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# **UNDERSTANDING SUCCESS FACTOR STRENGTHEN MIN HOUSE CAMP AS A COMMUNITY-BASED TOURISM PRODUCT IN KELANTAN DURING POST-COVID**

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

CBT	Community-Based Tourism
MHC	Min House Camp
UNWTO	United Nation World Tourism Organization
MOTAC	Ministry of Tourism, Art, and Culture
GDP	Gross Domestic Product
SPSS	Statistical Package for the Social Sciences

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## ABSTRACT

This study aims to achieve the goal and investigate the possibility of significant success in community-based tourism in Min House Camp, Kubang Kerian Kelantan. There are four factors stated in the study showing success that strengthens community-based tourism in Min House Camp, namely leadership, tourism management, community participation and tourism networks. This study also uses quantitative methodology. The data collected was obtained through a questionnaire that was distributed to 296 respondents. This study was conducted through survey research, along with observation of participants and non-participants during Min House Camp tourism-related events.

**Keyword** : Leadership, Tourism Management, Community Participation, Tourism Network, Community based tourism, Min House Camp



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## ABSTRAK

Kajian ini bertujuan untuk mencapai matlamat dan menyiasat kemungkinan kejayaan ketara dalam pelancongan berasaskan komuniti di Min House Camp, Kubang Kerian Kelantan. Terdapat empat faktor yang dinyatakan dalam kajian menunjukkan kejayaan yang mengukuhkan pelancongan berasaskan komuniti di Min House Camp iaitu kepimpinan, pengurusan pelancongan, penyertaan komuniti dan rangkaian pelancongan. Kajian ini juga menggunakan metodologi kuantitatif. Data yang dikumpul diperolehi melalui borang soal selidik yang diedarkan kepada 296 orang responden. Kajian ini dijalankan melalui kajian tinjauan, bersama dengan pemerhatian peserta dan bukan peserta semasa acara berkaitan pelancongan Min House Camp.

**Kata kunci:** Kepimpinan, Pengurusan Pelancongan, Penyertaan Komuniti, Rangkaian Pelancongan, Pelancongan berasaskan komuniti, Min House Camp



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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The proposes to understanding success factors that strengthen Min House Camp as a community-based tourism product in Kelantan during post-covid be discussed in the introduction to this chapter. This chapter 1 will begin to present the background of this topic by the context of study. Additionally, the statement of the problem, hypothesis, and research objective will be included as subheadings for this chapter. The importance of the study and the definition of terminology will still be known in the future. Lastly, it will end with the summary as a conclusion for the entire introduction chapter.

### 1.2 BACKGROUND OF THE STUDY

Prior to the COVID-19 epidemic come to change that which is this rapidly growing the organization in the tourism sector ventures as well as new businesses related to tourism are growing rapidly. After that, the arrival of the covid-19 epidemic that has involved industrial tourism as well as tourism in Malaysia. Many changes have occurred especially in developing countries such as Malaysia. After the pandemic for these developing countries, the community-based tourism development approach has become popular as in Malaysia. This is an opportunity to "reimagine" for communities like this and how important tourism is to building community-based tourism, while also "recovering" from COVID-19. In Malaysia there are many community-based tourism development approaches. It is more specific in each state that focuses on more sustainable tourism development. Furthermore, this tourism becomes one of the means of support because rural communities bring more community-based tourism.

Success, it means to use criteria based on business finances and ratios such as sales growth, profit, cash flow and productivity for each business product carried out. This success also grows over time and differs when crossing society. The success of this strengthening community development is indicative of rural areas. According to the study (Rathnayake & Kasim (2016) stated that the success made by every tourism entrepreneur among the community shows that many efforts are taken to empower them. Other than that, according to the study (Nuzhar, 2016) success in building CBT of it depending on realizing the available availability, especially the place, the community, and other elements and enable the initiative to be taken proper place in society.

In addition, one of the biggest sectors in the world is tourism, which has also been acknowledged as a global leader in the service sector. Additionally, a result of tourism to be able to improve the nation's social, environmental, and economics standing . The use of the tourism industry to boost economic growth is also common, and many nations support the growth of tourism as a means of boosting national economies. Countries with a thriving tourism industry can help underdeveloped nations develop as well. The sector of tourism for developing nations also provides necessary financial advantages, especially in rural places as well as remote areas for villagers or communities with inadequate knowledge and resources that should be prioritized participating in every development of tourism without outside assistance. In accordance with that, tourism is also regarded as a communal resource that offers the advantages that the community in this nation can easily access and experience. It is anticipated that tourism will promote growth and development in the communities where its operations are prominent.

Lastly is community-based tourism. The word "community-based tourism" (CBT) relates to a variety of tourism models that are very different from traditional ones. Typically, CBT

also applies toward community-based tourism involvement and intends to benefit the local community by letting visitors these communities and learn about the surroundings and culture of the area. In addition to that, a community-based approach to tourism development that has gained currency, especially in developing countries. According to the study (Havadi-Nagy & Espinosa Segui, 2020) CBT is also "a form of local development that can use tourism to generate economic, social and cultural benefits in the community". That is important to emphasize the participatory nature of CBT, which involves communities in all aspects of tourist development and implementation (Sriyani, 2021). This CBT can create a distinctive tourism where the local population actively participates in all stages of planning for the implementation of tourism with visitors who offer more enjoyable and varied experiences (Sriyani, 2021). In addition, this community-based tourism has achieved importance in every foreign society and culture. Those interests have always increased significantly in the past few decades due to the use of innovation in tourism. It can also be said that CBT can be used as a vehicle to promote socio-economic development that can be led for each community in the community by community, as well as in efforts to be independent and sustainable (Oliver Mtapuri, 2021). To that end, this study will show again to develop and understanding success factors that strengthen Min House Camp as a Community-based tourism product in Kelantan during post-covid.

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### 1.3 PROBLEM STATEMENT

The COVID-19 pandemic has completely halted travel and tourism around the world. The travel and tourist industry has been significantly impacted by the SARS-CoV-2 virus pandemic (COVID-19). In tourist regions, emergency protocols and limitations have been put in place, limiting people's freedom of movement. Cities were deserted, people's movements had ceased, and travel between the various territories was rigorously regulated. Beaches and resorts were vacant. Quarantine brought on by COVID-19 has hurt the global economy and the livelihoods of many individuals. Global visitors have been deterred from visiting the nation by COVID-19, and the lockdown has kept the movement tightly under control, which has a negative impact on many local companies.

One of the community-based tourism destinations, Min House Camp is bordering by lush green forests and the Peng Datu River, and is rich in natural flora and fauna. In Kelantan, Min House Camp is a community-based tourism product that is run by local business people with the help of the neighborhood's residents. This community-based tourism project has also received backing from nearby communities, the government, private sector, a local institution, non-governmental organizations, and volunteer tourists. Locals in Min House Camp have benefited from having a community-based tourism enterprise in terms of employment possibilities and money generation. Second, Min House Camp offers a variety of tourism attractions that have drawn numerous visitors, including visitors from throughout the globe, by fully utilizing the special endowment available in Kelantan. Thirdly, it also includes conservation into the areas of its operations where tourists are given information about cultures and the natural world.

Therefore, this research sought to investigate and identify the success factor that strengthen Min House Camp as a community-based tourism product in Kelantan. This project

is formed by quantitative methods such as surveys and interviews that will be conducted. The impact of the COVID-19 epidemic on the travel and tourist industry as well as the overall financial health of the country is also examined in this study.

#### **1.4 RESEARCH OBJECTIVES**

There are four objectives of this research:

1. To examine the leadership trait that strengthen Min House Camp as a community-based tourism product.
2. To identify the tourism management that strengthen Min House Camp as a community-based tourism product.
3. To determine the community participation that strengthen Min House Camp as a community-based tourism product.
4. To understand the tourism network that strengthen Min House Camp as a community-based tourism product

#### **1.5 RESEARCH QUESTIONS**

To acquire the research objectives, the following research questions are formulated:

1. What are the leadership trait that strengthen Min House Camp as a community-based tourism product?
2. What are the tourism management that strengthen Min House Camp as a community-based tourism product?
3. How are the community participation that strengthen Min House Camp as a community-based tourism product?
4. What are the tourism network that strengthen Min House Camp as a community-based tourism product?



## 1.6 SIGNIFICANCE OF THE STUDY

This benefit research is very important to improve the quality of tourism services and it can give good feedback to the Min House Camp. Through this benefit, the relevant agencies can find out more clearly about community-based tourism. The study findings would be of immense value to the following:

### 1. Volunteer

Volunteer is someone who gives their time willingly and uncompensated to charitable causes, especially aiding others. This volunteer work can help them in doing tasks faster. This will bring many benefits to volunteers because they can help without spending a lot of capital. Volunteers at Min House Camp will be exposed to a variety of skills and more knowledge and enable them to communicate well and thoroughly. Volunteers will work harder because there are various benefits received.

### 2. Tourism

Tourists who come to Min House Camp will also feel satisfied and comfortable with all the services that have been provided there. The facilities provided allow tourists to be interested in the way the service is provided. When we travel, we can contribute to improving the local economy. One of the sectors that has been adversely impacted by the COVID-19 outbreak is the tourist sector. Tourists can also get to know the different cultures and traditions found at the Min House Camp. The strategic position allows tourists to make Min House Camp a stopover location for foreign and local tourists. Community-based

tourism can be used as a tourism area in Min House Camp, Kubang Kerian because there are various services provided.

### 3. General public

General public are people who are around the Min House Camp area. They can visit there to see the panoramic beauty of the village and see the beauty of the area. Min House Camp is a community-based tourism area that has a variety of unique flora and fauna. With various activities provided, the general public can do activities such as kayaking, fishing and so on to fill their free time while there. This is because, Min House Camp is also a resort that has been recognized by various travel agencies in Malaysia. Therefore, the quality of service at Min House Camp will continue to improve as many communities and people show a deep interest in tourism.

## 1.7 DEFINITION OF TERMS

To facilitate the understanding of this study, different terms are herein.

**Community.** In this study, a community is defined as a collection of volunteers, the individual that lives there and the tourist that comes to the Min House Camp that shares cultures or common interest toward nature.

**Environment component.** Due to some of the expenses associated with tourism development, like population growth, crowding, the destruction of natural habitats, crime, and others, the environment component is sometimes seen negatively by the local community.

**Viability of community-based tourism.** This depends on how well local residents, the government, non-governmental organisations, institutions, private businesses, and tourists get along with one another (Zhang et al., 2006) to adjust to changing demands (The Mountain Institute, 2000).

## 1.9 SUMMARY

In conclusion, the situation during the COVID-19 pandemic and after COVID-19 has brought various challenges and challenges that need to be overcome especially in the tourism sector related to ecotourism in Min House Camp, Kubang Kerian. The local community in the area has realized that development as a tourism center has grown rapidly. In this research, before the start of the COVID-19 pandemic, tourism has been the focus of tourism activities regardless of foreign tourists or domestic tourists. It is very important for the community to take into account everyone's perspective of parties involved in tourism activities. There are several previous studies that have been stated which are about the importance and encouragement of relations to the local community, especially in the Min House Camp area, Kubang Kerian. As a result, this research study must show the importance, challenges and strategies faced by community-based tourism. Therefore, the attitude of the local community should be recognized as a tourist destination in making decisions for tourism destinations and setting future directions.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter of the study will talk over the success that strengthen Min House Camp as a community-based tourism. This chapter has been compiled to inform those who are independent or dependent analysis variables. There are three independent variables listed in the literature a survey of factor analysis studies in community-based tourism products. This chapter ends with the conceptual structure of the analysis, which will operate within the method used for our research in Chapter 3.

#### **2.2 LITERATURE REVIEW**

##### **2.2.1 Leadership**

Leadership is one individual in charge of a team or organisation. Livingston defines leadership as the capacity to arouse followership for a shared goal. According to C.I. Bernard, leadership is the personal trait that allows a person to direct others or their activities in a planned endeavour. Min House Camp (MHC) is a practicing Community-Based Tourism (CBT) in Kelantan that is run by regional business people who are active in the neighbourhood where it is located. This is one of the great opportunities for them to learn something in their life at the same time they can build their confidence while practicing leadership skills. The skills that they have can ensure them to get involve with companies very well. Besides that, they can easily can create bonding with strangers that they handle in the organization.

In Kampung Pulau, Kubang Kerian, Kelantan, is where Min House Camp is located. which focuses on tourism attraction and agro tourism. There are many attractions places that

tourists can visit such as variety of facilities ranging from chalets, multipurpose halls, a bee farm, mini petting zoo and also have water sport activities that are provided like kayaking, fishing, clam digging and river bathing. Each activity has a leader to guide the tourists before they start their activities. The activities are very enjoyable to do with people we know or someone that we close because it can create a memorable experience with them. Leaders have a key role in introducing the activities because it is important to make them get what they can do and don't during the activities. For example, someone that is seasick that might fall in the water or something will happen, for kayaking they are provided a life vest for everyone and they will be given a talk about the safety guidelines before they can go kayaking.

Community-based tourism (CBT) lets the revenue generated by the practise of tourism stay within the community by ensuring that the residents of the area have full ownership and administration of the tourism experience. Therefore, this study is aimed at successful community-based tourism in Min House Camp. This study attempts to outline the leadership approach used by the staff at MHC to maximise the potential of community-based tourism. To strengthen the community's capacity, especially in terms of the growth of Small and Medium Enterprises (SMEs) in the village, local leadership of rural tourism is crucial (Blackman, 2008).

### **2.2.2 Tourism Management**

A nation's development and economic progress are both seen to depend heavily on tourism. By 2020, worldwide arrivals in the tourist industry are predicted to exceed 1.6 billion, according to the report of the United Nations World tourist Organisation (UNWTO). Due to the numerous career prospects it provides in the public and commercial sectors, tourism management is seen as a promising and viable employment industry.

Community-based tourism (CBT) is a complete solution for community development that is assisting in empowering rural communities to manage tourism resources and involve the neighbourhood in tourism services. Activities relating to the tourism business are handled and overseen by tourism management. It is a broad sector that offers people the education, know-how, and experience needed to land managerial jobs in the travel and hospitality sectors. Locals in MHC have benefited from having a community-based tourist enterprise in terms of job opportunities and money generation as well as giving opportunities to the entrepreneur to get involved with the organization. MHC has utilized the distinctive resource at hand in Kelantan, it offers a variety of tourism attractions that can attract many tourists all over the world.

The ability of the local communities, government, non-governmental organisations, institutions, private businesses, and visitors to coexist in harmony while meeting changing expectations is a requirement for community-based tourism (CBT) to be successful (Zhang et al., 2006). As you know, MHC is one of the Asean Tourism because The Ministry of Tourism, Art, and Culture (MOTAC) has recognised MHC with prizes. “Green Budget Hotel” and “Community-based Tourism in Malaysia”. MHC has become one of the attraction places in Kelantan that was full of flora and fauna and not only in Malaysia but also in around the world. Many tourists have visited MHC to get enjoy the activities that are provided, to get new experiences and to enjoy the stunning scenery of the natural nature of MHC.

### **2.2.3 Community Participation**

In order to address local concerns and enhance the community's general well-being, the term "community participation" describes how members of a community actively participate in making decisions process, problem-solving, and taking collective action. Paul 1987 is referenced on page 5 of (Bamberger 1988) in the context of development. Community participation is a proactive process where beneficiaries actively participate in

shaping and carrying out development projects, as opposed to merely receiving a piece of the project's earnings.

While community participation is understood to signify "sharing of information but not necessarily power," according to Sarkission, Walsh et al. (1997:17), consultation is interpreted as "sharing of information but not necessarily power." The foundation of community involvement is the conviction that residents of a given community possess important perceptions, skills, and information that can be used to help design and execute workable solutions. The neighbourhood can travel to Min House Camp for holidays and vacations and participate in some of the visitor-oriented activities that are available. They can engage in a variety of activities while taking in the natural surroundings and hearing the chirping birds.

Community involvement can take many different forms, from individual involvement to group initiatives. It can involve things like going to neighborhood meetings, taking part in neighbourhood projects and initiatives, volunteering, planning events, joining neighbourhoods, and working with neighbourhood leaders and other stakeholders.

#### **2.2.4 Tourism Network**

Furthermore, The World Tourism Organisation (UNWTO, 2012) estimates that there were 435 million foreign visitors in 1990 and 940 million in 2010. By 2030, it is anticipated to reach 1.8 billion. Approximately 30% of the world's exported goods or services, 10% of the global gross domestic product (GDP), and 10% of global employment were all contributed to by international tourism in 2017, according to estimates of its revenue (UNWTO, 2018). Tourism network allows tourism businesses within a destination to a better experience, itineraries, festivals, events, websites and in-holiday referrals and also

recommendations. Tourism network helps tourists get a memorable experience during their holidays in Min House Camp.

Networking refers to any interconnected group of people that comes to Min House Camp that are capable of sharing meaningful information with one another. The community of Min House Camp can show or present about the culture to the tourists and foreigner so that they can gain knowledge and learn something new about our culture. Network is the most important role in businesses because it can give a huge positive impact to the company. By exchanging information, each member of the network has an impact on the information and resource turnover, which leads to data sharing. Based on the intricacy of the data, this is an efficient method of communication.

The employees may give some information to the visitors about the community and the attraction places in Min House Camp that they can visit and do some activities. In this way, the relationship between the organization and the visitors becomes strength to build engagement in the community. Having community-based tourism can be viewed as one of the possible development opportunities in Kelantan. Fennell (1999) has identified community-based tourism as an environmentally friendly, non-competitive style of travel that places a strong emphasis on addressing local needs. According to Fennel (1999), tourism that promotes respect for the environment and societal culture is encouraged. Min House Camp is the right place to visit for people all over the world because they not only can see a stunning view from natural nature but also be aware of the importance of nature.

#### **2.2.5 Success that Strengthen Community-Based Tourism in Min House Camp**

Understanding the current state of the destination, community, and other underlying variables that can enable such an endeavour to take place inside the community with a true sense is crucial to the successful growth of community-based tourism (Nuzhar, 2016). Thus,



this research chose Min House Camp as a case study because it perfectly practiced community-based tourism. According to (Mitchell & Ashley, 2010; Lucchetti & Font, 2013; Telfer & Sharpley, 2016), it is broadly agreed that participation of the local community is the central idea of community-based tourism.

While according to Taylor (1995), community-based tourism is heavily reliant on interactions and relationships between the locals and tourists, in addition to other aspects of tourism. There are various factors that strengthen Min House Camp as a community-based in Kelantan. Having a community-based tourism business in Min House Camp has created benefits for the local community for the job opportunities and the income of the company will be increased because of the visitors that come to Min House Camp. Besides that, community-based tourism improves social and economic growth, as well as community empowerment and ownership. It also contributes to a high standard of visitor experience. Thus, this study determined the need to understand what makes Min House Camp a successful community-based tourism development rather than attempting to address issues that the organisation is experiencing.

### **2.3 HYPOTHESIS**

Using data from previous studies, it can be seen that all four of these elements are in connection with community-based tourism. Studies in the past have shown that the camp site offers so many distinctive experiences that are not available at other hotels in the city or town area but can be had at the Min House Camp, guests are very interested in visiting. There, one can gain new experiences and learn new things. Due to the numerous indoor and outdoor activities that feature natural attractions like kayaking, fireflies, Kelulut bees, capturing Lokan, growing organic herb plants, cooking classes, and others, it's probable that many tourists want to visit and stay at the Min House Camp.

In this study, there were four hypotheses concerning the association between two variables:

### **2.3.1 There is a relationship between the leadership trait towards the success that strengthen community-based tourism at Min house camp**

In order to implement sustainable growth inside a firm, leaders are essential. Thus, it is claimed that the primary driver of new improvements is leadership. Men (2012) noted that the presence of a trustworthy leader increased staff engagement in organizational improvements or adjustments and boosted employee confidence. The head of the Min House Camp is Muhamad Zanini and Wan Noriah, a respected individual in the group who possesses a broad perspective, effective communication skills, and innovation. Members are encouraged to engage in negotiations to secure funding and other forms of assistance to further their objectives. Therefore, this study will be concluding the hypothesis between the leadership towards the success that strengthen community-based tourism at Min House Camp.

*H1:* There is a significance relationship between the leadership trait towards the success that strengthen community-based tourism at Min House Camp.

### **2.3.2 There is a relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp**

Under the direction of the Min House Camp Tourism Board, Min House Camp was run in a touristic manner. Members of Min House Camp's tourist team look after visitors. The goal is to work together maintaining the original way of life of the riverfront neighborhood, including its culture, environment, and natural surroundings. The handling of tourism is seen generally favorable in Min House Camp. Everyone thinks they have the power to handle situations in order to bring about either their personal lives or the community are changing. Therefore, this study will be concluding the hypothesis between the tourism management towards the success that strengthen community-based tourism at Min House Camp.

*H2*: There is a significance relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp

### **2.3.3 There is a relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp**

Long-standing community members are the most knowledgeable of one another and of the community itself, the core involvement must come from inside the community. Through involvement in tourism-related activities, the local population must be provided consideration and possibilities. Additionally, Min House Camp prevented local objections by enabling residents to understand how tourism gives benefits to the neighborhood. Therefore, this study will be concluding the hypothesis between the community participation towards the success that strengthen community-based tourism at Min House Camp.

*H3*: There is a significance relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp

### **2.3.4 There is a relationship between the tourism network towards the success that strengthen community-based tourism at Min House Camp.**

In order to maximize and grow capacity, networking is crucial. Data sharing occurs as a result of individuals within the network having an impact on information and resource turnover. Based on the intricacy of the data, this is an efficient form of communication. The network is constantly connected thanks to networking and any choices are sent to all group members. Numerous networks that transport tourists to renowned locations, including the Min House Camp community and villagers, are advantageous to Min House Camp. This is a crucial component of community-based tourism, which helps to prevent rivalry and conflict.

Therefore, this study will be concluding the hypothesis between the tourism network towards the success that strengthen community-based tourism at Min House Camp.

*H4:* There is a significance relationship between the tourism network towards the success that strengthen community-based tourism at Min House Camp.

## 2.4 CONCEPTUAL FRAMEWORK

As a result of previous literature review, the researcher has proposed a framework to study the success that strengthen community-based tourism Min house camp. Hence, as seen below, the diagram:

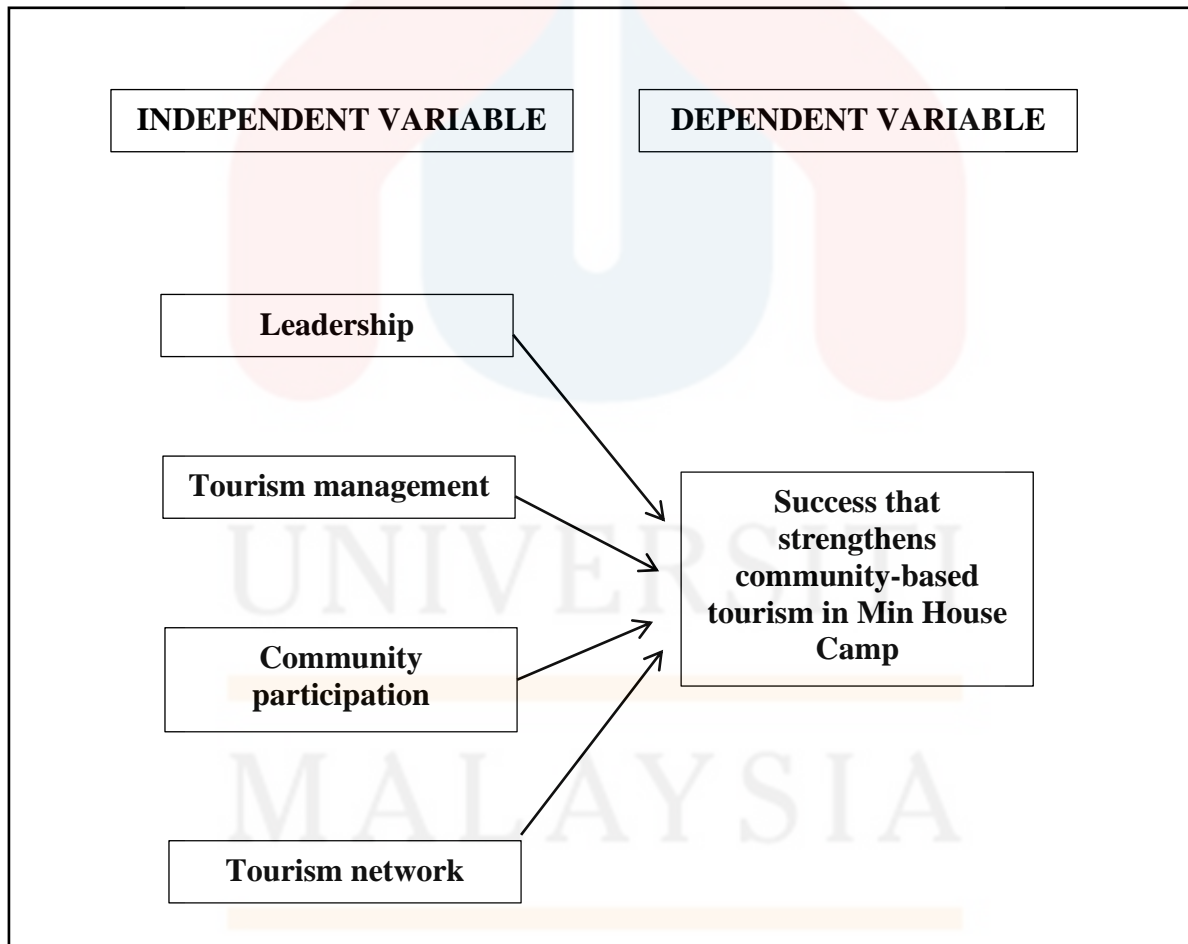


Figure 2.1: Conceptual framework.

## 2.5 SUMMARY

Overall, this chapter has discussed the highlights related to past studies that have been studied. This past study discusses the post-covid-19 framework to improve community-based tourism efforts in Min House Camp. The objectives of this study have also been successful because the variables affecting visitors' decisions to attend the Min House Camp have been identified. This study also identifies goods and services that can increase tourist arrivals and problems and difficulties in running Min House Camp, Kubang Kerian. Currently, tourism has had a small impact on nature, can protect flora and fauna, and can create some jobs for the local community. As a result, there are also various challenges and obstacles in improving community-based tourism efforts at Min House Camp.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

A methodology is a technique for research and also a method for analysis. The research can be defined as an activity that investigates and systematically searches for such information for the unknown in order to conduct a study. The study's methodology will be described in this section. In this methodology, the study design is explained in more detail. After that, the study's intended audience and sample size are described in terms of where, who and how to study. Then, further explanation about the type of sampling method that will be used and how data collection is carried out. This study also outlines the manner and locations of questionnaire distribution. Finally, data analysis is also shown.

#### **3.2 RESEARCH DESIGN**

Research design is a list of specifications for gathering and processing data in a way that combines relevance with research objectives with economy of movement (Kothari,2004). This research design is also for studies that have given specifications on the procedures that should be carried out by the researchers in order to achieve the goals of the study or test the theories that have been developed for it (McDaniel and Gates,1999). The selection for the study design collection is very important to choose because it determines how the information will be collected to facilitate reporting. The collection of research design has 3 namely exploratory research, descriptive research and causal research.

Furthermore, in order to carry out this research, all sources for the first information should be consulted using secondary data existing data sources. If there is no information or it

is still available but not enough to answer the objective research questions, researcher needs to choose an approach for data collection using primary data.

In this study, the research design was quantitative.. This quantitative method is the only data collection method involving numbers. This is because the data collection uses the primary data. The method used in this study is causal research. When one variable is thought to be able to influence the other variable, it gives the researcher more information when determining the causal relationship between the variables in the study.

### **3.3 POPULATION**

A population is an ensemble of people whether such group is a country or a people's group with common characteristics established by researchers. Typically, every person or thing within a population shares some sort of unifying quality. Different researchers' definitions of the population of study have all headed in the same general direction. For example, Avwokeni (2006:92) refers to population as the “set of all participants that qualify for a study” while Akinade and Owolabi (2009:72)) defined population as “the total set of observations from which a sample is drawn”. Then, according to Adeniyi et al (2011:49) consider it to be the total number of substantial human settlements within a given geographic area. Popoola (2011:2) defines the population as the “total of the items or objects under the universe of study. It often connotes all the members of the target of the study as defined by the aims and objectives of the study”.

There are many types of population in this study that we can gather the information such as listed population, homogeneous population, group population, clustered population, target population and others. The term "listed populations" refers to all recognisable components or topics that can be referenced by name or number, such as all of an organization's employees or campers who have registered at Min House Camp. A

homogeneous population is made up of discrete elements with little fluctuation in their shared characteristics, such as the same age, sex, degree of education, and work rank.

### **3.4 SAMPLE SIZE**

Sample size is the number of observations chosen to be a part of a statistical sample. Every empirical study that aims to extrapolate findings about the population from a sample must take sample size into account. Sample size refers to any subset of a population chosen for the study and on which the necessary data is collected (Awoniyi; Aderantu & Tayo, 2011; Akinade & Owolabi, 2009; Adedokun, 2003). Sample size is the number of elements that can be selected for research. Types of sample size are random sample, subjective sample, captive sample, purpose sample and other sample. Sample sizes have various types of sampling and these are some of them. In essence, sampling is done to make sure that the selection process is impartial and free of subjectivity. One of the components that has an equal chance of being chosen for the study is the random sample. According to Adeniyi et al (2011:50) another justification for sampling is the possibility of patterns and consistency along the lines of the research investigation in a broad population.

### **3.5 SAMPLING METHOD**

According to Shona McCombers (2019), sampling methods is a sample a representative sample of those who will actually take part in the study. The study must carefully consider how to choose a representative sample of the complete group in order to accurately interpret the findings. Due to this, it can get a sample that contradicts the population for consideration. There are two types of sampling methods that is probability



sampling and non-probability sampling. Therefore, this study will analyze the data guided by the framework through non-probability sampling in the research.

In this study, we use a non-probability sampling that is convenient sampling. Non-probability sampling techniques are commonly used the explicitly where is not possible to use the probability sampling. Using a non-probability sampling technique, the produced sample of people matches the proportions of people in the overall population of interest (Moser & Stuart, 1953). Online non-probability sampling methods can have considerable biases due to under coverage and non-response. For a sampling method, to be considered non-probability sampling it must use some form of random selection. Non-probability sampling also allows for bias in selection based on the type of person who would choose to participate in a survey.

Among the techniques that have been used in this research are convenient sampling. It is the process of gathering data from people in the community who are easily able to do so. It entails selecting any available group of respondents that the research can use. For example, Min House Camp needs to promote more about the tourism center as one of the agendas in promoting the tourism center to ensure that the local community is also successful in introducing Min House Camp as an existing tourist spot. The method used was able to find out the community at Min House Camp was used as a tourist spot after Covid-19. according to the local community survey, within a community of comparable financial class, often sharing the same ethnic heritage, holding many of the same values, and generally displaying the same inclinations dependent on the community-based tourism at Min House Camp.

The purpose of this sampling method that is convenient sampling is to create a conclusion to understanding success factor strengthen Min House Camp as a community-based tourism in Kelantan after Covid-19. The research also collected data from the owner and tourist at

Min House Camp. Data obtained from respondents will be collected by using google form to get responses from those involved and shared on *WhatsApp* applications and so on. Through the interview, all the information obtained will be faster.

### **3.6 DATA COLLECTION PROCEDURE**

Emily McLaughlin (2018) defines data collection as the act of gathering, quantifying, and evaluating accurate insights for research goals while using established, accepted techniques. The data gathered allows a researcher to assess their hypothesis. The first and most important step in most research projects, regardless of the subject, is data collection. The categories of data collection are primary data questionnaire. Data mainly refers to the type of information that was gathered for the study through interviews, questionnaires, experiments, and other means. In general, this study makes use of the data to generate evidence in support of the topic and objective they have chosen.

Nowadays, everyone owns a smartphone and communicates with friends, family, and others via it without ever physically meeting. This study contacts the respondent via a Google Form so they can fill out the questionnaire and submit all of their responses. Using social media platforms like *Instagram*, *Telegram*, and *WhatsApp* can make it simpler to contact the respondents. For instance, to contact respondents from Johor and Kelantan, simply share the link to the Google form. Researchers utilize Google Forms because they can save money and time by using them to answer surveys and quickly and effectively gather data.

Part A, Part B, and Part C are the three sections that make up the Google form. There are six questions in Part A that pertain to the demographic segmentation of the respondents. The questions in this section are based on information about the demographics of the population, such as age, gender, work status, and marital status. The subjects in the dependent

variable (section B) pertain to community-based tourism. The last part is independent variables (section C) generate inquiries regarding variables that influence visitors, product and services that can draw more guests, as well as problems and difficulties in running the community.

### **3.7 RESEARCH INSTRUMENT**

The goal of the research instrument is to serve as a tool for measuring and analyzing the data gathered for this topic study by researchers (Pritha Bhandari, 2020). Additionally, a research tool includes four survey methods: surveys, observation, experiments, and group discussions. Each of the instruments requires a detailed and extended examination to highlight its benefits and drawbacks. Additionally, researchers need to decide if a quantitative or qualitative approach will be taken to their study. Susan Farrell (2016) claims that a quantitative inquiry structure is a closed-ended one that will be accomplished by assigning number values to its responses. In addition to employing a qualitative open-ended inquiry format and text data format (Susan Farrell, 2016). Nevertheless, we decided to use the quantitative approach of research to create questionnaires as the research instrument.

In general, questionnaires have three sections, with section A being for demographic inquiries. These include age, gender, employment status, and marital status. The issues pertaining to the dependent variable and independent variables of the study will next be covered in sections B and C. The subjects in the dependent variable (section B) pertain to the success in Min House Camp as a community-based tourism. While independent variables (section C) generate inquiries regarding leadership, tourism management, community participation and tourism network. Tables 3.1 and 3.2 below provide information on the questionnaires and Likert Scale measurement (on a scale of 1 to 5) used in this study.

Table 3.1 Measurement of Likert Scale.

Characteristics	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Point	1	2	3	4	5

Table 3.2 Research instrument.

<b>SECTION A: DEMOGRAPHIC</b>	
<b>Questions</b>	<b>Answer</b>
1. Age group	<ul style="list-style-type: none"> <li>a. 20 years old and below</li> <li>b. 21 - 30 years old</li> <li>c. 31 - 40 years old</li> <li>d. 41 years old and above</li> </ul>
2. Gender	<ul style="list-style-type: none"> <li>a. Male</li> <li>b. Female</li> </ul>
3. Employment status	<ul style="list-style-type: none"> <li>a. Unemployed</li> <li>b. Government worker</li> <li>c. Private worker</li> <li>d. Self-employed</li> <li>e. Student</li> </ul>
4. Marital status	<ul style="list-style-type: none"> <li>a. Single</li> <li>b. Married</li> </ul>

<b>SECTION B: DEPENDENT VARIABLE</b>					
	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly agree

			disagree		
1. Min House Camp offer many products and services to tourist?					
2. Min House Camp are suitable to be a community-based tourism?					
3. The Min House Camp is in a beautiful setting.					
4. The Min House Camp offers day rates that are inexpensive and reasonable.					
5. The Min House Camp is a location where the flora and animals are being protected, and the surrounding area is covered in greenery.					

<b>SECTION C: INDEPENDENT VARIABLE</b>					
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
IV 1: Leadership					
1. The owner's skills are					

necessary for a business or other circumstance to prosper.					
2.Effective leadership is highly dependent on leadership style.					
3.Being in charge and able to decide whether a situation requires an executive decision or one that entails additional consultation.					
4.The owner is aware of how to maximize their effectiveness.					
5.Leadership effectiveness stands out in the organization, earning recognition.					
<b>IV 2:Tourism Management</b>					
1. Members of Min House Camp's tourist team look after visitors.					
2.Min House Camp residents have a favorable opinion of tourism management.					

<p>3.Min House Camp organization management carried an effective planning to consumer?</p>					
<p>4.The management of the Min House Camp organization oversees the performance of all activities.</p>					
<p>5.They provide leisure and tourism options for the public.</p>					
<p>IV 3: Community Participation</p>					
<p>1. Community involvement is crucial in promoting community-based tourism.</p>					
<p>2. Resource management capabilities can be improved by giving employees more power.</p>					
<p>3. Min House Camp prevented residents from protesting by enabling them to see how tourism benefits the neighborhood.</p>					
<p>4. The Min House Camp</p>					

engages in various Malay customs for entertainment.					
5. Min House Camp demonstrates the advantages of tourism for the community.					
<b>IV 4: Tourism Network</b>					
1. Networking is crucial in terms of capacity development and improvement.					
2. Min House Camp can gain from numerous networks that attract travelers to engaging activities.					
3. A support system for the community that fosters connections between residents and benefits them.					
4. Sustainable nature makes Min House Camp as a popular among the others campsite.					
5. Through networks, users					



can access information, resources, markets, and technology.					
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### 3.8 DATA ANALYSIS

As a guide for individuals who are interested in the fundamentals of data analysis, the study claims that data analysis is something that combines mathematics and necessitates a more in-depth study in order to know something (Brandt, 2014). Additionally, it has been suggested that the study of data analysis is beneficial for those working in the fields of science and engineering because they require a basic knowledge of the statistical methods for examining data from experiments and solve problems (Brandt, 2014). We employed a variety of methodologies for this data analysis in order to collect all the data required to provide a more robust justification for the project's title.

#### 3.8.1 Descriptive Statistic

Descriptive statistics provide an understandable summary and description of the data (Zikmund et al., 2013; Creswell & Creswell, 2017). consequently, both the independent and dependent variables in this study were converted into a descriptive statistic. Measuring central tendency (mean, median, and mode), measuring dispersion (range, variance, and standard deviation), and determining the distribution's shape are some examples of descriptive statistics that are frequently used. Tables, graphs and plots are frequently used to show descriptive statistics, which can help in displaying the data and making it simpler to understand. To describe the fundamental characteristics of the data in a study, descriptive statistics are used. Using descriptive statistics, quantitative descriptions are provided in a

clear manner. Descriptive statistics allow us to logically simplify enormous amounts of data. Every descriptive statistic condenses a large amount of data into a shorter description.

### 3.8.2 Reliability Analysis (Cronbach Alpha)

Measure internal consistency is now a characteristics of reliability analysis. The level to which any indication of a thought appears to be consistent at some basic levels is referred to as internal consistency (Zikmund et al., 2013; & Creswell, 2017). Reliability tells how consistently a method measures something. The results will be the same when the same method is applied to the same sample under the same circumstances. If not, the measurement technique might not be accurate, or bias might have snuck into the study. The straightforward measure of Cronbach's alpha can be used to access reliability.

Table 3.3 Rule of Thumb Cronbach' Alpha

Cronbach Alpha	Classification
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

### 3.8.3 Pearson Correlation Analysis

The statistical tests that assess the correlation or link between two constant variables are determined by Pearson correlation. It merely offers a measure of how monotonically a relationship between two variables can be stated, or how well a monotonic function can capture that relationship. The Pearson's correlation coefficient measures the direction and the intensity of the association between two ranking factors, abbreviated as :

Table 3.4 Rule of Thumb for interpreting Pearson's correlation.

Scale of Pearson Correlation	Value
$r = 1$	Perfectly positive
$0.5 < r < 1$	Strongly positive
$r = 0.5$	Moderately positive
$0 < r < 0.5$	Weakly positive
$r = 0$	No correlation
$-0.5 < r < 0$	Weakly negative
$r = -0.5$	Moderately negative
$-1 < r < 0.5$	Strongly negative
$r = -1$	Perfectly negative
$0.8 \leq r \leq 1.0$	Very high correlation

Statistical Package for the Social Sciences (SPSS) is the official name of the programmed that we use to analyze the data. A popular software package for finding information and data is called SPSS (Frey, 2017). Utilizing SPSS has the benefit of being a particularly suited tool for processing social science research data. They include those in the medical, educational, and marketing industries. Additionally, this software is excellent for learning statistical data. Because this programmed accurately analyzes the data, it may be used to produce accurate data about society. It can also create independent variables that will be closely related to dependent factors.

### 3.9 SUMMARY

Overall, this study begins with an introduction and then progresses from stage to stage to identify each design in this study. Several studies have explained the type of sample size used and obtained data through interviews and observations that have been done by respondents.

Therefore, in this study it has been explained the type of sample size used and obtained data through interviews and observations that have been done by the respondents.



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## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 INTRODUCTION**

This chapter presents the outcomes and conclusions of the data analysis performed on the research survey data. Data was analyzed to understanding success factor strengthen Min house camp as community-based tourism in Kelantan during post-covid. In light of this, the researcher is able to test the theory and address the study's goals. The statistical analysis of this data was completed using the Statistical Package for the Social Sciences (SPSS), and the results are provided in this chapter.

#### **4.2 DEMOGRAPHIC CHARACTERISTIC OF RESPONDEN**

Analysis of the frequency used in the observation of the researcher's basis. The first section of the questionnaire's data contained inquiries about the respondents' age group, gender, employment situation, and even marital status. A table structure is used to present the respondents' demographic profile.

#### 4.2.1 Age group of Respondents

Table 4.1: Number of Respondent by Age group

		Age group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years old and below	21	7.1	7.1	7.1
	21 - 30 years old	228	77.0	77.0	84.1
	31 - 40 years old	36	12.2	12.2	96.3
	41 years old and above	11	3.7	3.7	100.0
	Total	296	100.0	100.0	

The age range of each responder who filled out our questionnaire is represented in this table. There have 296 respondents for age. Four categories have been created based on the ages of all respondents. The higher respondents are 21-30 years old, 77.0 % that is 228 respondents. The second most respondent is 31-40 years old, 12.2 % that is 36 respondents. Thirdly, is 20 years old and below, 7.1% that is 21 respondents. The lower respondent is 41 years old and above, 3.7% that is 11 respondents that completed this questionnaire.

#### 4.2.2 Gender of Respondents

Table 4.2: Number of Respondent by Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	24.3	24.3	24.3
	Female	224	75.7	75.7	100.0
	Total	296	100.0	100.0	

The table above displays the frequency and percentage of respondents by gender. The questionnaire that has been prepared has 296 respondents. Female are the group that answered the most of this questionnaire. 224 of them were females, accounting for 75.7% of the total. Meanwhile, the second respondent is male, 72 of the totals, accounting for 24.3% of the total. This finding demonstrates the imbalance in respondents' percentages between males and females..

#### 4.2.3 Employment Status of Respondents

Table 4.3: Number of Respondent by Employment status

		Employment status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	17	5.7	5.7	5.7
	Government worker	23	7.8	7.8	13.5
	Private worker	30	10.1	10.1	23.6
	Self - employed	31	10.5	10.5	34.1
	Student	195	65.9	65.9	100.0
	Total	296	100.0	100.0	

This table displays the respondents' employment position as of the time they answered our survey. There have categories for employment status. The most respondent is student, 65.9% that is 195 respondents. This group completed the survey in second place. After that, 31 respondents or 10.5% of the total were self-employed. 30 respondents, or 10.1% of the total number of private workers, completed the questionnaire. Following that, government worker has 23 respondents that is 7.8%. The last from unemployed that is 17 respondents that is 5.7% completed the questionnaire.

#### 4.2.4 Marital Status of Respondents

Table 4.4: Number of Respondent by Marital Status

		Marital Status			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Single	250	84.5	84.5	84.5
	Married	46	15.5	15.5	100.0
Total		296	100.0	100.0	

The marital status of all respondents to this questionnaire is presented in Table 4.4. For marital status, the most respondents are single, 84.5% that is 250 respondents. While the second most respondents are married, 15.5% that is 46 respondents. The smallest percentage of the total is represented by this category.

#### 4.3 RESULT OF DESCRIPTIVE ANALYSIS

This research has analyzed the mean and also the standard deviation for parts B and C of the survey to find out understanding success factor strengthening Min house camp as a community-based tourism product in Kelantan during post covid. The researcher compared the means of the independent variable and the dependent variable for each item in the survey based on the findings of the study responses by respondents are scaled using a 5-Likert scale where 1 represents "Strongly Disagree", 2 as "Disagree", 3 as "Neither Agree nor Disagree", 4 as "Agree" and 5 as "Strongly Agree". The results of the analysis are shown in the following table.



### 4.3.1 Independent variable and Dependent variable

Table 4.5: Descriptive Analysis

Variable	N	Mean	Standard Deviation
Success that strengthens community-based tourism in Min House Camp	296	4.18	.662
Leadership	296	4.14	.661
Tourism management	296	4.11	.692
Community participation	296	4.14	.685
Tourism network	296	4.13	.666

Based on the table 4.5, it showed that independent variables and dependent variable. Independent variables verified success that strengthens mean score ( $M=4.18$ ,  $SD=.662$ ). Altogether the dependent variables scored mean the leadership 4.14 ( $SD=.661$ ). Following by tourism management is 4.11 ( $SD=.692$ ). The community participation is 4.14 ( $SD=.685$ ) and the last is tourism network 4.13 ( $SD=.666$ ).

### 4.3.2 SUCCESS THAT STRENGTHENS COMMUNITY-BASED TOURISM IN MIN HOUSE CAMP

Table 4.6: Descriptive Analysis of success that strengthen community-based tourism in Min House Camp

Variables	Item	Mean	Std. Deviation
-----------	------	------	----------------

DV1	Min House Camp offer many products and services to tourist?	4.10	.646
DV2	Min House Camp are suitable a community-based tourism?	4.16	.668
DV3	The Min House Camp is in a beautiful setting	4.28	.678
DV4	The Min House Camp offers day rates that are inexpensive	4.19	.666
DV5	The Min House Camp is a location where the flora and animals are being protected and the surrounding area is covered in greenery	4.16	.651

According to the table 4.6, the query with the highest score is ‘The Min House Camp is in a beautiful setting’ (M = 4.28, SD = 0.678) followed by ‘The Min House Camp offers day rates that are inexpensive ’ (M = 4.19, SD = 0.666), ‘Min House Camp are suitable a community-based tourism?’ (M = 4.16, SD = 0.651), ‘The Min House Camp is a location where the flora and animals are being protected and the surrounding area is covered in greenery’ (M = 4.16, SD = 0.668), and ‘Min House Camp offer many products and services to tourist?’ (M = 4.10, SD = 0.646). This concludes that Min House Camp locations are strategic and have potential.

### 4.3.3 LEADERSHIP

Table 4.7: Descriptive Analysis of Leadership

Variable	Item	Mean	Std. deviation
L1	The owner’s skills are necessary for a business or other circumstance to prosper.	4.10	.668
L2	Effective leadership is highly dependent on leadership style	4.19	.662
L3	Being in charge and able to decide whether a situation requires an executive decision or one that entails additional consultation.	4.11	.699
L4	The owner is aware of how to maximize their effectiveness	4.14	.643
L5	Leadership effectiveness stands out in the organization, earning		

	and recognition.	4.18	.635
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Based on table 4.7, the highest score was reported as ‘Effective leadership is highly dependent on leadership style’ (M = 4.19, SD = 0.662) followed by ‘Leadership effectiveness stands out in the organization, earning and recognition.’ (M = 4.18, SD = 0.635), ‘The owner is aware of how to maximize their effectiveness’ (M = 4.14, SD = 0.643), ‘Being in charge and able to decide whether a situation requires an executive decision or one that entails additional consultation.’ (M = 4.54, SD = 0.629), and ‘The owner’s skills are necessary for a business or other circumstance to prosper.’ (M = 4.10, SD = 0.668). This suggests that most respondents consider that leadership have been affected in the success of Min House Camp as a community-based tourism product.

#### 4.3.4 TOURISM MANAGEMENT

Table 4.8: Descriptive Analysis of Tourism management

Variable	Item	Mean	Std. Deviation
TM1	Members of Min House camp’s tourist team look after visitor	4.09	.688
TM2	Min House Camp residents have a favorable opinion of tourism management.	4.08	.701
TM3	Min House Camp organization management carried an effective planning to consumer?	4.10	.703
TM4	The management of the Min House camp organization oversees the performance of all activities	4.14	.710
TM5	They provide leisure and tourism options for the public	4.17	.656

Based on the table 4.8, the query with the highest score is ‘They provide leisure and tourism options for the public’ (M = 4.17, SD = 0.656) followed by ‘The management of the Min House camp organization oversees the performance of all activities’ (M = 4.14, SD = 0.710), ‘Min House Camp organization management carried an effective planning to consumer?’ (M = 4.10, SD = 0.703), ‘Members of Min House camp’s tourist team look after visitor’ (M = 4.09, SD = 0.688), and ‘Min House Camp residents have a favorable opinion of tourism management.’ (M = 4.08, SD = 0.701). It assumes that Min House Camp management team are responsible in maintaining Min House Camp as a community-based tourism product in Kelantan.

#### 4.3.5 COMMUNITY PARTICIPATION

Table 4.9: Descriptive Analysis of Community participation

Variables	Item	Mean	Std. deviation
CM1	Community involvement is crucial in promoting crucial in promoting community-based tourism.	4.14	.690
CM2	Resource management capabilities can be improved by giving employees more power.	4.09	.658
CM3	Min House Camp prevented by enabling them to see how tourism benefits the neighbourhood.	4.11	.718
CM4	The Min House Camp engages in various Malay customs for entertainment.	4.18	.679
CM5	Min House Camp demonstrates of tourism for the community.	4.20	.684

Next, the most highly rated outcome was ‘Min House Camp demonstrates of tourism for the community.’ (M = 4.20, SD = 0.684) followed by ‘The Min House Camp engages in various Malay customs for entertainment.’ (M = 4.18, SD = 0.679), ‘Community involvement is crucial in promoting crucial in promoting community-based tourism.’ (M = 4.14, SD =

0.690), ‘Min House Camp prevented by enabling them to see how tourism benefits the neighbourhood.’ (M = 4.11, SD = 0.718), and ‘Resource management capabilities can be improved by giving employees more power.’ (M = 4.09, SD = 0.658). This shows that the participation from community plays an important role for Min House Camp continuing their business especially during a pandemic.

#### 4.3.6 TOURISM NETWORK

Table 4.10: Descriptive Analysis of Tourism Network

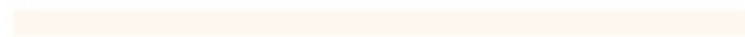
Variables	Item	Mean	Std. deviation
TN1	Networking is crucial in terms of capacity development and improvement.	4.06	.706
TN2	Min House camp can gain from numerous networks that attract travel travellers engaging activities.	4.13	.663
TN3	A support system for the community that fosters connections between residents and benefits them.	4.14	.636
TN4	Sustainable nature makes Min House camp as a popular among the other campsite.	4.18	.683
TN5	Through networks, users can access information , resources, markets and technology.	4.13	.646

According to table 4.10, the query with the highest score is ‘Sustainable nature makes Min House camp as a popular among the other campsite.’ (M = 4.18, SD = 0.683) followed by ‘A support system for the community that fosters connections between residents and benefits them.’ (M = 4.14, SD = 0.636), ‘Min House camp can gain from numerous networks that attract travel travellers engaging activities.’ (M = 4.13, SD = 0.663), ‘Through networks, users can access information , resources, markets and technology.’ (M = 4.13, SD = 0.646), and ‘Networking is crucial in terms of capacity development and improvement.’ (M = 4.06,

SD = 0.706). This shows that the tourism network plays an important role in attracting customers especially during a pandemic.



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### 4.3 RESULTS OF RELIABILITY TEST

Table 4.11: Cronbach alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Reliability tells how consistently a method measures something. The results will be the same when the same method is applied to the same sample under the same circumstances. If not, the measurement technique might not be accurate, or bias might have snuck into the study. The straightforward measure of Cronbach's alpha can be used to access reliability.

Table 4.12: Results for Reliability test

Dependent variable	N.	No. of Items	Cronbach's Alpha
Success that strengthens community-based tourism in Min House Camp	296	5	0.927
<b>Independent variable</b>			
Leadership	296	5	0.910
Tourism management	296	5	0.924
Community participant	296	5	0.912
Tourism network	296	5	0.930

Table 4.12 shows that the result for reliability test. There is a very reliable measure between two variables, as indicated by the explanation of the result of 0.9. This shows that the Cronbach Alpha's value between independent variable which is the leadership (0.910), tourism management (0.924), community participation (0.912) and tourism network (0.930), and the dependent variable which is the success that strengthens community-based tourism at Min House Camp (0.927). The independent variables will therefore have an impact on the dependent variable.



#### 4.4 RESULT OF INFERENCE ANALYSIS (CORRELATION COEFFICIENT)

In this analysis, Pearson correlation was used by the researcher. Pearson correlation is the correlation between two variables can be used to determine whether there is a monotonic relationship between them. In a monotonic relationship, one variable's value is either 1 or 0, and as the value of the other variable rises, it either becomes 2 or 3, the other variable value decreases which is dependent variable (Success that strengthens community-based tourism in Min House Camp) and independent variable (leadership, tourism management, community participation and tourism network). In terms of relationship strength, the value of the correlation coefficient varies between 1 and -1.

##### Pearson correlation coefficient value

Table 4.13: Interpretation of Pearson correlation coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive
$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation
$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly negative
$r = -1$	Perfectly Negative

Hypothesis 1

H1: There is a significance relationship between the leadership trait towards the success that strengthen community-based tourism at Min House Camp.

Table 4.14 : Relationship between the leadership trait towards the success that strengthens community-based tourism at Min House Camp.

		<b>Leadership</b>	<b>The success that strengthens community-based tourism at min house camp</b>
<b>Leadership</b>	Pearson correlation	1	.852**
	Sig. (2-tailed)		.000
	N	296	296
<b>The success that strengthens community-based tourism at min house camp</b>	Pearson correlation	.852**	1
	Sig. (2-tailed)	.000	
	N	296	296

\*\* .Correlation is significant at the 0.01 level (2-tailed)

Table 4.14 demonstrates the relationship between success and community-based leadership in Min House Camp. The explanation of the result of 0.852 shows that there is a high positive correlation between two variables. This demonstrates that the respondents believe there is a direct link between effective leadership and the growth of community-based tourism at Min House Camp. The independent variables will therefore have an impact on the dependent variable.

Hypothesis 2

H2: There is a significance relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp.

Table 4.15: Relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp.

		<b>Tourism management</b>	<b>The Success that strengthens community-based tourism at min house camp</b>
<b>Tourism management</b>	Pearson correlation	1	.814**
	Sig. (2-tailed)		.000
	N	296	296
<b>The success that strengthens community-based tourism at min house camp</b>	Pearson correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	296	296

\*\* . Correlation is significant at the 0.01 level (2-tailed)

According to the table 4.15, the relationship between tourism management and the success that strengthens community-based tourism at Min House Camp. Both variables weakly positive correlations that help to explain the 0.814 result. This indicates that although many respondents think that tourism management will promote the community-based tourism at Min House Camp, there isn't definitely a connection between the two elements.

### Hypothesis 3

H3: There is a significance relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp

Table 4.16: Relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp

		<b>Community participation</b>	<b>The success that strengthens community-based tourism at min house camp</b>
<b>Community participation</b>	Pearson correlation	1	.751**
	Sig. (2-tailed)		.000
	N	296	296
<b>The success that strengthens community-based tourism at min house camp</b>	Pearson correlation	.751**	1
	Sig. (2-tailed)	.000	
	N	296	296

\*\* . Correlation is significant at the 0.01 level (2-tailed)

The table above displays the link between independent variable (community participation) and dependent variable (the success that strengthens community-based tourism at Min House Camp) is weakly positive correlation. It is shows in 0.751. This illustrates that a significant portion of respondents believe that community participation influences the relationship between two variables.

#### Hypothesis 4

H4: There is a significance relationship between the tourism network towards the success that strengthen community-based tourism at Min House Camp.

Table 4.17: Relationship between Tourism network towards the success that strengthen community-based tourism at Min House Camp

		<b>Tourism network</b>	<b>The success that strengthens community-based tourism at min house camp</b>
<b>Tourism network</b>	Pearson correlation	1	.735**
	Sig. (2-tailed)		.000
	N	296	296
<b>The success that strengthens community-based tourism at min house camp</b>	Pearson correlation	.735**	1
	Sig. (2-tailed)	.000	
	N	296	296

\*\*Correlation is significant at the 0.01 level (2-tailed)

Table 4.17 demonstrates the link between the Min House Camp community-based network and tourism. The context of the outcome 0.735 shows that both variables have a weakly positive association. According to the majority of respondents, tourism network will affect Min House Camp's community-based tourism, but this is not the main element causing the impact, according to the data.

Table 4.18: Relationship of the success that strengthen community-based tourism at Min House Camp

		<b>IV1</b>	<b>IV2</b>	<b>IV3</b>	<b>IV4</b>	<b>DV</b>
<b>IV1</b>	Pearson correlation	1	.831**	.792**	.785**	.852**
	Sig.(2-tailed)		.000	.000	.000	.000
	N	296	296	296	296	296
<b>IV2</b>	Pearson correlation	.831**	1	.753**	.747**	.814**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	296	296	296	296	296
<b>IV3</b>	Pearson correlation	.792**	.753**	1	.854**	.751**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	296	296	296	296	296
<b>IV4</b>	Pearson correlation	.785**	.747**	.751**	1	.735**
	Sig.(2-tailed)	.000	.000	.000		.000
	N	296	296	296	296	296
<b>DV</b>	Pearson correlation	.852**	.814**	.751**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	296	296	296	296	296

\*\*Correlation is significant at the 0.01 level (2-tailed)

Table 4.18 displays the relationship between the success that strengthen community-based tourism in Min House Camp and four independent variables, leadership (IV1), tourism management (IV2), community participation (IV3), and tourism network (IV4). For instance, there is a limited association between leadership and tourism management and the strengthening of community-based tourism in Min House Camp. But the correlation is weak. Positive and significant correlations exist between leadership and the success that strengthen community-based tourism in Min House Camp. This date so shows that all independent variables are related to the dependent variable

#### **4.5 DISCUSSION BASED ON RESEARCH OBJECTIVE**

The discussion's goals are to analyse, describe, and improve knowledge of the research challenges by highlighting the findings of the data analysis from the preceding chapter. As a result, chapter 1 presents the discussion surrounding the research questions. A brief discussion of the results of the correlation test between four independent variables which are leadership, tourism management, community participation, and tourism network as well as the dependent variable is the success that strengthens community-based tourism in Min House Camp will also be included in the findings of this study.

According to the correlation analysis's results, there is a substantial association between the two variables. Leadership and community-based tourism have a positive correlation, and their moderate correlation coefficient is 0.852. The research purpose is supported by the fact that both variables' significant levels of 0.000 demonstrated extremely significant, proving and accepting H1. This finding is corroborated by earlier research that looked for correlations or other relationships between dependent and independent variables.

#### 4.6 SUMMARY

The results of the descriptive analysis, reliability test, and Pearson Correlation were covered in this chapter. All of the study's hypotheses were determined to be valid. In conclusion, there is a considerable correlation between community-based tourism and leadership, tourism management, community participation and tourism network.





## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

The statistical examination of the findings in Chapter 4 is broken down into three sections in this chapter. The findings that support the study's principal goal are discussed and highlighted in the first section. For the second part, it explains the limitations faced by the researcher as well as recommendations that may be taken by stakeholders to improve tourism products which can be linked to such community-based tourism in the future and this last section summarizes the research.

#### 5.2 RECAPITULATION OF THE FINDINGS

This chapter summarises the key findings of the study based on the recapitulation of the results from this chapter's results and on the study's objectives, research questions, and hypotheses.

##### 5.2.1 DISCUSSION ON OBJECTIVE 1

Table 5.1 : Discussion on objective 1

<b>Objective 1:</b>	To examine the leadership traits that strengthen Min House Camp as a community-based tourism product.
<b>Research question 1:</b>	What are the leadership traits that strengthen Min House Camp as a community-based tourism product?
<b>Hypothesis 1:</b>	There is a significance relationship between the leadership trait towards the success that strengthen community-based tourism at Min House Camp.

The first objective of the study is to determine the leadership traits that strengthen Min House Camp as a community-based tourism product. Based on the mean descriptive statistic, Min House Camp has successfully achieved success in strengthening its position as a tourist focus area around the local community and the mean of 4.18 shows that 296 respondents about the place. As a result, H1 was approved. From the Pearson Correlation results, it shows that there is a moderate correlation between the leadership trait towards the success that strengthens community-based tourism at Min House Camp after Covid-19 ( $SD=.0661$ ), which makes the first objective moderately accepted and supported in this study. The results show that the strength of success in the community is very well received and has influenced the community to make a decision as a tourism center in Min House Camp after Covid-19. Based on the research, Min House Camp is very suitable to be made as a community-based tourism place because there are various facilities and facilities that have been provided there and can attract more communities around Min House Camp. This is because, its position has become a very significant focus causing Min House Camp to be used as a tourist spot. The surrounding community also managed to strengthen its position after the outbreak of Covid-19.

### 5.2.2 DISCUSSION ON OBJECTIVE 2

Table 5.2 : Discussion on objective 2

<b>Objective 2 :</b>	To identify the tourism management that strengthens Min House Camp as a community-based tourism product.
<b>Research question 2 :</b>	What are the tourism management that strengthen Min House Camp as a community-based tourism product?
<b>Hyphotheses 2 :</b>	There is a significance relationship between the tourism management towards the success that strengthen community-based tourism at Min House Camp

The second objective of the study is to see a significant relationship between tourism management towards the success that strengthens community-based tourism at Min House Camp. The results of hypothesis H2 were assessed to provide a response to RQ2. Based on the findings of the data analysis in Chapter 4, tourist management has a considerable link with the local community to boost the effectiveness of community tourism at Min House Camp, which yields an SD of 0.692 and is therefore recognised. H2 reflects the findings on the correlation between the independent and dependent variables. Most of the respondents agree more with tourism management because it can form a community to achieve success in better tourism management and enable the community to successfully shape the success of Min House Camp as a tourist destination. For example, they can recommend Min House Camp on social media platforms such as Facebook, Instagram, Tiktok and more to enable local communities and tourists to choose Min House Camp as a tourist destination. In terms of employment prospects and revenue potential, having a community-based tourism business in Min House Camp has benefited the locals. It has also provided opportunities for the entrepreneur to become involved with the organization. As a result, after the pandemic of Covid-19, the tourism management around Min House Camp have been successful in forming a community that successfully attracts tourists to come there.

### 5.2.3 DISCUSSION ON OBJECTIVE 3

Table 5.3 : Discussion on objective 3

<b>Objective 3 :</b>	To determine the community participation that strengthens Min House Camp as a community-based tourism product.
<b>Research question 3:</b>	How are the community participation that strengthens Min House Camp as a community-based tourism product?

<b>Hypotheses 3 :</b>	There is a significance relationship between the community participation towards the success that strengthen community-based tourism at Min House Camp
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The third objective of the study is to see how community participation between significant relationships towards the success strengthens community-based tourism at Min House Camp after the Covid -19. According to the mean in descriptive statistics, Community participation in Min House Camp has received a very good response from tourists because they successfully promote the tourism center. This is because, the responsibility that they have to do is managing and handling the communications with the visitors in both directions with the visitors in Min House Camp. Community participation at Min House Camp is weakly positive correlation. Result on Pearson Correlation shows moderate correlation of 0.751. The correlation at 4.16 is significant at the level 0.000 (<0.01). For instance, they must interact with them via online comments and DMs in social media. From this view, they can learn what they thought of the Min House Camp in Kubang Kerian, which they had visited. As a result, the findings of this study show that the participation of this community is getting a very encouraging response because Min House Camp is a very popular tourist spot for both foreign and domestic tourists.

#### 5.2.4 DISCUSSION ON OBJECTIVE 4

Table 5.4 : Discussion on objective 4

<b>Objective 4 :</b>	To understand the tourism network that strengthen Min House Camp as a community-based tourism product
<b>Research question 4 :</b>	What are the tourism network that strengthen Min House Camp as a community-based tourism product?
<b>Hypotheses 4 :</b>	There is a significance relationship between the tourism network towards the success that strengthens community-based tourism at Min House Camp.

Previous study from the World Tourism Organization ( UNWTO, 2012 ) can support the objective fourth for this research by the relationship between the tourism network towards the success that strengthens community-based tourism at Min House Camp. According to the mean in descriptive statistics, a tourism network can help tourists get a memorable experience during their holiday at Min House Camp. 296 respondents were also concerned about the tourism network with mean 4.13. The explanation of the result 0.735 that is weakly positive correlation between both variables. Hence, objective four is moderately accepted and supported in this study. As a result, H4 was approved in this research. To help tourists and foreigners learn more about our culture, the Min House Camp community can demonstrate or convey aspects of our way of life community-based tourism, which places a focus on serving local needs and is non-competitive and environmentally benign ( Fennell (1999).

### **5.3 LIMITATIONS**

The researcher will find it challenging to overcome the constraints of this investigation. The number of responders to this study is another problem. Not all Malaysian nationals, particularly visitors to the Min House camp who wish to respond to questions or obtain surveys from researchers, are qualified to take part in this study. This is due to the fact that some respondents thought completing this survey was just a waste of time. Additionally, some respondents lack knowledge of such tourist destinations and show little interest in responding. The researcher is also conscious of the limitations of this study, including the fact that it solely focused on respondents in Malaysia utilising social media sites like Facebook, WhatsApp, and Instagram while doing online research. During the survey, the researcher could not assess the respondents' knowledge about the research due to lack of quick response.

Furthermore, the limitation faced by the researcher is that in terms of respondents not understanding the type of question. This is because the questions given are general and not

specific and difficult for respondents to understand. Finally, the limitation that can be seen from the researcher himself is that this study requires observation to see the frequency and rate of visitors to Min House Camp. Through continuous observation the researcher can see the percentage of visitors who come as well as the time and day that records the presence of more visitors. For example, on public holidays such as school holidays the percentage of visitors who come compared to normal days.

#### **5.4 RECOMMENDATIONS**

With the preparation of this paper, it is hoped to contribute ideas to stakeholders related to tourist places to improve accommodation operations to satisfy tourists while also creating the possibility of attracting more new tourists in the future. Research also needs to constantly re-examine all forms of definitions in the questions in the questionnaire and rewrite some of them, according to the second recommendation. Researchers need to ensure that all the questions given meet the criteria such as preparing each question more clearly and allowing respondents to answer well and quickly. Besides that, tourism development planning can be defined as a process of preparing a rational and systematic plan for all tourism activities to be carried out in order to achieve a specific goal and a means. to achieve the goals and allocate the overall resources optimally. The development of community-based tourism is expected to bring certain benefits to social, especially economic interests. Therefore, environmental conservation can be accomplished by local communities, their population distribution and the creation of alternative forms of tourism in Min House Camp. Thus, for future study, researcher is encouraged to use a large sample size. This is because the larger samples are the same as the population.

Subsequently, the second recommendation is improving the facility structure at Min House Camp so that tourists who come are happy with a safer and more orderly environment.

Even with the existing facilities, Min House Camp operators also need to further improve all infrastructure facilities so that they can further develop the existing tourist spots. Not only that, it was clear from the beginning that participation between communities in developing equitable infrastructure facilities can be obtained by planning and providing tourism collectively services without drastically changing the traditional way. The owner must also be proactive and with the framework's catalytic facilitation efforts, it was decided what kind of services will be provided to tourists, and who participation, how people can participate and to what extent the benefits will be shared with the local community.

The last recommendation that is Min House needs to reduce it is dependences on international travellers or foreign tourists should because it is able to increase the trust of the destination, since international travellers are less likely to visit places, they don't really trust. In this study, the full (complete and fair) integration of community in tourism decision making is considered as goal of improving socioeconomic outcomes. Min House Camp need to increase the number of extreme activities so that foreign and international tourists will always travel there. Not only that, tourists will get to know more closely all the activities that have been prepared at the Min House Camp. In addition, the local community can also work together to develop this tourist spot. Future research is also recommended to investigate additional factors, such as location, cost, and facilities that may truly impact tourists' intent to return to Min House Camp.

## 5.6 SUMMARY

In conclusion, the research aimed to understanding success factor strengthen Min House Camp as a community-based tourism product in Kelantan during post-covid. The results show four main factors that influence the success of Min House Camp as a community-based tourism, which are: (i) leadership; (ii) tourism management; (iii) community participation; and (iv) tourism network. Despite the contribution of the study, several limitations should be highlighted in terms of time, study sample and method of data collection. COVID-19 has drastically altered the way we think, act, and react, and has already wreaked havoc on the transportation, tourist, and hospitality industries. An analysis of the connections amongst the four independent variables, which are leadership, tourism management, community participation, tourism network with the dependent variable which is the success that strengthens community-based tourism in Min House Camp.

While conducting this study, the researcher additionally created a number of aspects to add interest and authenticity to the work. One of them is the researcher who is evaluating the accuracy of this task using quantitative research techniques. Additionally, Malaysian visitors who were the study's target group provided support for the research. In addition, the researcher divided the sample size for the questionnaire to gather public opinions on this scientific study to roughly 296 respondents, or respondents. Such a rigorous strategy has undoubtedly been successful in creating a component of the research that is so ideal. The items emphasized have all been meticulously done to provide a quality study that may be used as a reference in the future.

Lastly, through this study which is a study on understanding success factors that strengthen Min House Camp as a community-based tourism product, the results of this study have shown that the determination of the independent variable and the dependent variable has influenced between them. The success in building community-based tourism depends on



realizing the available availability, especially the place, the community, and other elements and enable the initiative to be taken proper place in society. Every detail of the data obtained from past studies as well as primary sources further proves the accuracy of this study clearly.



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