



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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Understanding Success Factor Strengthen Min House Camp As A Community-Based Tourism Product In Kelantan During Post-Covid

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ABSTRACT

This study aims to achieve the goal and investigate the possibility of significant success in community-based tourism in Min House Camp, Kubang Kerian, Kelantan. There are four factors stated in the study showing the success that strengthens community-based tourism in Min House Camp, namely leadership, tourism management, community participation and tourism networks. This study also uses quantitative methodology. The collected data were obtained through a questionnaire distributed to 296 respondents. The study was conducted via survey research, together with participant and non-participant observations during Min House Camp tourism-related events.

Keywords: Leadership, Tourism Management, Community Participation, Tourism Network, Community-Based Tourism, Min House Camp

INTRODUCTION

The proposes to understanding success factors that strengthen Min House Camp as a community-based tourism product in Kelantan during post-covid be discussed in the introduction to this chapter. This chapter 1 will begin to present the background of this topic by the context of study. Additionally, the subheadings for this chapter will include the problem statement, research question, and research objective. It will be continued to know the significance of the study and definition of terms. Lastly, it will end with the summary as a conclusion for the entire introduction chapter.

SIGNIFICANCE OF THE STUDY

This benefit research is very important to improve the quality of tourism services and it can give good feedback to the Min House Camp. Through this benefit, the relevant agencies can find out more clearly about community-based tourism. The study findings would be of immense value to the following:

1. Volunteer

Volunteer is someone who gives their time willingly and uncompensated to charitable causes, especially aiding others. This volunteer work can help them in doing tasks faster. This will bring many benefits to volunteers because they can help without spending a lot of capital. Volunteers at Min House Camp will be exposed to a variety of skills and more knowledge and enable them to communicate well and thoroughly. Volunteers will work harder because there are various benefits received.

2. Tourism

Tourists who come to Min House Camp will also feel satisfied and comfortable with all the services that have been provided there. The facilities provided allow tourists to be interested in the way the service is provided. When we travel, we can contribute to improving the local economy. One of the sectors that has been adversely impacted by the COVID-19 outbreak is the tourist sector. Tourists can also get to know the different cultures and traditions found at the Min House Camp. The strategic position allows tourists to make Min House Camp a stopover location for foreign and local tourists. Community-based tourism can be used as a tourism area in Min House Camp, Kubang Kerian because there are various services provided.

3. General public

General public are people who are around the Min House Camp area. They can visit there to see the panoramic beauty of the village and see the beauty of the area. Min House Camp is a community-based tourism area that has a variety of unique flora and fauna. With various activities provided, the general public can do activities such as kayaking, fishing and so on to fill their free time while there. This is because, Min House Camp is also a resort that has been recognized by various travel agencies in Malaysia. Therefore, the quality of service at Min House Camp will continue to improve as many communities and people show a deep interest in tourism.

LITERATURE REVIEW

Leadership

Leadership involves leading a team or organization and inspiring followers towards a common goal, according to Livingston and C.I. Bernard. Min House Camp (MHC) is a Community-Based Tourism (CBT) in Kelantan run by local business people. It provides valuable learning opportunities, builds confidence, and develops leadership skills among participants. MHC offers various attractions in Kampung Pulau, including chalets, halls, a bee farm, a mini petting zoo, and water sports activities. Leaders guide and ensure safety during activities like kayaking. CBT keeps revenue within the community, and this study focuses on successful community-based tourism at MHC, emphasizing the leadership approach and the growth of SMEs (Blackman, 2008).

Tourism Management

Tourism is considered crucial for nation's development and economic progress with predicted global arrivals surpassing 1.6 billion by 2020, according to the UNWTO. Tourism management is viewed as a promising employment industry due to the numerous career

prospects it offers in the public and commercial sectors. CBT empowers rural communities to manage tourism resources and engage in tourism services, contributing to community development. Tourism management handles and oversees activities related to the tourism business, providing education, expertise, and experience for managerial positions in the travel and hospitality sectors. MHC, a CBT enterprise in Kelantan, offers various tourism attractions, benefiting the locals through job opportunities, income generation, and entrepreneurial involvement. Coexistence and meeting changing expectations among local communities, government, non-governmental organizations, institutions, private businesses, and visitors are vital for success of CBT (Zhang et al., 2006).

Community Participation

Community participation refers to the active involvement of community members in decision-making, problem-solving, and collective action to address local concerns and improve the community's well-being. Community participation is seen as a proactive process where visitors actively contribute their insights, skills, and knowledge to design and implement effective solutions, rather than just receiving information or benefits (Sarkission, Walsh et al., 1997:17). The visitors can visit MHC for holidays and vacations, engaging in visitors in visitor-oriented activities while enjoying the natural surroundings and sounds of birds chirping. Community participation can take various forms, including individual participation, group initiatives, attending neighbourhood meetings, volunteering, planning events, joining neighbourhood association, and collaboration with community leaders and stakeholders.

Tourism Network

The UNWTO estimates that international tourist arrivals increased from 435 million in 1990 to 940 million in 2010, with a projected increase to 1.8 billion by 2030. In 2017,

international tourism contributed approximately 30% of global exported goods or services, 10% of global GDP, and 10% of global employment (UNWTO, 2018). Tourism network enhance the overall tourist experience by providing information, itineraries, festivals, events, websites, and recommendations, benefiting visitors to MHC. Networking involves interconnected groups of people who can share valuable information at MHC, including the local community showcasing their culture to educate tourists and foreigners. Employees can provide information to visitors about the community and attractions in MHC, strengthening the organization's relationship with visitors and fostering community engagement.

Success that Strengthen Community-Based Tourism in Min House Camp

Understanding the current of the destination, community, and relevant variables is crucial for successful CBT (Nuzhar, 2016). Thus, MHC was chosen as a case study due to its exemplary practice of CBT. The central idea of CBT is the participation of the local community, as widely agreed by Mitchell & Ashley (2010), Lucchetti & Font (2013), and Telfer & Sharpley (2016). According to Taylor (1995), CBT relies heavily on interactions and relationships between local, tourists and other aspects of tourism. MHC in Kelantan benefits the local community by providing job opportunities and increased income through visitor engagement. CBT contributes to social and economic growth, community empowerment, ownership, and enhance the visitor experience. This study focusses on understanding the factors that make MHC a successful CBT development, rather than addressing any issues the organization may be facing it.

Research Hypothesis

Using data from previous studies, it can be seen that all four of these elements are related to community-based tourism. Studies in the past have shown that the camp site offers so many distinctive experiences that are not available at other hotels in the city or town area but can be had at the Min House Camp, guests are very interested in visiting. There, one can gain new experiences and learn new things. Due to the numerous indoor and outdoor activities

that feature natural attractions like kayaking, fireflies, Kelulut bees, capturing Lokan, growing organic herb plants, cooking classes, and others, it's probable that many tourists want to visit and stay at the Min House Camp.

In this study, there were four hypotheses concerning the association between two variables:

There is a relationship between the leadership towards the success that strengthen community-based tourism at Min house camp

In order to implement sustainable growth inside a firm, leaders are essential. Thus, it is claimed that the primary driver of new improvements is leadership. Men (2012) noted that the presence of a trustworthy leader increased staff engagement in organizational improvements or adjustments and boosted employee confidence. The head of the Min House Camp is Muhamad Zanini (Cikgu Zanini) and Wan Noriah (Kak Yah), a respected individual in the group who possesses a broad perspective, effective communication skills, and innovation. Members are encouraged to engage in negotiations to secure funding and other forms of assistance to further their objectives. Therefore, this study will be concluding the hypothesis between the leadership towards the success that strengthen community-based tourism at Min House Camp.

H1: There is a good relationship between the leadership towards the success that strengthen community-based tourism at Min House Camp.

There is a relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp

Under the direction of the Min House Camp Tourism Board, Min House Camp was run in a touristic manner. Members of Min House Camp's tourist team look after visitors. The

goal is to work together maintaining the original way of life of the riverfront neighbourhood, including its culture, environment, and natural surroundings. The handling of tourism is seen generally favourable in Min House Camp. Everyone thinks they have the power to handle situations in order to bring about either their personal lives or the community are changing. Therefore, this study will be concluding the hypothesis between the tourism management towards the success that strengthen community-based tourism at Min House Camp.

H2: There is a good relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp.

There is a relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp

Long-standing community members are the most knowledgeable of one another and of the community itself, the core involvement must come from inside the community. Through involvement in tourism-related activities, the local population must be provided consideration and possibilities. Additionally, Min House Camp prevented local objections by enabling residents to understand how tourism gives benefits to the neighbourhood. Therefore, this study will be concluding the hypothesis between the community participation towards the success that strengthen community-based tourism at Min House Camp.

H3: There is a good relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp

There is a relationship between the tourism network towards the success that strengthen community-based tourism at Min House Camp.

In order to maximize and grow capacity, networking is crucial. Data sharing occurs as a result of individuals within the network having an impact on information and resource turnover. Based on the intricacy of the data, this is an efficient form of communication. The network is constantly connected thanks to networking and any choices are sent to all group members. Numerous networks that transport tourists to renowned locations, including the Min House Camp community and villagers, are advantageous to Min House Camp. This is a crucial component of community-based tourism, which helps to prevent rivalry and conflict. Therefore, this study will be concluding the hypothesis between the tourism network towards the success that strengthen community-based tourism at Min House Camp.

H4: There is a good relationship between the tourism network towards the success that strengthen community-based tourism at Min House Camp.

Research Framework

As a result of previous literature review, the researcher has proposed a framework to study the success that strengthen community-based tourism Min house camp. Hence, as seen below, the diagram:

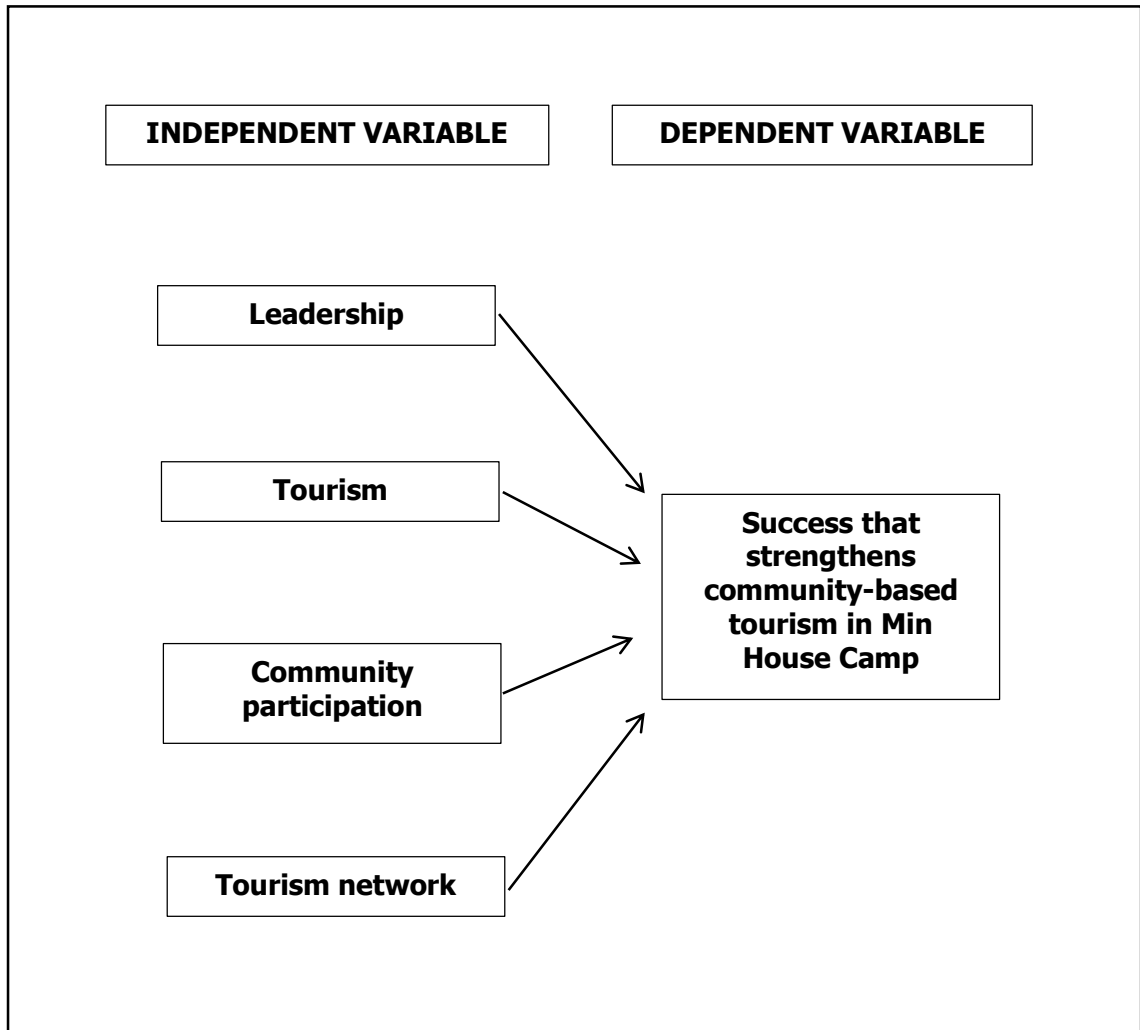


Figure 2.1: Conceptual framework.

METHODOLOGY

Research Design

Research design specifies the process of gathering and processing data efficiently while aligning with research objectives (Kothari, 2004). It provides guidelines for researchers to achieve their study objectives and test hypotheses (McDaniel and Gates, 1999). The selection of a study design, whether exploratory, descriptive, or causal, is crucial as it determines how information will be collected and reported. The collection of research design has 3 namely exploratory research, descriptive research and causal research.

Furthermore, in order to carry out this research, all sources for the first information should be consulted using secondary data existing data sources. If there is no information or it is still available but not enough to answer the objective research questions, researcher needs to choose an approach for data collection using primary data.

In this study, the research design was quantitative. This quantitative method is the only data collection method involving numbers. This is because the data collection uses the primary data. The method used in this study is causal research. When one variable is thought to be able to influence the other variable, it gives the researcher more information when determining the casual relationship between the variables in the study.

Data Collection

Data collection involves gathering, quantifying, and evaluating accurate insights using established techniques (McLaughlin, 2018). It is a crucial step in research projects and allows researchers to assess their hypotheses. Primary data, collected through interviews, questionnaires, experiments, and other means, is used in this study to generate evidence supporting the chosen topic and objective.

Nowadays, everyone owns a smartphone and communicates with friends, family, and others via it without ever physically meeting. This study contacts the respondent via a Google Form so they can fill out the questionnaire and submit all of their responses. Using social media platforms like *Instagram*, *Telegram*, and *WhatsApp* can make it simpler to contact the respondents. For instance, to contact respondents from Johor and Kelantan, simply share the link to the Google form. Researchers utilize Google Forms because they can save money and time by using them to answer surveys and quickly and effectively gather data.

Part A, Part B, and Part C are the three sections that make up the Google form. There are six questions in Part A that pertain to the demographic segmentation of the respondents. The questions in this section are based on information about the demographics of the population, such as age, gender, work status, and marital status. The subjects in the dependent variable (section B) pertain to community-based tourism. The last part is independent variables (section C) generate inquiries regarding variables that influence visitors, product and services that may increase visitors, and issues and challenges in managing the community.

Sampling

According to Shona McCombers (2019), sampling methods is a sample a representative sample of those who will actually take part in the study. The study must carefully consider how to choose a representative sample of the complete group in order to draw accurate conclusions from the results. Due to this, it can get a sample that contradicts the population for consideration. There are two types of sampling methods that can be used in this study, that is probability sampling and non-probability sampling. Therefore, this study will analyze the data guided by the framework through sampling.

This study utilizes convenient sampling, a non-probability sampling technique often used when probability sampling is not feasible. Convenient sampling aims to produce a sample

that reflects the proportions of the overall population of interest (Moser & Stuart, 1953). However, online non-probability sampling methods can introduce biases due to under coverage and non-response. Non-probability sampling involves some form of random selection, but it also allows for bias based on the characteristics of participants who choose to participate in the survey.

In this research, convenient sampling was used as a technique to gather data from easily accessible individuals in the community. This involved selecting available respondents to gather information. For instance, in the case of promoting Min House Camp as a tourist spot, the research aimed to understand the community's perspective on using Min House Camp as a tourist destination after the Covid-19 pandemic. The survey conducted within the local community provided insights from individuals who shared similar financial backgrounds, ethnic heritage, values, and inclinations related to community-based tourism at Min House Camp.

The purpose of this sampling method that is convenient sampling is to create a conclusion to understanding success factor strengthen Min House Camp as a community-based tourism in Kelantan after Covid-19. The research also collected data from the owner and tourist at Min House Camp. Data obtained from respondents will be collected by using google form to get responses from those involved and shared on *WhatsApp* applications and so on. Through the interview, all the information obtained will be faster.

Data Analysis

As a guide for individuals who are interested in the fundamentals of data analysis, the study claims that data analysis is something that combines mathematics and necessitates a more in-depth study in order to know something (Brandt, 2014). Additionally, it has been

suggested that the study of data analysis is beneficial for those working in the fields of science and engineering because they require a basic knowledge of the statistical techniques used to analyze experimental data and solve problems (Brandt, 2014). We employed a variety of methodologies for this data analysis in order to collect all the data required to provide a more robust justification for the project's title.

Descriptive Statistic

Descriptive statistics provide an understandable summary and description of the data (Zikmund et al., 2013; Creswell & Creswell, 2017). consequently, both the independent and dependent variables in this study were converted into a descriptive statistic. Measuring central tendency (mean, median, and mode), measuring dispersion (range, variance, and standard deviation), and determining the distribution's shape are some examples of descriptive statistics that are frequently used. Tables, graphs and plots are frequently used to show descriptive statistics, which can help in displaying the data and making it simpler to understand. To describe the fundamental characteristics of the data in a study, descriptive statistics are used. Using descriptive statistics, quantitative descriptions are provided in a clear manner. Descriptive statistics allow us to logically simplify enormous amounts of data. Every descriptive statistic condenses a large amount of data into a shorter description.

Reliability Analysis (Cronbach Alpha)

Measure internal consistency is now a characteristics of reliability analysis. The level to which any indication of a thought appears to be consistent at some basic levels is referred to as internal consistency (Zikmund et al., 2013; & Creswell, 2017). Reliability tells how consistently a method measures something. The results will be the same when the same method is applied to the same sample under the same circumstances. If not, the measurement

technique might not be accurate, or bias might have snuck into the study. The straightforward measure of Cronbach's alpha can be used to assess reliability.

Table 1: Rule of Thumb Cronbach' Alpha

Cronbach Alpha	Classification
$\alpha \geq 0.9$	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

Pearson Correlation Analysis

The statistical tests that assess the correlation or link between two constant variables are determined by Pearson correlation. It merely offers a measure of how monotonically a relationship between two variables can be stated, or how well a monotonic function can capture that relationship. The Pearson's correlation coefficient measures the direction and the intensity of the association between two ranking factors, abbreviated as:

Table 3.4 Rule of Thumb for interpreting Pearson's correlation.

Cronbach Alpha	Classification
$\alpha \geq 0.9$	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

Statistical Package for the Social Sciences (SPSS) is the official name of the programmed that we use to analyze the data. A popular software package for finding information and data is called SPSS (Frey, 2017). Utilizing SPSS has the benefit of being a particularly suited tool for processing social science research data. They include those in the medical, educational, and marketing industries. Additionally, this software is excellent for learning statistical data. Because this programmed accurately analyzes the data, it may be used to produce accurate data about society. It can also create independent variables that will be closely related to dependent factors.

FINDINGS

The key findings of the study based on the recapitulation of the results from the data analysis results and on the study's objectives, research questions, and hypotheses. The first findings of the study to determine the leadership traits that strengthen Min House Camp as a community-based tourism product. Based on the mean descriptive statistic, Min House Camp has successfully achieved success in strengthening its position as a tourist focus area around the local community. The results show that the strength of success in the community is very well received and has influenced the community to make a decision as a tourism center in Min House Camp after Covid-19. Based on the

research, Min House Camp is very suitable to be made as a community-based tourism place because there are various facilities and facilities that have been provided there and can attract more communities around Min House Camp. This is because, its position has become a very significant focus causing Min House Camp to be used as a tourist spot. The surrounding community also managed to strengthen its position after the outbreak of COVID19.

Based on the findings of the data analysis, tourist management has a considerable link with the local community to boost the effectiveness of community tourism at Min House Camp. H2 reflects the findings on the correlation between the independent and dependent variables. Most of the respondents agree more with tourism management because it can form a community to achieve success in better tourism management and enable the community to successfully shape the success of Min House Camp as a tourist destination. For example, they can recommend Min House Camp on social media platforms such as *Facebook, Instagram, Tiktok* and more to enable local communities and tourists to choose Min House Camp as a tourist destination. In terms of employment prospects and revenue potential, having a community-based tourism business in Min House Camp has benefited the locals. It has also provided opportunities for the entrepreneur to become involved with the organization. As a result, after the pandemic of Covid-19, the tourism management around Min House Camp have been successful in forming a community that successfully attracts tourists to come there.

The third objective of the study is to see how community participation between significant relationships towards the success strengthens community-based tourism at Min House Camp after the Covid -19. According to the mean in descriptive statistics, Community participation in Min House Camp has received a very good response from tourists because they successfully promote the tourism center. This is because, the responsibility that they have to do is managing and handling the communications with the visitors in both directions with the visitors in Min House Camp. As a result, the findings of this study show that the participation of this community is getting a very encouraging

response because Min House Camp is a very popular tourist spot for both foreign and domestic tourists.

Previous study from the World Tourism Organization (UNWTO, 2012) can support the objective fourth for this research by the relationship between the tourism network towards the success that strengthens community-based tourism at Min House Camp. This objective four is moderately accepted and supported in this study. As a result, H4 was approved in this research. To help tourists and foreigners learn more about our culture, the Min House Camp community can demonstrate or convey aspects of our way of life community-based tourism, which places a focus on serving local needs and is non-competitive and environmentally benign (Fennell (1999)).

DISCUSSION AND RECOMMENDATION

Based on the results, leadership influences Min House Camp to enhance community-based tourism. Leadership and community-based tourism are positively correlated, and the correlation coefficient is 0.852. An earlier study that looked at whether there were any connections or relationships between the dependent and independent variables supports this conclusion. The research purpose is supported and H1 is proven because both variables' significant levels are 0.000, which are extremely significant.

In order for tourists to experience community-based tourism in Min House Camp and learn about the local culture, it is intended that this paper will share ideas with interested parties. The proprietor of Min House Camp can design a beautiful aesthetic space to draw visitors and help them make cherished family, friend, and relative memories here. In addition, they can encourage visitors to engage in community-based tourism activities like walking through the village, participating in handicrafts or painting, visiting a local market, and making and eating local cuisine. It can help tourists have a nice time, take in the breath-taking views of nature, and spend quality time with their loved ones This is one of the best ideas to foster camaraderie between the employees and the visitors and to

help them build wonderful memories while they are here. Therefore, it is strongly advised that researchers employ a big simple size for subsequent research. This is so that the study's larger samples can be more representative of the general population.

CONCLUSION

In conclusion, the research aimed to examine the success that strengthen the community-based in Min House Camp. The results demonstrate of four main factors that strengthen Min House Camp as a community-based tourism, which are: (i) leadership; (ii) tourism management; (iii) community participation; (iv) tourism network. The local population in the region has realised how quickly the place has developed into a tourism hub. This study is a synopsis of multiple chapters outlining the Min House Camp community-based strengthening components.

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