

**UTILIZING PRETTY TYPOLOGY IN LOCAL COMMUNITY PARTICIPATION IN  
HOMESTAY DEVELOPMENT:**

**A CASE STUDY OF HOMESTAY PARIT PENGHULU SUNGAI RAMBAI, MELAKA**

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IN HOMESTAY DEVELOPMENT: A CASE STUDY OF HOMESTAY PARIT  
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*To my family especially my parents, siblings, friends and those who show  
concern*

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## ABSTRACT

Local participation is one of the main elements of success in community-based tourism. Community is one of the actors that must actively participate in tourism development. This research is to evaluate the level of community participation in Homestay program. The tools used to measure for the community participation is the Pretty Typology Ladder of Participation. There are three levels of community participation in Pretty Typology with unique differences of characteristics: (1) non-participation is the lowest level in Pretty Typology where communities are being manipulated and tourism development is generally developed by a powerful group, (2) degree of tokenism in community participation or towards active participation is where people have the opportunity in decision making and preparation of the action plan. There are some degrees of local influence in the development process, and (3) degree of citizen participation or interactive participation is the highest level in Pretty Typology. In this level local community, have their own decision making power and full control over all the development without external influences. Homestay Kampung Parit Penghulu in Sg. Rambai, Melaka was established in 2006 and have been awarded as the best Homestay with “The Best Homestay” for four times due to the excellent services they provide. They also have been awarded as the Best Small and Medium Industry Award in 2012 for their outstanding achievement in product development. Every household in the village actively participate in Homestay program development as the head of villagers encourage every household registered under the official board for Homestay program. This study was conducted to evaluate the level of community participation of Homestay Parit Penghulu based on the characteristic of willingness to take risks in tourism development, decision making power, the chance to control tourism development and aim in tourism development. The findings of this research had shown that community participation in Kampung Parit Penghulu on the highest level of participation that is degree of citizen participation or interactive participation while only a group from a local tour guide on the lowest level where the level of participation is only through consultations. The outcome of this research is the generation of new indicators to encourage community participation in Homestay program to improve the local economy and self-confidence among communities.

## ABSTRAK

Penglibatan penduduk tempatan merupakan faktor utama dalam kejayaan Pelancongan Berasaskan Komuniti. Penduduk tempatan harus melibatkan diri secara aktif dalam pembangunan pelancongan terutamanya apabila melibatkan kawasan mereka. Kajian ini adalah untuk menilai tahap penglibatan penduduk tempatan dalam program homestay dan penilaian adalah diukur dengan menggunakan *Pretty Typology Ladder of Participation* sebagai asas ukuran. Terdapat tiga peringkat utama dalam dalam *Pretty Typology* iaitu 1) Tiada penglibatan atau penglibatan pasif di mana ia merupakan peringkat terendah dan komuniti dimanipulasi oleh kumpulan yang berpengaruh dalam pembangunan pelancongan. 2) Ke arah penglibatan aktif merupakan penglibatan di mana penduduk di beri peluang dalam proses pembangunan pelancongan dan peluang dalam membuat keputusan. Pengaruh umum adalah penting pada peringkat ini. 3) Penglibatan aktif merupakan peringkat tertinggi dalam *Pretty Typology*. Pada peringkat ini, komuniti berhak sepenuhnya terhadap pembangunan dan membuat keputusan tanpa sebarang pengaruh luar. Homestay Kampung Parit Penghulu Sg Rambai Melaka ditubuhkan pada tahun 2006. Homestay ini telah menerima Anugerah Homestay Terbaik sebanyak empat kali atas pencapaian yang cemerlang. Homestay ini juga telah dianugerahkan *The Best Small Medium Industry* pada tahun 2012 kerana pencapaian yang memberansangkan dalam pembangunan produk. Setiap isi rumah di Homestay Kampung Parit Penghulu terlibat secara aktif dalam pembangunan program homestay dan berdaftar di bawah Persatuan Homestay Kampung Parit Penghulu. Kajian ini adalah untuk mengukur tahap penglibatan penduduk Homestay Kampung Parit Penghulu dan penilaian dibuat berdasarkan aspek kesanggupan dalam menanggung risiko terhadap pembangunan pelancongan, peluang dalam membuat keputusan dan mengawal pembangunan pelancongan serta matlamat dalam pembangunan homestay. Terdapat dua penemuan dalam kajian ini, iaitu tahap penglibatan penduduk Homestay Kampung Parit Penghulu terbahagi kepada dua peringkat. Pemandu pelancong tempatan hanya terlibat secara pasif atau penglibatan hanya berasaskan keperluan manakala kumpulan lain terlibat secara aktif dalam pembangunan pelancongan. Hasil penemuan akhir ialah cadangan untuk menggalakkan penglibatan secara aktif oleh penduduk tempatan dalam pembangunan program homestay.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

Tourism development in rural areas needs active involvement of the local community as a main catalyst in order to achieve success. Tourism activity that occurred in rural areas with the involvement of community participation is categorized as community-based tourism. The comprehensive structure and involvement of the community in rural tourism are important factors that shape the success of community-based tourism in rural area. It is also important to increase tourist arrivals in the particular area as a resource to increase revenue to the local economy.

Homestay Program is an experience where the tourists stay with selected families, interact and experience the daily life of these families as well as experiencing the local community culture. Homestay is not only focused on providing accommodation but likewise providing beyond daily lifestyle and experience which include rural cultural and livelihood activities (Ministry of Tourism Malaysia, 2011). The core component in Malaysian Homestay Program, which differs from Homestays in other countries, is the element of staying together with host families, or namely, “adopted” families. This element involves the guests eating, cooking, and doing many activities together with their adopted families, allowing two parties with different cultural backgrounds to interact and learn from each other (Kayat, 2009).

The host community in rural area acts as the main actor in a Homestay program under the community-based tourism. They usually discover resources and opportunities in their area to market as a tourism attraction and product. Communities in rural area perform as a host in receiving tourists and set up activities to entertain tourists. Although there are plans and policies prepared by the various tourism industry agencies, it is not fully utilized because the tourism sector which is community-based is sensitive to preserving nature, culture and society in the community (Bovy, 1982).



## 1.1 Background of the Problem

There are some issues and problems concerning the Homestay program coming from both the community and from the tourists that come to the Homestay services. One of the problems identified in the Homestay Program is on the host community's involvement in tourism development. Many Homestay services in Malaysia have a poor organizational structure due to the limited community involvement in Homestay program development. At the same time, communities are not aware of their role in tourism development. They have limited knowledge on how to deal with tourists that come to their village for tourism activities.

Local communities play an important role to draw the tourist to take part in appreciating the tourism resources in the area. Felstead (2000) indicated that active involvement of the community is important as a driver for tourism growth. It is also vital towards protecting the community's natural environment and culture as a tourism product and at the same time encourages better returns in economy to local community.

Okazaki (2008) noted that failure to identify the existing level of community structure in the area is also one of the problems traced in community-based tourism. The problem occurred when the leader of the community is not aware of the importance of his community participation in tourism development. It also happens due to the imbalance in power redistribution of the community participation. Indeed, a good structure needs a leader who is able to derive the community in participating on tourism especially in Homestay program development. The study investigates and examines the ideas to increase local

community participation in Homestay program development by adopting Pretty Typology ladder of participation as a measurement tool.

## **1.2 Statement of Research**

### **1.2.1 Research Question**

These proposed research questions is to answer all following questions:

1. How to evaluate the level of participation by local community in their Homestay program?
2. What can be done to increase the level of community participation in a Homestay program based on the Pretty Typology concept?

### **1.2.2 Research Aim and Objective**

The main objective of this research is to appraise the participation level of local communities in Homestay development program in Homestay Kampung Parit Panghulu. Sg. Rambai, Melaka.

1. To determine the level of participation of the local community in the Homestay program by using Pretty Typology ladders of participation.
2. To formulate indicators that would increase the level of community participation in Homestay program.

### **1.2.3 Expected Findings**

From the evaluation of local community participation in Homestay program, the expected findings of the researcher are the following:

1. Identification the level of community participation by using Pretty Typology as measurement tools. The level of participation will be used as basis for new indicators to encourage community participation in tourism development.
2. The motivational factors that influence community to participate in tourism development in Homestay program.
3. Formulating indicators to encourage community involvement in Homestay program development.

### **1.3 Purpose of Study**

This research is to identify the impact toward the development of community-based tourism in selected sites through the participation of the host community in Homestay program. This covers the evaluation of the level of participation of the local community in tourism development by using the Pretty Typology as a measurement tool. This is important to consider the different level of community participation, especially in tourism activities, involvement in the decision making process, problem solving, knowledge and skill. Besides, this study is also proposes new indicators for the local community of the Homestay program in order to increase their level of participation.

### **1.4 Importance of Study**

This research will contribute to the development of the Homestay program through community involvement. Furthermore, this research will try to fill the gap between local communities and other stakeholders in developing Homestay program. Moreover, this research will try to strengthen the community participation by developing new indicators to build good community structure that would enhance the Homestay program in their area. This research also hopes that the proposed indicators would encourage community participation in Homestay program. Moreover, it would lead to more benefits such as economic growth, socio-cultural development, protection of natural resources, and the benefits accrued from the tourists' participation, which could improve the Homestay development program.

## **1.5 Scope of Study**

To fulfill the aims and objectives of the research, the following scopes are formulated:

- a. Understanding the Pretty Typology theory, concept, principles and its relationship toward local community and tourist arrivals.
- b. The research will focus on the evaluation of the level of participation by local community of Parit Penghulu Homestay in tourism development.
- c. The study will be conducted in a Homestay program which has their own local product based on natural resources. The selection of the study area will be based on 5-10 years Homestay program development.
- d. The process of data collection for the study will be obtained through researcher observation and interviewing local communities that involve in Homestay program development.

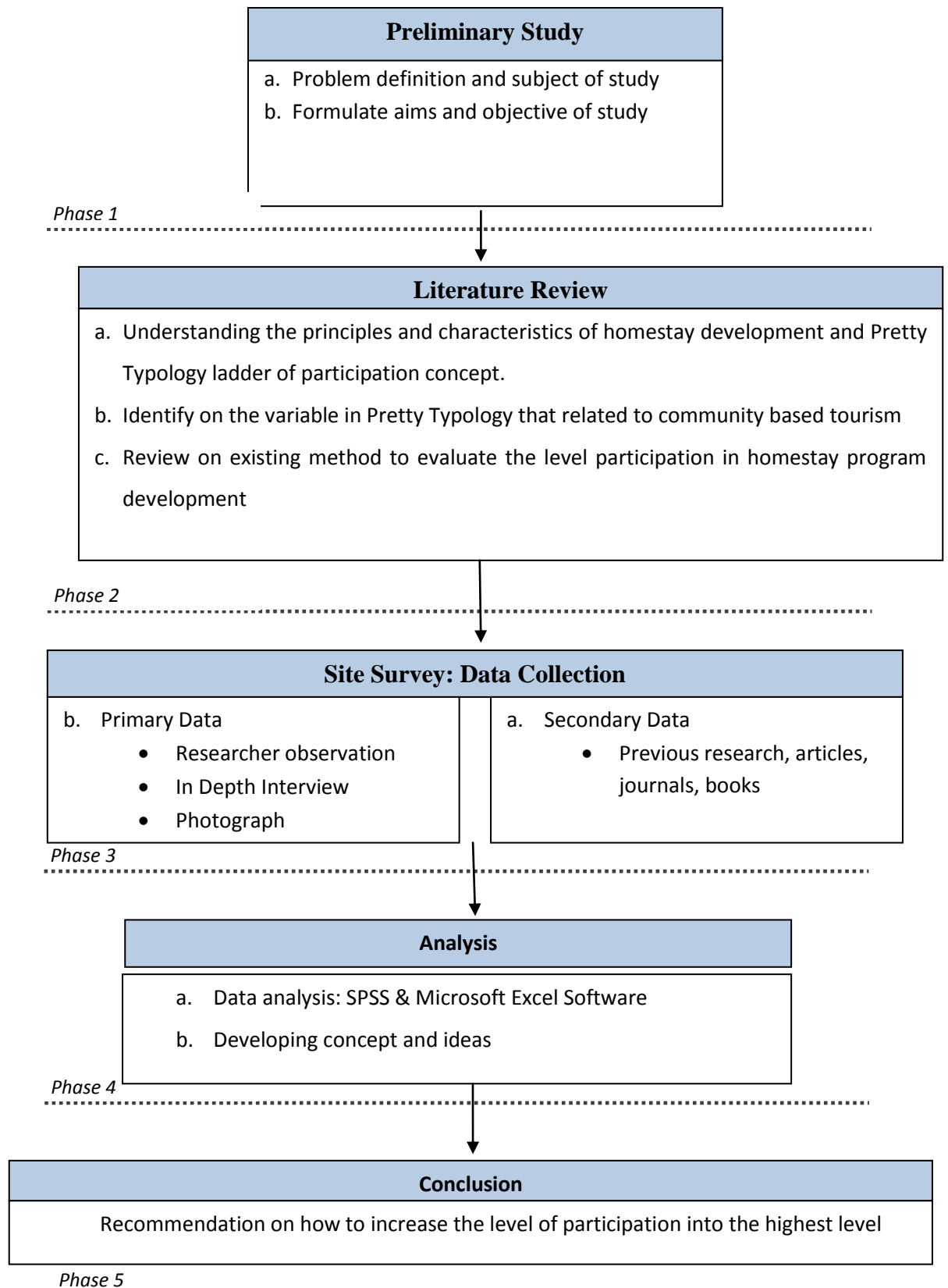


Figure 1.1: Research Framework

## **1.6 Research Methodology**

This research approach will be in five phases, as follows:

### **i. Preliminary Study**

The initial understanding of the community-based tourism and Pretty Typology concepts, principles, characteristic and its relationship to the Homestay development program, is necessary to have a comprehensive concept of the CBT construct. This stage also includes a brief explanation of the issues and problems related to the local participation in a Homestay program, being the focus of this research. The verified results on issues and problems will help in formulating research aims, objectives, scope and the significance of the research.

### **ii. Literature review**

This stage involves the review of related literature to understand the concepts of Homestay program and its development, community-based tourism, and Pretty Typology concept as the key points on this research. This includes readings in the previous reports, journals, thesis, guidelines and other related studies. This is conducted in order to determine the framework and the methodology used in this study.

**iii. Site visit and data collection**

At this stage, the required data for evaluating the relative influence of different practice in Homestay program and local participation in community based tourism characteristic and principles is collected by carrying site survey and site studies. Secondary data will be gathered from the local authority, such as a number of international and domestic tourist arrival and committed development for the tourism sector in study areas.

**iv. Analysis**

The collected data in this study will be analyzed through the use of appropriate statistical method. The analysis will focus on the factors that influence the level of participation of the local community in Homestay program, the tourists' contribution and changes that could expand community knowledge and skills, and to establish a better community structure to develop their Homestay program.

**v. Conclusion**

After analyzing the data and the information obtained, a conclusion on the findings of the research will be made to propose a stronger and better community structure in the development of the Homestay program in Malaysia according to the best practices.



## **1.7 Chapter Summary**

Homestay Parit Penghulu was chosen as a case study in this research to evaluate the community level of participation in Homestay development program. It also proposes some indicators to encourage community participation in tourism growth and development. Most Homestay programs in Malaysia encounter some passive involvement from the community, especially in the tourism development process. Meanwhile, communities are not aware of the benefit that they can get through tourism development. This research will evaluate the level of community participation in Homestay Parit Penghulu by using Pretty Typology as measurement tools. The final outcome of this research is to propose new indicators to encourage community participation in Homestay program development.

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