

Community Capacity Building and Participation Level of Registered Homestay Operators towards Homestay Performance in Selangor, Malaysia

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Abstract

Increasingly, registered homestay operators went to be idle homestay business led to the all-out number of active Ministry of Tourism, Arts and Culture homestay diminishing from 16 homestays to 11 homestays in 2019. Therefore, the study attempts to investigate community capacity building (CCB) and the participation level of registered homestay operators whether their attitudes and behavior influence the outcomes of CCB and the types of participation level leading to the declining trend in homestay performance. This study used the convergent parallel design that involves collecting and analyzing two independent strands of qualitative and quantitative data in a single phase. A total of 206 participants were chosen from registered homestay operators. The result demonstrates that the registered homestay operators face inadequate community capacity building and passive participation; lack of coordination and collaboration among homestay coordinators, homestay operators and the local community; noncompliant homestay product designing and development; instability and unavailability of investment and incentives; lack of homestay marketing approach; and limited homestay business networking. Homestay monetary adequacy is one of the inspirational factors were the homestay business capable of bringing enough profit, thus the homestay operator finds the business is worthwhile to keep going for the foreseeable future.

Keywords

Community Capacity Building, Participation Level, Registered Homestay Operators, Homestay Business.

Introduction

The trend of declining MOTAC homestays in Selangor continues to increase when seven (7) registered homestays; (1) Homestay Sepintas, (2) Homestay Kg. Endah, (3) Homestay Kg. Sg. Lang Tengah, (4) Homestay Kampung Kundang, (5) Homestay

Batu Laut, (6) Homestay Kanchong Darat, and (7) Homestay Sg. Tenggi became an inactive homestay business in 2019. Increasingly, registered homestay operators opted to be an idle homestay business, resulting in an all-out number of active MOTAC homestays reduced from 16 homestays in 2009 to 11 homestays in 2019. The performance of MOTAC homestay in Selangor was translated in the number of tourist arrivals and tourist receipts. The number of tourist arrivals declined to 21,976 from 40,292 in 2018, leading to a decrease in generated income at RM954,091 (Ministry of Tourism, Culture and Art, 2020).

According to Abdul Rashid et al. (2004) community capacity building (CCB) of local communities must go parallel with the homestay community-based rural tourism. Without proper planning on CCB, the homestay development at community level will lead to negative outcomes. Therefore, it raises a question regarding whether registered homestay operator attitudes and behavior influence the outcomes of CCB and the type of their participation level, leading to the declining trend in homestay performance.

Moreover, highlighted by Funnell and Scougall (2004), CCB is an important principle of the Stronger Communities Strategy for tourism development programs. Hence, CCB increases the personal and collective resources of individuals and communities, helps them to develop skills and capacities they need, and respond to the challenges and seize the opportunities that come their way. According to the results of the literature review, although CCB is the key to developing successful tourism development, there are limited researches on the CCB of eco-tourism especially in developing countries (Tang, 2019; Moscardo, 2008; Woodhouse, 2006; Balint, 2006; Reid & Gibb, 2004).

Registered homestay operators play a significant role to support the success of homestay business. Understanding the registered homestay operator's constraints and difficulties is needed as challenges are the part of the process that registered homestay operators need to overcome in order to avoid collapse of their homestay business. Thus, this study intended to address this gap in the literature by exploring the issues and suggestions of CCB from the homestay context.

The Theory of CCB

CCB of local communities must be parallel with the homestay community-based rural tourism. Without proper planning on community capacity building, the homestay development at community level will lead to the negative outcomes such as limiting the ability of locals to participate, lack of homestay knowledge, lack of local homestay leadership, domination by external agents and unsuccessful homestay development as shown in Figure 1 (Abdul Rashid et al., 2011).

There is a large body of literature suggesting that CCB is a core process in the development and strengthening of local communities Kwan & Weber (2003). The concept of CCB is regarded as the ability of people and communities to do work associated with the determinant factors and indicators of the circumstances of socio-economic and environmental contexts Aref, Redzuan, & Gill (2009). Funnell and Scougall (2004) highlighted that CCB is an important principle of the Stronger Communities Strategy for tourism development programs. CCB increases the personal and collective resources of individuals and communities, helps them to develop skills and capacities they need to respond to challenges and seize the opportunities that come their way. CCB is a necessary condition for improving the process of tourism development and enhancing its benefits for local communities Fariborz & Schneider (2008). It was noted that tourism development in local communities cannot be successful without the community participation.

According to Cupples & Larios (2005), community capacity in tourism development can be seen as the capacity of the people in communities to participate in tourism activities, where tourism developers often have the tendency to invest in community training and CCB as a way of contributing to long-term community development. Moreover, Balint (2006) states that CCB is a level of competitive ability and skill and knowledge that is necessary in order to achieve the community goals. Therefore, it concerns the development of skills and abilities that will enable the local community to make decisions and actions for tourism development. In addition, Fiona (2007) claimed that CCB is widely acknowledged as important strategy for community development and it is recognized not only as an essential strategy to strengthen the well-being of individuals and local communities but also the ability to empower community to self-manage their community tourism through participation in the building and enactment of shared community vision for successful tourism. However, there is an argument that CCB is necessary for community development and participatory processes at the community level (Reid & Gibb, 2004).

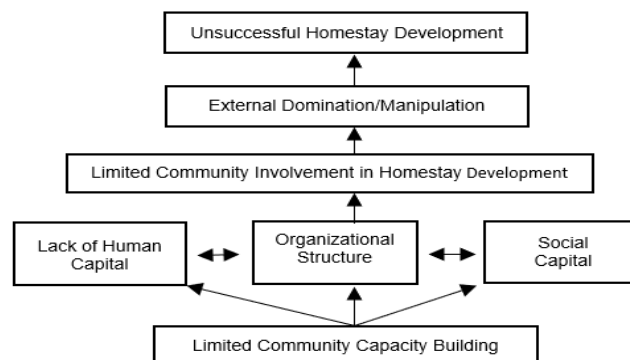


Figure 1 Limited Community Capacity Building Lead to Unsuccessful Homestay Development

Source: Adapted from Abdul Rashid et al. (2011)

Likewise, Smith, Littlejohns, & Thompson (2001) stated that CCB shows the levels of competence, ability and skills necessary to set and achieve relevant goals, which includes the assets and attributes that a community is able to draw upon to improve their livelihood. Hence, CCB requires resources and infrastructure as well as equitable partnerships with external parties for a community to develop and implement actions for strengthening community health (Moscardo, 2008). He also adds improving CCB before tourism planning is the way to successful tourism development.

Moreover, UNDP defines CCB “as investments in social, human, physical, and financial capital and is the outcome of the interaction between stakeholders like individuals, businesses, networks, organizations, and policy institutions, at both the national and international levels” (Tang, 2019). According to Woodhouse (2006) social capital is the element that keeps together the inherent network found in institutions along with the trusts and norms that encourage cooperation and coordination between individuals as well as assist collective action for reciprocal benefit. Thus, it can be measured by the degree to which communities trust one another and the way they perceive the availability of mutual aid. He also added human capital refers to the knowledge, skills and competence and other attributes embodied in individuals that are relevant to economic activity (Woodhouse, 2006). Therefore, human capital building is a way to remove barriers for successful tourism. In terms of physical capital, Woodhouse (2006) refers to infrastructure used in tourism that is set by people which benefits the local communities whereas financial capital is an essential factor to support other capitals. Financial capital refers to the capacity to access funds from investment, bank deposits and government support.

According to the results of the literature review, although CCB is the key to develop successful tourism development, research is limited on the CCB of eco-tourism especially in developing countries (Tang, 2019; Moscardo, 2008; Woodhouse, 2006; Balint, 2006; Reid & Gibb, 2004).

The Theory of Local Community Participation

Local community participation is widely recognized as one important ingredient of successful tourism development; however, meaningful participation does not happen easily due to a number of obstacles such as being unaware of the costs and difficulties associated with rapid transformation of development, failing to understand the social structures that affect the outcome of participation (Simpson, 2008; Mowforth & Munt, 2009; Rojana, 2013). In reality, according to Tosun (200), cited in Kam et al. (2011) community participation is a much more complex phenomenon in which individuals voluntarily take action to ‘confront opportunities and responsibilities of citizenship’.

Recognizing community participation as one of the integral components of successful tourism, extensive research has been conducted to promote the role of public participation as a tool in managing community tourism resources. Most scholars have taken either a “means” or “ends” approach when investigating community participation in the context of tourism (Kam et al., 2011; Ladkin & Fletcher, 2005; Garrod, 2003; Timothy, 1999; Jamal & Getz, 1995). Examples of the means refers to the participation process or conditions enabling community participation to occur include community members’ personal interests, available time and affiliations with the local tourism office. While ends refer to the level of community participation. Examples of ends of participation include the success or failure of tourism development in the community and the support received from community members.

The community can be defined as “a group of people living in the same geographical area who share a common goal or opinions” (Williams & Lawson, 2001). Whereas, community participation in tourism development process highlighted by Tosun (2000) is an adaptive and flexible paradigm that allows local communities to participate in the decision-making process of tourism development, including sharing benefits from tourism development and determining the type and scale of tourism development in their localities. According to Tosun (2000), community participation is seen as a useful tool for educating locals about their rights, laws and political good sense and therefore, it is very important for public education. Three stage of development explain local community participation according to Rojana (2013) planning, implementation and sharing benefits. Participation in the planning process includes identifying problems, formulating alternatives, planning activities and allocating resources. Participation in the implementation stage includes managing and operating the development program or activities whereas, sharing benefits means that local communities receive economic, social, political and cultural benefits from tourism, either individually or collectively.

Petra (2010) has mentioned that community participation in tourism planning and management is essential because whenever development and planning do not fit in with local aspiration and capacities, resistance and hostility can increase the cost of business or destroy the industry’s potential together. Therefore, if tourism is to become successful, it needs to be planned and managed based on local capacities and community decision-making. Kayat (2009) in her study about participation in CBT, community participation is also influenced by community members’ motivation factors such as awareness about the benefits from tourism, their social/affiliation needs and their personality type. Thus, the more motivated the local communities involved in the homestay program become, the more acceptance and readiness to participate actively (Arif Kamisan & Xiao, 2013).

MOTAC's Homestay in Selangor, Malaysia

Selangor is the most developed and the richest state in Malaysia with a population exceeding 6 million. Selangor is located on the west coast of Peninsula Malaysia, covering about 125,000 sq. km. Selangor's climate typically consists of warm, sunny days, and cool nights all year round with occasional rain in the evenings. The state capital of Selangor is Shah Alam and its royal capital is Klang. Selangor is divided into nine districts: Sabak Bernam, Kuala Selangor, Hulu Selangor, Petaling Jaya, Gombak, Klang, Kuala Langat, Hulu Langat and Sepang. Selangor's economy is well-diversified with a good mix of agricultural, industrial, commercial and tourism activities. State authorities have put in much effort over the years to promote Selangor for international and local tourists. MOTAC's homestays in Selangor has been developed in all almost districts in Selangor (Figure 2). In the state of Selangor, there are variants of the MOTAC's homestay program that have been customized to suit the tourists needs.

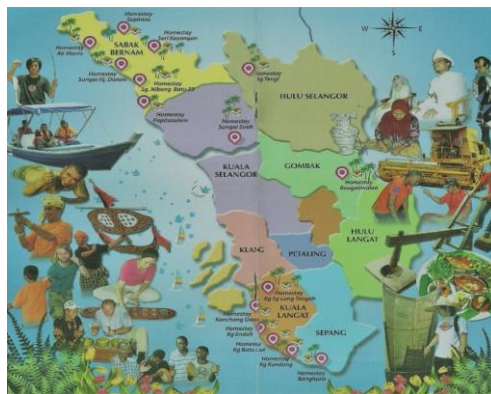


Figure 2 MOTAC's Homestay in Selangor

Source: Tourism Malaysia, Selangor

Tourists are drawn to visit MOTAC's homestays in Selangor for their culture and heritage experience. Most homestays are operated by small-scale farmers and villagers with help from the state government, the MOTAC, Tourism Malaysia and Tourism Selangor Sdn. Bhd. Challenges and problems are important parts of life that give people experiences, make people learn and help people to become wiser and stronger. By looking the declining trend in the number of MOTAC homestays due to homestay operators withdrawing as registered homestays as well as increasing number of registered homestay operators being idle homestay business led to the all-out number of active MOTAC's homestay reducing from 16 homestays to 11 homestays in 2019. Therefore, the study attempts to investigate community capacity building (CCB) in terms of human capital (HC), organizational structure (OS) and social capital (SC) as well as the participation level of registered homestay operators when running their homestay business, and whether their attitudes and behavior influence the outcomes of

CCB and the types of participation level leading to the declining trend in homestay performance.

Methodology

The research methodology of this study was based on qualitative and quantitative methods for evaluating the community capacity building of registered homestay operators and their level of participation in the homestay program. The researchers used random sampling methods, adopted random samples chosen from the population using the confidence interval approach, whereby in-depth interviews and survey questionnaire were applied. A total of 206 participants were chosen from registered homestay operators (Table 1). In this study the researchers used the convergent parallel design that involves collecting and analyzing two independent strands of qualitative and quantitative data in a single phase; merging the results of the two strands and then looking for convergence, divergence, contradictions or relationship between the two databases. The notation used in this study's design is QUAL + QUAN = converge results.

Table 1 MOTAC's Registered Homestay in Selangor

No	Registered Homestay	District	No. of Population	No. of Sample
1	Air Manis	Sabak Bernam	17	8
2	Sepintas	Sabak Bernam	20	10
3	Sungai Hj. Dorani	Sabak Bernam	20	10
4	Seri Kayangan	Sabak Bernam	20	10
5	Sg. Nibong Batu 23	Sabak Bernma	25	12
6	Papitusulem	Sabak Bernam	32	16
7	Sungai Sireh	Kuala Selangor	40	20
8	Sg. Tengi	Hulu Selangor	30	15
9	Bougainvillea	Gombak	15	7
10	Kg Sg Lang Tengah	Kuala Langat	20	10
11	Kanchong Darat	Kuala Langat	50	25
12	Kg Endah	Kuala Langat	32	16
13	Kg Batu Laut	Kuala Langat	17	8
14	Kg Kundang	Kuala Langat	25	12
15	Banghuris	Sepang	80	27
		Total	443	206

Utilizing Denzin's basic types of triangulation, in this study the researchers employed (1) data triangulation, (2) theory triangulation and (3) methodological triangulation. According to Denzin & Lincoln (2011), triangulation involves cross-checking for internal consistency because this type of triangulation allows the gathering of data in different social situations, and from different people. For the theory triangulation the researchers employed by using multiple perspectives to analyze and interpret the data. The methodological triangulation allowed the researchers to confirm ideas, patterns, and themes in the data by identifying them using multiple methods such as in-depth

interviews, observations, questionnaires and documents. Finally, once descriptions and theme were obtained, the researchers in the final step approach interviewed some registered homestay operators a second time to validate the findings. To establish the reliability of the questionnaires, the researchers calculated the reliability coefficients using Cronbach's alpha to identify the internal consistency, using SPSS. An alpha of 0.7 or above was considered indicative of a good level of reliability (Chi & Shamma, 2005; Bernstein & Nunnally, 1994).

Results

Demographic Profile of Registered Homestay Operator's in Selangor, Malaysia

The surveys among 206 registered homestay operators shows that females made up 55% of the operators and most of the operators were over 43 years of age. All operators are Malay, 92% are married and 8% are widowed. In educational level, most had a secondary school education. In the context of occupation, most operators were self-employed such as farmers, traders (i.e., traditional food sellers, handmade crafters and tailors), followed by 7% pensioners, 7% private sector and 6% public sector employees. Most of the registered homestay operators offer two rooms for tourists and earned homestay income below RM500 a month. In terms of the duration of participation in homestay business, 64% of the operators had more than 6 years involvement and 73% of the operators operate their homestay business on a full-time basis. In the context of homestay basic course, 100% of the operators had already attended a basic homestay training shown in Table 2.

Table 2 Demographic Profile of Registered Homestay Operator's in Selangor, Malaysia

	Frequency	Percent (%)
Gender		
Male	93	45.1
Female	113	54.9
Age (Years)		
37-42	3	1.5
43-48	68	33.0
49-54	74	35.9
Over 55	61	29.6
Ethnic		
Malay	206	100.0
Marital status		
Married	189	92
Widows/Widowers	17	8
Educational level		
Primary school	14	6.8
Secondary school	186	90.3
College	6	2.9
Employment status		
Self-employed	166	80.6

Private sector	14	6.8
Public sector	12	5.8
Pensioner	14	6.8
Homestay income (MYR)		
Below 500	158	76.7
501 – 1000	38	18.4
1001 - 2000	4	1.9
Over 2000	6	2.9
Number of rooms		
2	151	73.3
3	45	21.8
More than 4	10	4.9
Homestay involvement (Years)		
3-4	12	5.8
5-6	62	30.1
More than 6	132	64.1
Homestay status		
Full time	150	72.8
Part time	56	27.2
Homestay Training		
Yes	206	100

CCB of Registered Homestay Operator

Finding from survey CCB shown in Table 3 reveals from CCB level. There have two main aspects under CCB, (1) human capital and (2) organizational structures. Human capital can be divided into knowledge and skill. Finding indicates majority registered homestay operators agreed they have knowledge (average mean score = 4.00) in terms of homestay business, tourist expectation of homestay product, foreign culture and customer service and marketing. Unfortunately, although they know how to run their homestay business but they still have lacking in terms of knowledge and skill especially in recording and analyzing their financial performance for example I have knowledge and skill in financial and accounting/bookkeeping (average mean score = 2.39), the ability to technology in designing and promoting homestay packages such as I have skills of preparing tourism package (average mean score = 2.54) and I have skills in computer and internet (average mean score = 2.56) thus led to the major factor in decreasing number of homestay tourist arrivals.

As mentioned by participant from registered homestay operators through the in-depth interview (Participant 46), *“I have never had any record for cash in or cash out when doing homestay business...So I do not know the exact amount of money I’ve spent...All I know...many people say homestay can earn extra income”*.

Moreover, according to (Participant 58), *“Most of them who live in this village are elder people...many young people are leaving the village to work in the cities...our problem is we do not know how to use computer and internet...it’s our main weakness*

to make homestay promotions”. Furthermore, supported by (Participant 70), *“We are elder people...we do not know how to prepare homestay packages...we just followed what the Ministry of Tourism gives us...”*.

Besides, in the context of CCB in human capital, the average mean score of organizational structural rated by the majority registered homestay operators at the degree of neutral perception; good administration and management (average mean score = 3.50), competent community leadership (average mean score = 3.37), good exposure and understanding toward homestay business (average mean score = 3.30), good in communication and in promotion and developed marketing strategies both (average mean score = 3.00).

In the other hand, the lower average mean score rated by registered homestay operators at the degree of disagreed perception indicate that there is an attention need for the improvement in terms of good entrepreneurship (average mean score = 2.96), formal homestay organizational structure (average mean score = 2.60) and good of investment capital, expertise and entrepreneurial ability (average mean score = 2.44). Furthermore, a study done by Onyx and Leonard, (2011) used Complexity Leadership Theory in relation to analyzing community groups, which can have fluid organizational structures, titled: Complex systems leadership in emergent community projects, found seven elements of successful community leadership: (1) leaders were embedded in the formal and informal networks of the community; (2) decision making was shared with the community; (3) leaders were operating in an open system, engaging with others; (4) leaders had a vision about the future of the community; (5) leaders had practical management skills; (6) leaders had planned in place for their potential successors; and (7) leaders had commitment, persistence and energy.

In addition according to (Participant 54) from the registered homestay operator, there is no formal communication from the homestay coordinator to the homestay operators in terms of sharing information regarding the homestay performance and homestay planning, and not all the homestay information is sent to and received by all operators thus led to the miscommunication among homestay operators causes lack of competent community leadership in the sense of community energy in which people feel like they belong to a group shared emotional connection and homestay interest including entrepreneurship.

As mentioned by (Participant 54)*“...we actually do not know how much homestay revenue earned by our village...this is because the money we received from our homestay business is given by the homestay coordinator based on their calculation after taking into account our cost for accommodation, meal and some commission...we do not receive payment directly from the tourist...our coordinator*

also did not share what is our homestay planning for the future and how to attract more people to come to our village...”.

On the other hand, finding from in-depth semi-structured interview and observation, in the context of SC, the researchers found the registered homestay operators faced the challenges in terms of lack of bonding among local community for example not enough close friends, no close connection with others, weak teamwork and social inequality. According to Schuller (2001) and Denord et al. (2011) definition of SC elements can be measured based on family; friends; trust; norms and networking. The extent of membership in a formal and informal organization or association, ability to get support from these members, learning from each other and access to markets can be used to identify stronger groups and networks of SC.

Moreover, according to (Participant 111), *“...in our village we have more than 70 homestay operators... when the guest reached our village...our homestay coordinator will allocate them to the selected homestay host and not all operator will be received guest...so far my house has never been chosen by the homestay coordinator...and I do not have any experience to be a homestay host...I do not know why...but what I see, the homestay coordinator often allocate the guest to the same selected homestay host...there was injustice there...I feel unfair and become frustration”.*

Table 3 Community Capacity Building of Registered Homestay Operators

No.	Community Capacity Building	Average Mean Score
A	Human Capital	
1	I have knowledge about homestay business	4.00
2	I have knowledge about managing and operating the homestay program	4.00
3	I have skill in maintaining and developing the relationship within the society	4.00
4	I have skill of food serving	4.00
5	I have skills in interpretation of local tourist product	4.00
6	I have knowledge about foreign culture	3.80
7	I know the tourist expectation of homestay product and I work towards that	3.80
8	I have knowledge about customer service and marketing	3.70
9	I have skills on customer services	3.00
10	I have English communication skills	2.70
11	I have knowledge about business and entrepreneurship	2.60
12	I have skills on computer and internet	2.56
13	I have skills of preparing tourism package	2.54
14	I have knowledge and skill in financial and accounting/bookkeeping	2.39
B	Organizational Structures	
1	Good administration and management	3.50
2	Competent community leadership	3.37
3	Good exposure and understanding towards homestay business	3.30
4	Good in communication	3.00
5	Good in promotion and developed marketing strategies	3.00
6	Good entrepreneurship skills	2.96
7	Formal homestay organizational structure	2.60
8	Good of investment capital, expertise and entrepreneurial ability	2.44

Notes: Participants scale - 1 (strongly disagree) to 5 (strongly agree)

Finding in this study indicates the level of CCB in homestay development is generally low and MOTAC's homestay business seen hard to survive. Therefore, needs attention for improving and strengthening registered homestay operators' development skills and capacities that enable them to respond to the challenges and seize the opportunities that come their way.

This result is supported by many studies (Abdul Rashid et al., 2011; Moscardo, 2008; Reid & Gibb, 2004; Fariborz & Schneider (2008) without proper planning on CCB, the homestay development at community level will lead to the negative outcomes such as limits the ability of local to participate, lack of homestay knowledge and leadership, homestay failure and hard for homestay business to survive.

The result in this study suggests homestay management and policymaker to engage in developing skills and competencies of the registered homestay operators' CCB through continuing education and on-site education to take greater control of their homestay business.

Participation Level of Registered Homestay Operators

Table 4 illustrated the perceptions of the registered homestay operators on homestay participation level. Finding indicates the participation level among registered homestay operators in homestay business is more passive than active although they feel a high sense of belonging demonstrate the willingness to participate in the homestay business as well as benefits from homestay business. The results from the interview found that most of the registered homestay operators are not actively participate in the homestay planning, implementation and decision making of the homestay program and they are still depending on the instruction by the tourism official or homestay management. The finding from the interview was also seen that although they are willing to participate, it does not mean they have the ability to do so.

According to (Participant 18), *"I am not confidence to involve in the homestay development and homestay decision making...I have lack of skills and knowledge about the homestay operation and management... I would have preferred to be a follower...I believe and trust our homestay management can bring out the best for our homestay"*. Likewise stated by (Participant 23), *"I feel less confident around public and fear my suggestion gets rejected...I will follow what the majority of people vote"*. In addition, some of the registered homestay operators felt that their occupations hindered them from active participation. As mentioned by (Participant 27), *"I cannot give much time to participate in homestay development because ...I am busy with my job most of the time"*.

Moreover, it also found that all registered homestay operators are seen to be motivated to participate in homestay business. They rated at the degree of agreed perception with: I believe homestay is a strong economic contributor to my community (average mean score = 4.00). However, the result shows the lower mean score rated by majority of the registered homestay operator at the degree of disagreed; homestay decreased income disparity among local people (average mean score = 2.75), homestay increased living standard of local people (average mean score = 2.66) and homestay increased family size income (average mean score = 2.50).

This result indicates although all the registered homestay operator believes that homestay business gave the strong economic contributor as well as good in social benefits to their community and they are being motivated to participate in homestay business, the neutral perception addressed that the motivation factors such as awareness about the benefits from homestay business are not strong enough. The ability to take advantage in economic opportunities via homestay development process, lack of need, fear of criticism, shyness and concerns about personal skills and knowledge may influence the registered homestay operators to become passive participation and may not always participate even though they think homestay bring the benefits to the community.

Table 4 Participation Level of Registered Homestay Operators

No.	Participation Level	Average Mean Score
A	Genuine Participation (Active)	
1	I have directly contact explorer tourists and develop homestay program	3.00
2	I have control overall development without external force or influence	3.00
3	I have contributed to homestay decision making in my community	3.00
B	Symbolic Participation (Towards Active)	
1	There are some degrees of local influences in the homestay development process	3.00
2	I have a greater involvement at the local community	3.00
3	I have consulted in several ways through meetings, seminar, etc.	3.00
4	I have a sense of ownership and a high sense of belonging towards homestay development activities	3.00
5	I meet with officials to discuss homestay issues	3.00
C	Non-Participation (Passive)	
1	I have told about homestay development program that already been decided by community. The developers run the homestay projects/programs without getting any feedback from local community	4.00
2	Homestay development is generally developed by powerful individuals, governments or outsiders without any discussion with the local communities	4.00
3	I do what is asked by tourism office/officials	4.00
D	Motivation	
1	I believe homestay is a strong economic contributor to my community	4.00
2	I believe homestay is good for my community's economy	4.00
3	Homestay creates new markets for our local products	4.00
4	I have good relationship with community	4.00
5	I have good family support	4.00
6	I like homestay because it brings new income to communities	4.00

7	Homestay diversifies the economy in my community	4.00
8	I am always motivated in participating homestay	4.00
9	I am really motivated to compete	4.00
10	I am motivated to initiate new ideas	4.00
E	Opportunity	
1	Tourism officials or homestay coordinator are interested in hearing my opinions	4.00
2	Tourism officials or homestay coordinator represent my interests in terms of homestay development	4.00
3	Tourism officials or homestay coordinator provide opportunities for me to be represented in decision-making bodies	4.00
4	If I want to, I could easily participate in homestay development	4.00
5	Homestay provision of employment	4.00
6	Homestay increased public facilities to local people	4.00
7	Homestay encouraged local crafts industry	4.00
8	Homestay encourage of diversification in economic activities (retail stores, souvenir outlets, café etc.)	4.00
9	Homestay improve communication skills	4.00
10	Homestay enhance community image and surrounding	4.00
11	Homestay encourage environmental preservation	4.00
12	Homestay improve cleanliness level in community	4.00
13	Homestay is helpful to focus traditional culture	4.00
14	Homestay strengthening the local culture and identity	4.00
15	Homestay influences employment opportunities for local people	4.00
16	Homestay improve knowledge in language, culture, environment and business	4.00
17	Homestay increased awareness of value of heritage and need for protection	4.00
18	Homestay source of income to the community	4.00
19	Homestay improved public utilities infrastructure	4.00
20	Homestay improved transport infrastructure	4.00
21	Homestay increased purchasing power and a better quality of life	3.00
22	Homestay increased level of management efficiency	3.00
23	Homestay increased living standard of local people	3.00
24	Homestay poverty eradication among the local people	3.00
25	Homestay decreased income disparity among local people	2.75
26	Homestay increased individual skill and knowledge	2.66
27	Homestay increases the stability of local people lifestyle	3.00
28	Homestay turning local into entrepreneurs	3.00
29	Homestay increases the quality of life	2.85
30	Homestay is boosting social equity of local people	2.70
31	Homestay keeping population locally (less migration)	2.50
32	Homestay increased family size income	2.50
F	Ability	
1	I am fully aware of the issues related to homestay development in my community	3.00
2	I am familiar with homestay development	3.00
3	I received information about homestay development in my community	3.00
4	I know a lot about my community	3.00
5	I know how I can participate in homestay development	3.00
6	I know about the likely impacts of homestay	3.00
7	I keep update with the news regarding homestay development	2.60

Notes: Participants scale - 1 (strongly disagree) to 5 (strongly agree)

Finding also indicates that majority registered homestay operators are aware about the positive contribution and social benefit from the homestay business as well as know

the importance of the heritage protection which provides a sense of identity and continuity in a fast-changing world for the future generation (average mean score = 4.00). However, neutral perception (average mean score = 3.00) homestay increases the stability of local people lifestyle and homestay turning local into entrepreneurs and the lower average mean score; homestay increases the quality of life (average mean score = 2.85), homestay is boosting social equity of local people (average mean score = 2.70), and homestay keeping population locally (less migration) (average mean score = 2.50) indicates MOTAC's homestay business is not making enough money and young people are migrating to cities when they do not find means of livelihood in their home villages as well as due to push factors such as unemployment.

For instance, as mentioned by (Participant 105), “...*Mostly homestay operators are old people who self-employed or pensions...young people they are more preferred work in the city... doing homestay business...not to say that we can be earned a lot of money...it not enough to cover family's basic expenses...*”. In addition, support by (Participant 106), “...*me and my husband are retired teacher and volunteer to join the homestay business...all my sons and daughters have their own family and have their own house...in my house, there have many rooms are empty...instead of leaving that rooms empty it is better to make the homestay*”.

This result is supported by many studies and in line with MOA model – Motivation, Opportunity and Ability in which communities are more likely to support/participate in community homestay development when the perceived homestay benefits are more than the perceived homestay costs (Denzin & Lincoln, 2011; Rosazman, 2008; Onyx & Leonard, 2011).

Conclusion and Recommendations

The main objective of this study was to investigate CCB in terms of HC, OS and SC as well as the participation level of registered homestay operators when running their homestay business, and whether their attitudes and behavior influence the outcomes of CCB and the types of participation level leading to the declining trend in homestay performance. To achieve this objective, the researchers used mixed methods research to elicit rich information on the topic under investigation. The design of this study can be denoted as QUAL + QUAN = converge results, which indicates a convergent parallel design (“triangulation”) in which the researchers implemented qualitative (phenomenological) and quantitative (descriptive statistics) strands concurrently, both strands had equal importance, and the results of the separate strands were converged.

Community Capacity Building of Registered Homestay Operators

In conclusion, the results demonstrate that registered homestay operators face inadequate community capacity building and passive participation, a lack of coordination and collaboration among homestay coordinators, homestay operators, and the local community, noncompliance of design and development of homestay products, instability and unavailability of investment and incentives, lack of a marketing approach, and limited homestay business networks.

This result is supported by many studies such as those by (Abdul Rashid et al., 2011; Moscardo, 2008; Reid & Gibb, 2004; Fariborz & Schneider, 2008), who state that without proper planning on community capacity building, homestay development at the community level will lead to the negative outcomes such as limited ability of locals to participate, lack of homestay knowledge and leadership, homestay failure, and difficult survival of the homestay business. The results of this study suggest that homestay management and policymakers need to engage in developing skills and competencies of the registered homestay operators' CCB through continuing education and on-site education to take greater control of their homestay business.

Participation Level of Registered Homestay Operators

The findings indicate that the participation level among registered homestay operators in homestay businesses is more passive than active although they feel a high sense of belonging, which demonstrates the willingness to participate in the homestay business as well as the benefits from the business. The results from the in-depth, semi-structured interview indicate that most registered homestay operators do not actively participate in homestay planning, implementation, and decision making of the homestay program, and they depend on the instructions by tourism officials or homestay management. This result is supported by many studies and is in line with MOA model, in which communities are more likely to support or participate in community homestay development when the perceived homestay benefits are more than the perceived homestay costs (Majid et al., 2019). Homestay monetary adequacy is an inspiration factor if the homestay business is capable of generating enough profit. Thus, registered homestay operators believe the business is worthwhile to continue in the foreseeable future.

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