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FOR IMMEDIATE RELEASE

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Homestay operators took advantage of the MCO to improve quality service and delivery through certification

Petaling Jaya – 16 homestay operators received certification of excellent quality assurance under Malaysia Tourism Excellence (MaTEx) Business Certification Programme by Tourism Productivity Nexus (TPN) with full support from Malaysia Productivity Corporation (MPC), an agency under the Ministry of International Trade and Industry (MITI). They also received Certificate of Compliance under TPN's Adopt and Adhere COVID-19 SOP Guidelines.

MaTEx Business Certification Programme certifies homestay operators based on satisfactory fulfilment of the industry-level standard for homestays comprising 181 indicators, while Adopt and Adhere Certificate of Compliance is awarded to homestay operators who score 90% from 69 indicators. The certification process is fully conducted online.

The certified homestay operators took advantage of the stay-at-home MCO order to improve the condition of their homestay based on the standard's indicators. Evidence from video recording and documents sent, which were used as parts of the evaluation, showed operators' diligent efforts in enhancing the quality of their premises.

Dato' Abdul Latif Haji Abu Seman, MPC Director General in his remarks during the virtual certificate presentation to the recipients said, "This is the best time for homestay operators to improve service quality and upgrade homestay premises. I understand that finance can be tight due to zero income from the homestay business. Yet, some improvements do not require much finance, but ask more of your creativity and diligence. I commend the recipients' improvement efforts. The industry-level standard developed by TPN should give a good guidance to all homestay operators on quality excellence."

Encik Uzaidi Udanis, TPN Champion, echoed Dato' Abdul Latif statement, "I am touched by the recipients' efforts. This is the essence of Malaysia Tourism Excellence or MaTEEx Business Certification Programme is about – continuous improvement of tourism products and services. Yes, this is possibly the darkest time in the history of the tourism industry, but we must not stop improving. The certified homestay operators are also awarded COVID-19 SOP Certificate of Compliance to prove that their premises and services are safe and clean, and most importantly adhere to strict COVID-19 SOP".

MaTEEx Business Certification Programme is the first industry-level certification scheme in the country which set the entry-level requirements for tourism products and services in Malaysia. The programme was officially launched by the former Minister of Tourism, Arts and Culture on 27 November 2019 and since then 192 tourism businesses have been certified under the programme. In 2020, MaTEEx went through the transformation phase in shifting the certification process from the conventional face-to-face approach to the online method due to restriction in movements imposed by the MCO. Positive reaction from the participating companies indicated that they were receptive of the process and its effectiveness for future implementation. TPN is strengthening the efforts to enhance the overall MaTEEx certification scheme, particularly the benefits certified companies will get.

End.

About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.

About Tourism Productivity Nexus (TPN)

Tourism Productivity Nexus (TPN) is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.

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