

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>TOURISM STANDARDS AND CERTIFICATION PROGRAMME – PILOT PROJECT FOR HOMESTAY AND KAMPUNGSTAY STANDARDS</b>
<b>OBJECTIVES</b>	:	To seek approval from MPC Board of Management (BOM) of the implementation of the Standard Homestay and Kampungstay (Pilot Project and Post-Pilot Activities) under Malaysia Tourism Excellence (MaTEx) Business Certification Programme under Initiative T2: Establish a certification/accreditation programme for tourist sites to boost tourist volume and improve service delivery
<b>EXPECTED DELIVERABLES</b>	:	70 Homestay / Kampungstays to participate and subsequently get certified under Malaysia Tourism Excellence (MaTEx) Business Certification Programme
<b>PROPOSED PROJECT TIMELINE</b>	:	March - Nov 2020
<b>ALLOCATION</b>	:	<b>RM360,000.00</b>
<b>BUDGET</b>	:	SPN-Tourism
<b>Comments/ Signature by PCT</b>	:	
<b>Comments/Signature of Accountant</b>	:	

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

**1.0 Purpose**

To seek approval from MPC Board of Management (BOM) on the budget of implementing the standard for homestay and kampungstays (Pilot Project and Post-Pilot Activities) under Malaysia Tourism Excellence (MaTEEx) Business Certification Programme which is a part of Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery, with the total estimated cost of RM360,000 utilising the SPN-Tourism budget.

**2.0 Background**

Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery is one of the five (5) initiatives under Tourism Productivity Nexus (TPN) as outlined in Malaysia Productivity Blueprint (MPB).

In September 2019, Tourism Productivity Nexus (TPN) started to develop the standard for homestays and kampungstays as standard No.6 under Malaysia Tourism Excellence (MaTEEx) Business Certification Programme. MaTEEx Business Certification Programme was launched by YB. Minister Tourism, Arts and Culture on 27 November 2019, with its first batch of five (5) standards which had concluded their pilot project in 2019.

The Pilot Project for Standard Homestay and Kampungstay is the continuation of the standard development which had completed its stages of industry engagement (Lab 1.0 HK), drafting (Lab 2.0 HK), reviews, and pre-pilot project simulation exercise (Lab 3.0 HK). The main objectives of the Pilot Project are to ensure and evaluate the feasibility, effectiveness, and sustainability of the standard for homestay and kampungstay under Malaysia Tourism Excellence (MaTEEx) Business Certification Programme. The Pilot Project will lead to the award of certificates of excellence to participating homestays and kampungstays, which is expected to be at 50 homestays and kampungstays which are registered under the Ministry of Tourism, Arts and Culture (MoTAC). The Pilot Project is expected to take place from March until July 2020. The output, experience, and lessons from the Pilot Project is expected to refine the standard and certification programme before opening it for the new applications expected in August 2020.

The Pilot Project and subsequently the new applications post-pilot project will execute all the 5 steps in the certification process from application, training, self-assessment, on-site assessments, and notification of results to the participating homestays and kampungstays, which eventually leads to the award of certificate of excellence which satisfy the requirements as stipulated in the standard and certification programme. In addition, this stage comprises training for participating homestays/kampungstays and train-the-trainers/assessors sessions for selected assessors and trainers who will execute specific tasks during the progress of the certification process.

Estimated budget of **RM360,000.00** is required to conduct the Pilot Project and its Post-Pilot Project activities.

### **3.0 Objectives**

- 3.1 To evaluate and ensure the relevance, effectiveness, and accuracy of the standard for homestays and kampungstays ;
- 3.2 To evaluate and ensure the effectiveness of the operationalisation and implementation of the standard for homestays and kampungstays as part of Malaysia Tourism Excellence (MaTEx) Business Certification Programme in terms of time, cost, process, training modules, and other relevant aspects;
- 3.3 To refine the standard for homestays and kampungstays based on comments, observations, and output of the Pilot Project; and
- 3.4 To build a set of competent trainers and assessors as one of the crucial aspects in ensuring the sustainability of the standard for homestays and kampungstays and MaTEx Business Certification Programme for future subscriptions to the programme.

### **4.0 Expected Deliverables**

- 4.1 50 homestays/kampungstays participating in the pilot project for standard homestay and kampungstay, and subsequently get certified under Malaysia Tourism Excellence (MaTEx) Business Certification Programme
- 4.2 20 homestays/kampungstays certified under Malaysia Tourism Excellence (MaTEx) Business Certification Programme post-pilot
- 4.3 Training Modules for Trainers, Assessors, and Companies
- 4.4 7 training sessions, 5 trainers, 35 assessors
- 4.5 Refinement and finalisation of standard homestay and kampungstay

#### 4.6 Report of the pilot project for standard homestays and kampungstays

### 5.0 Proposed Implementation Timeline

#### 5.1 Pilot Project

No.	Activity	Tentative Date
1.	Open application for participating companies	19 February - 11 March 2020
2.	Open applications for trainers and assessors	9 - 13 March 2020
3.	Selection of trainers and assessors	18 March 2020
4.	Selection of companies for the Pilot Project	18 March 2020
5.	Review and endorse standard for the Pilot Project by MaTEx Working Committee	18 March 2020
6.	Training of Trainers and Assessors 1/2020	April 2020
7.	Training of Trainers and Assessors 2/2020	April 2020
8.	Training of Homestays and Kampungstay and Self-Assessment 1/2020	April 2020
9.	Training of Homestays and Kampungstay and Self-Assessment 2/2020	April 2020
10.	Training of Homestays and Kampungstay and Self-Assessment 3/2020	April 2020
11.	Self-Assessment period	Until 29 May 2020
12.	On-site Assessments	June 2020
13.	Endorsement of results / Conclusion of the Pilot Project	8 July 2020
14.	Review standard post pilot project	15 July 2020
15.	Endorse standard post pilot	Mid July 2020
16.	Publish standard for public access	3 August 2020

## 5.2 Post-Pilot Project

No.	Activity	Tentative Date
1.	Open application for new subscribers	10 August 2020
2.	Last date to receive new applications	30 September 2020
3.	Certification process for new subscribers (inclusive of 2 session training for companies)	10 August - 13 November 2020
4.	Last date to endorse results for 2020	18 November 2020
5.	MaTEx Meetup 4/2020 and Award Ceremony	26 November 2020

## 6.0 Estimated Cost

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


No.	Item	Details	Estimated cost
1.	Development of Training Module and Kit	RM2,000 x 10 working days	20,000.00
2.	Lead Expert Fees for Pilot Project	RM2,000 x 10 working days	20,000.00
3.	Junior Industry Expert for Pilot Project	RM2,000 x 4 working days	8,000.00
4.	<b>Training for Trainers &amp; Assessors (2 Sessions)</b>  Residential package for Master Trainer & Trainers  Meeting Package  Master Trainer's and Trainer's Fees	  RM450 x 8 pax x 2 sessions = RM7,200  RM180 x 20 pax x 2 sessions = RM7,200  RM2,000 x 3 pax x 2 sessions = RM12,000	26,400.00
5.	<b>Training for Companies (5 Sessions)</b>  Residential package for Master Trainer & Trainers  Meeting Package  Master Trainer's and Trainers' Fees	  RM450 x 8 pax x 5 sessions = RM18,000  RM180 x 40 pax x 5 sessions = RM36,000  RM2,000 x 3 pax x 5 sessions = RM30,000	84,000.00
6.	Assessor's Fees	RM500 x 2 pax x 120 homestay / kampungstays	120,000.00
7.	Technical Expert Fees for Post-pilot Session	RM2,000 x 10 working days	20,000.00
8.	Meeting Allowance for Working Committees (WC)	RM 500 x 3 pax x 5 meetings = RM7,500	10,000.00

	Accommodation for outstation WC	RM250 X 2 pax x 5 nights = RM2,500	
9.	Meeting Allowance for Industry Experts to Review Standards after Pilot Project  Accommodation for outstation experts	RM500 x 6 pax x 2 meetings = RM6,000  RM250 x 5 pax x 2 meetings = RM2,500	8,500.00
11.	Plaques and Certificate	RM200 x 100 units	20,000.00
12.	Promotional Items	Bunting, Banner, Poster, media coverage, video, photos etc.	10,000.00
13.	Administration Cost	Mileage claim, transportation, internet etc.	13,100.00
		<b>TOTAL</b>	<b>RM 360,000.00</b>

## 7.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake the Pilot Project for Standard Homestays and Kampungstays under Malaysia Tourism Excellence (MaTEx) Business Certification Programme with the total estimated cost of **RM360,000.00** utilising the SPN-Tourism budget.

Prepared by:



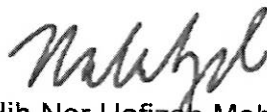
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Hjh Nor Hafizah Mohd Arop

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