

## AN INTEGRATED ONLINE HUB FOR MUSLIM FRIENDLY HOMESTAY OPERATORS IN MALAYSIA

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**Highlights:** The homestay is accommodation facilities that provides space or room for rent to the guests. They are four elements of Islamic built environment that will attract tourist to book Muslim friendly homestay which are facility and environment, safety and security, cleanliness and service and privacy (Rashidi, O. et al (2019)). Many operators receive monetary benefits from the Muslim homestay business, thus encouraging more participants in the homestay business. Moreover, the homestay activities give good impact to the Malaysian tourism sector. However, the registered Homestay statistics show that some operators have leave and the number of registered operators has decreased (Nor, S.M (2019)). There are many online hubs in Malaysia such as booking.com, Traveloka and Airbnb but there are no online hubs specifically for Muslim friendly homestay. The introduction of integrated online hub focusing for Muslim homestay operators which combine element of A.I.P.D model will boost the visibility of homestay by promoting using technology advancement. In consequence, it will ensure the sustainability of Muslim friendly homestay business.

**Key words:** *Muslim friendly homestay, A.I.P.D model, technology advancement, visibility, sustainability*

### Content

Muslim Homestay program in Malaysia has giving a large contribution towards the growth of ecotourism and heritage tourism. This is because eco-tourism and heritage tourism was introduced to promote nature, culture, and adventure aspects of Malaysia. The setting up of homestay programs can provide effective mediums for Malaysians to share their lifestyle and culture to outsiders or tourists. Looking at the concept of homestay tourism can give a good impact and benefit especially to the development of the country's tourism sector. Muslims constitute one of the largest local tourist markets in Malaysia. This innovation is a must as there are a lack of online hub that totally focused on Muslim homestay. The online hubs for Muslim friendly homestay are needed and essential for Muslim tourist.

The main purpose of this innovation is to boost the visibility of homestay by promoting using technology advancement. Other than that, this online hub will offer an enjoyable experience in information searching to the guest via integrated online hub of all homestays. The integrated online hub will be used which combining element of A.I.P.D model. A.I.P.D model is a useful guideline to develop an effective website for a company. Therefore, the integrated online hub will be implemented element of attracting, informing, positioning, and delivering in collecting database of SMEs homestay in Malaysia and attracting guest for searching Muslim homestay in Malaysia. The guest will feel fun and exciting when doing information searching for homestay. The innovation of online integrated hub for Muslim friendly homestay will give impacts on improving socio economics of local community. In addition, increasing the visibility of homestay will ensure the sustainability of homestay business. It can be concluded that the innovation will benefit both sides which are Muslim homestay operators and Muslim guests around Malaysia.

### References

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