



***PERCEPTION OF LOCAL COMMUNITY TOWARDS SUSTAINABLE
HOMESTAY TOURISM IN BAGAN SUNGAI BURUNG, PERAK***

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**PERCEPTION OF LOCAL COMMUNITY TOWARDS SUSTAINABLE
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By

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DEDICATION

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ABSTRACT

Nowadays, tourism is growing rapidly and it plays a vital role in economic growth of Malaysia. During travel, accommodation such as homestay is a need for tourists. Thus, there are more local people who have become more motivated to run a homestay. However, some problems have been encountered by Bagan Sungai Burung village such as language barrier, limited rooms and not much of income generated during off-peak season. Hence, the main purpose of this study is to understand the perception of local community towards sustainable tourism in providing homestay program. A total of 200 locals were selected using purposive sampling technique. Descriptive analysis and multiple regressions analysis were used to analyse the data. The study found that the participation level of the local community in offering homestay records the highest mean score ($M=3.75$) on contributing towards the economy of local community at Bagan Sungai Burung village. The local community have positive perception towards sustainable homestay tourism because it contributes towards the economic development ($M=4.22$) of the local community as well as have positive impact on the environment ($M=3.95$) through various conservation efforts followed by social and cultural impact at ($M=3.80$) and ($M=3.62$) respectively. Informal education level, homestay engagement and supporting homestay program to become an important part of local community are the significant predictors in influencing the participation of local community in sustainable homestay tourism. The findings show that the amenities, training, promotion and funding of Bagan Sungai Burung village have to be improved.

ABSTRAK

Pada masa kini, pelancongan berkembang dengan pesat dan memainkan peranan penting dalam pertumbuhan ekonomi Malaysia. Semasa melancong, penginapan seperti *homestay* adalah keperluan untuk pelancong. Oleh itu, terdapat semakin ramai penduduk tempatan yang menjadi lebih bermotivasi untuk mengoperasikan *homestay*. Walau bagaimanapun, terdapat beberapa masalah yang dihadapi oleh kampung Bagan Sungai Burung seperti kekangan bahasa, bilik terhad dan tidak banyak pendapatan yang dijana semasa luar musim. Dengan ini, tujuan utama kajian ini adalah untuk memahami persepsi komuniti tempatan terhadap pelancongan mampan dalam penawaran program *homestay* di kampung Bagan Sungai Burung. Seramai 200 penduduk tempatan telah dipilih menggunakan teknik pensampelan secara *purposive*. Analisis deskriptif dan analisis regresi berganda telah digunakan untuk menganalisis data. Kajian ini mendapati bahawa tahap penyertaan komuniti tempatan dalam penawaran *homestay* mencatatkan skor min tertinggi ($M=3.75$) dari segi penyumbang ekonomi kepada komuniti tempatan di kampung Bagan Sungai Burung. Komuniti tempatan mempunyai persepsi positif terhadap pelancongan *homestay* yang mampan kerana ia menyumbang kepada pembangunan ekonomi komuniti tempatan ($M=4.22$) serta memberi impak positif terhadap alam sekitar melalui pelbagai usaha pemuliharaan ($M=3.95$) dan diikuti oleh impak sosial dan budaya masing-masing pada ($M=3.80$) dan ($M=3.62$). Tahap pendidikan tidak rasmi, penglibatan *homestay* dan sokongan yang diberi terhadap program *homestay* supaya menjadi sebahagian penting bagi komuniti tempatan adalah peramal penting dalam mempengaruhi komuniti tempatan untuk mengambil bahagian dalam pelancongan *homestay* yang mampan. Penemuan juga menunjukkan bahawa kemudahan, latihan, promosi dan pembiayaan kampung Bagan Sungai Burung perlu ditingkatkan.

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APPROVAL SHEET

I certify that this research project report entitled **Perception of Local Community towards Sustainable Homestay Tourism in Bagan Sungai Burung, Perak** by Quah Kian Ming has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

UNWTO	World Tourism Organization
MOTAC	Ministry of Tourism, Arts and Culture
B&B	Bed and Breakfast
SPSS	Statistical Package for the Social Sciences
WCED	World Commission on Environment and Development
MNS	Malaysian Nature Society
WWF	World Wildlife Fund
MOA	Ministry of Agriculture
FELDA	Federal Land Development Authority
JKKK	Village Development and Security Committee
STPM	<i>Sijil Tinggi Persekolahan Malaysia</i>
DV	Dependent Variable
NGO	Non-Governmental Organizations
MATTA	Malaysian Association of Tour and Travel Agents
MITA	Malaysian Inbound Tourism Association

CHAPTER 1

INTRODUCTION

1.1 Homestay Tourism in Malaysia

In this century, tourism is growing rapidly and it is one of the important industries because it plays a vital role in economic growth of Malaysia. Besides, tourism also supports communities by providing job opportunity for them (Hanafiah, Harun & Jamaluddin, 2010). Malaysia is one of the tourism destinations where foreigners interested in because Malaysia got the second highest ranking as the most visited country in Asia with 24.7 millions of tourist arrivals in 2011 (UNWTO, 2012). During travel, accommodation is a need for tourists. There are various types of accommodation such as hotels, chalets, apartments and homestays where tourists can choose according to their taste and budget (Salleh, Othman, Nordin, Idris & Shukor, 2014).

Local community always has unused land in rural areas where it can be easily turned into a homestay (Kunasekaran & Gill, 2012). Homestay could help locals to earn more income and at the same time, it helps to spread the local culture to visitors. Most of the visitors prefer to stay at homestay in order to experience the village life by putting all the works and stress aside from city. They will do what the locals do as they will stay together with the host family who will treat them like their own. Homestay program was officially launched in Malaysia since 1995 which attracting 382961 both domestic and

international tourists on 2017 with RM30.1 million of revenue as shown in table 1.1 (MOTAC, 2018). There was an increment of international tourist arrival as well as total revenue compared to 2016. In addition, most of the international tourists who want to experience village life in Malaysia were came from Singapore, Japan and Korea (MOTAC, 2011). Besides, homestay in Malaysia usually consist of tourism packages such as eco-tourism, agro-tourism and cultural tourism where the tourists will experience the activities together with the locals, which differs from B&B concept where tourists do not stay together with the host family (Salleh et al., 2014).

Table 1.1: Comparison of Homestay Performance in 2016 and 2017

Total	Year 2016	Year 2017	Increment (%)
Tourist arrival	410,522	382,961	-6.7
▪ Domestic	353,344	321,115	-9.1
▪ International	57,178	61,846	7.5
Revenue (RM million)	27.7	30.1	8.0

Source: MOTAC (2018)

Apart from that, there are more local people have become motivated to run a homestay (as shown in Table 1.2) due to encouragement from government. This is because government intends to promote our country as a tourist destination internationally by emphasizing Malaysian culture through homestay program as well as getting all the local community to involve in tourism industry. With all the natural resources, cultural and heritage assets available, locals just have to use the existing infrastructure to operate their homestay and hence the poverty and unemployment problem can be solved

(Pusiran & Xiao, 2013). With higher job opportunity, the migration of young generation from rural areas to cities would be decreased as well (Salleh et al., 2014).

Table 1.2: Comparison of Homestay Provided from 2012 to 2017

Year	No. of homestay program	No. of host family	No. of tourists staying	Income (RM)
2012	159	3,424	254,981	18,545,656
2013	166	3,431	325,258	21,570,949
2014	172	3,519	350,954	23,229,550
2015	181	3,653	367,473	28,392,933
2016	193	3,800	410,522	27,714,894
2017	206	3,994	382,961	30,124,466

Source: MOTAC (2018)

Resulting from encouragement of government in Malaysia, there were roughly around 157 homestay projects with involvement of 247 villages, 3399 operators as well as 4669 number of rooms (Salleh et al., 2014). In addition, homestay operators started to improve the infrastructure in their homestay since there was a rising in number of tourists staying compared to past few years as well as increasing in income of homestay operators as shown in Table 1.2.

Based on the Malaysian Rural Tourism Master Plan (2001) as well as 9th and 10th Malaysia Plan, homestay program was acknowledged in developing local community in rural areas. Furthermore, Taylor (1995) stated that the

participation of local community is very crucial in terms of community sustainable development. The involvement of local community does not only boost the tourism development; however, it helps in improving their quality of life as well. In future, they will be able to assure their livelihood sustainability since homestay program is one of the sustainable tools for community development (Meimand et al., 2017).

1.2 Problem Statement

Even though there were a lot of studies mentioning about the success of homestay program; however, there was a research which carried out by Bureau of Innovation and Consultancy UTM (2009) stating that not much of income generated from homestay provided by operators due to the lack of demand from visitors during off-peak season. Therefore, they gave up from being a homestay operator. This issue was also mentioned by Heng (personal communication, October 31, 2018) who acts as a manager of Nine Island agency in Bagan Sungai Burung village saying that usually they are unable to get people to stay in their homestay during weekdays unless there is any school or public holidays. Hence, it is quite difficult for them to generate income from their provided homestay during weekdays.

Furthermore, Nine Island agency has only limited rooms for tourists to stay overnight when there are a lot of tourists visiting at the same time during

peak season. Sometimes when they were facing this problem, they will suggest another homestay in Bagan Datuk area to the tourists who did not get to stay in their village and this resulting in loss of income. Thus, Nine Island agency is in the process of constructing a new building as homestay in Bagan Sungai Burung village. It will consist of 70 rooms that could fit more than 200 people in and it is estimated to be done by this year [2019]. As a result, the management would be able to increase satisfaction level of tourists as well as earn more income from the homestay provided.

Moreover, language barrier is the problem that always happened in a lot of rural tourism areas (Kunjuraman, Hussin & Yasir, 2015). Most of the local people do not know how to speak in English as they do not have high education background; however, they only used to speak in Mandarin and Teochew (Heng Wei Chuan, Manager of Nine Island Agency, Bagan Sungai Burung Village, personal communication, October 31, 2018). Hence, for the foreigners who come from Europe country, they have to bring their friend who knows to speak in English as well as Mandarin or Teochew to be as a translator in order easier for them to communicate with the local people in Bagan Sungai Burung village. In addition, Heng (2018) also told that most of the tourists would not visit Bagan Sungai Burung village again once they have already tried out all the activities over there due to the hot weather.

This study therefore shows that not much of income generated during off-peak season, limited rooms provided in the village and language barrier were the problems which faced by the local community in Bagan Sungai Burung village.

1.3 Objectives

This study is to understand the perception of local community towards sustainable tourism in providing homestay program. There are 2 specific objectives which listed as below:

- a. To determine the level of local community's participation in offering homestay program.
- b. To identify the factors influencing local community to participate in sustainable homestay tourism.

1.4 Significance of Study

This study will contribute significantly to the existing body of knowledge in development of sustainable homestay tourism and process of community development that could be used to increase the economic level, socio-cultural value and environmental practices among local community as well as to improve the knowledge of readers.

Since there are not much of studies have been carried out at Bagan Sungai Burung village in Perak, any new information discovered from this study would give a better view and understanding to the stakeholders in homestay sector such as local community, government, NGOs, travel agencies and visitors regarding to the perception of local community towards sustainable homestay tourism in Bagan Sungai Burung village.



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