketing material and technique..." 	17	Very important
Maintained facilities and utilities [MFC]	<ul style="list-style-type: none"> • "...to attract visitors, the homestay must have good and complete facilities...clean facilities and areas..." • "...tourists like to have facilities for their comfort" • "...the facilities must always be maintained...so that they function well..." • "...A homestay needs to offer safe accommodation to the guests." 	17	Very important
Uniqueness of product/ package design [UPD]	<ul style="list-style-type: none"> • "...a homestay program cannot attract tourists if it does not have unique attractions and products..." • "...they must have unique packages...different kinds of packages..." • "...they must have something to offer.... products that are unique and attractive..." 	17	Very important & New dimension
Community engagement/ support [CES]	<ul style="list-style-type: none"> • "...community involvement is very important for supporting homestay programs..." • "...the homestay operators and those involved work together..." • "...they support and work together..." 	15	Very important
Skill of organizational Management [SOM]	<ul style="list-style-type: none"> • "...have organization homestay members and have specific role to handle the homestay program." • "... the management of the homestay must strive to make sure that the homestay is active..." • "...they must have a productive and efficient management group..." • "...there should be an entity...like an organization at the community level that manages the homestay activities..." 	14	Important

<p>Funding and human resources support [FHS]</p>	<ul style="list-style-type: none"> • <i>“...funding is important to renovate and maintain safety and comfort for attracting more tourists...”</i> • <i>“...the quality of service provided by our staff must be perfect, comfortable and attractive...”</i> • <i>“...most of our staff attend the training to get knowledge and skills in hospitality service...”</i> 	14	Important
<p>Collaboration and networking [CAN]</p>	<ul style="list-style-type: none"> • <i>“...I think they are successful because they have good relationships and networking with different agencies like the tourist agencies...”</i> • <i>“...they get assistance from many agencies...they make efforts to get to these agencies...”</i> • <i>“...the homestay people must get to know who can help them...”</i> 	13	Very important
<p>Generating benefits to community [GBC]</p>	<ul style="list-style-type: none"> • <i>“...one benefit of homestay is generation of new income for the community...”</i> • <i>“...the homestay program becomes an earning to them...”</i> • <i>“...because of the homestay program, the villagers can have social network with those from outside the village...”</i> • <i>“...what the homestay program did is instilled and enhanced entrepreneurial skill in the villagers’ minds...”</i> 	14	Important
<p>Market Environment [ME]</p>	<ul style="list-style-type: none"> • <i>“...maintain the concept of a traditional Malay house to attract tourists...”</i> • <i>“...we use the natural resources creatively to organize the activities for tourists”</i> • <i>“...maintain the village way of living...”</i> • <i>“...environment that portrays traditional values of local people is used in the homestay activities...”</i> • <i>“...cultural and craft skills...which are useful in the cultural activities for the tourists...”</i> 	12	Very important

Leadership [Leader]	<ul style="list-style-type: none"> • “...the homestay program requires a good leader who can inspire the local community...” • “...leadership...I mean leadership among the local community...” • “...leadership is to lead the homestay management...” • “...they are good because they have local champion...who has the ability to lead...” 	12	Very important
Recognition and previous awards [RPA]	<ul style="list-style-type: none"> • “...most tourists come here because of the award gained from competition...” • “...competition is important to measure the best homestay that can provide new experience for tourists...” 	10	New dimension
Entrepreneurship [ENR]	<ul style="list-style-type: none"> • “the locals need entrepreneurship skills because CBT is a business that generates profit and incurs loss” • “... as one platform for community to start-up their small business.” 	4	New dimension

Source: Field work (2020)

Referring to Table 2, the respondents revealed 12 important dimensions for MHP to receive high number of visitors. The dimensions are as follows: effective marketing and promotional strategies, maintained facilities and utilities, uniqueness and quality products/packages design, community engagement and support, organizational management skills, funding and human resources support, collaboration and networking, generating benefits to the community, market environment, leadership and recognition, as well as previous awards. Similarly, most of the criteria have been reported in other studies (see Ghasemi & Hamzah, 2011; Pusiran & Xiao, 2013; Kayat & Zainuddin, 2016). Table 2 also presents the codes of dimension for success performance and the density of each code. As a result, three codes were identified from Nvivo12 software based on the responses given by the respondents. The three codes are as follows: 1) very important dimensions, 2) important dimensions, and 3) new dimensions (see Figure 1).

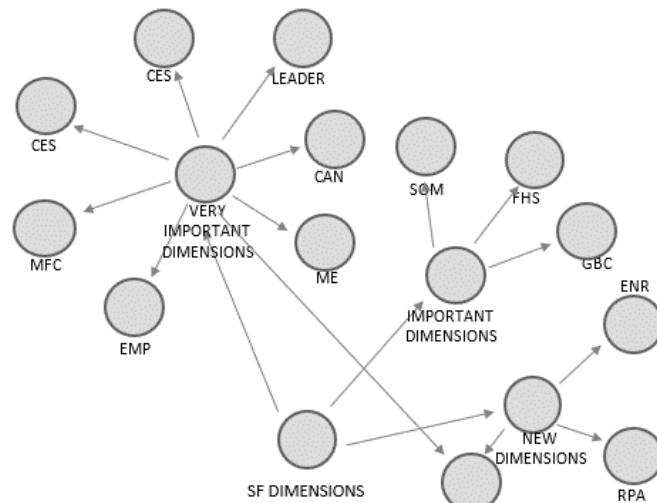


Figure 1: Codes of dimension for success performance

Source: Field work (2020)

Figure 1 indicates the link of each dimension for success performance of MHP. The codes are categorized into (a) very important dimensions, (b) important dimensions, and (c) new dimensions. The 'very important dimension' is composed of seven dimensions. First, leadership dimension is crucial in homestay tourism business to sustain CBT progress (Kaur et al., 2016), along with comprehensive responsibility. Second, the dimension of community engagement support emerged as a very important factor in fulfilling the needs of tourism from community participation (Pusiran & Xiao, 2013). Third, effective marketing and promotion is a very important factor as this dimension makes tourists more motivated, thus the initiation of CBT (Ibrahim & Razzaq, 2010; Kayat & Samsuddin, 2016). This dimension is inclusive of utilizing marketing networks, as well as acquiring and practicing skills and knowledge, in order to run tourism business.

The fourth dimension, maintaining facilities and utilities, is a very important factor in determining tourist satisfaction by meeting the tourists' expectations (Kunjuraman & Hussin, 2017). Next, collaboration and networking are very important factor in connecting hosts with tourists, which determines the success of CBT (Kayat & Samsuddin, 2016). Moving on, market environment also another very important factor that can sustain MHP development. The last dimension, uniqueness of product and packages, is a very important and new factor due to its capability in sustaining MHP, as well as to attract tourists to stay for a longer period (Witchayakawin et al., 2020). Three dimensions are categorized under important factors. First, organization and management skills are an important factor that (a factor of product potential and resource abundance) identifies a community, sells products, conserves resources, as well as which can be created by people. Second, funding and human resources support is an important factor to support the development of MHP in terms of infrastructure, training programs for homestay providers, and marketing from government agencies. This dimension exemplifies that government agencies have a crucial role to support MHP. Third, generating benefit to community is another important factor to measure the success performance of MHP. According to Lucchetti and Font (2013), homestay programs have generated income for community members, in terms of financial, social, cultural, and educational opportunities. The interviews were highlighted that homestay

operators have strong networks with community insiders as well as outsiders and can be an important resource for homestay programs, in terms of social exchange to support the tourist activities.

The new dimensions on homestay development identified in this study are: (a) recognition and previous awards, (b) entrepreneurship, and (c) uniqueness of product and package design. First, the recognition and previous awards is a dimension that attracts visitors as it is an imminent factor to select the homestay program before they arrive. Kayat et al. (2014) reported that the Banghuris Homestay had received numerous accolades, including the winner of the Malaysia's Best Homestay Award in 2004 and 2013, as well as Ilham Desa (Rural Inspiration) Competition in 2003 and 2005. As this homestay had attracted numerous tourists, the community there had enjoyed multiple economic benefits (Amran & Ismail, 2003). Second, entrepreneurship skills are crucial for homestay operators to successfully run their business. The last dimension, uniqueness of product and package design, attracts tourists for them to stay longer at the homestay. According to Sakdiyakorn and Sivarak (2016), tourists will have the opportunity to interact with the villagers, learn something from the local community, as well as enjoy the village atmosphere rich in unique and valuable local cultural heritage.

5 Conclusion

The study outcomes signify that most of the respondents claimed that the MHP success is dictated by the quantity of tourists. This is because; the volume of tourists generates additional income to those involved in the MHP. However, there are other dimensions that should be weighed in by homestay operators to ensure that their homestays can succeed and survive for a longer period. These dimensions include provision of products and services that are unique, efficient, well-maintained, safe, and satisfying; deployment of effective marketing technique including use of marketing networks; as well as acquiring and practicing skills and knowledge to operate tourism business. The community based MHPs run by rural communities should be equipped with adequate experience, awareness, skills, and knowledge for successful business operation. This highlights the practice of the listed dimensions. To date, MHPs reflect rural entrepreneurship entities despite fitting the description of CBT outlined by Russell (2000). The programs can also evolve into community business cooperatives. To ensure the success of MHP, the new and very important factors have been listed in this study. These dimensions serve as the basis to assess MHP performance, which can assist enhancement decisions.

Since the community-based homestay program in Malaysia has been introduced in 1995, the contribution of this program is significantly to develop the local economy, especially activities and income. Within this period however, some issues have cropped up which while not appearing serious initially, can create negative impacts in the long run. This can be concluded from the responses given by the respondents in this study when they express that the benefit generated by the programs is an important criterion of success for the homestay programs because if the programs fail to generate any

benefit to the community, they may not be supported by the community, which in turn will lead to difficulties in sustaining the programs. Besides that, this program need attention for all stakeholder's involvement to support the nation progress on SDGs in the context of Agenda 2030. To overcome these issues, the actual concept of community-based homestay programs which registered under MHP should be emphasized and disseminated to prevent misunderstanding among the various stakeholders and must be supported from local community.

Homestay programs are sought to offer benefits to not only the individual or operator homestay but also to the community broadly. The listed criteria from this study will be useful for academics, government, and related stakeholders to ensure the success of homestay business. For government, with the contribution of these findings, the MOTAC can offers the local economic benefits such as new job creation, business opportunities, improve family income, and improved standard of living, when this program are successful. It is also useful for policy makers, tourism associations and practitioners to enhance the Malaysian tourism industry. Previous study has been focuses on community of the homestay, but in this study, it focuses more on individual level which is the homestay entrepreneurs to investigate the criteria that useful and aware in their performance. The novelty of this study will provide a source for future researchers and providing empirical data for future research in tourism entrepreneurship. In summary, the stakeholders especially government that are involved in the homestay business can design the most effective programs for the future homestay business to be successful for a whole-of-community.

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