

Homestay as a Factor in Sustaining the Traditional Malay Culture in Heritage Tourism Industry

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ABSTRACT

Malaysia is indeed blessed with a wide range of traditional cultural and heritage assets that makes tourism industry a highly beneficial, feasible, sustainable and long-term form of tourism resources. Recognizing that, this study takes the positive effort in sustaining the traditional cultural and heritage environment focusing on homestay role in rural development and framework in Perak.

It also attempts to demonstrate the growing diversity of the cultural heritage tourism industry and the issues that relate to it. This paper discusses on reviewing, identifying, study and documentation of homestay resources and support infrastructure, promotional activities including tour packages within the six districts in Perak, recognized by the Ministry Board of Tourism Perak (MBTP).

The first part of the paper discusses the origin and definitions of the unique concept of homestay and tries to understand the complexity of cultural heritage tourism in traditional Malay culture. The second part of this paper discusses the growth of homestay, homestay resources in Malaysia focusing in Perak. The discussion continues with the scenario of cultural and heritage tourism, Malay culture as a sustainable indicator in sustaining the culture. The last part of the paper underlines the issue and challenges of homestay in Malaysia.

This paper combines an academic theoretical framework with practical case studies and real-life examples and initiatives. It also attempts to analyze the authenticity of homestay with its role in educating and creating the awareness in sustaining traditional culture and heritage in the society.

Keywords: *homestay, sustainable, Malay culture, heritage tourism.*