

A Fuzzy Multi-Criteria Model for Sustainable Development of Community-Based Tourism through the Homestay Program in Malaysia

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Abstract : Sustainable community-based tourism through homestay programme is a growing niche market that has impacted destinations in many countries including Malaysia. With demand predicted to continue increasing, the importance of the homestay product will grow in the tourism industry. This research examines the sustainability criteria for homestay programme in Malaysia covering economic, socio-cultural and environmental dimensions. This research applied a two-stage methodology for data analysis. Specifically, the researcher implements a hybrid method which combines two multi-criteria decision making approaches. In the first stage of the methodology, the Decision Making Trial and Evaluation Laboratory (DEMATEL) technique is applied. Then, Analytical Network Process (ANP) is employed for the achievement of the objective of the current research. After factors identification and problem formulation, DEMATEL is used to detect complex relationships and to build a Network Relation Map (NRM). Then ANP is used to prioritize and find the weights of the criteria and sub-criteria of the decision model. The research verifies the framework of multi-criteria for sustainable community-based tourism from the perspective of stakeholders. The result also provides a different perspective on the importance of sustainable criteria from the view of multi-stakeholders. Practically, this research gives the framework model and helps stakeholders to improve and innovate the homestay programme and also promote community-based tourism.

Keywords : community-based tourism, homestay programme, sustainable tourism criteria, sustainable tourism development

Conference Title : ICSTM 2019 : International Conference on Sustainable Tourism Management

Conference Location : Bali, Indonesia

Conference Dates : October 24-25, 2019