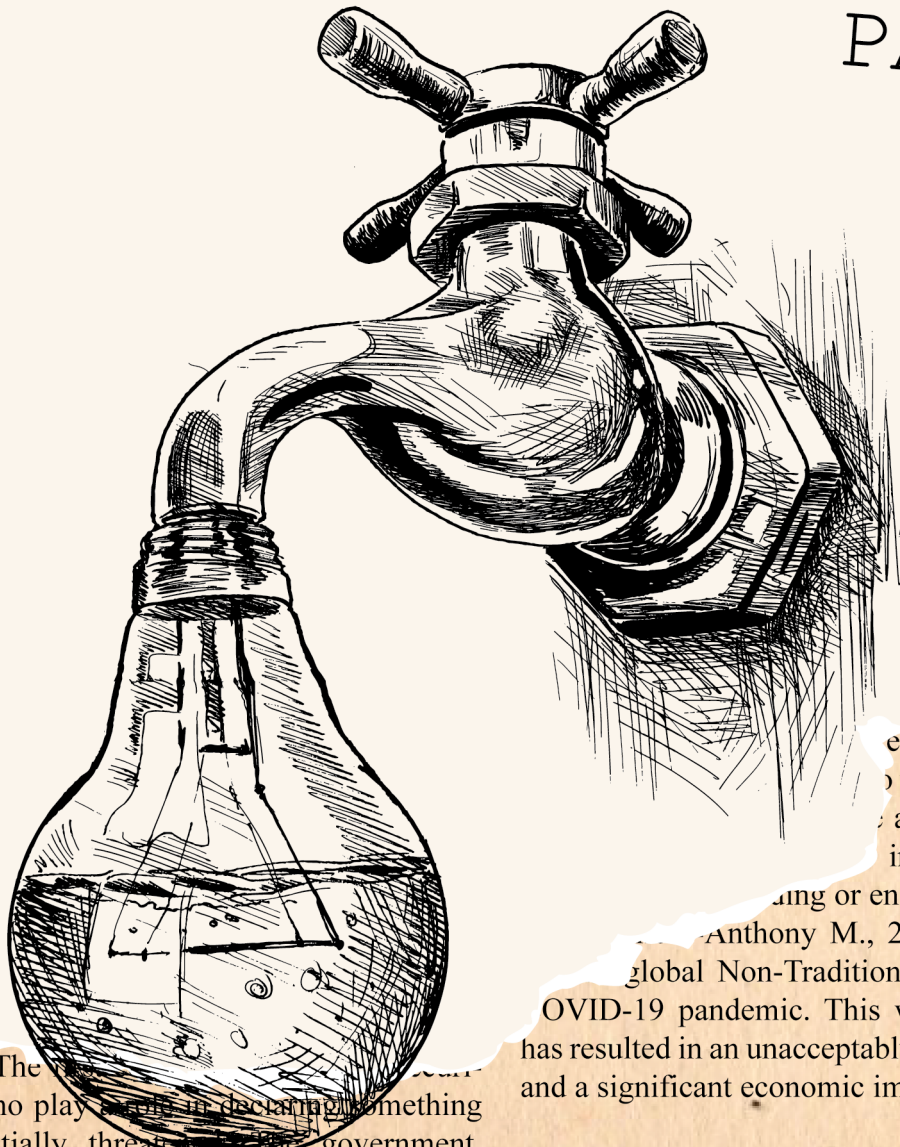


A R T /

I N N O V A T I O N

PART I



... issue. The
... actors who play
... that is existentially threat
... government,
... represented by high-ranking officials, lobbyists, and
... even pressure from a group are all examples of securitizing
... tizing actors. Next is the issue or threat that potentially
... brings harmful effects towards peace and stability of
... of the country and lastly is the reference object or who
... needs the security. This is how actors secure the

ec
... that those mo
... actors, political
... individuals can h
... ing or ensuring their own se
... Anthony M., 2018). One of the m
... global Non-Traditional Security risks is the
... COVID-19 pandemic. This worldwide health crisis
... has resulted in an unacceptably high number of deaths
... and a significant economic impact.

Securitization theory, which is employed as a frame-
work analysis, is the basic theory that underpins the
analysis in this study. Securitization developed from
Copenhagen School (COPRI – Copenhagen Peace
Research Institute) of security studies pioneered by
Barry Buzan, Ole Weaver and Jaap De Wilde (1998),

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LOCAL COMMUNITIES' PERCEPTION TOWARDS BANGHURIS HOMESTAY IN SELANGOR, MALAYSIA

a chapter by

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Introduction

The Malaysia homestay programme began informally in the 1970s with the involvement of the local community, who provided accommodation, breakfast and dinner to foreign tourists upon charging at minimal prices compared to hotels and resorts (Hamzah, 2008; Kayat, 2009; Ibrahim & Abdul Razzaq, 2010). At that time, most of the Malays, who lived in Malay 'kampungs' (villages) along the coastal and rural areas turned their houses as homestays for tourists (Ibrahim & Abdul Razzaq, 2010). In 1988, with the encouragement and support from the Ministry of Tourism, a commune of five villages in Pahang—consisting of Desa Murni Sanggang, Desa Murni Ketam, Desa Murni Perangap, Desa Murni Sonsang, and Desa Murni Kerdau—established the Desa Murni Homestay as a model for the new Malaysian Homestay Programme (Kayat & Nor, 2006). These villages are located in the Desa Murni area, which is a 15-minute drive from Temerloh, Pahang (Pusiran & Xiao, 2013). This homestay programme in turn, brought cultural, social, environmental, and economic benefits to the local population.

Following the programme's success, the Minister of Tourism launched the Malaysia Homestay Programme on 3 December 1995 at Desa Murni, Temerloh, Pahang. This programme was opened to all rural villages in Malaysia (Malay 'kampungs', Chinese New Villages, Indian settlements, and Orang Asli villages). However, only Malay 'kampungs' participated in this programme, since Malays formed the majority of the population in rural areas. To regulate the homestay programme, the Ministry of Tourism, Arts and Culture (MOTAC) listed standard criteria for the house owner (host) to abide by, such as easy access from the main road, suitable

house size and a separate room for the guest, high standards of hygiene, and the security and safety of parties involved (MOTAC, 2022). Homeowners were also required to attend a training course conducted by the Institute for Rural Advancement (INFRA) under the Ministry of Rural and Regional Development (Othman, 2022). This requirement aimed to ensure that the homestay programme can be successfully implemented.

Methodology and data analysis

This study was conducted using a survey distributed to the local communities who live near the Banghuris Homestay. The Banghuris Homestay has been selected for this purpose, as it is among the most successful homestay programmes in Malaysia.

The Statistical Package for the Social Sciences (SPSS) software was used to perform the statistical analysis. The methodologies used were descriptive statistics, reliability analysis, and factor analysis. The data was found to be statistically significant because it was distributed to a large sample. In order to test the reliability of the data, Cronbach's α analysis was also conducted. The reliability analysis shows that the Cronbach's α is 0.896 for the proposed 22 items. Therefore, it can be inferred that there are internal consistencies to the scales, and the method used in this study has a high reliability value. The purpose of evaluating the construct validity above is to answer the question of how much the structure of questionnaire is consistent with its goal. The correlation pattern between variables is measured and then categorised by using statistical methods. It is expected that the questions' categorisation follows a logical pattern. Consequently, factor analysis was used

to construct the new potential impact of homestay programmes on local communities. In essence, the factor analysis method consisted of four steps, namely elementary analysis, extracting factors, rotation, and finally, interpretation.

There are two tests that can be used to measure the sampling adequacy to determine the factorability of the whole matrix. The two tests are Bartlett's test of sphericity and the Kaiser–Meyer–Olkin. For this study, the value of Bartlett's test of sphericity is significant ($p=0.000$), while the Kaiser–Meyer–Olkin value is 0.857. As suggested by Coakes and Ong (2011), if the Bartlett's test of sphericity is less than one per cent ($p<0.01$) it is significant; and if the Kaiser–Meyer–Olkin measure is greater than 0.6, then factorability exists. Based on this suggestion, it is appropriate to proceed with the factor analysis to study the impact of tourism on the local community of the Banghuris Homestay.

Local Communities' Perception on the Impact of Banghuris Homestay in Selangor

This section discusses the respondents' profile analysis, which constitutes the respondents who live near the Banghuris Homestay. The study involved a survey obtained from the respondents from three villages: Kampung Bukit Bangkong (182 respondents), Kampung Hulu Chuchoh (109 respondents), and Kampung Hulu Teris (29 respondents), with a total of 320 respondents. As depicted in Table 1, 267 respondents (83.4%) of the total sample were males, while 53 (16.6%) were females. The majority of respondents (58.5%) fell in the age group of 51 and above, followed by the age group 46 to 50 (13.1%) and 41 to 45 (10.6%). Relatively few respondents were in the age group of 25 and below (0.9%). On the other hand, around 79.4% of the respondents were married, while 4.7% were single, and another 15.9% were either divorcees or widows. These findings suggest that the respondents were largely represented by the age group 51 and above and were mostly married.

Majority of the respondents (41.9%) earned between RM1,501 and RM3,855 monthly, followed by 28.4% respondents from earning RM1,500 and below. These two income groups

(ranging from RM0 to RM3,855) represented the low-income earners and comprised 70.3% of the total sample. Furthermore, 23.4% of respondents came from those earning between RM3,856 and RM8,135, who represented the middle-income earners. Respondents from the higher income group (RM8,136 and above) formed less than 6.2% of the sample. On the other hand, the median and mean of the monthly incomes of the respondents were RM2,400 and RM3,275, respectively. Therefore, the relative poverty rate covers 22% of the total sample. This figure is consistent with the Malaysian Human Development Report in 2012, whereby it is stated that 20% of the Malaysian households were relatively poor.

Table 1: Profiles of the respondents

		Gender		Total
		Male	Female	
Village Name	Kampung Bukit Bangkong	145 (79.7%)	37 (20.3%)	182 (56.9%)
	Kampung Hulu Chuchoh	99 (90.8%)	10 (9.2%)	109 (34.1%)
	Kampung Hulu Teris	23 (79.3%)	6 (20.7%)	29 (9.1%)
Age	25 and below	3 (100.00%)	0 (0.00%)	3 (0.90%)
	26 – 30	17 (89.50%)	2 (10.50%)	19 (5.90%)
	31 – 35	14 (100.00%)	0 (0.00%)	14 (4.40%)
	36 – 40	19 (90.50%)	2 (9.50%)	21 (6.60%)
	41 – 45	31 (91.20%)	3 (8.80%)	34 (10.60%)
	46 – 50	35 (83.30%)	7 (16.70%)	42 (13.10%)
	51 – 55	29 (80.60%)	7 (19.40%)	36 (11.30%)
	56 – 60	46 (83.60%)	9 (16.40%)	55 (17.20%)
	61 – 65	33 (80.50%)	8 (19.50%)	41 (12.80%)
Marital Status	66 and above	40 (72.70%)	15 (27.30%)	55 (17.20%)
	Single	13 (86.7%)	2 (13.3%)	15 (4.7%)
	Married	242 (95.3%)	12 (4.7%)	254 (79.4%)
Level of income	Divorced / Widowed	12 (23.5%)	39 (76.5%)	51 (15.9%)
	RM1,500 and below	66 (72.5%)	25 (27.5%)	91 (28.4%)
Level of income	RM1,501 – RM3,855	112 (83.6%)	22 (16.4%)	134 (41.9%)
	RM3,856 – RM8,135	69 (92%)	6 (8%)	75 (23.4%)
	RM8,136 and above	20 (100%)	0 (0%)	20 (6.2%)

Note: Male respondents were 267 respondents (83.4%) of the total sample, while female respondents were 53 respondents (16.6%). The average respondent's household has around four members.

The analysis was preceded by running the principal component analysis on the 22 items, and the eigenvalues-greater-than-one rule is used to decide on the number of components to be retained. The results of the factor analysis in terms of eigenvalues and total variance explained are shown in Table 2. The decision to retain five components is also supported by the scree test. Overall, five components were extracted, and the five components structure explained the 67.772 per cent of the total variance.

Table 2: Factor analysis - total variance explained

Rotation sums of squared loadings			
Component	Total	% of variance	Cumulative %
1	4.431	20.139	20.139
2	4.270	19.409	39.549
3	2.733	12.423	51.971
4	1.812	8.235	60.207
5	1.664	7.565	67.772

Note: Extraction method: principal component analysis

Note: Extraction method: principal component analysis

Varimax rotation method with Kaiser normalisation was used for the five factors. In order to identify the component of the factor, factor loading of each item was carefully examined. According to Tabachnick and Fidell (1996), loadings of 0.32 and below are considered less good, while variables with component loadings equal to 0.32 to 0.45 are considered average. On the other hand, Dole (2009) has suggested that items with a loading of less than 0.40 are considered weak, and therefore, insignificant to the component. In light of that, this study used a component loading of 0.4 and above as a benchmark for identifying relevant items significant to the components. Table 3 summarises the component of all the five impacts based on this benchmark.

As seen in Table 3, Component 1 comprises seven items with component loadings ranging from 0.616 to 0.841 and are dominated by the items representing the area of ‘environmental impact’. For this component, the total variance explained is 20.12%. Component 2 comprises six items with component loadings ranging from 0.752 to 0.864 and are labelled as ‘economic impact’. For this component, the total variance explained is 19.41%. Component 3 comprises five items with component loadings ranging from 0.578 to 0.744 and named ‘social and cultural impact’. For this component, the total variance explained is 12.42%. Furthermore, Component 4 comprises two items with component loadings ranging from 0.541 to 0.849. This component is labelled as ‘impact on infrastructure’ based on the items grouped in Component 4, and the total variance explained is 8.235%. Last but not least, Component 5 comprises two items with component loadings ranging from 0.762 to 0.862. This component is named ‘impact on individual financial capability’ based on the items grouped in Component 5, as shown in Table 3. The total variance explained is 7.565%.

Table 3 Factor analysis

Component	Name	No.	Items	Loading	Percentage of variance
Component 1	Environmental impact	1.	Environmental 1	0.841	20.139
		2.	Environmental 2	0.799	
		3.	Environmental 3	0.766	
		4.	Environmental 4	0.744	
		5.	Environmental 5	0.655	
		6.	Environmental 6	0.643	
		7.	Environmental 7	0.616	
Component 2	Economic impact	1.	Economic 1	0.864	19.409
		2.	Economic 2	0.822	
		3.	Economic 3	0.819	
		4.	Economic 4	0.776	
		5.	Economic 5	0.765	
		6.	Economic 6	0.752	
Component 3	Social and cultural impact	1.	Social and cultural 1	and 0.744	12.423
		2.	Social and cultural 2	and 0.704	
		3.	Social and cultural 3	and 0.694	
		4.	Social and cultural 4	and 0.625	
		5.	Social and cultural 5	and 0.578	
Component 4	Impact on infrastructure	1.	Infrastructure 1	0.849	8.235
		2.	Infrastructure 2	0.541	
Component 5	Impact on individual financial capability	1.	Individual financial capability 1	0.862	7.565
		2.	Individual financial capability 2	0.762	

This study has identified five impacts that are beneficial to local communities related to the development of the Banghuris Homestay. The impact is categorised into environment, economy, social and culture, infrastructure, and individual financial capability. The local communities have been largely affected in terms of environment. This impact includes the improvement in the cleanliness of the environment, the quality of environment (free from air and water pollution), waste management (collecting of rubbish in stipulated areas) and improved road conditions. The Banghuris Homestay has also encouraged villagers to participate in cleanliness activities organised by the community, and improve the villagers’ houses in terms of attractiveness.

The economy has the second strongest impact on the local communities. With the existence of the Banghuris Homestay, local communities could increase their side income, since the homestay programme indirectly supports the local handicraft industry, provides employment opportunities, and encourages the local communities to fully utilise their assets.

The third aspect that impacts local communities is social and culture. The existence of the Banghuris Homestay has encouraged the local community to improve community organisation and participate in the organised social and cultural activities. Furthermore, a culture-loving society (traditional

dance and traditional games) and a community with strong relationships and cooperation has been created as a consequence to the homestay programme organised in the village.

The fourth aspect is the infrastructure. After the establishment of the Banghuris Homestay, the development of infrastructure, such as gardens, recreational areas, public halls, public parks, and public toilets, have been established for the comfort of tourists. While individual financial capability brought the least important impact to local communities, due to the existence of the Banghuris Homestay, nonetheless, local communities have become more financially independent and were able to fully furnish their houses.

Conclusion

This study has examined how local communities around the Banghuris Homestay had perceived the impact of tourism had on their community. Based on the case study from the Banghuris Homestay, most of the respondents from the local community agreed that the development of the Banghuris Homestay has positively affected them, especially in terms of the environment, economy, social and culture, infrastructure, and individual financial capability.

The development of homestay programmes must be improved and continued. To improve the development of homestay programmes, the stakeholders of the tourism industry, including state authorities and the Ministry of Tourism, Arts and Culture, must take more proactive initiatives to provide programs and assistances. These include financial support, motivation, consultation, courses, workshop and promotional seminars, so as to encourage locals, especially the youths and womenfolk to participate directly or indirectly in the homestay programmes.

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