

## **DETERMINANTS OF INDIVIDUAL FACTOR AND ATTITUDE TOWARDS COMMUNITY PARTICIPATION LEVEL: A PRELIMINARY ANALYSIS OF HOMESTAY PROGRAM**

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**Abstract:** This research aims to study the individual determining factors and attitude towards community participation in homestay programs. This study combines factors from research results by Kalsom & Nor Ashikin (2006), including needs, awareness of the program, personality, ideology, trust and government's role; study by Azlizan & Hamzah (2012), including mindset, financial problems, commitment and attitude; and by Afifah Arifin (2013), which includes the readiness factor as a factor to community participation. Based on these factors, the research instrument was made. Survey respondents were randomly picked in several homestays in Terengganu. Correlation and regression analyses were done to measure the determining factors and attitude towards community participation in homestays. Community participation in homestays is discussed in theory and valued according to the Pretty Typology and Arnstein's Ladder of Participation Theory. The results identified the dominant determining factors that can influence community participation in homestays. Through the results of this study, it is hoped that community participation in homestays can be increased.

### **INTRODUCTION**

The homestay concept was first introduced unofficially in Malaysia in the 1970s. At that time, there were a few village communities in Cherating, Pahang that provided accommodation to tourists who wanted to stay over to enjoy the beauty of Cherating Beach. The tourists that came would be taken in by a family in a village that carried out the homestay program and the tourists were provided with breakfast by the home owners (Amran, 2004). However, the participation of the local people was not expansive and the homestay program was only as an alternative to chalets and resorts for those who were budget-conscious or wanted to cut down on accommodation costs (Yahaya & Fauwaz, 2008).

When the government realised the income potential through the activity, homestay programs were then introduced formally at national level by the Malaysian Ministry of Culture, Arts and Tourism in 1995. The first homestay program that received governmental support was Desa Murni, a community of five villages in Temerloh, Pahang. The main reason for building the homestay program is to help rural communities increase income. However, the main issue for

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the homestay program is the lack of community participation in carrying out this program.

The owner of the Desa Murni homestay then founded the Malaysian Homestay Society. The benefits of the homestay program to the community in Desa Murni include being able to introduce Malaysian culture to outsiders, especially foreign visitors/tourists, and the country's tourism sector can be developed as the community can increase their income to further improve the services they provide as well as take care of the surrounding environment, not to mention expand the knowledge of the community regarding the precious heritage that exists, to be passed down to the coming generations (Kalsom & Ashikin, 2006).

The Malaysian Ministry of Tourism has also included the homestay program in the Rural Development Plan that was prepared to make sure that the development of the homestay tourism community is given due attention. Aside from that, the homestay program is one of the items or activity offered by the Institute of Rural Advancement (INFRA), Ministry of Rural and Regional Advancement, that functions as the main training institute for rural advancement management (INFRA, 2002).

In the context of rural tourism by Lendrum (2003), through his theory he states that people or local communities are one of the sets of Strategic Joint Venture Models in the tourism industry. Referring to Kayat (2006) who studied homestay programs in Kedah, he summarised that the homestay program is one of the Rural Advancement Programs and needs participation, support and readiness of members of the community to ensure its sustainability. Apart from that, according to Kayat (2006) also, the people need to be given the opportunity to involve themselves in the development of the rural community because community based programs such as the homestay program is difficult to maintain without the participation of the surrounding community.

## **RESEARCH OBJECTIVES**

Among the main objectives of this study include:

- Determine the level of community participation among homestay owners
- Measure the relationship between individual determining factors and attitude with community participation
- Identify the role of attitude as the moderator between individual determining factors with community participation
- Determine the dominant determining factor towards community participation among homestay owners

## LITERATURE REVIEW

Many writers and researchers discuss the concept of community participation. In efforts to develop the tourism sector in a country, the local community has to be involved. Without the participation of the local community in a tourism development project, the project cannot be deemed successful, as highlighted by Din (1997). The issue of people's participation in tourism is serious. A form of community participation is through the homestay program, a tourism based activity that is based upon community participation, or community based tourism. This program has the potential to expand and develop the rural community in the socioeconomic aspect. In Malaysia, this program was introduced in 1998 by the Malaysian Ministry of Tourism, formerly known as the Ministry of Culture, Arts and Tourism Malaysia, as an alternative accommodation offered to tourists that visit the country. The government has stressed on the development of the homestay program as it is a tourism product that needs to be expanded in this country (Mapjabil & Che Ismail, 2012). The success of a homestay program can be identified by the ability of the homestay owner to fulfil the demands and satisfaction of the tourists/visitors.

The concept of community based tourism (CBT) is a new agenda in the study of tourism in terms of local community participation. Local community participation, especially of owners who provide accommodation to tourists, contributes to the development of tourism in their area. According to Asker et al (2010), this concept started to appear in the mid-1990s. CBT stresses on the direct participation of the community in various tourism development projects that aim to strengthen their economic, social and political standing. The term of community based tourism differs in meaning to researchers according to their understanding and disciplines in the tourism industry. However, the essence of CBT is the direct participation of the local community in all tourism community development projects. CBT encourages the local community to work together or participation from both parties, i.e. between the tourist and the home owner in tourism projects arranged by the local community itself (Asker, et al., 2010). Jamaluddin et al. (2012) state that CBT is a form of collective responsibility and ability to make decisions together. According to Mann (2000), CBT can be explained even further until it encapsulates all types of tourism that involves the community and the benefits they receive.

Studies on CBT generally has been done by many researchers in the tourism industry whether local or from overseas such as Siwar (2013); Kalsom Kayat (2003, 2009, 2010 & 2013); Rafee, et al., (2012); Jamaludin, Othman & Awang (2012); Pakshir and Nair (2011); Peaty (2009); Halstead (2003); and Mohamad Nor et al., (2012). As a conclusion, these researchers have summarised that CBT is very beneficial to the local community. The benefits include being able to improve

a family's economical state by the generating of side income, that then helps to increase their standard of living and quality of life. Therefore, CBT stresses upon the active participation of the local community as it is an effective strategy to drive tourism (Rafee, et al., 2012).

According to Ashley, Roe & Goodwin (2001), to ensure CBT remains strong, goes on smoothly and systematically, a few critical factors have to be taken into consideration. This includes aspects of accessibility of local owners, the maintaining of products commercially, public policy structure and smoothness of a program being carried out. A tourism development project will be successful and carry on for a long term if these factors are analysed in detail. Apart from that, in a CBT program, the environmental aspect also plays a big role in the success of a project. This is because most of the tourism development programs based on community participation are carried out in rural areas that are rich in natural resources. According to Hamzah (2009), activities that are based on the environment, such as enjoying the scenery, jungle trekking or canoeing are important elements in the homestay program in Malaysia. These activities are programs carried out that involve the main CBT community introduced in 1995 (Siwar, 2013). Through the homestay program, the environmental aspects have been integrated into cultural activities. This integration is important to the country's eco-tourism. Also, tourists will stay with the home owner for a short period of time yet be exposed to the physical surroundings and local community culture and traditions that lead to meaningful experiences.

Past studies also found that individual factors play an important role in increasing community participation in a development program. The model created by MacInnis and Jawarski (1989) through the integrated community participation model states three individual factors that influence community participation, including motivation, opportunity and individual capability. Studies by Kalsom and Norashikin (2006) found that factors such as needs, trust and personality are important in driving community participation in a homestay program. Azlizan Hamzah (2012) found that there are other individual factors that influence community participation such as mindset, financial problems and the commitment by the community itself. Differing in opinion, the study done by Afifah Arifin (2013) found that the factor of readiness is the main reason for a community's participation in a homestay program.

Based on the factors that have been discussed, there is a gap of difference in the determining factor in past studies. Therefore, a more inclusive research concept framework has been made to identify the determining factors that influence the community's participation in the development of homestay programs.

### Concept Structure

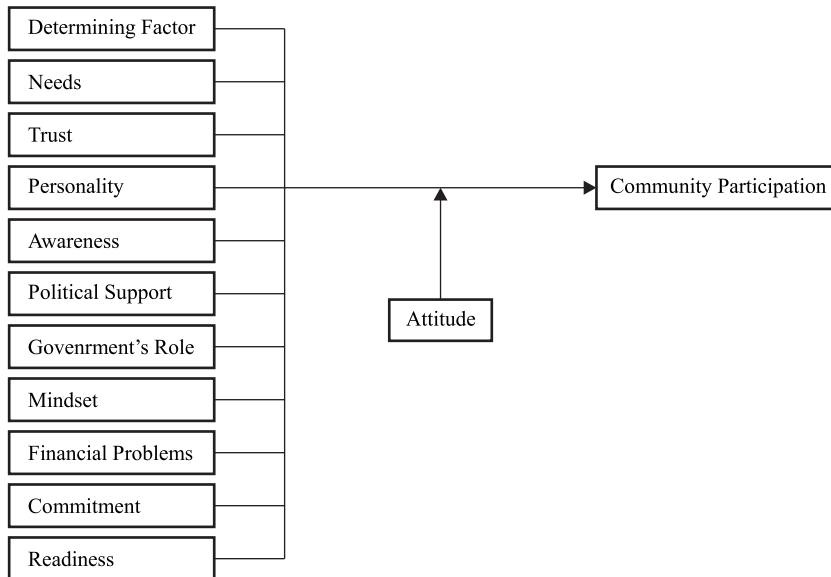


Figure 1: Research concept structure

## RESEARCH METHODOLOGY

### Questionnaire

40 sets of questionnaires were distributed at two homestays in the state of Terengganu, namely Homestay Teluk Ketapang in Kuala Terengganu and Homestay Kampung Buluh in Hulu Terengganu. Only 36 sets were returned.

In accordance with the concept structure above, the questionnaire consisted of five main sections. **Section A** for the respondent's background or demographic details such as age, sex, race, educational background, employment, monthly income, monthly income received from the homestay, marital status, number of people in the household, rates for a night's stay at the homestay and ways the respondent found out about the homestay. Section B was about the individual determining factors that influenced the level of participation of the homestay community including:

- *Needs*: refers to the needs of a person. It occurs naturally in people. As much as possible, one will try to fulfil their basic needs first before thinking of other needs. For example, everyone needs food, clothing and shelter as basic needs. Without these items, the individual might live an abnormal life.

- *Personality*: is the interaction between biology and cognition in a person based on their genetic background and is responsible for a major part of a person's uniqueness. The combination of individual genes will interact with the surroundings and produces different individual personalities, except for identical twins. However, personality is more often than not linked to the behaviour of an individual.
- *Political support*: refers to any form of communication, whether written by hand or verbal, in the process of making decisions by an governing group, deciding between the good for one party and the bad for another along with its solution that involves authoritative power.
- *Government's role*: the responsibility of handling every aspect of tourism development in a country. In the context of homestays in Malaysia, the government has developed and provided funds for the improvement of infrastructure and the promotion of homestay programs to attract tourists. The role of the government to provide infrastructure, financial support, marketing, advice, courses and training as well as enforcement is important in this study to help identify aspects that play a main role in improving the level of participation by owners in the homestay program.
- *Awareness*: is the awareness or sensitivity towards something, an event, object, behaviour and also reaction to an effect. Awareness happens with two different characters but with the same function, that is to be a wall to protect and defend from something negative and also the best magnet to attract or receive something positive. Awareness is indeed a great mechanism or element. An individual can own this strong wall and impressive magnet by activating and increasing awareness to an optimum level.
- *Trust*: is a person's desire to direct themselves to another person where an individual has the confidence towards that other person. Trust is the mental situation based on a person's situation in the social context. When an individual wants to make a decision, they will choose the decision from individuals that they can trust rather from those they cannot trust.
- *Readiness*: term for a process that involves the integration of physical, mental and emotional aspects of a person in carrying out an action. Readiness also deemed the same as consent. In the context of this study, readiness is taken to mean the readiness of a community in the development of a homestay, especially in terms of knowledge, skills, management and community support that enables the homestay project to be carried out effectively.
- *Mindset*: Something that influences the cognition and thinking of a person.
- *Financial problems*: Finance is actually an art and science of managing money. In this context, financial problems are the failure of an individual in managing their money in their daily life.

- *Commitment*: refers to the strong belief towards an organisation, the desire of members to create success together in an organisation and the motivation to remain as a member in an organisation. The commitment of homestay owners towards the homestay program refers to the willingness of the owner to be involved based on their link to the organisation.

**Section C** contains the question to find out the role of attitude in the efforts to improve community participation. **Section D** in the questionnaire contains statements referring to community participation and **Section E** is an open question for opinions and suggestions to improve the study.

## ANALYSIS OR TEST AIDS

### Instrument Reliability Analysis

The method of instrument reliability analysis used in this study is the *internal consistency* method using the alpha coefficient value. This method is very important to see the consistency level in the instrument used for the study. The maximum value for the alpha coefficient is 1. If the alpha coefficient value is less than 0.6, then the instrument used in the study has a low reliability.

### Correlation Analysis

The correlation analysis is used to see the direction of relation between the independent variable that consists of individual determining factor dimension with the dependent variable that is the community participation. Aside from that, through correlation analysis the strength of relation between the independent variable and the dependent variable can be found by looking at the correlation coefficient (value *r*). Through this analysis as well, it can be known whether the relation between the independent variable with the dependent variable is significant or not. Because the data being studied is characterised as *interval*, this study uses the *Pearson* correlation model (Coakes *et al*, 2003).

### Partial Correlation Analysis

This analysis is carried out to see the role of attitude as a *moderator* in the relationship between individual determining factors and community participation of homestay owners.

### Regression Analysis

Regression analysis is used to find out the contribution of the factors in a variable onto the dependent variable. As there is more than one independent variable, this study uses the linear regression model. In this study, two regressions will be used: regression onto individual determining factor dimension to see the contribution of

every significant factor and the individual determining factor dimension towards community participation.

## RESEARCH RESULTS AND DISCUSSION

### Results from the Reliability and Normality

The value of *Cronbach's Alpha* for the factors researched is as shown in Table 2.

**TABLE 2: RESULTS FROM THE RELIABILITY ANALYSIS**

<i>Dimension</i>	<i>Number of Items</i>	<i>Cronbach's Alpha</i>
Individual Determining Factor	100	0.908
Attitude	8	0.903
Community Participation	26	0.928

All alpha values were higher than 0.6 and can be accepted as measuring method (Sekaran, 2003).

### Respondents' Demographic Profile

The results of the study show that respondents were chosen at random and 60% is female. This is due to the fact that most homestays are run by women. The youngest respondent is 24 years of age while the oldest is 76 years of age. Since the range between the youngest owner and the oldest owner is huge and can be seen by the initial data distribution, the researcher has classified the age variable as shown in Table 3. Based on random respondents, it is found that 90% of homestay owners are aged 41 years and above.

It is found that all owners at the two homestays are Malay. In terms of marital status, 88.9% are married. As much as 50% of respondents had completed their education up to Sijil Pelajaran Malaysia (SPM) and the highest level of education is those with degrees and higher. Most owners are self-employed (27.8%), 19.4% are housewives, government officers and teachers are each 11.1%, government support staff and unemployed are each 8.3%, private sector workers and businessmen are each 5.6% and the rest are labourers.

In terms of monthly income, 50% of homestay owners receive a monthly income of RM1000 and below, while income from homestays, owners receive between RM100 and RM500 a month, which is 55.6%. More than 50% of homestay owners charge between RM1 and RM50 per night of accommodation. Apart from that, 38.9% show that most tourists receive information of their homestay through social media, 27.8% through friends, 25% through tourism agencies, and the rest through websites/ the internet. The respondents' profile is shown in detail in Table 3.



TABLE 3: RESPONDENT'S DEMOGRAPHIC PROFILE

<i>Demographic profile</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Age	21 to 40 years	3	8.3
	41 to 60 years	25	69.4
	61 to 80 years	8	22.2
Sex	Male	12	33.3
	Female	24	66.7
Race	Malay	36	100.0
	Chinese	0	0.0
	Indian	0	0.0
Marital status	Single	3	8.3
	Married	32	88.9
	Widower/Divorcee/Widow	1	2.8
Education background	Primary school	4	11.1
	SRP/PMR	1	2.8
	SPM	18	50.0
	STPM/Diploma	6	16.7
	Degree and above	7	19.4
Employment	Government officer	4	11.1
	Private sector officer	2	5.6
	Government support staff	3	8.3
	Teacher	4	11.1
	Businessman/Contractor	2	5.6
	Self-employed	10	27.8
	Labourer	1	2.8
	Housewife	7	19.4
	Unemployed	3	8.3
Monthly income	RM 0001-RM1000	18	50.0
	RM1001-RM2000	3	8.3
	RM2001-RM3000	4	11.1
	RM3001-RM4000	6	16.7
	RM4001 and above	5	13.9
Monthly income from homestay	RM100-RM500	20	55.6
	RM501-RM1000	15	41.7
	RM1001-RM1500	1	2.8
Number of children	None	3	8.3
	2-4 children	15	41.7
	5-7 children	16	44.4
	8-10 children	2	5.6
Charge for one night's stay at the homestay	RM 1-RM 50	19	52.8
	RM51-RM100	12	33.3
	RM101-RM150	3	8.3
	RM151-RM200	2	5.6

<i>Demographic profile</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
How tourists got the information regarding the homestay	Friends	10	27.8
	Websites	3	8.3
	Social media	14	38.9
	Tourism agency	9	25.0

### Level of Community Participation

The level of community participation by homestay owners according to individual determining factors is shown in Table 4, where the measuring scale for this study are the values of 1 until 5, with the value of 1 showing a low scale and 5 showing a high scale.

**TABLE 4: MEAN OF COMMUNITY PARTICIPATION OF HOMESTAY OWNERS ACCORDING TO INDIVIDUAL DETERMINING FACTORS**

<i>Determining factor</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>
Awareness	3.75	5.00	4.4653
Needs	3.75	5.00	4.3524
Trust	3.75	5.00	4.3472
Readiness	2.79	5.00	4.0863
Government's role	3.21	5.00	3.9201
Personality	3.10	5.00	3.7806
Commitment	2.60	5.00	3.7750
Mindset	2.00	5.00	3.4778
Political support	2.00	5.00	3.1019
Financial problems	2.20	5.00	3.0889

Based on the above table, all individual determining factors, that are awareness, needs, trust, readiness, government's role, personality, commitment, mindset, political support and financial problems show a mean of more than 2.5. This shows that community participation for these determining factors are very good because the median for this scale is 2.5. If the value was higher than 2.5, it would be deemed good since nears the value of 5, where the participation is better. If the mean score is lower than 2.5, the community participation is deemed low, and if it nears the minimum value of 2, this means that community participation is even lower. This measuring scale refers to studies carried out by Mohd Shaladdin et. al (2006). Therefore, it is found that all determining factors are at a high level, and become the factors influencing community participation of homestay owners in the homestay program being studied. Table 5 shows the overall level of community participation and individual determining factors.

**TABLE 5: OVERALL MEAN OF COMMUNITY PARTICIPATION AND INDIVIDUAL DETERMINING FACTORS**

	<i>Minimum</i>	<i>Maximum</i>	<i>Mean Score</i>
Community participation	3.15	5.00	3.997
Individual determining factors (Overall)	3.46	5.00	3.938

Based on this study, the mean for community participation is 3.997. This is higher than the median value of 2.5. This means that community participation is high. Meanwhile, the determining factor that influences the level of individual community participation overall is also high. This is shown through the mean value of 3.938, which is higher than the median value of 2.5.

### **Correlation Analysis between Individual Determining Factors and Community Participation**

The correlation between determine factors and community participation is as shown in Table 6. Based on the table, it is found that a majority of factors for the individual determining factor dimension, such as needs, personality, government's role, readiness, trust and commitment has a significant correlation with community participation of homestay owners. All the factors are significant at 0.01 (2-tailed), and at the same time, all the factors have a positive value. Therefore, this shows that an increase for the factors of needs, personality, government's role, readiness, trust and commitment will increase community participation of homestay owners in the homestay program.

The strength of relationship between factors of individual determining factor dimension with community participation is at a moderate level, according to the Connolly and Sluckin Assessment Table, where  $r$  is a value of between 0.4 and 0.7. For example, the correlation coefficient value for commitment ( $r = 0.639$ ), even though is at a moderate value but this correlation coefficient value is nearing 0.7 which is a strong level of correlation. The results of this study also show two factors from the individual determining factor dimension, political support and financial problems that do not have a significant correlation with community participation. However, the positive relationship means an increase in political support and betterment of financial situation will also lead to better community participation. For more details, refer Table 6.

### **Analysis of the Attitude Factor as Moderator between Determining Factor and Community Participation**

Based on the framework of the research concept, the individual determining factor dimension is the determinant to community participation for homestay owners, and attitude is deemed the moderator to the relationship between individual determining factors and community participation. To see the role of the moderator in the relation between determining factors and community participation, correlation analysis was carried out by controlling the attitude factor. Information regarding the correlation analysis is as shown in Table 7.

TABLE 6: CORRELATION BETWEEN DETERMINING FACTORS AND COMMUNITY PARTICIPATION

	<i>CommInv</i>	<i>Needs</i>	<i>Prsnlt</i>	<i>PliticSupp</i>	<i>GovRole</i>	<i>Awrms</i>	<i>Trust</i>	<i>Readns</i>	<i>Mset</i>	<i>FinProb</i>	<i>Cmtmt</i>
<i>CommInv</i>	1										
<i>Needs</i>	.455**	1									
<i>Prsnlt</i>	.424**	.396*	1								
<i>PliticSupp</i>	.271	.337*	.600**	1							
<i>GovRole</i>	.512**	.483**	.548**	.435**	1						
<i>Awrms</i>	.496**	.642**	.227	.367*	.341*	1					
<i>Trust</i>	.577**	.352*	.416*	.231	.316	.382*	1				
<i>Readns</i>	.352*	-.031	.317	.006	.195	.160	.075	1			
<i>Mset</i>	.383*	.398*	.449**	.480**	.650**	.376*	.360*	.129	1		
<i>FinProb</i>	.230	.283	.534**	.654**	.241	.241	.139	.111	.486**	1	
<i>Cmtmt</i>	.639**	.346*	.666**	.411*	.394*	.394*	.519**	.133	.536**	.422*	1

\*\* Significant at 0.01 (2-tailed) \* Significant at 0.05 (2-tailed)

From the partial correlation analysis for every determining factor with community participation, it is found that the attitude factor functions as the moderator or balances the relationship between determining factor and community participation. The zero correlation value for the factor of government's role decreased from 0.512 to 0.454 but still is significant when the attitude factor is controlled, which shows that attitude influenced both the independent variable and the dependent variable. This means the attitude factor functions as a moderator to the relationship between government's role and community participation. The same situation occurs for the factors of trust and commitment. Also, for the factors of personality, political support, readiness, mindset and financial problems, these all decreased but the correlation value was lower or insignificant after the factor of attitude was controlled, where attitude had influenced both variables and at the same time functioned as moderator. However, the opposite occurs when there is an increase in the partial correlation value for determining factors when controlled by the attitude factor, which leads to only the dependent variable being influenced.

**TABLE 7: PARTIAL CORRELATION BETWEEN INDIVIDUAL DETERMINING FACTORS WITH COMMUNITY PARTICIPATION**

<i>Dimension/Factor</i>	<i>Zero correlation</i>	<i>Partial correlation</i>
Needs	.455**	.164
Personality	.424**	.310
Political support	.271	.182
Government's role	.512**	.454**
Awareness	.496**	.292
Trust	.577**	.354*
Readiness	.352*	.263
Mindset	.383*	.227
Financial problems	.230	.177
Commitment	.639**	.482**

### **Influence of Determining Factors Toward Community**

Results from the regression analysis show the influence of the independent variable of individual determining factors towards community participation (Table 8).

**TABLE 8: INFLUENCE OF DETERMINING FACTORS TOWARDS COMMUNITY PARTICIPATION**

	<i>Beta Standard Coefficient (B)</i>	<i>Sig.</i>	<i>R<sup>2</sup></i>	<i>Adjusted R<sup>2</sup></i>	<i>VIF</i>
Community Participation			.491	.460	
Trust	.465	.003			1.11
Commitment	.366	.027			1.11

Based on the correlation analysis, the factors of political support, readiness and financial problems showed insignificant values (refer to Table 6). Only factors with significant correlation values can be measured for its influence using regression analysis.

From the results of regression analysis on factors in the dimension of individual determining factors, it was found that trust is the most influencing factor in the relation between individual determining factors and community participation. This is due to the fact that it has the highest standard coefficient value (*Beta*) of  $\beta=0.465$ . This is followed by the factor of commitment, with  $\beta=0.366$ . In other words, the factors of trust and commitment brought about the community participation of homestay owners in the homestay programs surveyed. Other factors, such as needs, personality, government's role, awareness and mindset were insignificant and did not lead to community participation.

## CONCLUSION

From this research, it can be summarised that there is a high level of community participation of homestay owners at two homestays in Terengganu. In efforts to increase the level of community participation, two parties are involved directly - the homestay owners themselves and the government. The research results also show that the determining factor variable is strongly related with the community participation variable. The determining factors of trust and commitment highly influence the community participation of homestay owners.

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