



**UNIVERSITI PUTRA MALAYSIA**

**ASSESSING COMMUNITY-BASED TOURISM IN KAMPUNG LUANTI BARU  
AND KAMPUNG KUANTAN USING SOCIAL NETWORK ANALYSIS**

**MOHD IQBAL BIN MOHD NOOR**

**FEP 2014 8**



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**By**

**MOHD IQBAL BIN MOHD NOOR**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirement for the Degree of Master of Science**

**June 2014**



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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the Degree of Master of Science.

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**MOHD IQBAL BIN MOHD NOOR**

**June 2014**

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**Faculty: Economics and Management**

Tourism is one of the largest industries creating job opportunities in national and regional economies. It is one of the most effective drivers for the development of both developed and emerging country. However, there are several issues facing the industry that affect its contribution to sustainable development. The increasing tourist arrivals and the overexploitation of natural resources endanger the very existence of the tourism industry. The realization of the damaging effects of tourism leads governments to approach the concept of sustainable development in tourism.

The general objective of this study is to investigate relevant stakeholders and their contributions in the performance of community based tourism (CBT) initiatives. This aim is addressed by the following specific objectives: (i) To understand the attitude and interest of stakeholders in CBT sites, (ii) To determine the most influential stakeholders at the CBT sites. and (iii) To identify important characteristics determining the success and failure of CBT. This study will educate stakeholders in deciding how their action and management are fulfilling their responsibility to the community. To date, empirical analyses of network characteristics in CBT are still limited; hence this investigation can contribute towards improving the performance of this industry.

This study employs the social network analysis (SNA) using both primary and secondary data to assess the implementation of CBT in the country. The social relations of the stakeholders are the foundations for the knowledge sharing network. The SNA is conducted using the UCINET software. Two CBT sites were selected: (i) Kampung Luanti Baru in Sabah and (ii) Kampung Kuantan, Selangor. The SNA identified two separate networks in both study villages. Among the two study sites, it was found that Kampung Luanti Baru has an overall better social network than Kampung Kuantan. This happened because of the practice of bottom up management

approach in Kampung Luanti Baru as against the top down management approach adopted in Kampung Kuantan. The network in Kampung Luanti Baru is also better because of the higher involvement of the stakeholders.

For factor analysis at both study sites, the finding found that there are six significant factors in Kampung Luanti Baru and Kampung Kuantan. The six factors that been found by factor analysis in Kampung Luanti Baru is labelled as: Economic Development, Local Community Benefits, Quality of Environment, Social and Cultural, Tourist Behavior and Endangered Species Conservation. The six factors been found by factor analysis in Kampung Kuantan is labelled as: Quality of Environment, Economic Development, Community Benefits, Social and Cultural, Tourist Behavior and, State and Local Services

Among the policy recommendations obtained from this study that can improved the performance of CBT in the country include: (i) ,mprove the facilities and Infrastructure within the community (ii)National workshop need to be held to create awareness about Community Based Tourism Program and (iii) The needs of a training program for the stakeholders involve to give them more exposure to the community based tourism initiative. This study can be improved by combining the social network theory with other relevant theories. This study relies on social capital of stakeholders which could be integrated with the game theory or transactions cost theory to explain patterns of syndication in the CBT networks.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia  
Sebagai memenuhi keperluan untuk Ijazah Master Sains

**MENILAI PELANCONGAN BERASASKAN KOMUNITI DI KAMPUNG  
LUANTI BARU DAN KAMPUNG KUANTAN MENGGUNAKAN ANALISIS  
RANGKAIAN SOSIAL**

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Pelancongan merupakan salah satu industri terbesar dalam menyumbangkan pekerjaan untuk meningkatkan ekonomi negara dan serantau. Pelancongan merupakan pemacu yang berkesan dalam pembangunan untuk kedua-dua negara maju dan negara membangun. Namun begitu, terdapat isu-isu yang dihadapi industri pelancongan yang memberi kesan terhadap pembangunan mampan. Peningkatan mendadak bilangan ketibaan pelancong dan eksploitasi berlebihan sumber asli membahayakan kewujudan industri pelancongan. Kerajaan di merata dunia mula melihat kesan kerosakan kepada industri pelancongan ini telah mula mendekati konsep pembangunan mampan untuk dipraktikkan di dalam industri ini.

Objektif umum kajian ini adalah untuk mengenal pasti dan menyelidik hubungan pihak berkepentingan di dalam inisiatif pelancongan berasaskan komuniti (PBK). Tiga objektif spesifik kajian adalah seperti berikut: (i) Untuk memahami sikap dan hubungan sosial pihak berkepentingan di dalam PBK, (ii) Untuk menentukan pihak berkepentingan yang paling berpengaruh di tapak-tapak kajian PBK dan (3) Untuk mengenal-pasti ciri-ciri terpenting yang mempengaruhi kejayaan dan kegagalan PBK. Kajian akan mendidik pihak berkepentingan di dalam membuat keputusan bagaimana tindakan dan pengurusan mereka menepati tanggung-jawab kepada komuniti. Sehingga kini analisis empirik ciri-ciri rangkaian dalam PBK masih terhad, maka kajian ini boleh menyumbang kepada menambah-baik prestasi industri ini.

Kajian ini menggunakan analisis rangkaian sosial (ARS) dengan menggunakan kedua-dua data primer dan data sekunder untuk menilai pelaksanaan PBK dalam negara ini. Hubungan sosial pihak berkepentingan adalah asas yang penting dalam membangunkan rangkaian perkongsian maklumat. ARS ini dilaksanakan dengan menggunakan program UCINET. Dua tapak kajian PBK telah dipilih: (i) Kampung Luanti Baru di Sabah and (ii) Kampung Kuantan, Selangor. ARS ini telah mengenal-pasti kewujudan dua rangkaian berasingan di kedua tapak kajian. Hubungan

rangkaian sosial juga perlu ikatan yang tidak kuat untuk menjadikan rangkaian ini lengkap. Kajian ini mendapati pihak berkepentingan yang mempunyai rangkaian sosial yang tinggi akan menduduki tahap yang tinggi dalam sesuatu komuniti.

Apabila membandingkan kedua-dua tapak kajian, Kampung Luanti Baru mempunyai keseluruhan rangkaian sosial yang lebih baik daripada Kampung Kuantan. Ini berlaku kerana amalan pengurusan yang dilakukan Kampung Luanti Baru adalah lebih baik daripada Kampung Kuantan. Rangkaian mempunyai berpenglibatan pihak berkepentingan yang lebih tinggi berada untuk Kampung Luanti Baru di mana amalan pengurusan berbetuk dari bawah ke atas sedang Kampung Kuantan lebih berbentuk amalan pengurusan dari atas ke bawah. Bodin dan Crona(2005) menyatakan bahawa untuk PBK mengekalkan kemampuannya, perlu ada persepsi positif dan penyertaan menyeluruh dan padu dari pihak berkepentingan.

Untuk analisis factor kedua-dua tapak kajian, Dapat dirumuskan bahawa terdapat enam factor yang mempengaruhi Kampung Luanti Baru dan Kampung Kuantan. Enam factor yang didapati berdasarkan analisis factor di Kampung Luanti Baru ialah : Pembangunan Ekonomi, Kebaikan pada komuniti, Kualiti Alam Sekitar, Budaya dan Sosial, Tingkah Laku Pelancong dan Pemuliharaan Species Terancam. Enam factor yang didapati berdasarkan analisis factor di Kampung Kuantan dilabelkan sebagai: Kualiti Alam Sekitar, Pembangunan Ekonomi, Kebaikan pada Komuniti, Sosio Budaya, Tingkah Laku Pelancong dan Perkhidmatan Kerajaan Negeri dan Tempatan.

Antara polisi yang disarankan yang didapati dari kajian ini untuk meningkatkan CBT di Negara ini adalah: (i) Menaik taraf fasiliti dan infrastruktur didalam komuniti (ii) Mewujudkan bengkel nasional untuk meningkatkan kesedaran mengenai Pelancongan Berasaskan Komuniti. (iii) Mewujudkan program latihan untuk semua pemegang amanah untuk memberikan lebih kefahaman mengenai amalan Pelancongan berasaskan komuniti. Kajian ini boleh ditambahbaik dengan cara menggabungkan analisis rangkaian social dengan teori lain yang relevan. Teori permainan atau teori kos transaksi boleh digabungkan dengan SNA untuk menerangkan paten didalam rangkaian CBT.

Kajian ini yang berasaskan modal sosial boleh ditambah-nilai dengan menggabungkan teori rangkaian sosial dengan teori yang lain seperti teori permainan atau teori kos transaksi untuk menjelaskan corak sindiket dalam rangkaian.



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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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