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Understanding of Tourism and Community Based Tourism in Malaysia

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ABSTRACT

In Malaysia, global tourism has also proven to be capable of creating job opportunities, especially low-level, service-related jobs such as hotel worker, taxi driver, for the local people. The development of the tourism, can additional income for many household and able to increase the standard of living to the local people such as participation in homestay program. This article writes about tourism, community based tourism and homestay in Malaysia.

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Introduction

Tourism industry plays a role in employment opportunity and catalyze for infrastructure development in the rural community level. In Malaysia, tourism industry be a part of National Key Economic Area (NKEA) and is among the most important contributor to national income. The various efforts have been and are being conducted by the government through Ministry of Tourism and Culture (MOTAC) increase the number of tourism, including through branding Malaysia. The tag line the branding Malaysia is "Malaysia: Truly Asia", and organizing events internationally such as "1 Malaysia International Shoe Festival", "1 Malaysia International Tourism Exchange", "1 Malaysia Contemporary Art Tourist" and recently is "1 Malaysia International Tourism Night Floral Parade". In 2014, Malaysia recorded 27,437,315 tourist arrivals, a growth of 6.7% compared to 2013. Total tourist receipts increase by 3.9%. United National World Tourism Organization (UNWTO) listed Malaysia as the 10th most visited country in 2012.

Definition Tourism

Hunziker & Krapf (1941), define tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.

There are many meaning of tourism, submitted and each is based on the definition given to the situation and context of use. (Go, 1997). According to UNWTO, the definition of tourism refers to the tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not than one consecutive year for leisure, business and other purpose.

The definition tourism by Mathieson & Wall (1982), the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. They put the impact to the local community either from the social, economic, ecological and culture as part of the element in the tourism concept. Krippendorf (1987), definition of tourism based industry perspective to include the provision of various forms of business and services to meet the needs of tourism. According to Bhatia (1982), give the definition of tourism from an economic

perspective involving of tourists from their country, while in the visited destinations and until they return to their country back.

Community Based Tourism

The main goal of community, the based development as a catalyst for the economic development of the local communities and encourage their involvement in conservation work. That have are many definition about that The concept of Community Based Tourism (CBT) is a continuation of a study by Murphy (1985) on tourism and community impact. Begins review of Murphy, focus on the community development during the development of tourism. According to Brohman (1996) CBT is based on the tourism development goals leading to the strengthening of institutions at the community level, increasing the involvement of local community, promote economic growth, social welfare and culture of the local community while ensuring the balance of the cultural aspects of tourism development, both economic and environmental interests. World Wildlife Fund (WWF, 2001) explained that CBT is a form of interaction between tourists and the local community with the ultimate goal to generate economic opportunity and protect natural resources for the benefit of the local community. Responsible Ecological Social Tour (REST, 1997) explain the concept of CBT as tourism development that emphasizes the aspects of environmental impact, social and cultural. Rest subsequently submitted two essential features of CBT development of local community ownership and a significant interaction between tourists and communities to enable visitors to gain valuable experience related to local culture.

According to Goodwin & Santilli (2009), explain the concept of homestay is the management, ownership by local communities and benefit the local community. Other than that, definition CBT from Saarinen (2006) it is a form of tourism that is developed through a process of consultation and stakeholder-stakeholder involvement by local communities in particular certain.

According to Ashley & Garland (1994), there are four commonly used approach in initiating the development of the first CBT, (1) The CBT development by outsiders, especially involving the travel companies do not belong to the community. (2) CBT development approach by outsiders and the community to get revenue in the form of rents, royalties, levies, entry fee,

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charged to the services provided and other. The community does not have a 'voice' in the development. (3) A collaborative approach companies outside the community, where there are community members who are involved as partners primarily through investment in land to outsiders. The local of the community is involved in the development of CBT but are limited in scope to the implementation and the results were still determined by others. (4) CBT development by fully communities either in the early stages by the government or even Non Government Organization (NGO).

Homestay Program in Malaysia

Nowadays, homestay program is a part CBT and popular at the developing countries such as Malaysia. The management of tourism by the Malaysia government may be described as positive intervention, although it realizes the effects of tourism to the economy and the society, the government also understand that tourism development has a lot to do with public resource, Kalsom Kayat (2011).

The homestay concept in globally with a wide range of terms. for example in Indonesia, the term used is budget accommodation, in Germany and New Zealand use concept farm stay, Oppermann (1997), while in Canada also uses the concept of farm vacation.

The Ministry of Tourism And Culture (MOTAC), homestay program is one of product community with the tourism live together with a foster family, interaction and experience life with your family while learning about culture in rural areas.

The history of homestay in Malaysia it is be a long time ago around 1970s. The program of homestay in Malaysia can be traced back to the early 1970s at the Kampung Cherating Lama in Pahang when a local lady by the name of 'Mak Long' offer long staying to the drifter or hippies breakfast, dinner, and a space to sleep in her humble village house, cultural rural community-based homestay program were not formally known until the 1990s, Kalsom Kayat (2011).

The first of Homestay Program in Malaysia was the Desa Murni Homestay in Temerloh, Pahang in 1995s when an one of program Japanese exchange student use the concept foster family (or *keluarga angkat* in Malay). In 1995s the Program Homestay was officially open as one part product tourism with the launch Homestay Kampung Desa Murni Temerloh, Pahang (Ministry of Tourism, 2009).

In terms of activity, culture, and knowledge experience, participants had gained a lot from the homestay holiday. The example, they also get a fantastic moment and live in a unique 'Adat Perpati' community, and Malay culture and practices.

Generally, the term to the concept of homestay holidays involving homestay stay at home entrepreneurs, interacting with them and gain experience, particularly in terms of culture and way of life practiced, Amran Hamzah (2010).

In Malaysia, many homestay program is 'top down' of local communities including the youth are not directly involved in the planning and decision-making process related to tourism development. The implications involved curiosity, a sense of belonging and a sense of ownership to tourism projects in this group is low. Conway & Hanchen (2005), the voluntary participation significant impact in building up belonging or community ownership while contributing to the sustainable development of CBT. The findings from Timothy (1999) shows not only the needs of community involvement in the planning stages of implementation but also specifically involve decision-making process.

Form homestay program, the community will feel sense of belonging with their homestay. Sense of belonging is a part of

psychology and that can be develops the tourism project sustainably. The process of community involvement in the planning process of tourism development cause psychological effects affection on the project, Conway & Hanchen (2005). Then, the community can feel sense of belong and give more responsibility at the project homestay. McMillan & Chavis (1986), the four an element support the build to the sense of belonging in a person that is in one of membership, influence, integration and sharing of goals.

Findings from Sarason (1974), the love that exists within the community members have implications on the support and commitment in ensuring the success of tourism projects at the community level. The importance of a sense of belonging in a community tourism development were also touched by the DeNeui, (2003).

Conclusion

Butler (1980) recognized that there is a stage just before the decline where destinations can intervene and pursue a range of options to reinvigorate their tourism. The Malaysian rural cultural homestay program could become the way to reinvigorate tourism in Malaysia as it is an initiative to attract alternative tourist markets and that it is an alternative tourist product.

The homestay program should outstanding community development tool, but only if it works. They are most important to explore local community attitudes toward the program and as to ensure that it works. The homestay program must be strategies put in place to include the community.

The homestay program is a unique tourism product in a way because tourism is used as a means to develop the community well-being, and the community well-being, in turn, is a part of the essentials needed to develop its tourism, Kalsom Kayat (2011). Furthermore, the country can get income from tourism program and in addition to community feeling sense of belonging from homestay program.

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