

IDIOSYNCRATIC IDENTITY FOR HOMESTAY TOURISM IN MALAYSIA: IMPORTANCE, BENEFITS AND CHALLENGES

S. A. Jamal, N. Aminudin^{*}, N. Sumarjan and C. T. Chik

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Shah Alam,
Selangor, Malaysia

Published online: 01 February 2018

ABSTRACT

This study explores the importance, benefits and challenges of distinctive products and services by utilizing the existing natural resources. It was conducted using a qualitative approach with 2 selected homestay villages. 20 homestay providers and 5 visitors were interviewed. Results indicate that majority of the homestay providers and visitors are aware that idiosyncratic product is important for the homestay's identity. The use of "existing natural resources" available in the village is a sensible move. The existence of many homestay villagers in the country, innovating goods and services that symbolize the village identity could add value through employment and income generation, thus contribute to the sustainability of the sector. The findings drive relevant parties such as the homestay providers, the association, policy makers to create and support any efforts that will stimulate the competitiveness of homestay businesses in the attempts for business growth and sustainability for economic improvement.

Keywords: homestay; natural resources; idiosyncratic identity; sustainable tourism; Malaysia.

Author Correspondence, e-mail: norliza@salam.uitm.edu.my

doi: <http://dx.doi.org/10.4314/jfas.v10i2s.38>



1. INTRODUCTION

Homestay tourism is one of the significant sectors in Malaysian community-based tourism. According to the government's medium term strategy, the Economic Transformation Program (ETP) which is aiming at increasing the society's income from tourism activities, the sharing of tourism profits and benefits with every part of the city and village is recognized [15]. Similarly, this program fits into one of the National Key Result Areas (NKRA) as the economic gains for the homestay industry can be generated through the sustainable development of a range of niche products for the villages and industry.

However, the review of previous literature, group investigation and current feedback from the homestay providers revealed that majority of homestays in Malaysia are lacking of specialize products and services [19, 22, 24, 46]. Consequently, this has resulted in the homestay does not have identifiable brand to be associated with [36]. The lack of strong identity signify that this sector is yet to made its presence felt comparatively to other sectors of tourism such as medical tourism, event tourism, adventure tourism and sports tourism.

Thus, the aim of this study is to explore the benefits and challenges of homestay Malaysia to have distinctive products and services and to add more insights and knowledge on existing homestay literature. This study deals with two selected homestay villages in two states, Melaka and Negeri Sembilan where tourism research is often carried out nonetheless the element of idiosyncratic identity is overlooked as more emphasis is placed on the demand side, focusing on visitors perception and motivation [2, 20, 26, 31, 37], experience and satisfaction [27] and visitors perceived value and behavioral intention [23, 25, 38].

1.1. Homestay Malaysia

Homestay Malaysia has become one of the popular accommodation sector towards certain market segment [30]. It has to some extent contribute to the economy of the rural community [4, 30, 52] as well as the country's Gross Domestic Product [54]. This has resulted to more households participated in the sector to reap its benefits [47].

Studies have found that in order to be successful as special interest tourism, homestay tourism should provide their visitors with a range of products and services that can symbolize the village's identity [24]. The range of products and services should at the same time signify the

visiting experiences of the visitors [17, 32, 35, 51]. In [28] point out that the trend of maximizing the contribution of specialized products and services unique to a region, particularly in homestay villages, fetches in far more revenue and provides more employment than staple commodities ever can.

Several scholars have identified six series of products and services that have commercialization potential and sustainable improvement: products produced from existing natural resources, products produced based on tradition and culture, products produced with the subsistence of existing environment and activities, services provided from the exploitation of natural resources, services provided based on tradition and culture and services provided through the utilization of existing environmental features and amenities [3, 18, 25, 44].

1.2. Distinctive Products

Superior innovation capability is a key contributor to firm performance. The capacity to innovate can assist firms in the process of developing superior products to meet their customers' changing needs and demands [29, 40, 49], which is a requirement to succeed in the marketplace. Firms must possess superior marketing capability to bring their products to the marketplace faster and serve the customers better than their rivals [34, 50]. In addition to innovation and marketing capabilities, firms must also possess superior learning capability to analyze their successful and unsuccessful activities in developing and launching the products as well as to acquire new knowledge so that improvement can be made and new ways of working more closely with customers are identified [6, 53].

Building on these contentions, this study takes the view that innovation, marketing and learning capabilities are the key capabilities for homestay providers in their efforts to sustain their performance. While these three key capabilities are potentially related in their contribution to business performance, research that simultaneously investigates their ability to innovate and introduce distinctive products and services is still scarce.

New product development can originate from new technology or new market opportunities [13]. But when it comes to successful new product, it is consumer who is the ultimate judge [5, 10]. Entrepreneur should gain a deep understanding of consumer demand. Understanding how consumer perceive product could shape and influence their needs. This help to avoid

from producing a new product that has a low probability of success in the first attempt [39].

The central goal in new product development is to create a product with superior consumer value so that consumer needs will be satisfied [42]. Needs is more general as to basic human requirement. Want is more specific and relate to concrete object that might satisfy the need [14]. The basic stages of the new product development process are opportunity identification, development, testing and launch [43, 48]. As stated by [7-9], the successfulness depends on the quality of the opportunity identification stage.

1.3. The Case Study Area

1.3.1. Homestay Sri Tanjung, Melaka: The Town Village

Homestay Sri Tanjung, Melaka was chosen as a study area because it represents one of the 'Top 10 List of the Highest Homestay Cluster 2012' [55]. It is one of the most active homestay villages in southern Malaysia and a well-recognized cultural site. The dynamic operation of Homestay Sri Tanjung is ignited by the village leader, who is also the chairman of the association of Homestay Melaka. Homestay Sri Tanjung is situated approximately 27 km away from the city of Melaka, Malaysia. The village offers a range of tourism experiences, however it has four specific tourism categories recognized as being part of its primary product strengths: traditional massage, coconut plucking, rubber tapping and handicraft making [21].

Homestay Sri Tanjung has an ethnic composition of 100% Malays with 90% of the villagers participate in the homestay program. Logistically, the village is relatively easy to access. For example, it requires visitors to take a 15-20 minute drive from the city to access to the village. Visitors can experience this homestay village by either day trip visit or stay several nights to grab full opportunities to be immersed in traditional activities, performances and cuisine.

1.3.2. Homestay Lonek, Negeri Sembilan: The Agro-Tourism Village

Homestay Lonek, Negeri Sembilan is a high-quality agro-tourism center that spread over 1,246 acres of land. This village started its homestay operations in 2004 with the assistance of the state government. Further development was undertaken in 2013 when the homestay providers work in partnership with Koperasi Lonek Berhad, established to provide financial services to the community. Homestay Lonek is tucked in a District of Jempol, Negeri Sembilan, and is only 3 km away from the nearest town. It is open daily for visitors and offers

the following tourism activities such as traditional games, cooking demonstrations, nature-exploration activities, fishing, cultural shows and handicrafts [21].

This village has won several awards throughout its existence and among the significant awards are *Anugerah Desa Lestari* 2013 and *Anugerah Desa Cemerlang* 2014. Further achievement is evidenced when the village received grants from the Ministry of Rural and Regional Development (MRRD) meant for future expansion and improvement of the homestay village [12].

2. METHODOLOGY

2.1. Data Collection

This study used a qualitative approach; 25 informal interviews were completed, transcribed and analyzed. The qualitative approach helps to better understand the real phenomenon of quality implementation as rich data can be obtained [56]. In terms of sampling, the homestay providers that have been operating for at least more than two years were targeted. The following were interviewed: 10 homestay providers from Homestay Lonek, 10 providers from Homestay Sri Tanjung and 5 visitors (4 internationals and 1 local). The homestay providers were randomly chosen from the list of homestay participants given by the head of the homestay community. All this was important to ensure that the participants could provide meaningful responses in answering the research questions. The visitors were invited to join the informal interviews that involved free discussions, while they are staying at the homestays.

Interview questions were developed, reviewed, and approved by five experts having background in community based tourism and hospitality related. A semi structured interview format with probing questions was designed to encourage participants to share more information and permit a natural content flow. The interview questions were translated to Malay and reviewed by someone fluent in both English and Malay. Questions were related to the importance, the potential benefits obtained and the challenges of having a distinctive identity. Demographic questions were also included (age, gender, education level, current income, years of involvement as homestay provider). The interviews were carried out with

homestay providers and visitors in the homestay village. Each interview lasted approximately 30 minutes. Permission was requested to audio-tape the interviews.

2.2. Data Analysis

All the interviews were conducted in Malay language. Interview data was audio-record, transcribed verbatimly in Malay first and then re-transcribed in English with minimal adjustment of language. Two researchers read the interview transcripts repeatedly and independently coded the 150 pages of single-spaced English transcripts by hand and then performed theming. Themes and codes were agreed upon for use during the analysis [56]. Similarly, a member-checking procedure was carried out with all the homestay providers to ensure transcript accuracy and enhance data trustworthiness.

Table 1. Participants' profile

Characteristic	Description	Percentage
Gender	Male	35.3
	Female	64.7
Age group	18 – 33	23.8
	34 – 40	13.2
	41 – 47	32.0
	48 – 60	14.8
	Above 60	16.2
	Education level	SPM
	Diploma Degree	17.6
	Bachelor Degree	17.6
	Others	11.8
Years of involvement	Less than a year	11.8
	Less than 5 years	23.5
	5 – 10 years	58.8
	More than 10 years	5.9
Business Status	Full Time	29.4
	Part Time	70.6

3. RESULTS AND DISCUSSION

3.1. Participants' Profile

The profile of all the participants is illustrated in Table 1.

3.2. Is the Idiosyncratic Identity Important for Homestay?

Majority of the participating homestay providers (n = 17) agreed that it is important for a homestay to have an idiosyncratic identity. The main reason is to be different. These are corroborated by the following quote given by the participant:

“So many villages in the country run a homestay business nowadays; you are not actually the one and only village that offer the homestay package. It does not matter what similarity of services and experiences you offer the visitors, but what ‘the difference’ really make a difference”. (Homestay Provider 15)

The need for idiosyncratic identity for each homestay village is not novel, but participants who are exposed and alert to the tourism development talked about the important of being different from others in the same sector. These included the importance of being different:

“People may find it interesting to explore different villages because they will want to experience different sorts of products and services offered by different homestay based on their identity. For example, here in Homestay Sri Tanjung, from now on all our products and services will be based on Lemongrass that signifies our homestay village identity.” (Homestay Provider 5)

“All these years, everybody knows that staying in a homestay is about experiencing the real village life. We are talking about staying in private homes with the family members and participating in daily activities of the villagers. Since almost all homestay villages are located in a rural area, thus the environment and activities... I would say are more less the same. That’s why the idea of having our own products and services that symbolize our identity is definitely important.” (Homestay Provider, 12)

Others noted that having a very own village identity is of no compromise. Otherwise, visitors will have no reason to experience their services when they can have what they look for in other places/villages:

“It’s so personal because... it’s your identity. As we individual has our own identity, so does

our homestay village! This identity of ours will create the need for visitors to come over, stay and experience what we have. It's like a tagline. The identity explains us". (Homestay Provider 7)

Idiosyncratic identity was identified as one of the fresh approach to sustain the homestay sector. The below quote illustrates this.

"To be honest, I must say that I am excited about creating identity for our village. Why? It is simply because, after so many years of existence, our homestay sector needs a facelift!"

(Homestay Provider 3)

As new product development in tourism is often supply-led [45], having unique identity help the homestay village to extend their unique services to the visitors and at the same time the idiosyncratic products serves as a better promoting tool.

3.3. Idiosyncratic Products: Homestay Visitors' Perspective

When the visitors were asked about their opinions on the benefits of idiosyncratic products, three themes emerged: unique products, authentic experience and others. Unique products since items made in cottage industries are created one by one, rather than mass produced, they offer buyers handmade quality. Many products are unique or slightly different because they are handmade. Yet, due to their lower overhead costs, items made by cottage industries are not necessarily more expensive than manufactured items. As a consequent, visitors enjoy a range of products that is unique and different at a reasonable price.

"There are times that I really don't like mass marketing involving mass products, I like something that's tailor made for individual needs. My needs aren't the same as yours or everybody else's. I look for rare items especially when it comes to choosing souvenir. I love it when it is unique, can be found only at limited places. It doesn't mean expensive... however not everyone can have it." (Visitor 4)

All participants agreed that idiosyncratic products lead to an authentic sense of exclusivity from a homestay visit, as evidenced by the following quote:

"I came here with a friend from Spain. She wants to experience a village life and I suggest her, a visit to a homestay. I chose Homestay Lonek because of the paddy field. Since not all homestay have it, I supposed it is going to be something different. Well, if you ask me about

the homestay identity... it is the authentic experience that we look for! It is about something different that this village can offer as compared to others. It's exclusive! You cannot find it anywhere." (Visitor 3)

As highlighted by [1], authenticity in consumer research is evaluated by the tourist's constructed beliefs of what is authentic. Thus, idiosyncratic identity gives homestay visitors a meaningful and authentic experience especially when they perceive the experience as being 'real', 'genuine' and 'true' [16]. It is important to note that visitors to a community-based destination search for authenticity of community life as it is meant for the visitors to able to experience the authentic and untouched [11].

3.4. Challenges of Creating Idiosyncratic Identity for Homestay

Interviews highlighted a number of challenges faced by the homestay providers in creating identity for their village. These include: lack of community involvement and participation, lack of knowledge and skills, lack of interest in innovating new products and services.

3.4.1. Lack of Community Involvement and Participation

Results from the interview showed that only a few are actively concern about the homestay identity. For the many providers, branding or identity is not important as they fail to visualize the benefits or outcomes of having an identity for their village. The slow pace of living style in the homestay villages contributes towards the complacent attitude to remain status quo. In many circumstances, although meetings discussing village related issues are attended by homestay providers, it is a tradition that the homestay leader led and made decisions. The situation is not only unique to Malaysia, but applicable to other community-based tourism in several parts of the world [41].

3.4.2. Lack of Knowledge and Skills

From interviews and observation of socio-demographic background and lifestyle, it is noticeable that the providers' knowledge is limited. The lack of certain skills needed in the tourism industry also hampers the creation of identity needed for the village. The community needs not only to acquire entrepreneurial skills in ensuring profits, but they also need to be exposed to creativity and innovativeness in order to have an idiosyncratic identity.

3.4.3. Lack of Interest in Innovating New Products and Services

The over-reliance on existing products however makes the providers not fascinated in innovating new products. Current marketing strategy assisted by the government and travel agencies is found sufficient by the villager, thus making innovating for new products and services unnecessary. The villagers fail to see the over-reliance vulnerability to the marketing assistance. The withdrawal of such assistance and possibility of future competitors with more competitive products and services may cause their homestay to collapse in the end.

4. CONCLUSION AND IMPLICATIONS FOR SUSTAINABILITY

As previously mentioned, creating idiosyncratic identity for homestay sector is important to achieve benefits that growth and sustainable tourism could bring to the homestay providers. This study explored how providers and visitors explain their opinions and understanding towards the importance of innovating and producing distinctive products and services, while participating in the university-community knowledge transfer program within their villages.

A few major implications arising from this university-homestay transfer knowledge program in relation to community development and sustainability and are outlined next. Malaysia has witnessed a steady increase of tourist arrivals in recent years. Many individual in rural villages have shown their willingness to integrate tourism opportunities into their daily life. The success of tourism depends on project planning, entrepreneurial infrastructure and social capital coupled with distinctive tourism products [57-59].

This study reveals the importance of homestay provider in producing and manufacturing specific product of their own. As a community-based tourism, the product that signifies each homestay villages has great potential to be developed as a valuable tourism product with its own uniqueness. As highlighted by [36], no other places can offer the same homestay product as what Malaysia can offer as the strength and uniqueness lies in the people who uphold a traditional culture that has become their biggest asset to be experienced and showcased to local and international visitors.

Regarding the environmentally sustainable aspect, this study identifies that it is timely for the homestay providers to learn utilize the existing natural resources in their village, highlight the identity and to commercialize the products as part of the strategy to expand their businesses.

Of course, the challenge must be to continue to seek or encourage more innovations that promotes natural resources, environmental focus forms of tourism [33] that match not only a destination's social and economic development, but also sustainable development.

5. ACKNOWLEDGEMENTS

This project received financial assistance from the Malaysia Ministry of Higher Education – Grant No: 43802012000-3.

6. REFERENCES

- [1] Ahn, C S, Lee M S W. Adventure campers, fairy tale glampers, and authenticity, tourism engagement: Co-creating well-being. In 6th Advances in Tourism Marketing Conference, 2015, pp. 12-17
- [2] Ariff N, Md. Yassin A, Masram H. Motivation towards homestay entrepreneurs: Case study in State of Johor. In 21st Pacific RIM Real Estate Society Conference, 2015, pp. 1-7
- [3] Aminudin N., Jamal S. A. Homestay Selangor: Keunikan dan pengalaman pengusaha. Pusat Penerbitan Universiti (UPENA), Selangor: Universiti Teknologi MARA, 2006
- [4] Bhuiyan M A, Siwar C, Ismail S M, Islam R. The role of home stay for ecotourism development in east coast economic region. American Journal of Applied Sciences, 2011, 8(6):540-546
- [5] Brown S L, Eisenhardt K M. Product development: Past research, present findings, and future directions. Academy of Management Review, 1995, 20(2):343-378
- [6] Chaston I, Badger B, Mangles T, Sadler-Smith E. The internet and e-commerce: An opportunity to examine organisational learning in progress in small manufacturing firms? International Small Business Journal, 2001, 19(2):13-30
- [7] Cooper R G. Selecting winning new product projects: Using the NewProd system. Journal of Product Innovation Management, 1985, 2(1):34-44
- [8] Cooper R G. The new product process: A decision guide for management. Journal of Marketing Management, 1988, 3(3):238-255
- [9] Cooper R. G. Product leadership: Creating and launching superior new products. New

York: Perseus Books, 1999

[10] Cooper R G, Kleinschmidt E J. New products: What separates winners from losers? *Journal of Product Innovation Management*, 1987, 4(3):169-184

[11] Dolezal C. Community-based tourism in Thailand: (Dis-) illusions of authenticity and the necessity for dynamic concepts of culture and power. *Austrian Journal of South-East Asian Studies*, 2011, 4(1):129-138

[12] Dunya S A. Menaik taraf penduduk Kg Lonek, Sinar Online. 2014, <http://www.sinarharian.com.my/nasional/menaik-taraf-penduduk-kg-lonek-1.322070>

[13] Eliashberg J, Lilien G L, Rao V R. Chapter 12-Minimizing technological oversights: A marketing research perspective. In R. Garud, P. R. Nayyar, & Z. B. Shapira (Eds.), *Technological innovation: Oversights and foresights*. England: Cambridge University Press, 1997, pp. 214-232

[14] Van Kleef E, Van Trijp H C, Luning P. Consumer research in the early stages of new product development: A critical review of methods and techniques. *Food Quality and Preference*, 2005, 16(3):181-201

[15] Performance Management and Delivery Unit (PEMANDU). ETP Annual Report-Economic Transformation Programme: Tourism. Putrajaya: Prime Minister's Department, 2014

[16] Ewing D R, Allen C T, Ewing R L. Authenticity as meaning validation: An empirical investigation of iconic and indexical cues in a context of "green" products. *Journal of Consumer Behaviour*, 2012, 11(5):381-390

[17] Fiore A M, Kim J. An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail and Distribution Management*, 2007, 35(6):421-442

[18] Hamzah A. The evolution of the homestay programme in Malaysia: Performance, sustainability and challenges. In *ASEAN Seminar on Homestay*, 2004, pp. 27-30

[19] Hamzah A. Malaysian homestays from the perspective of young Japanese tourists: The quest for Furusato. In J. Cochrane (Ed.), *Asian tourism: Growth and change*. Oxford: Elsevier Ltd., 2008, pp. 193-207

-
- [20] Hebbani A, Angus D. 'Charity begins at home': Public perceptions of the homestay initiative for asylum seekers in Australia. *Australian Journalism Review*, 2016, 38(1):83-100
- [21] Homestay in Selangor. 2016, <http://www.go2homestay.com/homestays/>
- [22] Yahaya I. Homestay programme in Malaysia: Development and prospect. *ASEAN Journal on Hospitality and Tourism*, 2004, 3(1):65-75
- [23] Ismail M N, Hanafiah M H, Aminuddin N, Mustafa N. Community-based homestay service quality, visitor satisfaction, and behavioral intention. *Procedia-Social and Behavioral Sciences*, 2016, 222:398-405
- [24] Jamal S A, Chik C T, Sumarjan N, Aminudin N, Othman N, Mahmud J. Program pemindahan ilmu: Kolaborasi universiti dan industri. Selangor: Q Smart Training and Consultation, 2014
- [25] Jamal S A, Othman N A, Muhammad N M. Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value. *Journal of Vacation Marketing*, 2011, 17(1):5-15
- [26] Kasuma J, Esmado M I, Yacob Y, Kanyan A, Nahar H. Tourist perception towards homestay businesses: Sabah experience. *Journal of Scientific Research and Development*, 2016, 3(2):7-12
- [27] Hussin R, Kunjuraman V. Satisfaction of domestic tourists with the homestay programme in Mesilou Village, Kundasang, Sabah. In 3rd Regional Conference on Tourism Research, 2013, pp. 18-27
- [28] Lane B, Yoshinaga K. Niche markets for the rural world. *OECD Observer*, 1994, 190:14-18
- [29] Li X, Mitchell R K. The pace and stability of small enterprise innovation in highly dynamic economies: A China-based template. *Journal of Small Business Management*, 2009, 47(3):370-397
- [30] Lindsay E. Homestay tourism-A burgeoning sector in attracting more tourists. *Borneo Post* Online. 2012, <http://www.theborneopost.com/2012/09/23/homestay-tourism-a-burgeoning-sector-in-attracting-more-tourists/>

-
- [31] Mura P. Perceptions of authenticity in a Malaysian homestay-A narrative analysis. *Tourism Management*, 2015, 51:225-233
- [32] Musa G, Kayat K, Thirumoorthi T. The experiential aspect of rural home-stay among Chinese and Malay students using diary method. *Tourism and Hospitality Research*, 2010, 10(1):25-41
- [33] Sharpley R. Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable Tourism*, 2000, 8(1):1-9
- [34] O'Dwyer M, Gilmore A, Carson D. Innovative marketing in SMEs. *European Journal of Marketing*, 2009, 43(1/2):46-61
- [35] Otto J E, Ritchie J B. The service experience in tourism. *Tourism Management*. 1996, 17(3):165-174
- [36] Pusiran A K, Xiao H. Challenges and community development: A case study of homestay in Malaysia. *Asian Social Science*, 2013, 9(5):1-17
- [37] Ranasinghe R. Evaluation of homestay accommodation supply in Sri Lanka. *International Journal of Multidisciplinary Research and Development*, 2(2):442-447
- [38] Rasoolimanesh S M, Dahalan N, Jaafar M. Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management*, 2016, 26:72-81
- [39] Rochford L. Generating and screening new products ideas. *Industrial Marketing Management*, 1991, 20(4):287-296
- [40] Rosenbusch N, Brinckmann J, Bausch A. Is innovation always beneficial? A meta-analysis of the relationship between innovation and performance in SMEs. *Journal of business Venturing*, 2011, 26(4):441-457
- [41] Sebele L S. Community-based tourism ventures, benefits and challenges: Khama rhino sanctuary trust, central district, Botswana. *Tourism Management*, 2010, 31(1):136-146
- [42] Slater S F, Narver J C. Intelligence generation and superior customer value. *Journal of the Academy of Marketing Science*, 2000, 28(1):120-127
- [43] Suh N. P. *The principles of design*. New York: Oxford University Press, 1990
- [44] Toh P S, Majid A A, Aminudin N. Sustaining homestay tourism: The way forward. In 1st

PATA Educators' Forum, 2005

[45] Tourism Excellence. Innovation through product development. Victoria: Tourism Excellence, 2014

[46] Tourism Malaysia. Tourism activities in Malaysia. Putrajaya: Tourism Malaysia, 2008

[47] Tourism Malaysia. The Malaysia homestay programmed: Experiencing life in the country. Putrajaya: Tourism Malaysia, 2016

[48] Glen U. L., Hauser J. R. Design and marketing of new products. New Jersey: Prentice Hall, 1993

[49] Verhees F J, Meulenberg M T. Market orientation, innovativeness, product innovation, and performance in small firms. *Journal of Small Business Management*, 2004, 42(2):134-154

[50] Vorhies D W, Morgan N A. Benchmarking marketing capabilities for sustainable competitive advantage. *Journal of Marketing*, 2005, 69(1):80-94

[51] Wu C H, Liang R D. Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 2009, 28(4):586-593

[52] Chaياتorn S, Kaoses P, Thitphat P. The developmental model of cultural tourism home stay of the Lao Vieng and Lao song ethnic groups in the central region of Thailand. *J. Soc. Sci.*, 2010, 6:130-132

[53] Prieto I M, Revilla E. Assessing the impact of learning capability on business performance: Empirical evidence from Spain. *Management Learning*, 2006, 37(4):499-522

[54] Christopher L. State targets 5 mln tourists arrivals. *New Sarawak Tribune*. 2017, <https://www.newsarawaktribune.com.my/news/state-targets-5-mln-tourist-arrivals/>

[55] Ministry of Tourism Malaysia (MOTM). Current statistics of Malaysian homestay program December 2012. Putrajaya: MOTM, 2012

[56] Creswell J. W. Educational research: Planning, conducting, and evaluating quantitative and qualitative research. New Jersey: Pearson Education, 2008

[57] Flora J L, Sharp J, Flora C, Newlon B. Entrepreneurial social infrastructure and locally initiated economic development in the nonmetropolitan United States. *The Sociological Quarterly*, 1997, 38(4):623-645

[58] Lepp A. Tourism and dependency: An analysis of Bigodi village, Uganda. *Tourism Management*, 2008, 29(6):1206-1214

[59] Sebastian L M, Rajagopalan P. Socio-cultural transformations through tourism: A comparison of residents' perspectives at two destinations in Kerala, India. *Journal of Tourism and Cultural Change*, 2009, 7(1):5-21

How to cite this article:

Jamal SA, Aminudin N, Sumarjan N, Chik CT. Idiosyncratic identity for homestay tourism in malaysia: importance, benefits and challenges. *J. Fundam. Appl. Sci.*, 2018, *10(2S)*, 524-539.