

PERSEPSI PENGUSAHA INAP DESA TERHADAP PEMBANGUNAN INAP DESA DI NEGERI MELAKA

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ABSTRAK

Inap Desa adalah merupakan produk pelancongan yang menyediakan perkhidmatan penginapan kepada para pelancong. Perkhidmatan ini biasanya disediakan di destinasi pelancongan yang terletak jauh daripada bandar. Memandangkan destinasi pelancongan ini terletak di pinggir bandar / luar bandar dan tidak mempunyai perkhidmatan penginapan seperti hotel, resort dan chalet, masyarakat kampung telah mengambil inisiatif untuk menyediakan kemudahan penginapan di kawasan mereka. Walaupun Pengusaha Inap Desa mempunyai pengetahuan yang sedikit mengenai industri pelancongan, tetapi mereka mempunyai semangat untuk bersama-sama memajukan industri ini dengan bantuan dari kerajaan dan juga sektor swasta. Berdasarkan pada beberapa kajian lepas, kebanyakan kajian hanya melaporkan kejayaan Inap Desa yang hanya memberi tumpuan kepada beberapa destinasi Inap Desa yang terkenal sahaja walaupun terdapat lebih banyak Inap Desa yang tersenarai berdasarkan rekod di Kementerian Kebudayaan, Seni dan Pelancongan. Oleh itu, keperluan penyelidikan lebih lanjut perlu dilakukan untuk meningkatkan pembangunan Inap Desa di Melaka. Setiap komuniti Inap Desa menghadapi cabaran yang sama atau berbeza dalam mengurus operasi kerana mereka mungkin menawarkan pakej yang berbeza. Oleh itu, majoriti penyelidikan yang sedia ada berkemungkinan untuk berat sebelah kerana saiz sampel adalah agak kecil yang berkemungkinan tidak sesuai mewakili seluruh program Inap Desa di Malaysia. Oleh yang demikian, objektif kajian ini adalah untuk mengkaji kesan pembangunan Inap Desa kepada masyarakat terutama dalam menggalakkan penyertaan masyarakat dan untuk melihat hubungan antara ekonomi dan budaya terhadap pembangunan Inap Desa. Kajian ini menggunakan kaedah pensampelan rawak berstrata dimana sembilan (9) Inap Desa dipilih di bawah penyeliaan MOTAC . Keputusan kajian ini menunjukkan bahawa hanya budaya memberi sumbangan besar kepada pembangunan Inap Desa.

Kata kunci: *Inap Desa, Pengendali Inap Desa, Kebudayaan, Ekonomi*

1.0 INTRODUCTION

In Malaysia, homestay programme is one of the tourism initiatives by the government to encourage the local people to get involved with tourism activities. Given that this homestay programme is to encourage the villagers to involve in the programme, an equal distribution of the benefits from the programme among the villagers is mandatory (Ministry of Tourism and Culture, Malaysia, MOTAC, 2014). Besides helping the locals to generate income from selling handmade-handicraft products like bangles or basket made from rattan, homestay programme gives chance to the local people to interact with tourists from other countries during the homestay visits. These activities are in line with the notion of this programme to improve the locals' quality of life by encouraging them to communicate with the homestay tourists.

Homestay is a form of tourism product which provides accommodation service to tourists. This service is provided at tourism destinations which are located further from the cities. As these tourism destinations are located in the outskirts/rural areas and have no accommodation services such as hotels, resorts and chalets, the village communities have taken the initiative to provide accommodation facilities by hosting the tourists at their homes (Md Shafii et.al 2014). However the concept of homestay differs around the world as shown in Table 1.

Table 1: Homestay concepts in several countries.

Country	Homestay Concept
Canada	Agricultural Homestay, Farmstay, Heritage Homestay
United States (USA)	Agricultural Homestay, Educational Homestay
Australia	Farmstay
Japan	Home Visit, Educational Homestay
South Korea	Educational Homestay
South Africa	Leisurestay
New Zealand	Cottage Homestay, Farmstay
Philippines	Cultural Homestay
Thailand	Student Homestay, Cultural Homestay, Volunteer Homestay
Singapore	Urban Homestay
Indonesia	Cultural Homestay, Leisure Homestay

Pazin (2004), modified from Hamzah (2010)

1.2 BACKGROUND OF STUDY

In Melaka, a homestay programme is one of the tourism initiatives by the government to encourage the local people to get involved with tourism activities. Given that this homestay programme is to encourage the villagers to involve in the programme, an equal distribution of the benefits from the programme among the villagers is mandatory (MOTAC, 2014). It is realized by the government as a catalyst for rural community development, particularly from a socio-economic perspective. The benefits of community based tourism can be further developed through the participation of women, youth and retired people. The Malaysian government has released its eleventh economic development plan for the years 2016 to 2020. With ambitious economic objectives, the plan sets targets and defines some economic policies that will be implemented in the coming years, with the ultimate goal to make Malaysia a high income economy by 2020. (Eleventh, Malaysian's Economic Plan, 2016).

The homestay program is a non-commercialized entity, as opposed to a hotel, a bed and breakfast, or a homestay run by an individual homeowner in a residential area. A village homestay program is operated

by a group of certified homestay operators in the communal area. In order to regulate the homestay program, Ministry of Tourism (MOTOUR) will only issue a license if the house owner is able to abide to a list of selection criteria, which are as follows:

- Easy access from the main road
- Adequate facilities for guests such as separate bedroom and proper toilet
- No history of criminal record
- Not suffering from communicable diseases
- High standard of hygiene

(Yahaya and Abdul Rasyid 2010)

After being issued a license, the home owners have to attend a basic training course that is conducted by the Institute for Rural Advancement (INFRA) under the Ministry of Rural & Regional Development.

Many studies mostly reported on the success of Homestay which only focuses on certain popular Homestay destinations (Nor Ashikin & Kalsom, 2011; Ibrahim, 2004) despite there being many more homestays in the list according to the records in the Ministry of Culture, Art and Tourism (MOTAC, 2015). Thus, the question of what is the effect of homestay development to the community especially in encouraging community participation is arising. Therefore, further research needs be done in order to study the relationship between economy and culture to enhance homestay development in Melaka.

2.0 LITERATURE REVIEW

2.1 ECONOMY

Homestay has generated much revenue to the main provider of lodging through the arrival of guest staying in the room offered in the Homestay programme. There are also spillover effects to the community in terms of employment and business opportunities. It has also created employment as some of the Homestay operators could hire someone within the community to assist in operating the Homestay for example. The evolution of Homestay has shown to successfully becoming a catalyst for socio-cultural and economic development to the rural community development (Ibrahim & Abdul Rasid, 2010) Asia Pacific Economic Cooperation (APEC) Tourism Charter clearly stated that Community Based Tourism (CBT) is able to create direct employment opportunities as well as increase income levels and reducing the level of poverty in rural communities (Abdul Rasid et.al, 2011).

The Homestay programme is seen to have high potential to be developed based on the response and demand by the visitors. Studies have shown that Homestay's impact can be seen through the development of economy, social, infrastructure as well as environment factors. According to the statistics in 2010, the number of visitors staying in Homestay was recorded as 128,000 visitors (Zainon, 2010). The increase in visitors staying in Homestay indicated that Homestay has impacted the economy of the Homestay operators. For instance, the finding of research by Abdul Rasid et.al, 2011 has shown that before joining the Homestay programme, most of the operators previously earned a monthly income in the range of RM500 – RM1000 but after participating in the Homestay programme, their income increased between RM1000 – RM1500. The revenue gained by the operators gave a sort of financial motivation to the operators to venture more seriously in the programme. The additional income can be enjoyed not only by

the operators but also the villagers or „kampong“ folks who are not directly involved with Homestay. This is discussed further below. Homestay is not just the platform to earn additional income but also to develop entrepreneurial skills through the joint action in tourism.

Homestay tourism not only creates employment opportunities but also improves infrastructure and generates investment (Nunkoo & Ramkissoon, 2011). Indeed, it is known that small and medium enterprises providing cultural services, selling souvenirs, and participating in tourist packages increase due to homestay development (Shukor et al., 2014). In general, eco-tours, agro-tours, and cultural tours are offered by homestay packages in Malaysia (Malaysia’s Ministry of Tourism, 2014). The packages focus on lifestyle and experiences, including cultural and economic activities. As of September 2015, Malaysia had 181 community-based tour programs, supplying 3,653 houses with 5,056 rooms catering to foreign tourists (Vietnam Breaking News.com [VBN], 2015, “Malaysia Pilots Homestay ASEAN Programme,” para. 6).

The contribution made by homestays has facilitated poverty eradication in selected rural areas in Selangor, Malaysia. As viable tourism products in Malaysia, rural homestay programs are comparatively small in scale and remain a slow-growth market even though various incentives are being offered to the operators by the government to develop this market (Kumar, Gill, & Kunasekaran, 2012). The main “push factors” (economic depression, unemployment, retrenchment, and dissatisfaction with former jobs) for homestay participant engagement are income-related (Osman & Bakar, 2014), making the Homestay Programme an attractive choice as a secondary source of income for many homestay operators (Ariffin, 2011). However, some research has found that homestay operators (participants) seem to be highly motivated by “pull factors” (personal satisfaction, passion, and encouragement by friends) as opposed to push factors (Mohd Salleh et al., 2014). In Desa Murni (Pahang), Teluk Ketapang (Terengganu), and Miso Walai (Sabah), hosts create a professional legacy through their cooperation (Ariffin, 2011).

2.2 Culture

The main component of homestay is the cultural diversity of the local people which can attract the visitors (Din and Mapjabil, 2010). In Malaysia, homestay accommodation mainly operates and organized by the Kampung (village) people. The homestay operators are developing Malay culture and activities in their accommodations. Necessary spaces, level of quality and security of houses are important elements for the home stay operation in Malaysia. The homestay program provides tourists different ethnic life condition with their cultural experiences and economic towards for the local people (Liu, 2006). According to the Malaysian Homestay Association (MHA), most of the foreign visitors such like Japan, Australia and Korea while students of Malaysia are the important client for homestay accommodation (Kayat, 2007). The success of homestay operation depends on community involvement and support towards this program. The homestay owners get opportunities, ability, power and incentives from the communities for their successful operation. (Md Anowar et al, 2012). Homestay accommodation is meaningful for tourism development in a country or an area. Rural tourism, ecotourism and cultural tourism are facing accommodation problems at near the tourism destination. Homestay can solve the accommodation problem for this type’s tourism. Rural and cultural tourism destinations have active participation of local people. On the other hand, ecotourism tries to decrease the environmental degradation with ensuring strong community participation in tourism activities. Homestay accommodation can create participation of local communities in tourism activities. The network development between local government and

community is necessary to understand and adjust knowledge regarding tourism activities (Saeng-Ngam et al., 2009).

Community involvement is extremely vital in order to to make homestay successful and Homestay operator themselves. Therefore, the interaction and strength of both the experience provided by the Homestay operator and the community is crucial to the success of the programme. Communities are the basic reason for why tourists are attracted to come and experience the way of life and material products of different communities. In ensuring the success of the Homestay, local communities have to work hand in hand with the stakeholders involved. Lack of community participations may lead to failure of the Homestay programme. (Ibrahim and Abdul Rasid., 2011). Lack of community participations may lead to failure of the Homestay programme. The level of involvement of the local community can be explained by Pretty's typology of participation adapted from Leksakundilok (2006) as shown in table 2.

Table 2 : Typology of participation

Levels	Types	Characteristics
Genuine Participation (Active)	Empowerment	Local people may directly contact explorer tourists and develop tourism by themselves. Local people have control over all development without any external force or influence.
Symbolic Participation (Towards Active)	Partnership Interaction Consulting Meeting	There are some degrees of local influence in the tourism development process. People have a greater involvement in this level. The rights of people are recognized and accepted in practice at the local level (Pretty's, 1995). People are consulted in several ways through meetings.
Non Participation (Passive)	Informing Manipulation	People are told about tourism development programs that have already been decided by community. The developers run the projects without getting any feedback from local community. Tourism development is generally developed by powerful individuals, governments or outsiders without any discussion with the local communities (Arnstein, 1969).

Source: Adapted from Leksakundilok (2006)

A study conducted by Prayag et al. (2012) in London confirmed that economic, social, cultural and environmental factors are identified as highly influential in tourism attitude towards development. This implies that these factors are the elements which influence the support towards tourism development. According to a research by Fredline and Faulkner (2000) on the residents of Sunshine Coast, Australia, it found that the local community supports development of tourism as the community gains economic, social and cultural benefits. Nonetheless, the local community is apprehensive in regard to the utilization of natural resources as a result of such development.

Meanwhile, a study by Nunkoo and Ramkissoon (2011) showed that local community perceives responsible tourism institution as the determinant of cost and benefit as well as overall community satisfaction in sustaining development. One example of such responsibility is the provision of infrastructure for public utilization especially to the local community. Tourism study is seen as one of the

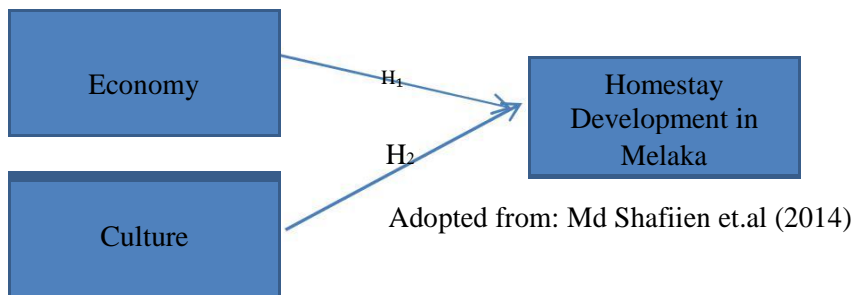
studies in improving local community's quality of living by creating employment opportunities and increasing the income of local businesses (Kim et al. 2012). It is also the main factor for tourism development in rural communities (Dyer et al. 2007).

As for communities that are highly depended on tourism as their source of income, they appreciate development in tourism as tourism is the main contributor to their family earnings (Kuvan & Akan 2005). Furthermore, tourism provides the opportunity for part-time job to the community. As such, this provides a mean for the community to earn supplemental income (Besculides et al. 2002). This shows that income variable is the most important influence in the perception of tourism impact. Moreover, tourism encourages handicraft industry, i.e. small and medium (SME) industry. A study conducted by Mitchell and Reid (2001) at the Taquile Island, Peru discovered that tourism offers business opportunities in the handicraft industry for all local communities. This positive impact brings in support to the development in tourism.

According to a study done by Dyer et al. (2007) at Sunshine Coast, Queensland, Australia, positive economic impact highly influences the local community's support towards future tourism development. For local communities which depend on tourism activities, economic element emerges as an important variable. Local communities anticipate that the optimum growth rate and economic benefits from tourism be evenly distributed to all the local communities (Murphy & Watson 1995; Dyer et al. 2007). A balanced distribution of income may reduce income gap (Andereck et al. 2005).

2.3 CONCEPTUAL FRAMEWORK

FIGURE 1: CONCEPTUAL FRAMEWORK OF THE STUDY



Based on the objective of this study that is to examine the relationship between the economy and culture against the homestay development as figure 1. The instrument used was adopted from Md Shafii et.al (2014) which found that the economy and culture aspects are the most significant contributors in their studies. Thus, the following hypotheses are proposed:

H₁ There is positive relationship between economic factor and homestay development

The impact of tourism on social and culture is evident when tourism contributes to changes in the value system, individual behavior, family relationship, collective lifestyle, moral conduct, creative phrases, traditional rituals and community organisation (Pizam & Milman 1984). Development of tourism is one

of the ways for the local community to preserve and conserve local culture (Besculides et.al. 2002). This culture is also able to forge unity among the local communities (Murphy & Watson 1995).

H2 There is positive relationship between culture factor and homestay development

A study done by Kim et al. (2012) in Virginia showed that local culture will be further strengthen with the existence of various cultural groups through the development of tourism. Here the development in tourism is seen as preserving lifestyle, traditional arts, cultural identity, and the beliefs in culture and rituals to the future generation (Kim et al. 2012). Another study was also conducted by Besculides et al. (2002) at the Los Caminos Antiguos Scenic and Historic in Southwestern Colorado; it showed that the local community provides the opportunity for the tourists to learn and experience local culture, and vice versa. The culture sharing by local community with tourists results in mutual benefits such as tolerance and understanding (Kim et al. 2012).

3.0 METHODOLOGY

The stratified random sampling technique was employed in the selection of sample from strata frame in nine (9) samples in Melaka as shown in table 3. This study is using stratified random sampling method based on the number of room provided by homestay operators. A sample size of 9 homestay listed under MOTAC are determined. This number was chosen based on the justification that this number was felt sufficient in representing the population. Using this approach, the respondents' distribution is therefore more thorough in evaluating the impact of homestay tourism.

Table 3: Homestay in Melaka under MOTAC

NO	HOMESTAY NAME	HOMESTAY OPERATOR
1	Homestay Kampung Morten	Tuan Hj Abd Rahim Bin Hj Alimat
2	Homestay Kampung Tambak Paya	Tuan Haji Jeni @ Zaini Bin Samsuri
3	Homestay Kampung Alai	Ybhg. Datuk Akramuddin Bin Hj Abd Aziz
4	Homestay Kampung Pulau	Encik Mohd Saad Bin Hj Hassan
5	Homestay Kampung Parit Penghulu	Encik Suparman Bin Abu
6	Homestay Kampung Ayer Limau	Encik Zohaime Bin Muhamad Sori
7	Homestay Kampung Seri Tanjung	Tuan Haji Yusof Bin Saleh
8	Homestay Kampung Melaka Pindah	Ybhg. Datuk Hasnah Binti Salam
9	Homestay Paya Lebar	Puan Hajah Salbiah Binti Ahmad

3.1 STUDY INSTRUMENT

The following Table 4 indicates the measures of the study variables used in the study. The instrument items were adopted from previous studies by Rayner, & Hoel, (1997), Dormann & Zapf (2004), Chu & Murrmann (2006), Maslach & Jackson (1986) and Zahari (2004). Table 4: Instrumentation of the study variable

Study Variable	No of Item	Type of Scale
Culture	14	5-points likert scale
Economy	16	5-points likert scale

4.0 FINDINGS

4.1 CORRELATION ANALYSIS

Table 4 shows the relationship between the variables studied that is economics, culture and homestay development. The finding of this study shows that only by the independent variable has moderate relationship strength.

The results show that there is a significant positive relationship between culture and homestay development ($r = 0.451$, $p < 0.05$). Based on the table of relationship strength by Albert Davis (1971), the relationship between culture and homestay development is a low affinity. Positive correlation shows that there is a positive relationship which means that the higher the cultural level, the higher the homestay development level. The results also show that there is no significant relationship between economy and homestay development ($r = 0.316$, $p > 0.05$).

Table 4: Correlation of variables and Homestay Development

Variables	<i>r</i>	<i>p</i>
Economy	.316	0.064
Culture	.451**	0.007

5.0 CONCLUSION

The Homestay program is not merely a rural tourism program and it is also a strategy for rural development. It has brought a potential economic activity in the country in the tourism sector in Malaysia. Homestay accommodation can be one of the major activities for economic development in Melaka. Local communities can benefit from this program as economically and culturally. Homestay is potential business operation for the local entrepreneurs. This accommodation will boost employment opportunities and economic advancement for the local people. As for cultural aspect, through the Homestay program the local community does not only preserve the locals' lifestyle, but also passes down the identity and customs to family members through socialization process. Besides, as a result of tourist arrivals at Homestay, it promotes the locals' culture to outsiders. Thus, it is hoped that, the findings of this study could assist the Homestay operators in the design and implementation of Homestay development strategies in communities.

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The profile consists of gender, age, marital status, education in the homestay operation affecting the development of the homestay in the state of Melaka. Financial sources are funded by their own homestay operators and funded by the homestay associations. Monthly income from the homestay is approximately rm1500 up to rm3000. Revenue is a factor affecting the construction of the homestay. A future study may be designed to explore the other possibilities factors in other states in Malaysia with different size and locations. This study can be replicated in other sectors. Future researchers may be designed to study homestay development to other performance outcome.

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