A Conceptual Framework of Tourism Development Perceived Impact, Quality of Life and Support for Tourism Further Development: A Case of Malaysia Homestay Experience Programme (MHEP)

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A Conceptual Framework of Tourism Development Perceived Impact, Quality of Life and Support for Tourism Further Development: A Case of Malaysia Homestay Experience Programme (MHEP)

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Abstract

Malaysia Homestay Experience Programme (MHEP) served as the platform for local communities to participate and gain benefit from the tourism industry. The local communities' perception of the tourism development impact is vital in influencing their participation and support for further tourism development. Therefore, it is important to develop an all-inclusive framework to understand the causal relationship between these variables. In order to develop and confirmed the conceptual framework, the measurement model analysis in the Structural Equation Modelling-Partial Least Square approach (PLS-SEM) is applied. A total of 385 responses from the local communities were employed to confirm the measurement model. Adopting the Social Exchange Theory (SET), this study found four attributes of tourism development impact namely: economic, social, culture and environment are valid and reliable. In addition, the quality of life and support for further tourism development construct were also validated.

Keywords: Malaysia Homestay Experience Programme (MHEP), Quality Of Life, Community-Based Tourism

Introduction

Tourism has been identified as an effective contributor to improving the income level of the rural community and the potential to improve the quality of life in general (Andereck & Nyaupane, 2011; Sharpley, 2002). The perception of the residents of the impact of tourism, whether positive or negative, is important in influencing their participation and support for further tourism development (Almeida-Garcia, Fernandez, Vazques, & Macias, 2016; Gu & Wong, 2006) in which will affect their quality of life. The quality of life influences the way communities perceive tourism and its development. When tourism development generates positive impacts, the quality of life of the local communities is enhanced (Jeon, Kang, & Desmarais, 2016; Manohar, 2016; Ma & Kaplanidou, 2017).

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The most popular Community-Based Tourism (CBT) in Malaysia is the homestay programme which is officially known as the Malaysia Homestay Experience Programme (MHEP) (MOTAC, 2015). Based on a study by Orpia (2014), the participation of the local communities in tourism is influenced by the impact of that tourism on the local communities. In addition, the impact of tourism on the economic, cultural and environmental aspects, both good and bad, are many and diverse. Also, if not controlled, tourism may cause problems in the environment, as well as social and cultural(Ghasemi & Hamzah, 2014).

As suggested by the Social Exchange Theory (SET), an exchange must take place in any situation where it involves individuals or a group of people. The local community, whether they are directly or indirectly involved in the tourism development process, will react negatively or may become less supportive if the expected exchange contributes towards a negative outcome (Ap,1992; Gursoy, Yolal, Ribeiro, & Panosso, 2017; McGehee, 2016). In the meantime, the local community will react positively or provide much-needed support if it is found that tourism development enhances their quality of life (Nunkoo & Gursoy, 2012). Many studies have investigated the relationship between perceived positive and negative tourism development impacts regarding economic, cultural and environmental aspects regarding support for further tourism development (Zhou & Ap, 2009; Cottrell, Vaske, Shen, & Ritter, 2007; Stylidis, Biran, Sit, & Szivas, 2014). This paper, therefore, suggests several propositions on the conceptual framework between tourism development impact, quality of life and support for further tourism development.

Literature Review
Background of the Malaysia Homestay Experience Program
The Malaysia Homestay Experience Program (MHEP) in Malaysia emerged from an overspill of tourism and good demand by tourists to experience the lifestyle and the cultural heritage of the rural people (Hamzah, 2008). The programme was officially launched in 1995, by the then Ministry of Culture, Arts and Tourism. The MHEP offers an indirect exchange of culture through taking meals together with the host, participating in rural daily activities such as fishing, rubber tapping and picking coconuts and attending gatherings, all of which provide a different experience for the tourists. This experience is unique on its own and is popular among domestic and international travelers (Kayat, 2009). Since the establishment of the MHEP twenty-one years (21) years ago, the growth of homestay operators registered with MOTAC is surprisingly still slow and inconsistent despite the various types of monetary and non-monetary support channeled by the government into the programme. Currently, there are 199 homestays registered with MOTAC (MOTAC, 2017). However, the majority of the active MHEP operators are women who are mostly middle-aged or senior citizens hence sooner or later they will leave the programme (Osman, Ahmad, Husin, Bakar, & Tanwir, 2009). To sustain the programme, new operators have to be registered from time to time, especially younger participants (Harun, Razzaq, & Bokhari, 2017; Ibrahim, 2004; Razzaq, Hadi, Mustafa, Hamzah, Khalifah, & Mohamad, 2011; Mohamed & Aminudin, 2016).

The success of the programme depends on many aspects, and one of these aspects is the collaboration and involvement of the local community by understanding the community's

perceptions on the impact of the programme (Pusiran & Xiao, 2013). In addition, Jurowski (1994) claimed that the support of the entire tourism community is essential for the development, planning, successful operation and sustainability of the tourism industry. Therefore, the sustainability of MHEP is highly dependent on the support and involvement of the local communities around the homestay area. In the meantime, Pusiran & Xiao (2013) claimed that a lack of awareness and information concerning how the MHEP may improve the quality of life of the local community might also explain the low level of support from the local community. Additionally, the effect of the quality of life on support for further tourism development has not been well addressed to date, thereby revealing a knowledge gap.

Community-Based Tourism

Community-based tourism (CBT) is reported by many scholars as a tourism product that posits benefit for the community and is well researched in terms of the impact of CBT on the local community (Sebele, 2010; Nor & Kayat, 2010). The benefit varies in terms of economic, social and environmental aspects (Razzaq, Hadi, Mustafa, Hamzah, Khalifah, & Mohamad, 2011). CBT benefits the community by providing an opportunity for the local community to participate in creating awareness of their lifestyle and also to preserve their culture and identity (Hussin & Kunjuraman, 2014; Samsudin & Maliki, 2015).

On the other hand, many studies have also explained the negative impacts of CBT development on the local community. An example is an impact on the quality of life due to the congestion, inflation and crime caused by tourism (King, Pizam, & Milman, 1993; Marzuki, 2011). Suriya (2010) stated that CBT takes a longer time to bring benefit to the local community. This aspect will influence the level of support and involvement of the low-income residents. Untong, Phuangsaichai, Taweelertkunthon, and Tejawaree (2006) in their study on Income Distribution and Community-Based Tourism in Thailand, found that CBT increased the inequality of income among the villagers. This could occur because the income from tourism activities is concentrated among tourism committee members and the Village Head. In this regard, it may require government intervention and monitoring. Moreover, in Malaysia, CBT is positioned as an important activity in rural areas and consequently receives a high level of support from the Malaysian government (Amin & Ibrahim, 2015). There are many types of the programme under CBT in Malaysia and one such programme that is well known is the Malaysia Homestay Experience Program (MHEP). This programme is supervised and monitored by the Ministry of Tourism and Culture (MOTAC). The programme brings direct benefit to the participants when tourists purchase packaged activities or rent a room. For non-participants, they enjoy a spill-over and will receive income if they join the programme as a dancer, playing a musical instrument, selling handicrafts and local products or by providing other tourism-related services (Omar, Ghaffar, Ali, & Adaha, 2014).

Proposition Development
Impact of Tourism on the Quality of Life

The impact of tourism development on the local community is continuously being researched by many scholars and this subject is important as the outcomes will contribute towards better planning and development in a tourist area and will lead to a better understanding in terms of support

from the local community (Ap, 1992; Zhang, Ghoochani, Pan, & Crotts, 2016). Furthermore, tourism areas have changed over time (Butler, 1980; Ma & Hassink, 2013), therefore, the impact and support from residents for tourism development have evolved as well (Garau, Tano, & Armas, 2016). This needs to be analysed occasionally. Majority of previous researchers have suggested that tourism impact can be classified into three dimensions, namely, economic, environmental, and socio-cultural with positive and negative impacts. The positive impacts include improvement of local economic conditions, social and cultural understanding, and protection of environmental resources (Mihalic, 2016; Yolal, Gursoy, Uysal, Kim, and Karacaoğlu, 2016). Conversely, the negative impacts include a decrease in the quality of life of the local communities because of the negative environmental effect (Kim, Uysal, & Sirgy, 2013; Su & Huang, 2016)

Kim (2002) suggested that a study should be carried out to explain further the impact of tourism development on the overall living conditions of the residents living in tourism destinations, and to examine whether residents who have already received benefit from tourism will support more of the same. In another related study of the impact of tourism on the community, Kim, Uysal, and Sirgy (2013) found that the impact of tourism development through economic, socio-cultural and environmental factors did indeed affect the quality of life of the local community (Jurowski & Gursoy, 2004; Uysal, Sirgy, Woo, & Kim, 2016). This notion is in line with the Social Exchange Theory as the local community assesses tourism in terms of expected benefits or costs gained for the services offered (Ap, 1992; Gabriel Brida, Osti, & Faccioli, 2011). Although numerous studies have found that quality of life is affected by the impact of tourism development both positively and negatively (Aref, 2011; Kim et al., 2013), many studies have also argued that tourism development is not the only factor which affects the quality of life of the local community. Other factors such as responsible tourism practice (Koshy, Kuriakose, & Mathew, 2016), level of education, personal life, health, unemployment, infrastructure and public amenities (Diener & Suh,1997; Idris et al., 2016) have also been found by scholars to have affected the quality of life of the local communities. Based on the above arguments, four propositions were developed:

Proposition 1:   There is a significant relationship between the perceived economic impact of the MHEP and the quality of life of the local communities.
Proposition 2:   There is a significant relationship between the perceived environmental impact of the MHEP and the quality of life of the local communities.
Proposition 3:   There is a significant relationship between the perceived social impact of the MHEP and the quality of life of the local communities.
Proposition 4:   There is a significant relationship between the perceived cultural impact of the MHEP and the quality of life of the local communities.

Quality of Life and Support for Tourism Further Development
Quality of life is one of the essential indicators to measure the prosperity of a country and more importantly the well-being of the citizens (Yusof, Ibrahim, Muda, & Amin, 2012). Historically, research into the quality of life began as early as the late 60's and was studied under many disciplines including tourism (Kim, 2002). According to Woo, Kim, and Uysal (2015), the quality of life is an

effective predictor of support for further tourism development. There are many definitions of the quality of life. One of the most significant definitions which are relevant to this paper includes the feeling of overall life satisfaction, as determined by the mentally alert individual whose life is being evaluated (Meeberg, 1993). Also, it refers to how to maximize or utilize governmental efforts through the MHEP, so that many Malaysian citizens, especially residents in rural areas, will receive the most benefit while the government will obtain a return on its investment.

Orpia (2014) found that typically most of the residents wanted to have a better life, and they chose to be involved in tourism as they believed that tourism might bring about a good income and promote their cultural heritage. If the quality of life of the tourism provider, such as the local people, is decreased then people may not support tourism in their area. Likewise, Harrill (2004) found that the community perceives the tourism industry as having a negative impact on the quality of life. His study correlates with the Community Attachment Theory which explains that the more attached the residents are to the community then the more likely it is they will oppose tourism development. Hence this finding can be further investigated to cover different tourism areas, tourism programmes, communities or individuals (Kim, 2002). It cannot be generalized as some of the residents, although they may be attached to an area, might support tourism because tourism brings about economic benefit for their community and the benefit may increase their quality of life. Also, the community will provide strong support if tourism is effectively managed and the people are satisfied with the outcome (Pratt, McCabe & Movono, 2016). In this regard, the more the local community perceives there is a positive impact of tourism on their livelihood, the more they will support tourism development (Andereck et al., 2005; Stylidis et al., 2014).

Kim et al., (2013) identified four different life domains to measure the quality of life of the residents which are: (1) community well-being; (2) material well-being; (3) emotional well-being; and (4) health and safety well-being. Their study proved that the four life domains positively influence the overall quality of life. Hence, as mentioned by Kim (2002) suggested that tourism impact should also look at diverse types of communities. In this case, the proposed study is targeted to the participants of the MHEP and the local communities in the immediate surrounding areas. Besides, one of the factors which contribute to the success of the MHEP and may add to the quality of life of the residents is the involvement and cooperation between participants of the MHEP and the local communities (Yusof et al., 2012). Therefore, good collaboration and relationships between the communities and homestay operators are one of the criteria which determine the success of the programme (Pusiran & Xiao, 2013). Other than that, another essential element which needs further investigation is how to make the MHEP more successful, attract more residents to participate and also become sustainable through positive impact on the quality of life of the residents.

To sustain a tourism programme or a destination is not an easy task and it may involve continuous effort and to move towards sustaining such a programme, future support is considered as one of the most critical elements (Hanafiah, Jamaluddin, & Zulkifly, 2013; Su & Huang, 2016). Woo, Kim, & Uysal (2015) stated that support from the community is influenced by the impact of tourism on the quality of life of the community. In the long term, the community will continue to give their

support if tourism can provide more significant benefits for them (McGehee & Andereck, 2004; Chuang, 2013. A proposition developed based on the above discussion:

Proposition 5: There is a significant relationship between the quality of life and the support of local communities for further MHEP development.

Conceptual Framework

Based on the proposition developed in the above section, a conceptual framework was constructed to better describe the relationship between tourism development impact, quality of life and support for further tourism development. Figure 1 shows the conceptual framework.
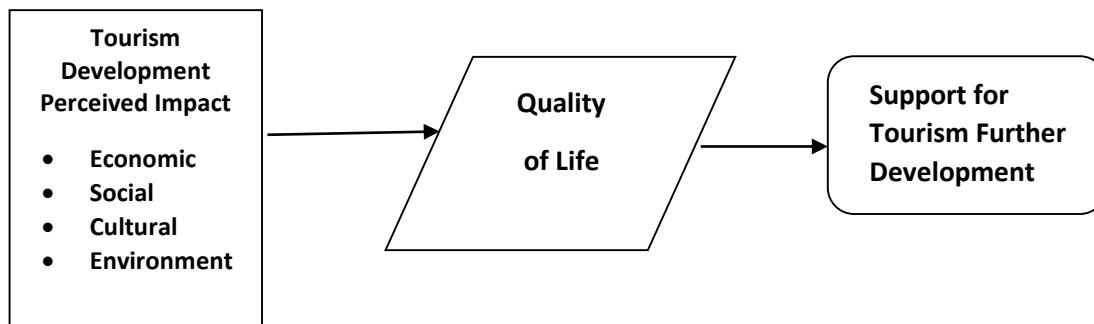

Figure 1: Conceptual Framework
Adapted from Andereck et al., 2005; Almeida-Garcia et al., 2016; Kim, 2002 and Woo et al., 2015

Methodology
Research Method and Data Collection

The study sample comprised of local communities (participants and non-participants) of the MHEP in the following homestay villages in Malaysia: i)Homestay Seterpa, Kelantan; ii)Homestay Lonek, Negeri Sembilan; and iii)Homestay Banghuris, Selangor. 400 questionnaires distributed and 385 questionnaires completed. This study adopted the instruments from (Almeida-Garcia, Fernández, Vázquez, & Cortés-Macias, 2016; Gursoy Rutherford, 2004; Kim, 2002; Woo, Kim, & Uysal, 2015) to investigate the perceived impact of MHEP development on the quality of life of the local communities. Measurement items used include perceived economic, social, culture, environment and quality of life. Perceived economic and environment impact construct consisted of 6 measurement items each. Whereas, perceived social impact consisted of 4 measurement items and perceived culture impact consisted of 5 measurement items. Besides, quality of life consisted of 14 items. All questions used a five-point Likert-type scale. PLS-SEM was utilised to test the framework by employing measurement model analysis.

Result
Demographic Profiles

The population of the study comprised of 51.4% females and 48.6% for males. 36.% of the respondents were self-employed, 14% were farmers, 12% worked in private sectors, 7% were government servant, 1% was a fisherman, 8% were retirees, and 20% worked in another industry.

Measurement Model Evaluation

The first part of PLS-SEM analysis is termed measurement model, which employs confirmatory factor analysis (CFA) to assess the reliability and validity of the research framework (Chin, 1998; Hair, Hult, Ringle, & Sarstedt, 2013). Six constructs (economic, social, cultural, environment, quality of life, and support for further development) were entered into the PLS-SEM measurement model (see Figure 2).

The measurement model formulation depends on the direction of the relationships between the latent variables and the corresponding manifest variables (Fornell and Bookstein 1982). This research applied the reflective measurement models. To obtain the measurement results, the standard procedures of Smart PLS were followed. First, the structural links among the constructs were established (see Figure 2) followed by setting the path weighting scheme in the PLS algorithm (Chin, 2010; Hair et al., 2013). Next, the measurement model is tested by assessing the validity and reliability of the items and constructs. Besides, only reliable and valid constructs and measures are used before assessing the nature of the relationships proposed by the research hypotheses.

Reflective Measurement Models

Reflective measurement specifies that a latent or unobservable concept causes variation in a set of observable indicators, which can, therefore, be used to gain an indirect measure of the concept. In order to examine the reflective measurement models, four parameters were examined: (1) internal consistency reliability, (2) indicator reliability, (3) convergent validity and (4) discriminant validity (Hair, Ringle & Sarstedt, 2011).

In order to assess the model's internal consistency reliability, composite reliability (CR) was adopted. This ensures that measurements are prioritised according to their reliability with regard to making estimations, rather than assuming that all measurements are equally reliable; this, in turn, makes it suitable for PLS-SEM (Hair et al., 2013). A threshold value of 0.7 was adopted for item's factor loadings (Bagozzi and Yi, 1988). For this study, measurements with loadings lesser than 0.70 were removed in instances. This is in line with (Hair et al., 2011) where failure to eliminate them could lead to an increase in composite reliability above the threshold value.
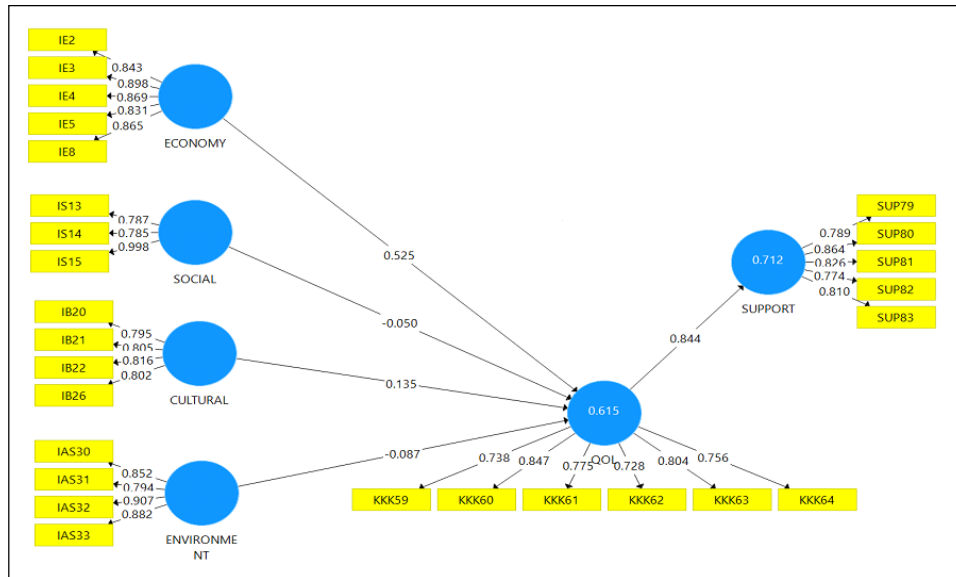
Figure 2: Measurement Model

Next, convergent validity test analysed the correlation between the responses obtained through different methods represents the same construct (Chin, 1998). Hair et al. (2013) suggest that a model's convergent validity is assessed based on three criteria: (1) factor loading analysis, (2) composite reliability (CR) analysis and (3) average variance extracted (AVE) analysis, with the recommended cut-off parameters of 0.5, respectively. In this study, the convergent validity was determined using the widely accepted method 'average variance extracted (AVE)'. The AVE value should be higher than 0.5 (Bagozzi and Yi, 1988; Hair et al., 2013). This (0.5) value indicates that, on average, each construct is capable of explaining more than half of the variance of its measuring items.

Also, the discriminant validity assessment has increasingly become a prerequisite for analysing relationships between latent variables. For variance-based structural equation modeling, such as partial least squares, Fornell-Larcker's (1981) criteria and the examination of cross-loadings are the dominant approaches used to evaluate discriminant validity. To be precise, the discriminant validity at the construct-level was examined using Fornell and Larcker's (1981) criteria, while discriminant validity at the item level was analyzed using Chin's (1998) criteria. Implementing this two-fold technique in testing for the discriminant validity is supported by Hair et al., (2006), who suggested that the variance extracted estimates should be higher than the squared correlation estimate. In addition, Fornell and Larcker (1981) indicate that for any two constructs, A and B, the AVE for A and the AVE for B both need to be larger than the shared variance (i.e., square of the correlation) between A and B. Table 1 reports the outer loading, indicator reliability, composite reliability, AVE scores and the Cronbach Alpha value for the measurement model.

Table 1: Measurement Model

Latent Variable	Indicators	Loadings	Composite Reliability	AVE	Cronbach Alpha
Environmental Impact	IAS30	0.852	0.919***	0.739***	0.898***
	IAS31	0.794			
	IAS32	0.907			
	IAS33	0.882			
Cultural Impact	IB20	0.795	0.880***	0.647***	0.825***
	IB21	0.805			
	IB22	0.816			
	IB26	0.802			
Economic Impact	IE2	0.843	0.935***	0.742***	0.913***
	IE3	0.898			
	IE4	0.869			
	IE5	0.831			
	IE8	0.865			
Social Impact	IS13	0.787	0.896***	0.744***	0.911***
	IS14	0.785			
	IS15	0.998			
Quality of Life	KKK59	0.738	0.901***	0.602***	0.867***
	KKK60	0.847			
	KKK61	0.775			
	KKK62	0.728			
	KKK63	0.804			
	KKK64	0.756			
Support for Further Tourism Development	SUP79	0.789	0.907***	0.661***	0.872***
	SUP80	0.864			
	SUP81	0.826			
	SUP82	0.774			
	SUP83	0.810			

Notes:
Critical t-values for a two-tailed test are 1.65 (significance level = 10 percent), 1.96 (significance level = 5 percent) and 2.58 (significance level = 1 percent);

Discussion
    The factor loadings from the PLS measurement model are shown above in Table 1. The cross-loading value indicates that all six measurement items loaded distinctly onto the specified latent variables they are intended to measure. Further, based on the above table, all items loaded

significantly (loadings ranging from 0.700 to 0.998) onto their respective factors, verifying their indicator reliability (Fornell and Larcker, 1981).

Meanwhile, in this research, the AVE values of cultural impact (0.647), economic impact (0.742), environmental impact (0.739), social impact (0.744), quality of life (0.602) and support for further tourism development (0.661) were well above the required minimum level of 0.50. Thus, the measures of the six constructs had high levels of convergent validity and exhibited high reliability. Meanwhile, the reliability of individual indicators was obtained by squaring the loading value. The indicator KKK62 (outer loading: 0.728) had the smallest indicator reliability, while the indicator IS15 (outer loading: 0.998) had the highest indicator reliability. All of the indicators for the reflective constructs are well followed the minimum acceptable level of 0.70. In conclusion, the values in this model for factor loading, composite reliability (CR) and AVE analysis were within the recommended cut-off parameters. Therefore, the measurement model used to collect data of the participant and non-participant of the Malaysia Homestay Experience Program had sufficient convergent validity.

Overall Results of Measurement Model
Several conclusions can be drawn from the measurement model results. All reliability and validity tests were confirmed, indicating that the measurement model used in this study was valid and suitable for estimating the parameters in the structural model. Below (Table 2) are the results of the measurement model with six constructs.

Table 2: *Results of Measurement Model*

Latent Variable	Items
Environmental Impact	1. Tourists participating in MHEP cause environmental pollution 2. Tourists participating in MHEP produce noise 3. Tourists participating in MHEP produce littering 4. Tourists participating in MHEP cause congestion
Cultural Impact	1. MHEP has increased the pride of the residents in the local culture in the community 2. MHEP encourages a variety of cultural activities for local communities 3. MHEP helps keep the culture alive and helps maintain the ethnic identity of the local communities 4. Meeting tourists from all over the world is a life-enriching experience
Economic Impact	1. MHEP brings important economic benefits to the residents 2. MHEP creates employment opportunities for residents in the community 3. MHEP provides part-time jobs in the community 4. Local businesses benefit the most from MHEP 5. Our standard of living has increased due to tourist spending in the community
Social Impact	1. MHEP has resulted in the unpleasant overcrowded environment for local residents 2. MHEP has resulted in unpleasant congestion for local residents 3. MHEP has resulted in unpleasant overcrowded recreation space for local residents.
Quality of life	1. Your spiritual life 2. Your home life 3. Your community life 4. Safety and security in your community 5. Your life as a whole 6. The way you are spending your life
Support for Further Tourism Development	1. MHEP is the most important economic developmental options for your village 2. My village should try to attract more MHEP's tourists 3. Additional MHEP activities would help the village grow in the right direction 4. I support MHEP of having a vital role in this village 5. Local government should enhance future tourism programmes

Conclusion

Based on the findings of the study, the attributes of tourism development namely; economic, social, culture and environment in the conceptual framework are valid and reliable to explain the

quality of life of local communities and their support for further development. Specifically, the measurement model demonstrated satisfactory reliability and validity scores. The measurement model also demonstrated satisfactory convergent and discriminant validity. Having established a reliable and valid measurement model, the next step of the analysis involved estimating the causal relationships among the exogenous and endogenous latent variables. Therefore, it is crucial for future research to confirm this conceptual framework empirically by using structural modelling.

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