

EXECUTIVE SUMMARY

TITLE	: DEVELOPMENT AND PILOT PROJECT FOR HOMESTAY AND KAMPUNGSTAY STANDARDS AND CERTIFICATION
OBJECTIVES	To seek approval to utilise SPN-Tourism budget for the development and pilot project for Homestay and Kampungstay Standards and Certification
EXPECTED DELIVERABLES	1. Standard for Homestay and Kampungstay 2. 50 Homestay and Kampungstay to be certified in Pilot Project
PROPOSED PROJECT TIMELINE	: September – December 2019
ALLOCATION	: RM350,000.00
BUDGET	: SPN-Tourism
Comments/ Signature by PCT	:
Comments/Signature of Accountant	:

MALAYSIA PRODUCTIVITY CORPORATION (MPC)
PROPOSAL PAPER FOR BOARD OF MANAGEMENT (BOM)

1.0 Purpose

To request the Board of Management (BOM) a budget to conduct the development and pilot project for Homestay and Kampungstay Standards and Certification at RM350,000 utilising MPB – Tourism Productivity Nexus budget allocation.

2.0 Background

With reference to Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery, outline in the Malaysia Productivity Blueprint (MPB), Tourism Productivity Nexus (TPN) has developed five (5) drafts of standards for travel agency, adventure tourism, product/site operator, event management company and MICE & event venue.

On 22 August 2019, Encik Uzaidi Udanis, the Champion for Tourism Productivity Nexus (TPN) has received a request from TKSU Pelancongan MoTAC to include the standard for homestays and kampungstays as one of the standards under the Malaysia Tourism Excellence (MaTEx) Business Certification Programme. Encik Uzaidi Udanis sent the proposal to Malaysia Productivity Corporation (MPC) on 28 August 2019 requesting for TPN to take up the request thus initiating the efforts in developing the standard for homestays and kampungstays under MaTEx.

Discussion between TPN and MPC has agreed that the development of the standard will go through the process as per five (5) standards developed earlier under MaTEx.

On 4 September 2019, Lab 1.0, which was an engagement session with homestay and kampungstay owners and relevant associations was held at Armada Hotel, Petaling Jaya aimed to gather opinions and views on the current situation and condition of homestays and kampungstays in Malaysia.

The main objectives of the Pilot Project are to ensure and evaluate the feasibility, effectiveness, and sustainability of the five standards and its certification programme (now known as Malaysia Tourism Excellence Business Certification). The Pilot Project will lead

to the awarding of certificates of excellence to participating companies, which is expected to be at 50 homestay and kampungstay. The said Pilot Project will execute all the 5 steps in the certification process from application, training, self-assessment, on-site assessment, and notification of results to the participating companies, which eventually leads to award of certificate of excellence to companies which satisfy the requirements as stipulated in the certification programme.

3.0 Objectives

- 3.1 To develop standard for homestay and kampungstay;
- 3.2 To evaluate and ensure the effectiveness of the operationalisation and implementation of the certification programme in terms of time, cost, process, training modules, and other relevant aspects;
- 3.3 To refine the standard developed based on comments, observations, and output of the Pilot Project prior to the programme's official launching;
- 3.4 To build a set of competent trainers and assessors as one of the crucial parts in ensuring the sustainability of the programme for future subscriptions to the programme.

4.0 Estimated Cost

The total estimated cost to conduct this project is as follows:

No.	Item	Details	Estimated Cost (RM)
1.	Professional fees i.e. Technical Expert, Industry Experts, Trainers, Moderators, Certification Committee etc.	RM2,000/man-day x 70 days	140,000
2.	Residential package Lab 2.0: Lab 3.0 Lab 4.0 Train the Trainers Training for Companies	RM500 x 20 pax x 2 days RM500 x 20 pax x 2 days RM500 x 25 pax x 2 days RM500 x 20 pax x 1 day RM500 x 20 pax x 1 day	85,000
3.	Meeting Package Lab 4.0 Training for Companies	RM200 x 10 pax x 1 day RM150 x 80 pax x 1 day	14,000
4.	Fees for Assessors	RM500 x 50 companies x 2 pax	50,000
5.	Soft Launch	RM200 x 50 pax	10,000
6.	Promotional Items i.e. Bunting, Poster, Video etc.	RM15,000	15,000
7.	Media Coverage	RM20,000	20,000
8.	Plaque and Certificate	RM150 x 50 units	7,500
9.	Administrative Cost	RM12,500	8,500
		TOTAL	350,000

5.0 Project Timeline

The pilot project is scheduled to run from September - December 2019, as follows:

No.	Stage	Timeline
1.	Lab 2.0 HK: Technical Working Group (TWG) on Developing Standard for Homestay and Kampungstay	27 - 29 September 2019
2.	Lab 3.0 HK: Pre-Pilot Project Simulation Exercise (3 companies, 2 assessors)	22 - 24 October 2019
3.	Selection of HK Committee Member into MaTEx Certification Committee	End of October 2019
4.	Lab 4.0 HK: Review and Endorsement of Standard on Homestay and Kampungstay by MaTEx Certification Committee	Early November 2019
5.	Soft-Launch of the Standard and Call for Application for Pilot Project HK	28 November 2019
6.	Pilot Project HK (50 companies)	November and December 2019
7.	Endorsement of Results for Pilot Project HK by MaTEx Certification Committee	December 2019
8.	Call for Applications for Round 1/2020	December 2019

6.0 Expected Deliverables

- 6.1 Standard for homestay and kampungstay is expected to be ready by October 2019 and ready to be tested via pilot programme that will commence in November; and
- 6.2 50 homestay and kampungstays are expected to be certified by December 2019.

7.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake the Pilot Project on Tourism Standards and Certification programme with the total estimated cost of **RM 350,000.00** utilising the MPB-Tourism Productivity Nexus budget.

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Date : 16 September 2019

Reviewed by : Nor Hafizah Mohd Arop

Date : 16 September 2019