

Impact and Challenges of Developing Community Based Tourism in Malaysia

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Abstract

In Malaysia, a Model of Community Based Tourism becomes a significant role to the homestay industry that operated by community in a rural area. This model has been discussed by a numbers of scholars as well as to integrate the various factors of community based tourism that affecting to the sustainability of homestay industry, such as; social, economy, environment, technology and education. In depth, this model took account various resources and stakeholders in order to integrate the sustainability of rural homestay development. However, a number of rural communities in Malaysia who are operating their business in homestay industry are lacking of knowledge and experience toward the crucial of integrated sustainable model as well as practicing in their business. In fact, some of them are not satisfying various internal and external factors that affecting to their business, such as; organizational culture, government support, local leadership, community participation, organizational capability, socio-economic, environment, and branding. Thus, the objective of this paper is to study the model of community based tourism as an influencing factor that affecting to the integrated sustainable homestay which are operating in Malaysia rural areas. The results of multiple regressions analysis indicate that only the factors of socio-economy, organizational culture and government support are significantly affecting to the integrated sustainable homestay. In general, the results indicated that most of homestay operators in Malaysia are not really satisfying the important of factors in community based tourism that are affecting to their integrated sustainable homestay industry. Therefore, the concept and model of Community based Tourism become crucial and practically applicable in developing an awareness and satisfaction among rural homestay operators toward the integrated of homestay sustainability. In fact, it also become crucial to the Malaysia government in constructing the policy regarding the community based tourism as well as to integrate the sustainability among homestay practitioners in rural areas.

Keywords: Integrated sustainability homestay, Integrated Rural Tourism, Homestay, Rural Tourism, Community Based Tourism.

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