

Available online at www.sciencedirect.com**ScienceDirect**

Procedia - Social and Behavioral Sciences 144 (2014) 290 – 295

Procedia
Social and Behavioral Sciences5th Asia Euro Conference 2014

Community participation in rural tourism: Towards a conceptual framework

Sudesh Prabhakaran^a, Vikneswaran Nair^{a,*}, Sridar Ramachandran^{b,c}^{a,b}*School of Hospitality, Tourism and Culinary Arts, Taylor's University, No.1, Jalan Taylor's, 47500 Subang Jaya, Selangor, Malaysia*^b*Faculty of Forestry, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia*^c*Institute of Tropical Forestry and Forest Product, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia*

Abstract

This study presents a discussion of the community participation construct, within a rural tourism perspective. The study also reviews the methodological characteristics of community participation's theory and measurement and its association to rural tourism environment. The extant literature is revisited to establish taxonomy of the methodological procedures for measuring community participation from the context of rural tourism. Hence, proposing a comprehensive conceptual framework featuring its multifaceted, intertwined and progressive nature for community participation in a rural tourism environment.

© 2014 Elsevier Ltd. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Peer-review under responsibility of the Scientific Committee of 5AEC2014.

Keywords: Community Participation; Rural Tourism; Conceptual Framework

1. Introduction

Studies conducted by scholars have explained that many rural communities have diversified their local economy to tourism to improve their livelihood (Briedenhann & Wickens, 2004; Mair, 2006). In developing or launching a tourism industry, communities rummage to change themselves from an economy of product manufacturing to a site of services (Gill, 1997). Tourism has the prospective to mark a positive economic influence, yet the achievement of this industry is not a given and the results are not constantly optimistic. Tourism can be manipulative and in cultural terms, socially, and environmentally detrimental and can be unsuccessful to deliver an anticipated economic lift (Sharpley, 2002).

* Corresponding author. Tel.: +6-035-629-5509; fax: +6-035-629-5522.

E-mail address: vicky.nair@taylors.edu.my

Communities can play a part in the decision-making practice (Zhao and Ritchie, 2007; Li, 2005; Li, 2004; Tosun, 2000; Chok and Macbeth, 2007). One of the main fundamental ideologies of pro-poor tourism evidently states that local communities “must contribute in tourism decisions if their livelihood significances are to be mirrored in the way tourism is developed” (Chok and Macbeth, 2007). Tosun (2006) in his study believed that by having participatory approach would enable employment of principles of sustainable tourism by producing enhanced opportunities for local residents to gain larger and more balanced benefits from tourism which is taking place in their areas, which will subsequently lead to a positive attitudes to in conserving the local resources and nature (Inskeep, 1994). Participation is a concept that differs through its application and explanation. The method participation is defined similarly depends on the situation in which it happens. For certain, it is a substance of principle; for others, practice (World Bank, 1995).

The essential characteristic of this research line is its multidisciplinary (Lasker and Weiss, 2003) there are many possible approaches to studying community participation rural tourism. This study investigates the degree to which a multifaceted approach to community participation in rural tourism including waste management, economy, social and community-based service-learning can enhance the participation and how it influences community’s attitudes and perceptions about their role in a rural tourism context.

2. Literature Review

The community participation is viewed as a discussion or consultancy between the local people and the local government based on the Skeffington Report (1969). In addition the report explains the involvement of the both party’s action of policies and proposal development. Nevertheless, it is only a comprehensive participation when there is complete participation by the local in the planning procedure (Litchfield, 1996).. Kayat (2002) also discuss that public involvement is not solitary about the affiliation between the local government and the local community but it is an authorization process given to the local community for decision making.

The necessity for community to take part during decision making process are for their own interest in addition to the society’s broad involvement, since preparation undertakings effects the community lives was enlightened in detail by Slocum and Thomas-Slayter (1995). There are also numerous debates as to why the community participation process is vital from the perspective of professional and citizens working with local government which have been developed by the WHO (2002).

The view of the locals must be taken into consideration so that it will aid attain worthy decision making process and manage resource competently and effectively (WHO, 2002). The professionals in the other pointer has approved that involving the community might contribute to an enhanced decision making, in fact, community participation also has the probability to teach and escalate their responsiveness by being more receptive.

Based on a study conducted by Glass (1979) community participation in development will produce greater information exchange between the community and the planners, which can be a significant component to upkeep the government and the proposed development. To confirm the projected plan will mirror their aims encouraging community to give their say and recognising their opinions on a concern is essential to be completed.

A study conducted by Fagence (1977) has explained that community participation is a portion of the democratic system which will permit the locals to express their views on development matters which will affect their lives in the future. Based on another study by Chekki (1979, cited in James and Blamey, 1999) has elucidated that the participatory democratic is ‘all acts of citizen that are intended to influence the behavior of those empowered to make the decisions’.

Most of the scholars has propose that community participation process which being a part of democratic system also comprises community’s decision making process. Timothy (1999) in his study has enlightened that tourism planning which has community participation fundamentals occurs from approaches to safeguard locals from the effect of tourism planning and gain the benefits of tourism development.

A study done by Keogh (1990) describes that it is significant to transfer information between decision makers and stakeholders. An explanation in swapping the information and gaining the feedback from the stakeholder must be done to ensure effectiveness of the decision.

Therefore, the access for information should be viewed as a transparent process to gain public confidence on any development proposal for tourism planning. The World Health Organisation (WHO) (2002) has proposed that public

participation in planning and decision making is a human right since the processes and decision are made based on public interest.

Timothy and Tosun (2003) in their study added that the participation in the decision making process means that residents have the opportunities to voice their hopes, desires and fears for the development and contribute to planning process form their own experiences.

3. Conceptual Framework of Community Participation

Table 1. Literature on areas of community participation

Topic covered	Authors
Tourism	1,4,12,21,23,25,26,27
Environment	2,3,7,10,12,13,16, 21,25,26
Policy and governance	6,9,13,17,23, 24, 27, 31
Attitudes	1,2,3,5,7,11,15,17,19,22,23,25,27,30,31
Empowerment and Power	1,7,8,10,12,15,17,19,22,28,31
Stakeholders	1,2,3,5,6,8,11,15,18,21,22,23,27,28,29,30
Society involvement level	1,2,6,7,9,11,12,14,15,17,19,21,27,29,30,31

1. Agrawal and Gibson (1999); 2. Banyan (2002); 3. Brooke and Barbara (2004); 4. Halimi and Ingle (2005); 5. UNDP. (2006); 6. Craig (2007); 7. Adamson and Bromiley (2008); 8. Banks and Orton (2005); 9. Barnes, Newman and Sullivan, (2007); 10. Gilchrist (2004); 11. Williams (2005); 12. Andharia, J. (2002); 13. Pardasani (2005); 14. Bayley (1991); 15. Alpertand Dunham, (1989); 16. Cordner (1998); 17. Marzuki (2009); 18. Briffett, Obbard and Mackee (2004); 19. Campbell and Marshall (2000); 20. Dalton (2005); 21. McGlashan and Williams (2003); 22. Rowe and Frewer (2000); 23. Choi and Sirakaya (2006).; 24. Tribe (2004); 25. Homan (2005); 26. Gary. and Litz(2005);27. OECD (1995); 28. Argyriades, (2010); 29. Blume, Ford, Baldwin and Huang (2010); 30. Brown and McCracken (2009) 31. Canadian Environmental Assessment Agency (2007);

Community participation in the tourism sector has been growing rapidly. Agrawal and Gibson (1999); in their findings state that there is close relationship between tourism and environment. The study also has shown that the significance of conservational planning for tourism which is becoming gradually accepted around the world. Throughout recent years, substantial knowledge has been attained about environmental implication of tourism and analyzing the consequences of various mistakes made in developing tourism (Andharia, J., 2002) (Halimi and Ingle, 2005) (Mathieson and Wall, 1982). McGlashan and Williams (2003) has further suggested that community participation in tourism is a process to involve and empower the associated stakeholders the privileges in making decision that affects their lives (Homan ,2005)(Gary and Litz , 2005); (OECD ,1995).

In terms of environment the degradation of the physical environment, this condition impacts the natural environment aesthetically and health wise (Brooke and Barbara 2004.) the impact of not properly planning the rural tourism development and the loss of sustainability causes the local community in terms of economic value and environmental value of the site (Adamson and Bromiley, 2008) (McGlashan and Williams, 2003) (Gilchrist, 2004); The continuous occurrence of unplanned rural tourism activities may be psychologically disheartening to a user and the local community and clearly stands in way of tourism development.

Numerous models have categorised the effect of tourism development on local communities (Williams, 2005) Campbell and Marshall, 2000). The relational interactions between the locals and the visitors whether actual or unreal develops a matter of dispute in the minds of the local community (Campbell and Marshall, 2000) (Rowe and Frewer, 2000). Gap between the access to tourism returns alters the power relations (Brown and McCracken, 2009) . Those who have a invested in the tourism industry will be more constructive to tourism however those who are not able to gain from the industry will be more likely to be negative the industry.

Locals are enthusiastic to take hold of the economic prospects that are obtainable through tourism (Craig, 2007). The periodic environment of tourism fluctuates based on the cycle of leisure and work. Since numerous communities require to make most of their yearly earnings in a few months during the peak season they have little time to follow traditional holiday events thus reducing the time of festivities (Campbell and Marshall, 2000) (Bayley,1991). Consequently the populations of communities are precipitate in many occasions to become accustomed to tourism (Blume, Ford, Baldwin and Huang, 2010).

The participation of the local community is not as good as the persuaded participation in decision making method matched to influential community participation. Nonetheless, certain resolutions are made explicitly “to come across

basic wants of the locals so as to evade possible socio-political dangers for visitors and tourism expansion” (Tosun, 2006,) (Adamson and Bromiley ,2008). While this kind of participation is viewed by many people as a substitute for genuine participation and an method to enable power holders to substitute tourism development primarily to meet the desire of decision makers, tourism operators and tourists, it is similar to influence and therapy in Arnstein’s model and passive and manipulative in Pretty’s typology (Tosun, 2006).

The word “community” in the policy or governance will refer to the locals and workers as they will be close by to the development which will be taking place (Marzuki, 2009) . The community involvement process simply turns out to be obligatory in the thorough valuation, not in the initial valuation. Based on a study done by Briffett (2004), community involvement method in policy and governance can be divided into two different stages; first is done using surveys or having meetings during the scheduling stage of the study. The second stage is when a written comment from the community is obtained after the complete report is ready. Leong (1991, cited in Briffett et al., 2004) in the other hand has exposed that community involvement is not vital for most of the reports submitted.

4. Review and Analysis of Measurement Methodologies

The approaches of experiential community participation studies have been reviewed. This assessment has formed Figures 1, with taxonomy of all the empirical studies of community participation measurement. Figure 1 presents a review and classification of mixed method techniques divided into two blocks: qualitative techniques and quantitative techniques.

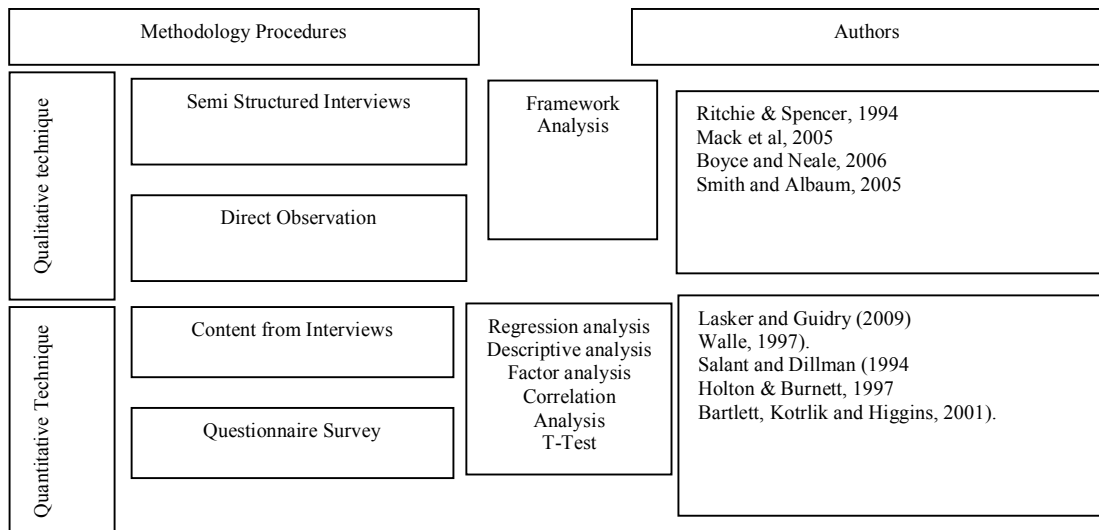


Fig 1. Taxonomy Review of Measuring Community Participation

The first block comprehends methods such as free elicitation and structured questions directed to the stakeholders in the rural tourism site. The stakeholders were divided into direct and indirect community. The direct community covers those who are directly involved with the resources such as the locals, business operators, associations and so on. The indirect community covers the visitors. The second block looks at direct observation of the sites to understand the characteristics of the community. The main idea is to create a theme or a dimension to strengthen the questionnaire.

The Quantitative technique is strengthen further by using the results from the framework analysis. Though framework analysis may produce concepts, the main apprehension is to describe and understand what is happening in a specific setting (Ritchie & Spencer, 1994) this involves a five step process.

The taxonomy development model happens when the preliminary qualitative stage is conducted to categorize significant variables, develop a classification or system, or to develops an up-and-coming theory, and the secondary, quantitative stage experiments or studies these outcomes in more detail (Tashakkori & Teddlie, 1998).

A regression analysis is also undertaken. It is to describe and evaluates the connections between a given dependent variable (dv) and one or more independent variables (iv). Previous studies focusing on similar issues have established significant results using regression analysis (Peng & Luo, 2000; Musteen et al, 2010). The researcher can therefore adopt that regression is a suitable statistical method in order to confirm or disconfirm the chosen hypotheses.

Illustrations are studies inside which usually questionnaires are employed that will incorporate a large amount of questions (variables). As a result of these big numbers of variables that are into play, the study could become rather complicated. Besides, it could possibly well be that many of the variables measure different elements of a same underlying variable.

Factor analysis tries to create intercorrelated variables collectively under more general, underlying variables. Particularly, the objective of factor analysis is to reduce “the dimensionality of the initial space and to give an interpretation for the new space, spanned by way of a reduced number of new dimensions which work to underlie the old ones” (Rietveld & Van Hout 1993), or even explain the variance inside the observed variables in relation to underlying latent factors”(Habing 2003) Thus, factor analysis offers not only the chance of gaining a clear view of the data, but also the possibility of while using output in subsequent analyses (Field 2000; Rietveld & Van Hout 1993).

5. Conclusion

Community participation has been a commendable area of scholars’ investigation for nearly 43 years. Even though their importance and interest, community participation studies have been assessed in terms of theory and has been lacking in conceptual framework in terms of rural tourism (Tosun ,2006; Abelson, 2006),

While involvement and participation of communities in the tourism industry can be viewed in the decision-making process and in the sharing of tourism benefits, community participation through employment brings more economic benefits directly to the household level. On the other hand, participation is also open to a variety of interpretations arising from the fact that a ladder encompassing different levels of participation exists which often range from ‘only being told of’ to being able to influence or determine every aspect of the tourism development (Cole, 2006)

The very large number of previous studies on community participation, both theoretical and empirical, gives the scholar interest in this subject. Among the multidimensionality of all tourism studies, these visualizations of community participation are never general enough to offer a global perspective; as with the participation of rural tourism, commonly it is hard to assume collective truths.

For the concentration and multiplicity of journals reviewed, many have covered some relevant contributions. However, the proposed model is a valuable guideline for both public and private tourism sector: the features provide a framework for examining and governing the valuable tool of community participation. Focusing on one or other feature will provide decision makers with a more efficient management of community participation in the rural tourism setting.

Acknowledgements

The funding for this project was made possible through the research grant obtained from the Ministry of Education, Malaysia under the Long Term Research Grant Scheme 2011 [LRGS grant no: JPT.S (BPKI)2000/09/01/015Jld.4(67)].

References

- Abelson, J. (2006) *Assessing the Impacts of Public Participation: Concepts, Evidence and Policy Implications* Canadian Policy Research Networks Inc.
- Adamson, D., & Bromiley, R. (2008). *Community empowerment in practice. Lessons from Communities First.*(Joseph Rowntree Foundation: York).

- Agrawal, A. and Gibson, C. (1999) Enchantment and Disenchantment: The Role of Community in Natural Resource Conservation Elsevier Science Ltd Vol. 27, No. 4, pp. 629±649,
- Argyriades, D. (2010), "From bureaucracy to debureaucratization?", *Public Organization Review*, Vol. 10 No. 3, pp. 275-97
- Banks, S., & Orton, A. (2007). 'The grit in the oyster': Community development workers in a modernizing local authority. *Community Development Journal*, 42(1), 97-113.
- Barnes, M., Newman, J., & Sullivan, H. C. (2007). Power, participation and political renewal: case studies in public participation. The Policy Press.
- Banyan, M.E (2004) Wiring Organizations For Community Governance: Characteristics of High Organizational Citizenship, *Administrative Theory & Praxis*, Vol.26 No. 3, pp. 325-344
- Brooke Ann Zanetell, Barbara A Knuth (2004) Participation Rhetoric or Community-Based Management Reality? Influences on Willingness to Participate in a Venezuelan Freshwater Fishery *World Development*, Volume 32, Issue 5, pp. 793-807
- Blume, B.D., Ford, J.K., Baldwin, T.T. and Huang, J.L. (2010), "Transfer of training: a meta analytic review", *Journal of Management*, Vol. 36 No. 4, pp. 1065-105.
- Briedenhann, J. and Wickens, E (2004) Rural tourism — meeting the challenges of the new South Africa, *International Journal of Tourism Research*, Vol 6 (3) pages 189–203, John Wiley & Sons, Ltd. DOI: 10.1002/jtr.484
- Briffett, C., Obbard, J., & Mackee, J. (2004). Environmental assessment in Malaysia: a means to an end or a new beginning?. *Impact Assessment and Project Appraisal*, 22(3), 221-233.
- Brown, T.C. and McCracken, M. (2009), "A bridge of understanding: how barriers to training participation become barriers to training transfer", *Journal of European Industrial Training*, Vol. 33 No. 6, pp. 492-512
- Campbell, H., & Marshall, R. (2000). Public involvement and planning: looking beyond the one to the many. *International Planning Studies*, 5(3), 321-344.
- Canadian Environmental Assessment Agency (2007), Canadian Environmental Assessment Agency, available at: www.ceaa.gc.ca (accessed 4 May 2007).
- Craig, G. (2007) Community capacity-building: Something old, something new . . .? *Critical Social Policy*, vol. 27 no. 3 pp. 335-359
- Choi, H. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism management*, 27(6), 1274-1289.
- Chok, S. and Macbeth, J. (2007). Tourism as a tool for poverty alleviation: a critical analysis of 'pro-poor tourism' and implications for sustainability, *Current Issues in Tourism*, 10 (2&3) 144-164
- Gill, A. (1997). Enhancing social interactions in new resource towns: Planning perspectives. *Tijdschrift voor Economische en Sociale Geografie*, 81(5), 348–363
- Halimi, S and Ingle, M (2005). The community based environmental management toolkit for Vietnam. Portland State University.
- Inskeep, E. (1994). *National and Regional Tourism Planning: Methodologies and Case Studies*. London and New York: Routledge.
- Lasker R.D., Weiss E.S (2003) Broadening participation in community problem solving: a multidisciplinary model to support collaborative practice and research. *Mar*;80(1):14-47 *J Urban Health*
- Li, W. (2005). Community decision-making: participation in development, *Annals of Tourism Research*, 33 (1) 132-143
- Li, Y. (2004). Exploring community tourism in China: the case of Nanshan tourism zone, *Journal of Sustainable Tourism*, 12 (3) 175-193
- Marzuki, A. (2009). A Review On Public Participation In Environmental Impact Assessment In Malaysia. *Theoretical & Empirical Researches in Urban Management*, 3(12).
- Mcglashan, D. J., & Williams, E. (2003). Stakeholder involvement in coastal decision-making processes. *Local Environment*, 8(1), 85-94.
- Musteen, M., Francis, J., & Datta, D. K. (2010). The influence of international networks on internationalization speed and performance: A study of Czech SMEs. *Journal of World Business*, 45(3), 197-205.
- Peng, M., & Luo, Y. (2000). Managerial Ties and Firm Performance in a Transition Economy: The Nature of a Micro-Macro Link. *The Academy of Management Journal*, 486-501
- Rietveld, T. and Van Hout, R. (1993) *Statistical techniques for the study of language and language behaviour*. Berlin: Mouton de Gruyter
- Ritchie, J. & Spencer, L. 1994. Qualitative data analysis for applied policy research" by Jane Ritchie and Liz Spencer in A.Bryman and R. G. Burgess [eds.] "Analyzing qualitative data", 1994, pp.173-194.
- Sharpley, R. (2002). *Tourism and Development: Concepts and Issues*. Multilingual Matters Limited
- Teddlie, C., & Tashakkori, A. (Eds.). (2009). *Foundations of mixed methods research: Integrating quantitative and qualitative approaches in the social and behavioral sciences*. Sage Publications Inc.
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries, *Tourism Management*, vol. 21. 613-633
- Tosun, C. (2006). Expected nature of community participation in tourism development, *Tourism Management*, 27 (3) 493-504
- Zhao, W. and Ritchie J.R. (2007). Tourism and poverty alleviation: an integrative research framework, *Current Issues in Tourism*, 10 (2&3) 119-143
- World Bank (1995), *World Bank Participation Sourcebook*, Environment Department Papers Participation Series Washington D.C. World Bank