

The Impact of Community-Based Tourism Towards Community Development in Malacca

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ABSTRACT

The aim of this study is to examine the impact of community-based tourism on community development in Malacca. For this research, quantitative methods are selected. This research will delve deeply into the factors that contribute to the growth of the Malacca homestay community. To obtain the data, a structured questionnaire was used. A total of 150 respondents were chosen for this study. The collected data were analysed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive analysis, reliability analysis and Pearson correlation analysis. As a consequence, all of the independent factors (leadership, participation and financial support) evaluated in this study exhibited significant associations with the dependant variable (development of CBT in Malacca). This study will provide a better knowledge of the elements that impacted the homestay community. Furthermore, this study leads to a better understanding of the factors that improve the homestay community in Kampung Morten, Malacca.

Keywords: Malacca, Homestay, Heritage, Community-based Tourism, Development

INTRODUCTION

For many years, tourism has been a substantial contributor to the country's economy. In 1959, the Tourism Department was founded under the Ministry of Trade Malaysia. The tourist business witnessed some changes over the years. Finally, with the phrase "Malaysia, Truly Asia," Malaysia was marketed as the world's favoured tourism destination in 2013. The selected kind of tourism is community-based tourism. According to the World Bank, community-based tourism seeks to give stakeholders a voice, include them in identifying their own needs and subsequent decision-making, encourage them to take responsibility, and mobilise the majority of players in a given community through a participatory process. In a nutshell, it is characterised as tourism in which the locals welcomed the traveller into their homes. Therefore, it is characterised as tourism in which local residents welcomed tourists into their villages with the primary goal of recovering and maintaining the community's economic status.

Over the last three decades, community-based tourism has helped to develop the social, environmental, and economic demands of local communities. According to Setty (1994), a community is a collection of people who live not only in a territory with set territorial boundaries, but also share similar lifestyles and practices such as cuisine, clothing, occupation, and so on. Robinson (1996) claimed that members of the community may differ based on ethnicity, religion, gender, degree of education, age, and economic status. These distinctions attract a wide range of interests, power, and riches. The needs will be met by offering these tourism items. However, everything, like everything else, has benefits and downsides. A study must also be conducted for additional confirmation.

The research on community-based tourism was conducted in *Kampung Morten*, Malacca. Since July 7, 2008, it has been designated as a UNESCO World Heritage Site. Malacca is located in the southern region of the Malay Peninsula, next to the Strait of Malacca. It is frequently referred to as the "Venice of the East." Malacca's reputation as "The Venice of

the East" arose from its river canals, which, unlike Venice, run through streets lined with lovely ancient buildings.

The goal of this research is to study the impact of community-based tourism on community development in Malacca. There are three objectives of this research:

1. To determine the relationship between leadership and the development of community-based tourism in Malacca
2. To study the relationship between participation and the development of community-based tourism.
3. To identify the relationship between financial support and the development of community-based tourism in Malacca.

Significance of the study

Society

This research will benefit the society or community of Malacca and other communities. This research will help other academics analyse community growth in Kampung Morten, Malacca in the future. This form of tourism may look different in the near future, but advancements will make it better. As a result, homestay owners and others who are active in the business may find the results useful.

Economy

In terms of economic rewards, this study will benefit the hotel industry. Not only may services be supplied to visitors, but the improvements will also assist businesses to generate additional revenue. Homestay tourism not only produces jobs, but also improves infrastructure and generates investment.

LITERATURE REVIEW

Definition of Community-based Tourism

Community-based tourism helps the communities to improve their competencies in entrepreneurship, management, communication (interpersonal) and leadership. According to Giampiccolo (2015), it is a form of tourism that started in the 1970s and it includes issues such as empowerment, sustainability, social justice, and independence and it is explicitly aimed at disadvantaged community members. Those three things that represent the community are widely spread to thousands of visitors. Then, community-based tourism also creates various work opportunities for the local communities. According to John K. Walton, community-based tourism started back in the 17th century when young nobles from western and southern Europe held the Grand Tour, travelling around Europe. After that, The Industrial Revolution started in the first half of the 18th century and it led to the transformation of technological, economic and social. The tourism sector is getting widely known and community-based tourism often happens since then. Nowadays, community-based tourism projects are often held in order to help the community, whether economically or socially.

Leadership

This only began to change after the appreciation of the unique cultural aspect of tourism. In this context, local community views are increasingly important and the government, through its agencies, begins to have good relationships with the communities (Beng, 1979). Thus, the

findings reveal the existing structure has been used by the government to communicate with local communities for the purpose of tourism development (McCool SF, 1994). This structure also has political advantages, as the government uses the leaders to reach the grassroots. One of the important structures is the Village Development and Security Committee (JKKK), which plays an important role as the dominant group and official representative in representing the community to the government. Next, communities and individuals engage in decision-making that may affect their lives. Community participation is also known as the mechanism for active community involvement in partnership working, decision-making, and representation in community structures (Chapman & Kirk, 2011). Individuals and communities engage in decision-making that may affect their lives. Community participation is also known as the mechanism for active community involvement in partnership working, decision-making, and representation in community structures (Chapman & Kirk, 2001).

Participation

"Community participation" refers to the involvement of individuals and communities in making the decisions that may affect their lives. Community participation is also known as the mechanism for active community involvement in partnership working, decision-making, and representation in community structures (Chapman & Kirk, 2011). The willingness of the locals to participate is a highly crucial factor to consider. The communities need to decide together on the form and function of tourism developments. According to (Liu,2017, 71-73), the willingness to participate is one of the motivational readiness elements that are important. Thus, the willingness to participate will have an effect on the development of the project.

Financial Support

Tourism is not only a source of income and employment, but it also serves as a major factor in the balance of payments for many countries and has therefore received growing attention on the part of governments, as well as regional and local authorities, business investors and others with an interest in economic development. Tourism is seen as an effective strategy to generate additional income in areas where conservation affects local people's traditional livelihoods (Campbell, 2002). This is attributable to the reality that tourism activities could be considered in addition to receiving income. It is seen by planners as an economic and sociocultural saviour for the host community. So, the majority of value added occurs in the destination area, which means that if the destination uses the pro-poor principle, will reduce economic leakage from the local economy (Henama & Sifolo, 2017: 47). Tourism is different from other sectors, as it is a single cross-section sector and it involves a large diversity of services and professions, which are associated with many more economic activities that are accommodation, food and beverage, recreation and entertainment, transportation and tourism services (Akinboade & Braimoh, 2010: 149).

Research Hypothesis

The study of independent variables and dependent variables will be discussed in this chapter. A hypothesis must be testable and realistic, taking into consideration current knowledge and techniques. In addition, a hypothesis is defined as a prediction or explanation of the relationship between two variables. By referring to the literature review, a research framework had been proposed in order to investigate the impact of based community tourism on community development in Malacca. The proposed conceptual framework is shown in Table.1.

- H₁** There is a significant relationship between leadership and the development of community-based tourism in Malacca.

- H₂** There is a significant relationship between participation and the development of community-based tourism in Malacca.
- H₃** There is a significant relationship between participation and the development of community-based tourism in Malacca

Research Framework

Figure 1 below shows the research framework used for this study.

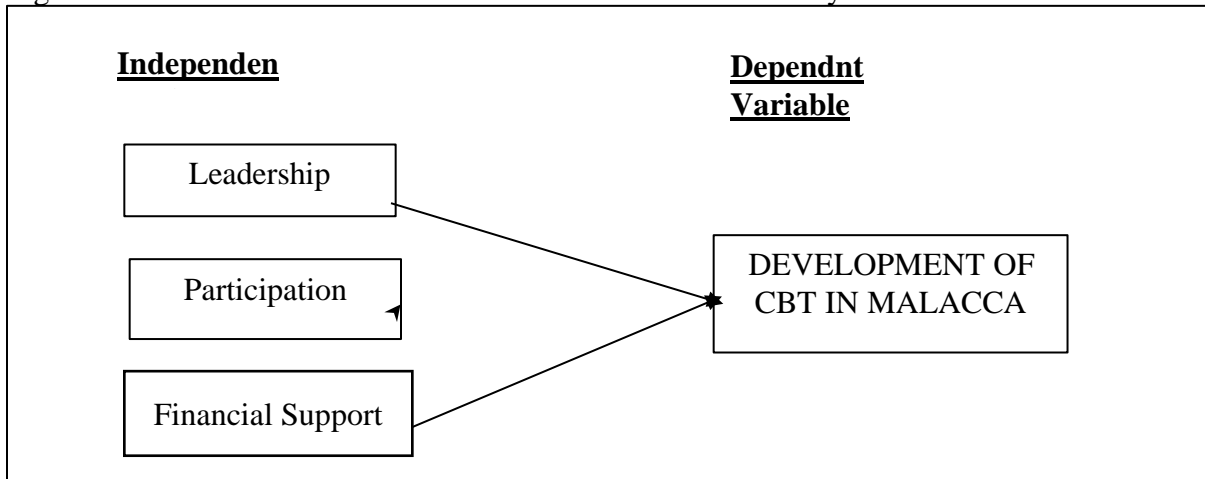


Figure 1: Research Framework

METHODOLOGY

Research Design

This study used a quantitative method in which a set of questionnaires were distributed to 150 homestay communities in *Kampung Morten*, Malacca. In this research, the target populations were chosen among homestay communities in *Kampung Morten* as potential respondents to participate in the survey. Although this survey focuses on the community in *Kampung Morten*, it prioritizes the community aged 18 years old and above, living in Malacca and agreeing to participate in this study.

The researcher divided the questionnaire into 4 sections which are Section A, B, C and D. For Section A, the questionnaire requested for demographic information about the homestay community in *Kampung Morten* such as gender, age, race, education level, occupation, race, monthly income and travel frequency. For Section B, C and D, the questions elaborated more on the dependant and independent variables which were (i) leadership (ii) participation (iii) financial support that were examined in the survey. This questionnaire used the format of multiple choices and 5-point Likert scale of agreement.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaire using Google form application. Then, the questionnaires were distributed via several social media platforms such as Facebook, Instagram, and WhatsApp of the homestay community in *Kampung Morten*. Each of the homestays answered 2 questionnaires. It was very convenient to minimize cost, save time and significantly applicable during this pandemic outbreak.

Population and Sampling

The sampling method used in this study was the probability sampling which was stratified sampling.

The study used this method because the method which obtains samples from a group of people which require smaller samples is low cost. This method also very suitable for us researchers to collect data since in this situation, there is a very low percentage of respondents with the required criteria in the target location. The questionnaire was distributed to the community *Kampung Morten* in Malacca through online and social media.

Data Analysis

There were four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained were analysed using SPSS version 26.

FINDINGS

Demographic profile

Table 1: Table of demographic analysis

CATEGORIES	FREQUENCY	PERCENTAGE
Gender		
Male	55	36.7%
Female	95	63.3%
Age		
18-21	15	10%
22-25	92	61.3%
26-29	14	9.3%
30 and above	29	19.3%
Occupation		
Student	89	59.3%
Civil worker	18	12%
Private sector worker	31	20.7%
Unemployed	3	2%
Other	9	6%
Race		
Malay	136	90.7%
Chinese	1	0.7%
Indian	3	2%
Other	10	6.7%

Monthly income		
No income	81	54%
Less than RM1000	6	4%
RM1001 – RM2000	35	23.3%
RM2001 – RM3000	16	10.7%
RM3001 and above	12	8%
Travel frequency		
Once a week	6	4%
Once a month	17	11.3%
Once every three months	18	12%
Twice a year	35	23.3%
Once a year	74	49.3%

Based on Figure 1 above, the pie chart shows the percentage of the total of 150 respondents. The female respondents are higher in numbers which was 63% (n=95), compared to the male respondents that consist of 37% (n=55). The main reason for the high number of females is because there are more female respondents than male respondents participating in data collecting.

The highest age number was 62% from the group 22 – 25 years old, and the least age category is 26 – 29 years old with a percentage of 9. The second highest percentage is 30 and above (19%) and the third is 18 – 21 years old (10%). The reason for the high number in the class of age 22 – 25 years old is most of the homestay is managed by the owner's children and many of them are currently having online study. By that, they stay at home and help their parents manage their homestay. They also participated in data collecting instead of the real owner since they currently manage the facilities more, understand the process of data collecting, and know how to answer data via online platforms.

For occupation, the lowest number of percentages was 2%, which stands for unemployed. Meanwhile the highest number snatched by students was 59%. Other than that, private sector workers have 21%, civil workers 12% and others 6%. The reason for this number is because the students mostly help their parents in managing the homestay while having their studies online.

The number of Malay participants holds the highest number at 90%, while other categories hold 7%, Indian 2% and Chinese 1%. It is because the population of *Kampung Morten* are dominantly Malay.

In terms of monthly income, no income comes in the first place with a percentage of 54. The majority of the respondents that have no income were students. Then, the second highest is RM1,001 – RM2,000 with 23%, thirdly RM2,001 – RM3,000 with 11%, the fourth category is RM3,001 and above with 8%. The least income is less than RM1,000 which was 23%.

The highest travel frequency was once a year (50%). The second highest was twice a year (23%), followed by once every three months (12%), once a month (11%) and lastly, once a week (4%). The percentage is influenced by the movement of respondents. Some respondents do not have time to spend travelling because of work, study and family situations.

Descriptive Analysis

Table 2: Mean and standard deviation of items in each variable

Variable	Item	Mean Score	Standard Deviation
Leadership	Leadership attitude is an important element due to its ability to motivate the local community to develop tourism	4.69	0.53025
	The life of the people of Kampung Morten is well displayed.	4.50	0.69272
	CBT helps people learn about Kampung Morten history and heritage.	4.49	0.73042
	Members of the community are proud of Kampung Morten, Malacca.	4.58	0.64787
	The development and control aspects of CBT led by the leadership	4.48	0.76606
	The enhancement of community knowledge on CBT in the homestay program was led by the leadership effort.	4.55	0.74669
Participation	There are agencies or governmental authorities that have been involved in supporting CBT.	4.48	0.71171
	This program encourages friendly and respectful attitudes between residents and tourists.	4.59	0.64607
	Residents and tourists working together will influence behaviour of tourism activities	4.60	0.65539
	The strengthening of local skills, knowledge and information was one of the main effects of CBT.	4.54	0.67144
	Kampung Morten artists benefited from the CBT that occurred.	4.47	0.75704
	Member of the community are satisfied with the cleanliness of Kampung Morten	4.47	0.72071
	CBT accommodates the interests of all ages.	4.48	0.74833
Financial Support	Community based tourism has led to a better standard of living.	4.56	.70929
	CBT results in an additional income increase.	4.56	0.69976
	Homestay operators got ancillary income that can help develop their socioeconomic status.	4.58	0.71672
	Income generated from tourism development can be used for heritage conservation.	4.54	0.69156
	Jobs created by the tourism that happen in Kampung Morten, Malacca.	4.54	0.71070
	The number of tourist visits increase in Kampung Morten,	4.55	0.65062

	Visitors travel to witness the life of people of Kampung Morten, Malacca.	4.55	0.72849
Development of CBT in Malacca	Physical development of supporting facilities in Kampung Morten, Malacca improve pleasingly.	4.56	0.63963
	Transportation and ICT (Information and Communication Technology) development meet the needs in Malacca.	4.44	0.78181
	Retail activities increase due to tourism. /	4.51	0.73033
	Kampung Morten community is economically assisted by CBT.	4.50	0.76629
	CBT strengthens friendships/relationships of community members.	4.56	0.65964

Table 2 shows the mean and standard deviation for twenty statements under three independent variables and five statements under the dependant variable based on the survey involving 150 respondents. The highest mean value for the leadership factor was obtained by Question 1 with 4.69, where the respondents agreed that leadership attitude is an important element due to its ability to motivate the local community to develop tourism. The lowest mean value belonged to Question 3 with 4.49, where the community-based tourism helps people learn about *Kampung Morten's* history and heritage.

As for the factor of participation, the highest mean value was obtained by Question 3 with 4.60, where the respondents agreed that the residents and tourists working together will influence the behaviour of tourism activities. The lowest mean value belonged to Question 4 and 5 with 4.47, where the respondents agreed that *Kampung Morten* artists benefit from community-based tourism that occurred and member of the community are satisfied with the cleanliness of *Kampung Morten*.

Meanwhile, the highest mean value for the factor of financial support was obtained by Question 3 with 4.58, where the respondents agreed that the homestay operators got ancillary income that can help develop their socioeconomic status. The lowest mean value belonged to Question 4 and 5 with 4.54, where the respondents agreed that the income generated from tourism development can be used for heritage conservation and jobs created by the tourism that happen in *Kampung Morten, Malacca*.

Next, the highest mean value for the dependant variable of development of community-based tourism in Malacca was obtained by Question 1 and 5 with 4.56, where the respondents agreed that the physical development of supporting facilities in *Kampung Morten, Malacca* improve pleasingly and community-based tourism strengthens friendships/ relationships of community members. The lowest mean value belongs to question 2 with 4.44, where the respondents agreed that Transportation and ICT (Information and Communication Technology) development meet the needs in Malacca.

Reliability Analysis

Reliability can be defined as measurement of a certain spectacle that is stable and has results that can be considered consistent. The questionnaires' reliability was assessed using reliability analysis during the data gathering process. It also regularly used measurement reliability analysis scales, which offer information on the relationship between particular scale items.

This study has used Cronbach's Alpha to measure its reliability. Cronbach's Alpha is used to guarantee internal consistency by calculating average inter-item correlation. The table below illustrates Cronbach's rules of thumb based on Hair et al. Alpha's coefficient (2007).

Table 3: Coefficient values of Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 3 above shows the coefficient values of Cronbach's alpha. The internal consistency is considered excellent when the value is 0.9 and above with the maximum value of 1. On the other hand, if Cronbach's alpha value is less than 0.5, it is considered unacceptable.

Pearson Correlation Analysis

Table 4 shows the Pearson's Correlation Coefficient

Table 4: Pearson Correlation Analysis

Correlation value (r)	Interpretation
0 - 0.19	Very weak
0.2 - 0.39	Weak
0.40 - 0.59	Moderate
0.60 - 0.79	Strong
0.80 - 1.00	Very Strong

Source: Kowang, Long and Rasli (2015)

Table 5: Result of Pearson's Correlation Coefficient

Correlations					
		IV1	IV2	IV3	DV
Leadership (IV1)	Pearson Correlation	1	.886**	.887**	.846**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Participation (IV2)	Pearson Correlation	.886**	1	.906**	.852**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Financial Support (IV3)	Pearson Correlation	.887**	.906**	1	.878**
	Sig. (2-tailed)	.000	.000		.000

	N	150	150	150	150
Community-Based Tourism (DV)	Pearson Correlation	.846**	.852**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 6: The interpretation on the Correlation values

Variable	Conclusion
Leadership	<ul style="list-style-type: none"> • The value of correlation coefficient, r for Leadership was 0.846. • The significant value, p-value was 0.000 lower than significant level, 0.01. • Leadership was significant.
Participation	<ul style="list-style-type: none"> • The value of correlation coefficient, r for Participation was 0.852. • The significant value, p-value was 0.000 lower than significant level, 0.01. • Participation was significant.
Financial Support	<ul style="list-style-type: none"> • The value of correlation coefficient, r for Financial Support was 0.878. • The significant value, p-value was 0.000 lower than significant level, 0.01. • Financial Support was significant.

Table 6 above depicts three elements of the independent variables (leadership, involvement, and financial assistance) and the dependent variable (community-based tourism in Malacca). There is a significant relationship between all independent variables and dependent variables since p -values were below 0.05. The greatest Pearson correlation value was discovered between financial support and community-based tourism in Malacca with a value of ($r=0.878$, p -value= $0.000 < 0.01$). In parallel with the previous element, the participation element was also found to have a very strong positive relationship with community-based tourism in Malacca ($r=0.852$, p -value= $0.000 < 0.01$). The result also explained that the leadership element has a very strong positive relationship with community-based tourism in Malacca ($r=0.846$, p -value= $0.000 < 0.01$). A positive correlation portrays a relationship between two variables that tend to move in the same direction. To summarize, the greater the leadership, community participation and financial support given, the greater the ability in managing tourism growth.

DISCUSSION & RECOMMENDATIONS

This study includes restrictions that will make it difficult for the researcher to complete it. Some issues should be emphasised for future study reasons. Future studies will be required to develop additional approaches to achieve superior outcomes, such as the interview method or the creation of certain open-ended questions for respondents in order to obtain a high response rate, a good description, and better comprehension. Next, the researchers narrowed their emphasis to three criteria without considering how the other determinants could influence consumer satisfaction. The scope of the research will be broader, and more information will be available.

CONCLUSION

The main purpose of the research is to investigate the impact of CBT on community development in Malacca. By that, the examination of leadership, participation, and financial support for the development of CBT in Malacca are done to obtain the main purpose. In conclusion, this research reflects positive results and has a good impact on the community of Malacca. The overall variables were rated outstanding and acceptable in this study based on the results of the reliability analysis. Pearson Correlation Coefficient was used to examine both variables. Finally, the findings of this study showed that there is a substantial relationship between leadership, participation, and financial support regarding the development of CBT in Malacca.

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