

MEASURING OF LOCAL COMMUNITIES ACCEPTANCE TOWARDS
COMMUNITY BASED TOURISM IN KAMPUNG SRI LUKUT, KLUANG

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To my beloved
father, Md Diton Bin Yahya
&
mother, La Binti Mahbut

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ABSTRACT

Community Based Tourism (CBT) is a catalyst for economic development in rural community. However, very few CBT projects initiated consider about local community acceptance towards tourism. The aim of this study is to measure the willingness and readiness of local community towards Community Based Tourism in Kampung Sri Lukut, located in Kahang, Kluang. To achieve the above mentioned aim, 55 key informants were chosen among the stakeholder using stratified random sampling technique. In this study structured interview was the main instrument used for data collection, while observation and inventory were the secondary instruments. Data analysis was facilitated by SPSS software used to organize the data according to categories. The findings of the study reveal the potential of tourism development in Kampung Sri Lukut and the acceptance of local community in tourism is very high and has a huge potential but there is lack of management to organize the resources in there. The findings also reveal the potential of establishment cooperative to manage and gain the trust for tourism development in there. Another significant finding shows that community support, sense of belonging, cooperation is needed for tourism development. Overall, this study demonstrates that community capacity building effort is need to consider the important components such as human capital development, organization empowerment and social capital empowerment are critical components in the development of Community Based Tourism projects.

ABSTRAK

Pelancongan Berasaskan Komuniti adalah pemangkin kepada pembangunan ekonomi dalam masyarakat luar bandar. Walau bagaimanapun, banyak projek pelancongan berasaskan komuniti dimulakan mempertimbangkan mengenai penerimaan masyarakat tempatan terhadap pelancongan. Tujuan kajian ini adalah untuk mengukur kesanggupan dan kesediaan masyarakat setempat ke arah Pelancongan Berasaskan Komuniti di Kampung Sri Lukut, bertempat di Kahang, Kluang. Untuk mencapai matlamat di atas, 55 pemberi maklumat utama telah dipilih di kalangan pihak berkepentingan dengan menggunakan teknik persampelan rawak berstrata. Dalam kajian ini temubual berstruktur adalah instrumen utama yang digunakan untuk pengumpulan data, manakala pemerhatian dan inventori itu merupakan sumber kedua. Analisis data telah dikendalikan oleh perisian SPSS digunakan untuk menyusun data mengikut kategori. Hasil kajian itu mendedahkan potensi pembangunan pelancongan di Kampung Sri Lukut dan penerimaan masyarakat tempatan dalam pelancongan adalah sangat tinggi dan mempunyai potensi yang besar tetapi ada kekurangan pengurusan untuk menganjurkan sumber di sana. Dapatan kajian juga mendedahkan potensi penubuhan koperasi untuk mengurus dan mendapat kepercayaan untuk pembangunan pelancongan di sana. Satu lagi tanda yang menunjukkan bahawa sokongan masyarakat, semangat kekitaan, kerjasama diperlukan untuk pembangunan pelancongan. Secara keseluruhan, kajian ini menunjukkan bahawa kapasiti masyarakat usaha bangunan perlu mengambil kira komponen penting seperti pembangunan modal insan, keupayaan organisasi dan keupayaan modal sosial adalah komponen kritikal dalam melestarikan pembangunan projek-projek pelancongan berasaskan komuniti.

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LIST OF ABBREVIATIONS

CBT	-	Community Based Tourism
JKKK	-	Jawatankuasa Keselamatan Kampung
KG	-	Kampung
KOPEL	-	Koperasi Pelancongan
LC	-	Local Community
LIT	-	Low Impact Tourism
SME	-	Small Medium Enterprise
TO	-	Tour Operator

CHAPTER 1

Introduction

1.1 Introduction

Community Based Tourism (CBT) has been accepted towards community and demand for educational and participation has increase towards Community Based Tourism (CBT) that also being identified as a tool that strengthens the ability of rural communities to manage tourism resources while having huge potentials in generating income, diversifying the local economy, preserving culture, conserving the environment and providing educational opportunities (UNWTO, 2007)

Community Based Tourism (CBT) aims to create a more sustainable tourism industry that focusing on the receiving communities in terms of planning and maintaining tourism development. Homestay program can thus be regarded as a rural-cultural-community-based tourism product. Rural tourism have existed for a long time in Malaysia as quite a number of nature based and culture based tourism products are located in the rural areas. However, it has only received recognition as a tourism product with the launching of the Rural Tourism Master Plan in 2001(UNWTO, 2007).

Homestay program is a community based tourism concept and the local community can get direct benefits and the money remain within the local community and also improve the visitor experiences and the satisfaction. The diverse parties like academics, NGOs, community and government organizations want to use tourism as a strategy to improve the economic standards through empowering local community to start their own business ventures. Other objectives are pushing tourism towards rural areas, rebuilding rural socio-economy from declining agricultural based traditional livelihood, protect & promote e traditional cultural values & systems and to ensure the sustainable development (Hamzah, 2010).

Tourism as a dynamic industry that can offer communities in all categories, including rural communities involved in the Community Based Tourism (CBT), opportunities unique development. However, in some specific cases development tourism is not necessarily appropriate for every community. Generally, the impact of tourism is whether it is positive or negative depending on the characteristics of the area concerned (type and the extent to which tourism is developed) and the characteristics of the local community (acceptance of stains).

1.2 Background of the Problem

Tourism is to generate income for the residents it is important to have an collaboration with all stakeholders to solve an problem or to manage issues and tourism development need to consider the sufficient capacity that involve in tourism (Reed, 1997; Kayat, 2009). However, Community Based Tourism (CBT), is relatively easy to start but much more difficult to sustain (Hamzah, 2009).

According to Okazaki (2008) there is barrier for community to involve in Community Based Tourism because of lack of education, business inexperience, lack

of financial assistance and conflicting vested interest the barriers need to be overcome before local community involve in tourism.

Based on the situations encountered, it can be identified a few things that could threaten the development of the tourism industry. The involvement of the local population in the success of tourism activities should be planned as soon as possible so as not to arise things that can prevent, hinder and damage the development of the industry. Lack of involvement will be causes failure to do so can cause technical or political difficulties during implementation, and can significantly influence the success and outcome of the process (Muganda et al ,2013).

Communities involvement increase the opportunities for achieve tourism programs, but the problem arise when involvement of stakeholder to get the involvement of communities to develop a tourism program (Kayat, 2006; Okazaki, 2008; Salaza, 2011).

Elements - elements such as forms of participation, the involvement and participation of the impact should be identified to ensure the success of these efforts. Community Based Tourism activities that are designed and implemented through community consensus other than centrally planned Community Tourism Planning may cause less negative effects and disruption of rural cultures (Salaza, 2012). This situation occurs because the planning of tourism activities do not know and do not understand the needs of the community (Timothy, 1999). In addition, local residents also do not have the power to influence a host of tourism development (Scheyvens, 2000).

Based on the above statement, Community Based Tourism can be successful if it can be develop in considering local community involvement and participation of the outsider.

Many researchers has discussed on the issues about Community Based Tourism. But this research will focused on collaboration of local community and the management. On top of that, from preliminary study a few research problems is identified as follows:

i. Local community involvement towards community based tourism

In Kampung Sri Lukut, lack of involvement of local community (youth and women) it is because there are no job opportunity that can be offer to this local community. Besides that, local community is not aware about tourism resources in their area. It is because they are lack of knowledge towards tourism and their also didn't notice the potential of tourism resources that can be promoted as tourism product.

ii. Collaboration of local community and management

Lack of collaboration of local community and management when local community is does not know what are happening in their area, and what are the development of management will do in this area. There is no centralized for management to spread the news to local community. No medium for management to get response from local community about the development that are happening.

1.3 Research Objective

The objectives of the study are:

1. To identify the willingness of local community in Community Based Tourism

2. To measure the readiness of local community in Community Based Tourism.
3. To evaluate the gap between Community Based Tourism development and local community acceptance.
4. To recommend the cooperative implementation to manage the Community Based Tourism.

1.4 Research Question

In order to conduct this study the research question are develop as follow:

1. Willingness of local communities in Community Based Tourism.
 - a. Is the youth willing to participate in Community Based Tourism?
 - b. How about women empowerment in tourism industry. Is they are willing to contribute in tourism?
 - c. Is they are willing to involve in tourism business?

2. What are the levels of readiness for local communities in community based tourism?
 - a. Is the senior citizen ready to support tourism in their area?
 - b. Are they ready to introduce existing tourism product in their area?
 - c. Is the local community ready to undergo for training about tourism?

3. What are the issues occurred between local community and the management?
 - a. Is there is any issue occurred in Kampung Sri Lukut?
 - b. How management manage this village?
 - c. Is the management willing to involve the local community in decision making process?
 - d. What is the big problem that occurred in this area?

4. What are the best way to overcome the gap between tourism and local community?
 - a. What is the effort of local community and the management to overcome this problem?
 - b. Did local community know about benefits of cooperative?
 - c. Is the management are willing to collaborate with local community for the tourism development?

1.5 Theoretical of Framework

By understanding the readiness of local community towards Community Based Tourism development it may help researcher to identify the gap between the management and local community

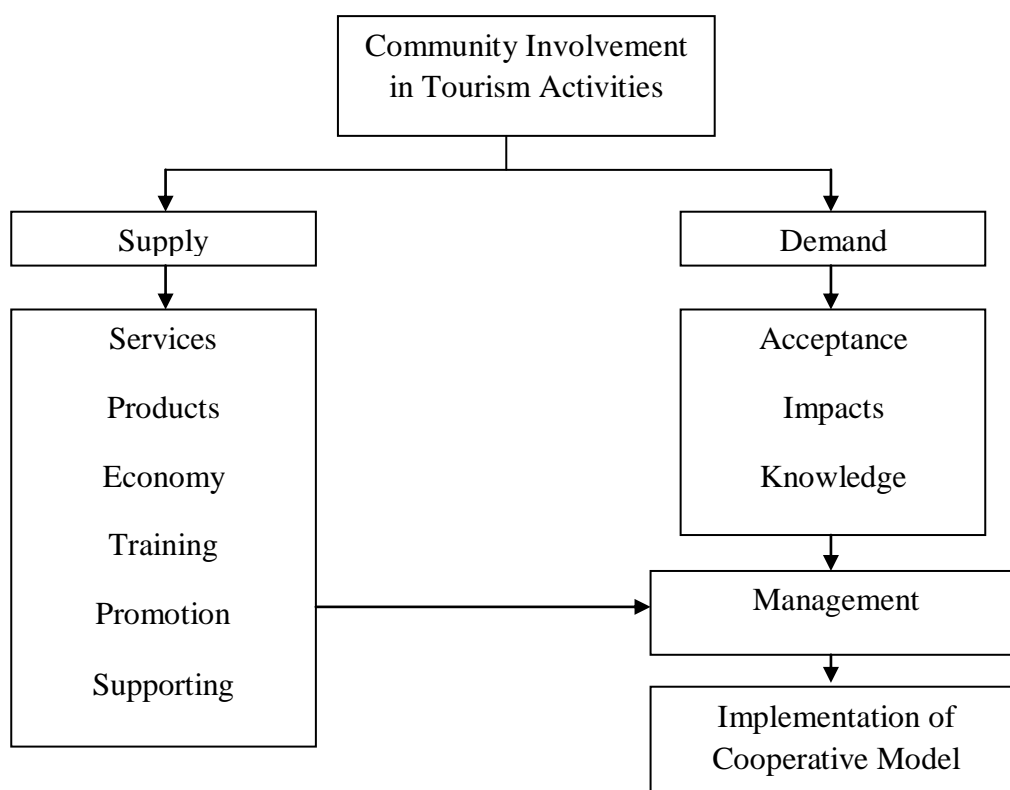


Figure 1.1: Theoretical Framework

1.6 Research Scope

Scope of this study only focused on the study area in Kampung Sri Lukut, Johor. Respondents were some villagers who are involved directly or indirectly and also those who are not involved in tourism activities. This strategy is based on the need to look at the overall view of the local village.

Based on the objectives to be achieved, the study tried to explore four main aspects that are:

- i. The willingness of local community towards Community Based Tourism.

It will cover four main aspects which are interest, whether women willing to involve in tourism industry for them to get side income. Financial, this will cover up the participation from the outside agency to contribute in the development. Skills, youth willingness to contribute their skills in the tourism development. Training, existing and potential operator to undergo training module that will polish their skills.

- ii. The readiness of local communities in acceptance of Community Based Tourism.

There is four aspects that need to be considers. Management, local community is ready to manage the tourism resources by their own. Planning, local community ready to plan the development that they want to be in the future. Support, support in terms of energy or equipment provider to run the tourism activities. Marketing, local community need to ready for promote the product to the outside.

- iii. Determine the gap and issue that are happen between local community and tourism development in Kampung Sri Lukut

Measuring the internal factor such as management, service quality, marketing and financial it will be influence the decision making for local community to participate in tourism, and external factor such as involvement of stakeholder and funding outside parties need to be involved during the development to consider the participation from the local community.

- iv. Evaluating the implementation of cooperative in Kampung Sri Lukut.

Implementation of cooperative in order to solve the issue in Kampung Sri Lukut. This cooperative model will be cover up the involvement of youth,

increase the number of homestay provider, economy development and job opportunities.

Lastly, the determination of the scope of the review carried out by taking into consideration the time and other costs associated with the need for this study.

1.7 Research Framework

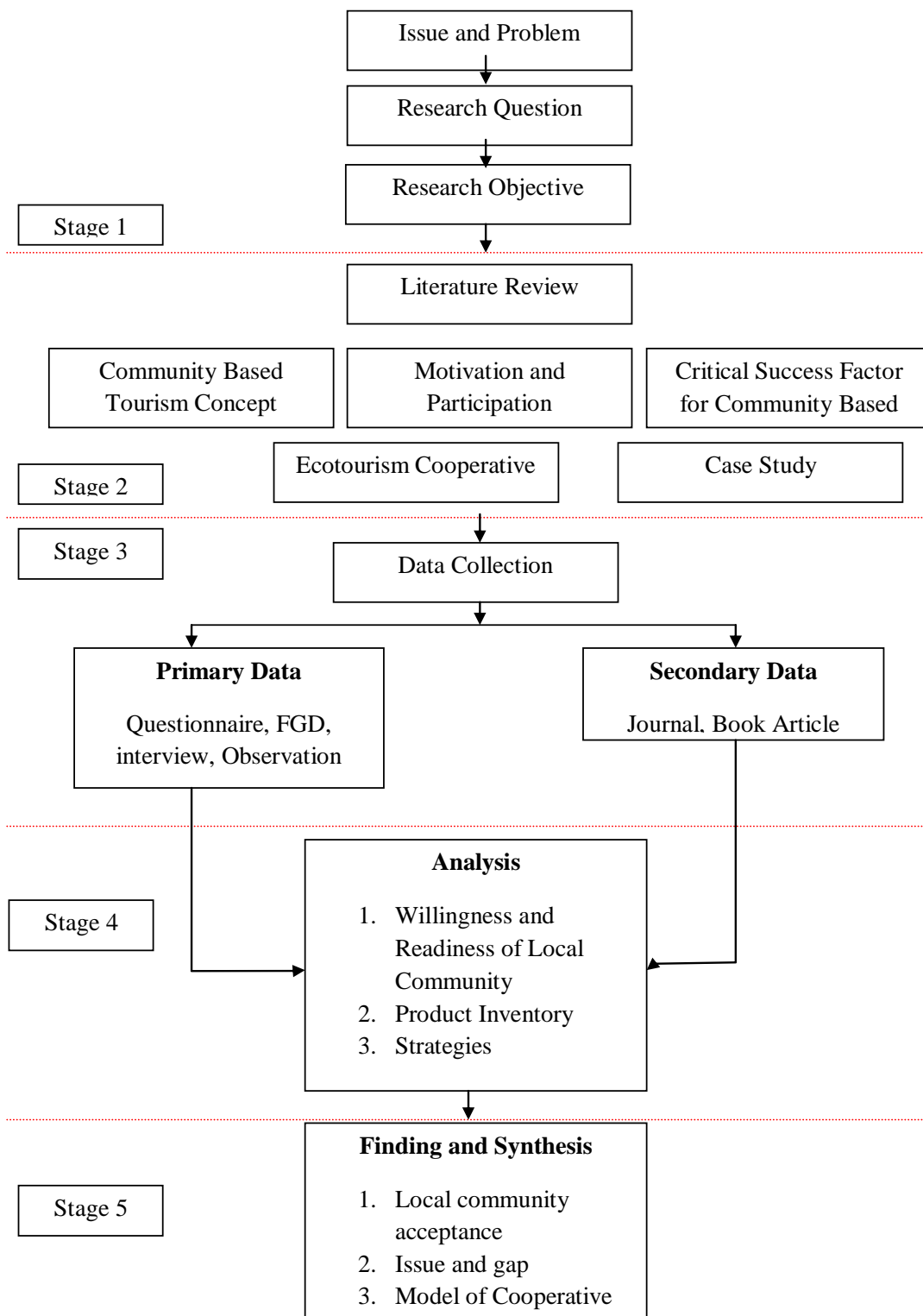


Figure 1.2 Research Framework

1.8 Study Area

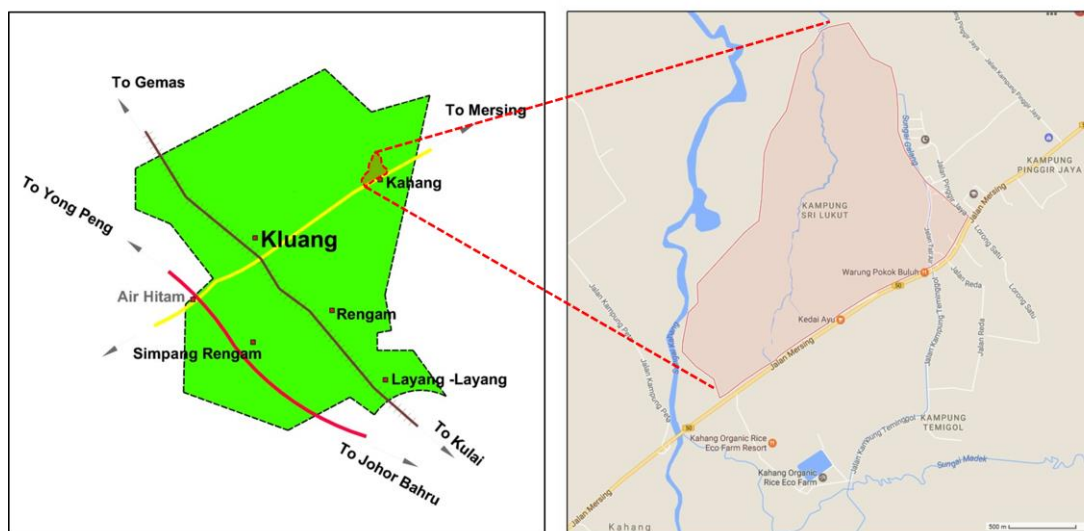


Figure 1.2 Map of Kampung Sri Lukut, Kluang

Kluang areas have the potential to be developed as tourism destination directly in line with tourism development direction towards high-yield tourism in 2020. Kg Sri Lukut in the district of Kahang. Kahang is a mukim in Kluang District, Johor, Malaysia. It is particularly known as the final stop before heading to the Endau Rompin National Park and located along the park itself is located roughly two hours away from the town, connected by a long stretch of dirt road. Kahang has an organic paddy farm 28 miles away from Kluang.

Tourism products can be found in Kg Sri Lukut such as agricultural activities like paddy fields with the view of Gunung Belumut attracting visitors, both local and from abroad to the region. The selection of Kampung Sri Lukut is basically based on the tourism resources that have the potential to be promoted. Local community in Kampung Sri Lukut is very welcoming the tourist arrival there are some of SMEs that already established in here. Besides that, there are many culture that have in this area such as Malay, Javanese, Mandailing and many more. It will be the factor for tourism development in here. The issue that happen in this area is local community

and management is not collaborate well. This study will evaluate the acceptance and implementation of cooperative in Kampung Sri Lukut

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