HOUSING AS NEW INCOME TO HOUSEOWNER THROUGH HOMESTAY PROGRAM: DOES THIS TYPE OF ENTREPRENEUR READY?

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ABSTRACT

The homestay programme is a tourism programme based on community involvement in building rural communities and raising income based on socioeconomic and cultural values. In some ASEAN members, support for the homestay programme was received by the government and the homestay entrepreneurs themselves when eight of the ten ASEAN Ministries of Tourism participated in the ASEAN Homestay Standard Award. To involve additional homestay entrepreneurs and the sustainability of the programme in the future, the emphasis on homestay requirements need to be emphasised apart from the existing criteria calculated for this award. The level of entrepreneurs' readiness for tourism and community activities also needs to be demonstrated. The role of the entrepreneurs themselves, as hosts, job generators, economic generators and event managers should also be emphasised. The locations of this study were selected by the Ministry of Tourism in each ASEAN country where each homestay involved has been awarded the ASEAN Homestay Standard. This study uses interview methods and questionnaire forms as the basis for the sustainability framework of the homestay programme. In conclusion, homestay entrepreneurs with a high entrepreneurial spirit will lead to the sustainability of the homestay programme when their role as an entrepreneur is clear and well-understood.

Key words: homestay, sustainability, entrepreneurs, community, ASEAN.

Cite this Article: M. M. Rabu, N. M. Tawil, H. Ahmad and A.H. Hussain, Housing As New Income To Houseowner Through Homestay Program: Does This Type of Entrepreneur Ready?, *International Journal of Management*, 11(12), 2020, pp. 1666-1678.

<http://iaeme.com/Home/issue/IJM?Volume=11&Issue=12>

1. INTRODUCTION

The homestay programme is one of the tourism programmes seen to boost the country's economy. Gross domestic product (KDNK) income for ASEAN countries from the tourism sector increased from 2015 to 2018 through tourist arrivals and foreign exchange. The influx of foreign tourists also encourages the involvement of public agencies and external organisations in helping locals develop the tourism industry and improve their socioeconomic status. Cultural tourism has positively affected the socioeconomic status of local people, including aspects of job opportunities, increased income, improved quality of facilities and infrastructure and entrepreneurship promotion. Furthermore, preserving the cultural heritage of the almost-sinking traditional cultural community can be practised, ensuring its effectiveness and revitalising the local cultural values in which locals are proud of their culture and open-minded to foreign tourists. The opening of a homestay in rural areas is seen as having a positive impact on the local community because it provides opportunities for locals to generate income while increasing their own household income. The local community is also experiencing better socio-economic development through this programme.

Initially, the homestay programme was institutionally introduced to the rural population. Agency involvement or institution refers to active and inactive involvement in a development project. In the context of sustainable development, the use of existing resources is prudent with consideration given to the planning, commitment and involvement of government and other relevant or interested parties (Rees 1989, 13). The ministries in several ASEAN members helped by registering the participation of homestay entrepreneurs and supplied some of the initial contributions to the registration process, allocating various infrastructure and financial development facilities to the tourism sector to enhance the viability of tourism products and providing training and skills to the population. With the positive growth in the number of arrivals and the average expenditure of these foreign tourists, the government has also undertaken numerous tourism activities to increase Malaysia's income (Johan A et al., 2009). However, in most ASEAN countries, homestay development is carried out by the community itself and is one of the community-based tourism (CBT) programmes.

In addition to the role of government, community readiness is one factor that leads to the sustainability of the homestay experience programme. Community readiness refers to the community's knowledge, skills, management and support capabilities of a community to develop tourism programmes such as homestays (Moscardo, 2008). The failure of the community to participate in the planning phase will affect the form of tourism development for the needs of the local community. In fact, according to Hall (2005), society will also fail to predict the benefits that the community will enjoy due to problems.

However, the emphasis here should be on the role of the host as the homestay entrepreneur being paramount in enhancing the spirit of hospitality visitors. The landlord refers to an entrepreneur or owner who runs or owns a homestay business or premises to conduct homestay activities. The hosts in the homestay are those who are registered with a homeowner in a country. They have taken the required courses before running the programme. The role of the

homestay entrepreneur is seen as the entrepreneur's role as the host, job creator, economic developer and event manager should be emphasised.

Today, the homestay programme has been given an entirely new dimension by offering experience concepts to tourists. Travellers who visit the homestay live with the host, and every activity held at the homestay provides an experience for every tourist. Tourists will have the opportunity to interact with the villagers, have the opportunity to learn something from the local community and enjoy the village atmosphere rich in unique and valuable local cultural heritage. In addition, it also provides the opportunity for tourists to appreciate the culture of the local community, and locals maintain the local tradition that has been practised for generations. ASEAN is generally concerned with the rural economy, which includes agricultural and tourism activities through homestays and eco-tourism. The existence of the ASEAN Homestay Standard, which is a certification of CBT standards through ASEAN criteria, is a way to increase the provision of sustainable tourism in the region (Novelli, Klatte, & Dolezal 2017).

Homestay programmes that offer development experience to the tourism industry are different from those in ASEAN countries. Most homestays in ASEAN countries have communities that bind countries in the cultural and architectural elements of heritage buildings. This effect can be seen through the diversity of cultures and heritage, the growing tourist area and the local community itself. The potential effect of tourism from homestay development is also exempt from the social, economic and environmental aspects. Implementation of entrepreneurial value among homestay entrepreneurs will be seen through factors that determine the entrepreneurial aspect of homestay entrepreneurs, in turn evaluating and maintaining the performance of the tourism industry for further development. An integrated programme is essential in developing a culture as an important attraction for homestay tourists under the government's guidance is to sell their own cultural experiences and ways of life to the local community.

2. HOMESTAY

Homestay is one of the CBT products in which the host (operator) provides family-friendly bedroom facilities for rent to visiting tourists or guests and generates additional income for the family (Larier & Berman, 1993 and Henderson et al. 2004). Aminudin and Jamal (2006) state that homestay refers to the rural area in which tourists will live, eat and enjoy traditional cultural performances and activities by the community. The homestay programme is a strategy for rural development (Ibrahim et al. 2010). However, according to Verstrate (2006), homestays are homes-away-from-home and are affordable accommodations for students, professional trainers and tourists who want to learn and experience the experience of living with other communities.

Suansri (2003) defines homestay as the social and cultural connection of a community. It requires a change of perspective from offering free accommodation to strangers or relatives to being paid for the services offered. A community can create and provide homestay accommodation at a price if they have set it as objective and able to meet that objective. Suansri (2003) has also argued that homestays can not only provide accommodation for profit without regard to cultural exchange and respect for the original culture of a region. The concept of rural tourism in western countries such as farmstay tourism, in which guests will live with a host in a farmhouse, is also very similar to the concept of homestay used in ASEAN (Hall & Roberts, 2001). Table 1 shows the various homestay concepts adopted by several states.

Table 1 Homestay concepts

States	Location	Concept
Malaysia	Johor, Kedah, Kelantan, Labuan, Negeri Sembilan, Melaka, Pahang, Perak, Perlis, Pulau Pinang, Selangor, Sabah, Sarawak, Terengganu	Cultural Homestay

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Indonesia	Minahasa, South Sulawesi, Tomohon, Bali	Cultural Homestay, Homestay Rest
Philippines	Manila, Davao, Baguio, Palawan, Boracay, Bohol, Barzon	Cultural Homestay
Thailand	Mae Hong Son Village in Chiang Mai, Nakorn Sawon, Chumporn, Surin, Ampawa Village (Bangkok), Hmong Hiltribe Village (Chiang Mai), Doi Ithnon (Chiang Mai), Ban Pahlatha Karen Village (Umphang), Plai Pong Pang Village (Anau & Songkram), Kiriwong Village (Nakhom Si Thammarat), Kah Yao Noi Municipality (Phang Nga)	Student Homestay, Cultural Homestay
Canada	Discovery Island, North Vancouver, West Vancouver Island, Quadra Island, Richmond, New Westminster, Burnaby	Cultural Homestay, Farm Homestay
Australia	Mid North Coast of New South Wales, Hannam Vale, Emerald City, North of Melbourne	Farm Homestay, Student Homestay
Japan	Narita, Tokyo, Yokohama, Nagoya, Otsu, Kyoto, Osaka, Kobe, Kurashiki Okoyama, Hiroshima, Fukuoka, Kumamoyo, Miyazaki, Chiba, Nara	Home Visit, Student Homestay
South Korea	Seoul	Student Homestay
South Africa	Happy Valley, Elandsberg Mountain, Hongsback, Eastern Cape, Botswana, Mpumalanga, Namibia, Zambia, Gauteng, Limpopo, Kwazulu Natal	Homestay Rest
East Earoph	Finland, Hungary, Slovenia, Netherlands, Greece	Farm Homestay, Bed & Breakfast, Cultural Homestay
New Zealand	Queenstown, Devonport, Northshore Auckland, Te Arnau Arnette	Cultural Homestay, Farm Homestay

Source: Pazin (2004)

3. DEVELOPMENT OF HOMESTAY IN ASEAN COUNTRIES

ASEAN is a regional organisation of Southeast Asian nations established on August 8, 1967. Since the signing of the ASEAN Friendship, Cooperation and Security Agreement in the Bangkok Declaration of 1976, ASEAN the organisation is seen to increase in strength, in line with the principles of its establishment (ASEAN Secretariat 2016). ASEAN comprises countries such as Vietnam, the Philippines, Indonesia, Malaysia, Singapore and Brunei. Southeast Asia is located between three bodies of water, namely, the Indian Ocean and the Bay of Bengal to the west, the South China Sea to the north and the Pacific Ocean to the east. The area of Southeast Asia including its watershed is approximately 4.511 million square kilometres (Irwan Mansor, 2017).

Mansor (2017) also states that the establishment of ASEAN countries has several objectives. First to accelerate economic growth, social progress and regional development. Second is to enhance regional cultural cooperation to strengthen the friendship and well-being of the entire Southeast Asian community. Third is to establish regional peace and stability through respect for justice and law in developing relations between nations and adhering to the principles of the United Nations. Fourth is to create more effective cooperation to further enhance agricultural and industrial activities, expand international trade and commodities, improve transport, communication and the standards of living. Fifth is to maintain cooperation with international and regional organisations to find ways to further collaborate for various mutual benefits. In the context of economics, the power of economic and social change is redefining rural areas in developing countries (Rigg, 1998). ASEAN census data shows the increase in migration income to urban growth. ASEAN countries prioritise urban infrastructure development and often ignore the needs of rural areas (Nurdianto & Resosudarmo, 2010).

Networking with people and communities based on the philosophy of economic adequacy helps create a self-sustaining environment. This networking series includes sharing knowledge about managing and leading people towards a healthy and sustainable lifestyle based on the principles of simplicity and justice. Over the past decade, ASEAN countries have increased their focus on developing the international tourism industry as a way to promote economic growth and development in their economy (Walton 1993). ASEAN countries have unique geographical features divided into two types of land, peninsula and archipelago (Irwan Mansor, 2017). ASEAN countries also have equatorial climates and tropical monsoons, resulting in similar environmental conditions and a wealth of natural resources that can be exploited for the development of the tourism sector (Ahmad. H, 1994). Collaboration in the form of an active tourism industry was presented at the ASEAN Tourism Committee Meeting held from 1–4 October 2019 in Kota Kinabalu, Sabah, Malaysia to discuss the current direction and situation of each ASEAN member state. In addition, the Ministry of Tourism Group between the Indonesia–Malaysia–Thailand Growth Triangle has set up a development package for travellers to explore the nearby countries. This package is one of the continuations of the ASEAN initiative to help neighbouring countries that want to increase tourist arrivals.

To boost the rural economy, CBT is one of the most used resources of ASEAN countries. CBT can be one way to create a sustainable tourism industry (Blackstock, 2005). CBT is promoted as a development proposal in which the social, environmental and economic needs of the local community are met by the provision of tourism products (Goodwin & Santilli, 2009). Okazaki (2008) indicated that community participation in tourism planning was supported as a way of implementing sustainable tourism. According to Ghazali et al. (2011), the homestay programme is a CBT that offers tourists a natural and local experience of villages.

CBT is a form of tourism that aims to empower communities to manage tourism growth and achieve community goals related to well-being and economic, social and environmental sustainability in a given area. CBT is a community-owned and community-led tourism activity that contributes to the well-being of the community through the support of income and sustainable protections to maintain valuable socio-cultural traditions and natural and cultural heritage resources. Internationally, the tourism economy sector is dominated by small businesses that provide goods and services to tourism customers visiting homestays (Asean Homestay Standard, 2016). Thus, CBT not only involves partnerships between the tourism business and the community to benefit both but also involves community and support for small tourism companies committed to supporting the community through projects that enhance collective well-being. CBT empowers local communities to determine and secure their socioeconomic future through service offerings or in the surrounding tourism sites.

Generally, CBT not only meets the needs of specific markets such as adventure tourism, cultural tourism and eco-tourism but also enhances local products and services in addition to spreading the economic benefits of engaging in tourism. Aminudin and Jamal (2006) explained that homestay programmes are a form of community tourism. Throughout the ASEAN region, homestay programmes are an alternative form of tourism where tourists are given the opportunity to experience a way of life in a village typical of the local community. This tourism-based experience is increasingly popular with foreign tourists. This programme is run by the local community, making their socioeconomic status continue to benefit them. As a form of CBT, the concept of homestay is now well-received as a village development tool in many ASEAN countries.

The homestay programme enhances local quality of life through income generation, supporting local culture, handicraft businesses, promoting local and historic site restoration and fostering environmental conservation efforts through the education community. With the influx of international tourists, homestay is seen in Malaysia as a key ingredient in establishing new

branding through its “Homestay Experience Programme” by offering travellers activities with host families and the opportunity to interact and experience the daily life of families and Malaysian culture directly (Ibrahim & Ahmad, 2009).

4. ASEAN HOMESTAY STANDARD

The success of the homestay programme in ASEAN depends heavily on a strong understanding of the basic needs of the homestay and the experience and feedback of tourists.

Figure 1 Criteria and Sub-Criteria for the ASEAN Standards

Source: Adapted from judging criteria of *ASEAN Homestay Standard*

As such, the ASEAN Homestay Standards was created to standardise the basic understanding of homestays, where guests will stay with family and host experiences in the daily life of families and communities in direct and indirect ways. Other needs may be provided by the host depending on the visitor’s current demands and needs for the convenience of the visitor during

their stay. However, requests that are beyond the ability of a homestay entrepreneur are not required to be provided by a homestay employer. The criteria for choosing a homestay should be complied with so that the comfort and convenience of visitors or tourists is guaranteed to provide a positive image of the country's tourism sector, both domestic and international. The issue of satisfaction in this homestay programme is important and should be given time by the programme management (Hussin & Velan, 2014). According to ASEAN Homestay Standards 2011–2015, in developing a homestay, the proposed homestay should have the criteria as shown in Figure 1.

Figure 1 shows the criteria and sub-criteria for the ASEAN Homestay Standard that have been outlined, but several criteria involve providing quality homestays. These criteria are detailed, and they include the standards set for the host or homeowner establishing a minimum of 10 registered homestay entrepreneurs in a village to show the involvement and unity of the local community. Next is the homestay being located close to nature and cultural tourism or any its nearby attractions. Priority will be given to any village with a proven track record, such as winners of the prettiest village competition and those with the best landscapes. For the host and homeowner, the required criteria are to have a community area that is used as a base for the operations, activities and celebrations of cultural councils and other celebrations.

The criteria for entrepreneurs who want to be registered is that entrepreneurs should not be criminals and should be in good health and free from contagious diseases. Courses available to entrepreneurs will be provided, and they will need to attend basic preparation courses to provide entrepreneurs with the knowledge to manage their homestays. The needs for safety and cleanliness should be prioritised when looking to participate in a homestay programme.

5. SUSTAINABILITY HOMESTAY

CBT is one of the reasons for the sustainability of the tourism industry (Blackstock, 2005). In the sustainability context, the value of authenticity and experience refers to the cultural values and customs that are still maintained, practised and taken care of by a society that is rarely found in urban areas (Kayat, K. and Nor, N. A. M., 2006). Tourists and residents alike have different perceptions of the culture in which they are practised. This is where both groups can learn and understand the culture of living and customs that is indirectly the beginning of the development of the international tourism industry. Cultural sustainability is critical to creating sustainable rural development and maintaining cultural values for future generations. If done well, cultural sustainability can help villagers improve their communication skills and transfer knowledge through cultural exchange. Cultural sustainability also promotes conservation and cultural traditions and values to help alleviate poverty among the villagers (Quang, 2016).

Strategies that attract youth to return and develop their homestays and culture are important because youth have their own perceptions that need to be considered in ensuring that the homestay tourism landscape is maintained (Samsudin & Maliki, 2015). In Harun (2017), finding CBT is one of the attractions for tourists in terms of community, especially youth. Youth have a desire to run a homestay for a number of reasons, such as earning a living, family encouragement and a comfortable workplace. Therefore, government support for youth is crucial in ensuring that they are able to maximise the economy (Harun et al., 2017).

By planned homestay development, tourism can help protect the environment, preserve and conserve aspects of cultural heritage and enhance the quality of life of the local community if development methods remain practised and implemented at all stages of its development (Mohamad Zaki et al. 2011). The goal of sustainable development can be achieved by the homestay programme if awareness of the use of natural heritage resources and well-planned cultural heritage elements exists. The developed homestay programme is found to be competitively priced and has the advantage of the products offered (Salleh et al., 2013). In the

context of homestay and youth entrepreneurs, this business is categorised as a family business and a homestay that is seen as a potential boost to the income of employers whose monthly income can increase based on initial investment, monthly expenses and annual income (Mohamad et al. 2013; Bhuiyan et al., 2013).

6. STUDY METHODOLOGY

The investigation was conducted in a mix of qualitative and quantitative ways. Qualitative involves structured interviews and quantitatively involves questionnaires with a five-point Likert scale. The research focused on the homestay chair's interviews and the distribution of homestay entrepreneurs' surveys for each ASEAN country. The selected homestay area is based on the homestay given the ASEAN Homestay Standard Award from 2017 to 2019 only by country.

The questionnaire includes background, downstream products, areas with environmental attraction and management of the economy, social, environmental and homestay technology. Respondents of host homestay entrepreneurs focused on five respondents comprising selected hosts from each country based on their ability to communicate and time commitment to researchers. The questionnaire covers respondents' background, interests and passion, knowledge and skills, hygiene and safety and facilities and activities offered at the homestay. The links to this data analysis are detailed in Figure 6.1. The research findings are in progress from November 2018. One year was needed to complete data discovery in each country. Quantitative and qualitative methods were used. The sample was selected using a niche method in which the ministry's officials in each ASEAN country chose the appropriate area for interview, and the homestay entrepreneurs were selected by the chair and the homestay organisation itself.

Figure 2 Sustainability of ASEAN homestays

7. THE ROLE OF HOMESTAY ENTREPRENEURS

The homestay host is an entrepreneur who provides a clean and quiet environment with a room that can be transformed into a guest bedroom with good toilet facilities (Kayat, K. and Nor, N. A. M., 2006). Figure 3 indicates that the role of homestay entrepreneurs not only provides bedroom needs but they also have a larger role that is closely related to the community. The attitude that entrepreneurs need to make will make them highly receptive to tourists.

Figure 3 The Role of Entrepreneurs' Framework Study on the Sustainability of ASEAN Homestays

7.1 As the Host

The studies of Ibrahim, Y. and Hasbullah, F. (2007) and Hamzah, A. et al. (2006) found that quality leadership, overall participation and the ability of community members to interact with tourists and show events were important factors in the success of homestay programmes. In addition, homestay improvements should be made periodically to improve the quality of homestay services. These improvements are important because according to Hussin, R. and Kunjumanan, V. (2014), the decline in tourists' interest in homestay programmes in Malaysia is due to many homestay operators in the country not improving to the quality of services such as basic amenities (Rose, R. A. C., 2018).

7.2 Generation of Economic Opportunities

Some homestay entrepreneurs assert that money is their main reason for their involvement, acknowledging that homestay programmes are programmes that can generate family income (Kayat, K. and Nor, N. A. M., 2006). Rahmanda (2016) stated that the majority of homestay entrepreneurs earn extra income to cover family expenses and occupy leisure time especially, for the elderly, thereby reducing loneliness due to children working elsewhere. Downstream products also play an important role in boosting incomes and generating economic growth around.

7.3 Generators of Job Opportunities

The implementation of the homestay programme has created some new job opportunities for the homestay entrepreneurs themselves. Some villagers are interested in participating in the homestay programme part-time to fill vacancies. Other benefits are generating additional income and receiving exposure to planning and managing tourist activities that are part of the homestay programme. Examples of new job opportunities include cooks, tour guides, planning and event management tasks and cleaning services. (Johan et al., 2016).

7.4 Event manager

Homestay entrepreneurs need to manage activities that are indoor and outdoor. In addition to community activities, entrepreneurs also need to provide activities with tourists in or around

the home. Traditional games such as *congkak*, *teng-teng* or *batu seremban* should be performed at home to strengthen the relationship between the tourists staying at the entrepreneurs' houses.

8. STUDY AREA

The study area covered eight ASEAN member countries, namely Laos, Cambodia, Brunei, Vietnam, Thailand, the Philippines and Malaysia. Singapore and Myanmar were not included in the study because according to their Ministry of Tourism sources, no homestay was registered under the Ministry. Ministry of Myanmar policy does not allow homestays to be registered given some of the obstacles in the country. The selection of this study area is based on factors (1) recommendations from the ministry in each country for comparison purposes in other countries (2) receiving the ASEAN Standard Homestay award and (3) the implementation of the homestay experience programme in the area being more active with community involvement and having tourists from many countries. Figure 4 shows a map of the included ASEAN countries.

Figure 4 ASEAN Country Map

Source: <https://www.indocircle.net/2019/04/apa-itu-asean-ini-penjelasan-lengkap.html>

The questionnaire includes background, downstream products, environmental attractions and management of economic, social, environmental and homestay technology. The Respondent is a host of homestay entrepreneurs focusing on five respondents consisting of selected hosts from each country based on their ability to communicate and the willingness of time to the researcher. The questionnaire covers respondents' background, interests and passion, knowledge and skills, hygiene and safety as well as facilities and activities offered at the homestay.

Homestay Organisation Management comprises the highest group of members in the homestay organisation, including the chair, deputy chair, secretary, treasurer, homestay committee and CBT member. Detailed information on homestay organisation management respondents is found in Table 2.

Table 2 Holder Respondents for Homestay Organisation Management

Respondents	States	Position	Homestay
R1	Laos	Chair	Homestay Ban Nadhuang, Van Vieng
R2	Cambodia	Head of CBT	Homestay Chambok CBT, Phnom Penh
R3	Brunei	Chair	Homestay Seri Tanjung, Brunei
R4	Vietnam	Chair	Homestay A Chu, Mai Hich
R5	Indonesia	Chair	Homestay Desa Wisata Tembi, Jogjakarta
R6	Thailand	Chair	Homestay Phai Ta Phut
R7	Philippines	Chair	Homestay Siquijor
R8	Malaysia	Chair	Homestay Rawa, Negeri Sembilan

Homestay entrepreneurs are selected based on the ASEAN Homestay Standard Awards from 2016–2018. Homestay entrepreneurs are registered host participants with the Ministry of Tourism by their respective countries. They provide services, in the form of daily life experiences, to the tourists who live with the host. These include traditional handicraft activities, traditional sports, culture, cooking demonstrations, traditional games, accommodation and dining.

The population of this study is 50 homestay houses from eight ASEAN member countries that have been accredited by the ASEAN Homestay Standard from 2016-2018. For each country, five hosts were selected for distribution of the questionnaire. The homestay host is selected through the homestay chair and based on the communication and time given by the host. The details of the research respondents for the host are provided in Table 3.

Table 3 Homestay Host Respondents

No.	States	Homestay	Respondents
1	Laos	Homestay Ban Nadhuang, Van Vieng	5
2	Cambodia	Homestay Chambok CBT, Phnom Penh	5
3	Brunei	Homestay Seri Tanjung, Brunei	5
4	Vietnam	Homestay A Chu, Mai Hich	5
5	Indonesia	Homestay Desa Wisata Tembi, Jogjakarta	5
6	Thailand	Homestay Phai Ta Phut	5
7	Philippines	Homestay Siquijor	5
8	Malaysia	Homestay Rawa, Negeri Sembilan	5

9. CONCLUSION

The success of homestay programmes in the ASEAN region depends heavily on a strong understanding of the basic needs of a quality visitor experience from the homestay perspective. Therefore, the establishment of the ASEAN Homestay Standard was necessary for standardising a basic understanding of homestays and to establish minimum standards in all ASEAN member countries. These standards also facilitate a coordinated approach, encourage partnerships with relevant stakeholders and create a positive atmosphere while stimulating the rural economy and reducing poverty (Secretariat, ASEAN 2016).

ACKNOWLEDGEMENTS

This research was funded by the Dana Cabaran Perdana Grant DCP-2017-17-2 and GGP-2019-001.

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