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COMMUNITY-BASED TOURISM: A CASE STUDY OF HOMESTAY IN KAMPUNG MANGKUK

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ABSTRACT

Community-based tourism is an alternative to provide welfare and community empowerment. This study aims to highlights the challenges and benefits of homestay in promoting and enriching the Community-Based Tourism in Kampung Mangkuk. The mixed method research approach is used in this study. Observation was done in the study area to identify the existing condition of the homestay and its surrounding. Questionnaire method were done to identify the activity in the area and the community participation in enhancing the homestay product in Kampung Mangkuk. From the findings, it can be seen that the community volunteered in various aspects, especially on selling local food products namely “budu”. Next, it can be seen that the homestay program gives positive impact to the community especially in term of economic benefits to the community. However, several challenges have been found which are lack of proper legal regulations, signs, and skilled people resources such as guides on entrepreneurship, marketing and promotion activities, and monitoring systems from the local authorities. Hence, few recommendations have been outlined such as revitalizing the sense of welcoming and encourage in term of promotion through social media.

Keywords: *Community-based tourism, Homestay, Impacts, Challenges*

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INTRODUCTION

Community-Based Tourism (CBT) is known as a platform for the local communities to create revenue by selling products to tourists that include local communities, lifestyles, natural resources, and cultures. It is also defined as a development program that can improve the local community's social and cultural benefits through social and cultural exchanges with tourists (Harwood, 2010). Community-based tourism is one sort of alternative tourism that emphasizes community engagement as a key component of tourism development in order to accomplish the objective of long-term tourist development (Telfer & Sharpley, 2008). Community-Based Tourism (CBT) is meant to be used for community development and environmental conservation. As a result, while analysing the community context, people should take a "holistic" approach like (one that considers all social, cultural, economic, environmental, and political development elements). Understanding the community circumstances will assist people in maximizing CBT's capacity to act as an effective and long-term community development strategy (Refer Figure 1).

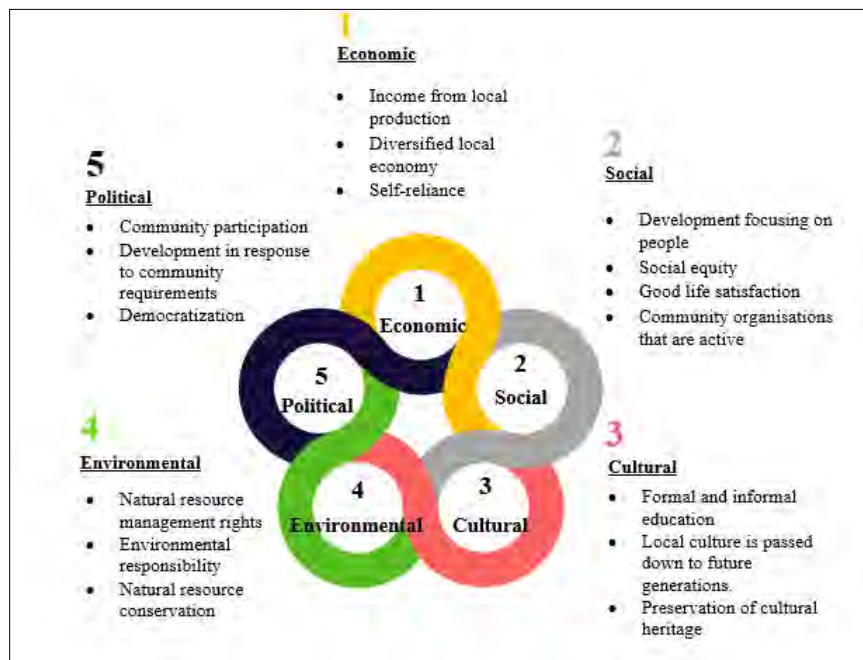


Figure 1: Five Principles Aspects of Community Development

According to Potjana, (2003), the following are the key elements of Community-Based Tourism (CBT) which are:

- i. Natural and Cultural Resources
 - Natural resources are well preserved
 - Local economies and production methods rely on the sustainable use of natural resources.
 - The destination's customs and culture are distinct.
- ii. Community Organizations
 - The Community is united in its consciousness, norms, and ideology.
 - Elders in the community possess local traditional knowledge and wisdom.
 - The community feels a sense of ownership and wishes to be involved in its own growth.
- iii. Management
 - The Community has rules and regulations in place to regulate the environment, culture, and tourism.
 - There is a local organization or mechanism in place to manage tourism and link tourism and community development.
 - Benefits are distributed fairly to all.
 - A portion of tourism income are allocated to a community fund for economic and social development.
- iv. Learning
 - Creating a shared learning experience for hosts and guests.
 - Educating and fostering a knowledge of various cultures and ways of life.
 - Increasing tourist and local community understanding of ecological and cultural conservation.

Jamaludin et al. (2012) found one of the concepts of cultural tourism that is popular by tourists is through the homestay program where some areas still practice the traditional way of life. It is one of the alternative forms of accommodation offered to the tourist. The homestay program not only allows tourists from abroad the opportunity to experience living in rural areas, but also allow tourists to appreciate the culture of the local community and enjoy the atmosphere of rural beauty found in the area.

According to Brohman (1996), the involvement of the community is one of the most important elements in tourism development where every member of the community is involved in every tourism activity not only contributes to the facilities provided but also indirectly benefits the local people. This shows that local people are one of the stakeholders who play an important role in tourism development. Community

participation is able to strengthen a community institution where local people work together with each other to show compatibility and uniqueness to outsiders in tourism activities available in the area. The involvement of local people in tourism activities can have a positive impact on them where it can improve the economic, social, and cultural status (Buhalis, 2003).

PROBLEM STATEMENT

To ensure the successful of Community-Based Tourism (CBT), community involvement plays an important role in getting the succesful village in terms of their activities, like a homestay, business like PEWANIS (Women Entrepreneur Group) and KUNITA (Fishermen's Wives Group), and also the fisheries. However, one of the issues is to promote visitor to stay at the homestay due to lacking of signage and lack of promotion (Janaji, 2019). It is stated that people are hard to find the homestay because there is no signage along the road at Kampung Mangkuk.

However, the establishment of Pancaran Delima Community has become the potential for the visitor to come to Kampung Mangkuk. "Establishment of Pancaran Delima community" will attract visitors to take a closer look at every uniqueness offered in the area in the village. Among the uniqueness found in this village are the beauty of the beach that allows visitors to release tension, various types of homestays available that have their own uniqueness, food products that can generate income, and so on. Moreover, the resort of High Heritage Value, is where people can see the beauty of one of the traditional Malay architectures of Terengganu, namely Terrapuri Heritage Village. The Terengganu Malay traditional house was brought from the conventional Terengganu villages of Kampung Paloh, Manir, Losong and was named according to the place where the house was taken. The resort contains 29 houses and is inspired by malay architecture from the 17th century.

Hence, it is important to promote and to make sure that all homestay in Kampung Mangkuk get the attention by the visitor as their main accommodation. With the potential and support by the other attraction in the study area, it is a loss if the community could not attract the visitors to also appreciate and stay at the Homestay provided there. The question is, how does they promote the homestay? Why does the homestay in Kampung Mangkuk has lack of signage? What is the attraction that the community portray in their homestay program that could attract the visitors? Does the existing program give impact to the community of Kampung Mangkuk?

AIM

The study was conducted at Kampung Mangkuk, Setiu, Terengganu (Refer Figure 2). This study aims to highlight the challenges and benefits of homestay in promoting and enriching the Community-Based Tourism (CBT) in Kampung Mangkuk that is beneficial for the community.

METHODOLOGY

The case study method was developed in a systematic manner by first, conducting a preliminary investigation into the current state of homestay development and potential obstacles that homestays may face (Refer Figure 3). There were several data that presented by mixed methods (qualitative and quantitative), namely observation and questionnaire. Questionnaire were distributed to 100 respondents to gather data regarding this study. Questionnaire method were done to identify the activity in the area and the community participation in enhancing the homestay product in Kampung Mangkuk. An analysis made on respondents was done in detail which involved respondent profile, local involvement in a homestay program, the impact of the homestay program on the community, and also the challenges in promoting the homestay among visitors. It is important to know how the homestay situation is and also the involvement of the community themselves in promoting the name of the village.

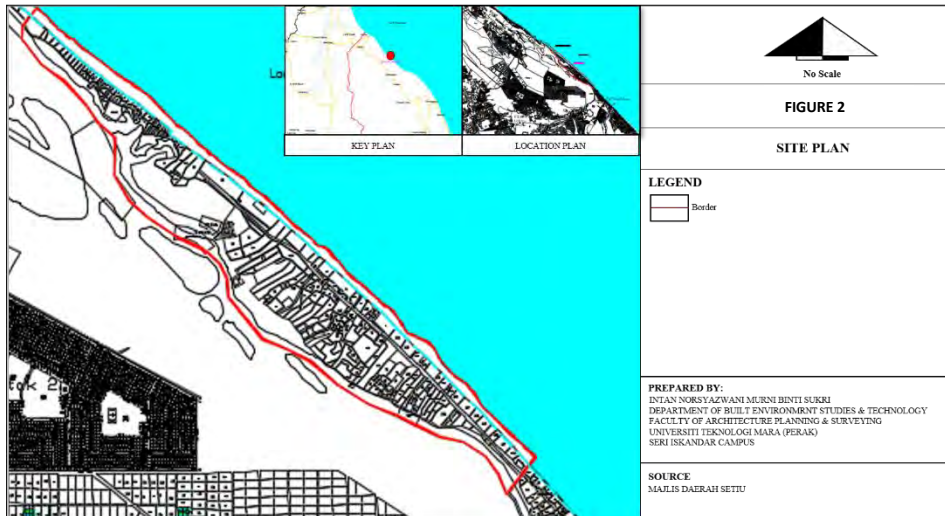


Figure 2: Kampung Mangkuk Boundary

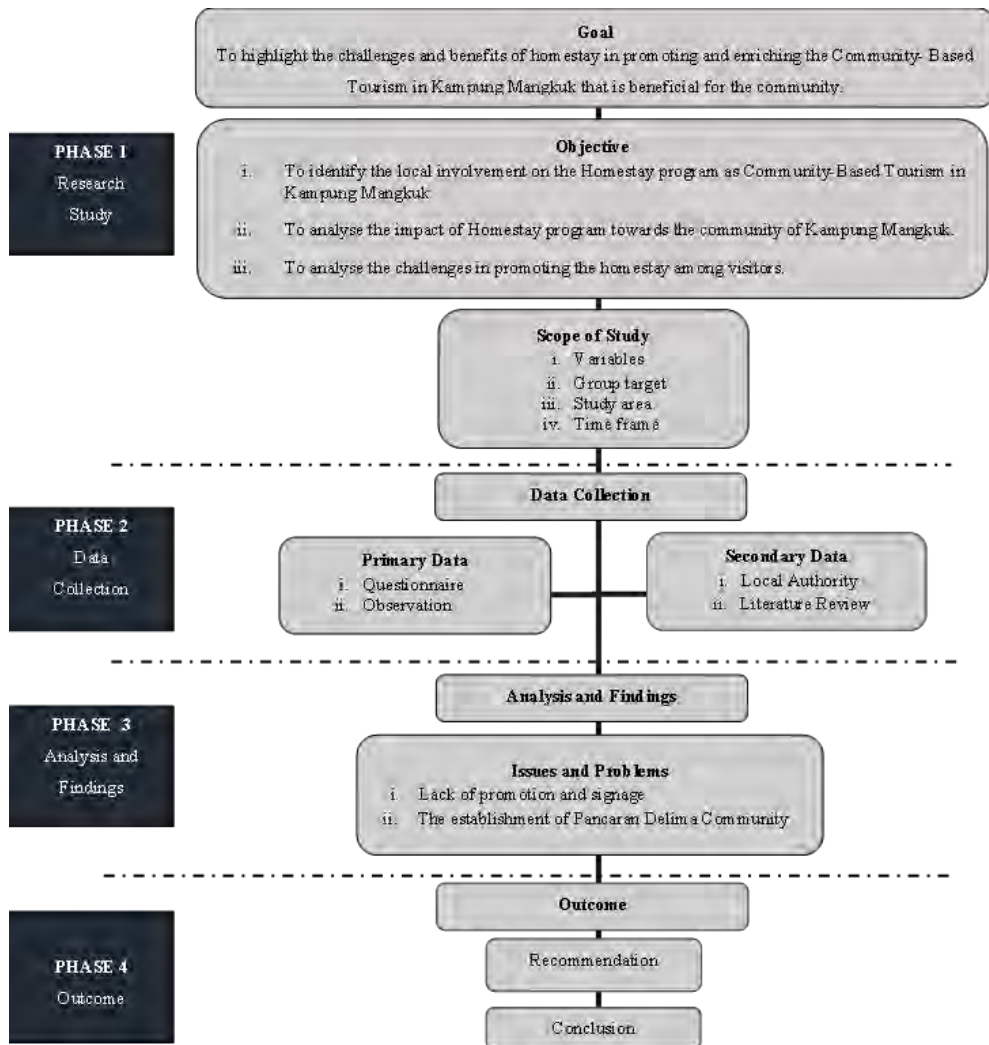


Figure 3: Research Methodology

ANALYSIS AND DISCUSSION

Homestay Distribution and Condition

Based on observations carried out in Kampung Mangkuk, there are fourteen (14) homestays namely Allur Galley Suites, Rumah Tok, Sekepeng Penarek, Tumpang Semangkuk, Bayu Laut Homestay, Teratak Ibu, Rembulan Escape / Kamalia Villas, Terrapuri Heritage Village, H. House Penarik, Pulang, Aliya Homestay, Cahaya

Homestay, Desa Qamar, and Haji Rani Homestay. Based on the observation done, it can be seen that the conditions for homestays in the village are in the average, good, and even very good category. This shows that visitors should be encouraged to stay and enjoy their stay at homestays provided in Kampung Mangkuk. (Refer to Figure 4).



Figure 4: Homestay Distribution and Condition

Signage Distribution and Condition

Regarding the signs, there are nine (9) signage in Kampung Mangkuk where the signage includes jetty signage, homestay signage, and also *pancaran delima* signage. The signage in the village is in average, good, and even very good condition (Refer to Figure 5). This shows that the village lack of signage in line with the questionnaire conducted where only some homestay signage are found in the village. This will become a difficulty for visitors to know the location and also the existence of homestays in the village. Therefore, the authorities are advised to create signage in the village and also surrounding the village that allow visitors to know the existence of homestays in the village.

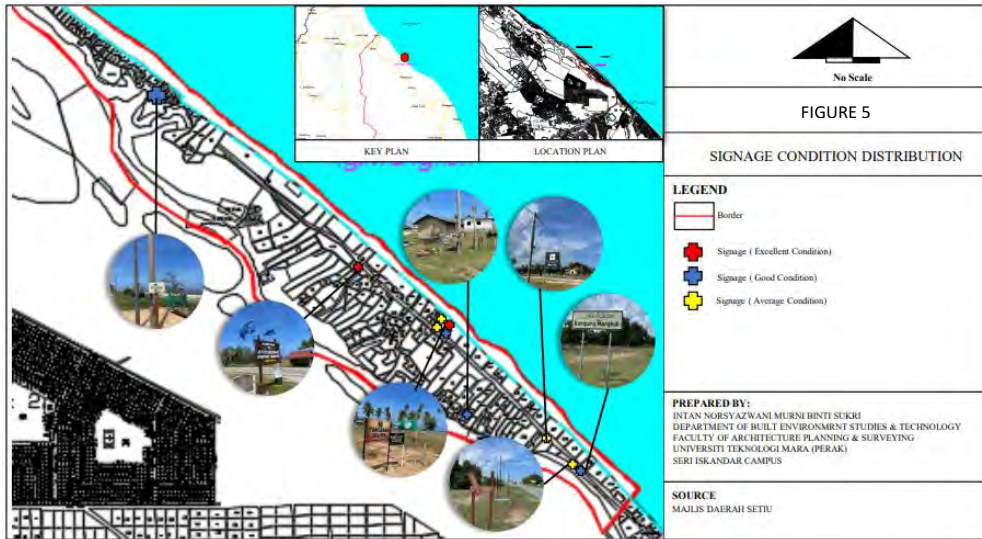


Figure 5: Signage Distribution and Condition

Local Community Involvement in the Homestay Program

Local involvement in the Homestay Program, several criteria are listed which are voluntary communities in various aspects, selling local food products ("budu"), homestay workers, opening a restaurant, and opening a grocery store. Based on the questionnaire, it was found that the community volunteered in various aspects, such as selling food products ("budu"). The community also involve as homestay workers, restaurants, and opening grocery stores. The community can participate in many activities such as culture, food, economic activity, and location that can be done with the homestay program (Refer to Figure 6).



Figure 6: Involvement of Communities in Retail Business and Activities

The Impact of the Homestay Program on the Community

Next is on the impact of the homestay program on the community. Based on the questionnaire, it was found that the community strongly agrees with the homestay program because it can provide employment opportunities to the community, economic benefits to the community, improve the image of Kampung Mangkuk, helps to promote the village and the homestay itself, and the homestay program can strengthen the relationship between local communities (Refer to figure 7). As a conclusion, the program gives positive impact to the community.



Figure 7: Activities of *Sembelih* between Communities and Visitors

Most of the community is involved in activities such as opening a restaurant and opening a grocery store. Homestay program also gives positive impacts towards community which indirectly provide job opportunities to the community, provides economic benefits to the community, improve the image of Kampung Mangkuk, and the homestay program strengthen the relationship between the local community. On the other hand, majority of the community agree that the homestay program helps to promote the village and the homestay itself. Several challenges have been found which are lack of proper legal regulations, lack of signs, lack of skilled people resources such as guides, entrepreneurs, hospitality, professionals, lack of marketing and promotion activities, lack of monitoring systems from ministries and states.

CONCLUSION

In conclusion, the study shows that the community in Kampung Mangkuk is actively involved in the Homestay Program. It also shows that with the existence of the Homestay Program, many benefits are obtained by the community of the village such as job opportunities, side income, and strengthen the relationship between the community. However, the support from the local authority on enhancing and promoting the program is highly recommended. This study is expected to benefit the Local Authority to further expand the Tourism Sector in the aspect of the Homestay Program in other villages that have the potential to be developed.

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