

EVALUATING PARAMETERS AFFECTING NON-PARTICIPANTS  
SUPPORTING BEHAVIOR IN COMMUNITY-BASED TOURISM; A CASE OF  
BANGHURIS HOMESTAY

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*To my dear family especially my beloved wife, thank you for always being there  
for me, supporting me and encouraging me to be the best that I can be.*

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## ABSTRACT

Problems caused by non-participants in tourism activities in a host community and also community perceptions and participations have been attracted the attention of many tourism researchers over the past decades. In every community there are a number of residents who are not participating in tourism activities due to many unknown reasons and don't consider tangible benefits of tourism. Non-participants in tourism activities may cause different problems in tourism development process, thus understanding their behavior toward tourism development seems crucial for a better planning. In this sense, this study tried to evaluate the supporting behavior of non-participants in Banghuris homestay, Malaysia. Currently, there are several models which tried to investigate factors influencing residents' supports for tourism development, but most of them didn't consider attitudes of non-participants. In addition, this study modified Gursoy, Jurowski and Uysal model to a useful model for evaluation of non-participants supporting behavior toward tourism development. 30 non-participants interviewed during the data collection phase by in-depth interview sessions. The results revealed that there are eight main influencing parameters on Banghuris homestay non-participants; Relation with current participants, Time Limitations, Capital limitations, Livelihood status, Religious sensitivities, Envious sensitivities, Tourism Knowledge and Communication Barriers.

## ABSTRAK

Permasalahan di dalam aktiviti pelancongan yang berpunca daripada kelompok bukan peserta di kalangan masyarakat dan juga tanggapan, pembangunan serta penglibatan masyarakat telah menarik perhatian di kalangan penyelidik pelancongan di dalam beberapa dekad yang lalu. Di dalam sesuatu komuniti, terdapat segelintir penduduk yang tidak menyertai aktiviti pelancongan disebabkan banyak faktor yang tidak diketahui malahan mereka merasakan tiada faedah yang ketara untuk turut terlibat di dalam aktiviti pelancongan. Kelompok masyarakat yang terdiri daripada bukan peserta ini boleh mendatangkan permasalahan yang berbeza di dalam proses pembangunan pelancongan, sekali gus melalui pemahaman perilaku mereka, ia seolah-olah penting untuk pembangunan pelancongan yang baik. Pada masa kini, terdapat beberapa model bertujuan untuk menyiasat faktor-faktor yang mempengaruhi sokongan penduduk di dalam pembangunan pelancongan, tetapi kebanyakan model itu tidak mempertimbangkan kajian tingkahlaku terhadap kelompok bukan peserta. Di samping itu, kajian ini telah mengubahsuai model Gursoy, Jurowski dan Uysal kepada suatu model yang lebih sesuai untuk menilai tingkah laku sokongan daripada kelompok bukan peserta ke arah pembangunan pelancongan. Tiga puluh orang daripada kelompok bukan peserta telah ditemubual pada sesi temubual yang lebih mendalam semasa fasa pengumpulan data. Keputusan telah menunjukkan bahawa terdapat lapan faktor utama yang mempengaruhi kelompok bukan peserta di homestay Bungharis iaitu hubungan semasa dengan peserta, batasan masa, batasan modal, status kehidupan, sensitiviti agama, kepekaan rasa cemburu, pengetahuan pelancongan dan halangan komunikasi.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

Generally local participation has been seen as a precondition in the success of community-based tourism projects by western scholars. Problems which cause by non-participants in tourism activities in a community and also community perceives, constructs and participates in developing countries have been attracted the attention of many tourism researchers over the past decades. Such phenomenon in tourism activities have been debated in the field of sociology and anthropology of tourism.

Initial studies in the field of resident attitudes toward tourism often lied on the anthropological perspectives which the residents of a community were homogeneous people that either supported or did not support tourism. Passing the time shows this is not a true assumption and there is a great variety of attitudes and potentials among non-participants.

A plenty number of communities, especially in third world countries, are unaware of the costs and difficulties associated with the rapidly changing development in the host communities. As a solution, people involved in taking part in the tourism development are considered as a panacea, but in each community there are a number of people who are not participating in tourism activities due to many reasons and are not getting the intangible benefits of tourism. The reason that kept non-participants away from tourism activities is unknown in many cases such as Community-Based Tourism.

Non-participants in tourism activities may cause different problems in tourism development process in destination area, thus understanding their behavior toward tourism development seems crucial. According to Mowforth & Munt (2009) and Simpson (2008) many Community-Based Tourism sites have been failed to understand the reality of social structures in a community which affected the outcome of local participation in tourism activities which has been discussed in following sections.

Currently, there are several models which tried to investigate factors influencing residents' supports for tourism, but most of them didn't considered attitudes of non-participants. One of the most proper models introduced by Gursoy, Jurowski And Uysal n model which introduced in 2002. This study will use this model. In fact this model will examine the factors that influence tourism support and enhance them with new factors.

## 1.2 Problem Statement

Local community participation in tourism activities is a criterion and pre-condition for sustainable Community-based tourism development. In any community, there are a group of locals who are not appealed to join tourism activities who are known as non-participants. In this sense, a group of local people are not appealed to join Banghuris homestay since its establishment.

The current models don't support non-participants behavior, but the existing models concentrated on residents support for tourism and the attitudes of non-participants remind unknown.

This study investigates and examines the ideas and the way non-participants perceive tourism phenomenon. In other word this study examined the main reasons that kept some local away from tourism by enhancing model.

## 1.3 Research Objectives

- a. Understanding parameters which are affect non-participants supporting behavior.
- b. Understanding tourism knowledge of non-participants and its correlation with participating process.

- c. Modifying GURSOY, JUROWSKI AND UYSAL Model to a useful model based on non-participants supporting behavior in Banghuris.

#### **1.4 Research Questions**

- a. What are the main reasons which influence non-participants to join homestay program in Banghuris?
  
- b. Does tourism knowledge of Banghuris non-participants effects on their decision to join homestay or not?

These objectives will work as guidelines in conducting questionnaires within interview to the stakeholders. Therefore, researcher supposed to categorize the questions according to objectives to find out the main question research. The aim is to conduct an academic research touching upon a highly important issue and increasingly current concern the tourism industry is inevitably dealing with. hope the findings will be of interest for tourism scholars within this field, and transferable to other communities in similar contexts.

## **1.5 Study Outline**

In the first chapter of the research topic was introduced, followed by discussing the formulation of the problem and its relevance to academic and to present the research question and objectives. The second chapter concentrates on literature review, where previous concepts, and findings regarding to the topic. The notions and theories of participation and related definitions are explained. In the following chapter the methodology of data gathering explained. At this point the case study is introduced. The major imperial results, gathered from case study will present in fourth chapter and the fifth chapter will contain the main experiential outcomes obtained from the qualitative fieldwork. Analyses through narrative and open content analysis the findings will discuss in the fifth chapter. In this part, the link between research goals, the theoretical framework and empirical study will present. Finally in the last part, the main findings will present and recommendations will demonstrate.

## **1.6 Limitation of Study**

As with other qualitative studies, the research was not without its limitations especially in data collection phase. Complexity of the cultural context of the case study caused changes in sampling criteria during the pilot test. Woman was more accessible than men as they were working in farms or workplace. So the researcher was supposed to helps interview sessions with men during the night to achieve gender balance. Communication barrier was another problem which the researcher was facing during data collection. For overcoming this barrier the researcher was supposed to use some one as translator from Malay to English. In many cases the interviewees' children could help me in translating procedure.



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