



PLANNING MALAYSIA:

Journal of the Malaysian Institute of Planners

VOLUME 24 ISSUE 1 (2026), Page 225 – 242

**THE LOCAL COMMUNITY CHALLENGES TO DEVELOP THE
HOMESTAY PROGRAMME IN GAYA ISLAND, KOTA KINABALU,
SABAH, MALAYSIA.**

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Abstract

This study aims to identify the key challenges faced by the local community in developing a homestay program on Gaya Island, Kota Kinabalu, Sabah. The objective is to understand barriers that hinder effective community-based tourism development. This research applies quantitative approach using structured questionnaires administered to 150 respondents. The data analysis present in the table in statistic descriptive value such as frequency, percentage and mean. The findings reveal several significant challenges, including environmental pollution, lack of land ownership, inadequate financial capital, limited knowledge and skills, insufficient infrastructure, and weak cooperation both within the community and with tourism agencies. Despite these constraints, there is potential for homestay development if supported by structured financial aid, capacity-building programs, and collaborative efforts among stakeholders. These insights are vital for informing targeted policies and interventions that support rural tourism and sustainable community participation especially for homestay program as a unique marine based homestay development on the island in Sabah and Malaysia.

Keywords: Homestay program, rural tourism, community Participation, infrastructure, stakeholder collaboration

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INTRODUCTION

The homestay program is a form of rural tourism increasingly developing in Malaysia. It began as early as the 1970s in Kampung Cherating Lama, Pahang (MOTAC, 2019). It was officially introduced by the Ministry of Tourism Malaysia in 1988 as an alternative form of accommodation for tourists (Kalsom & Nor Ashikin, 2006). In Sabah, the program was introduced in the early 1990s through the efforts of both government and private agencies (Hussin et al., 2022). Among the popular homestays in Sabah are Tanak Nabal, Tambunan Village, Bilit, Walai Tokou Kundasang, Miso Walai Kinabatangan, Misompuru Kudat, Kampung Pukak, Penampang, and Melangkap. Each of these homestays offers unique experiences through attractive tourism activities (Hussin & Kunjuran, 2014). The unique case of the Pulau Gaya study is about an ethnic Bajau stilt village community and its culture. This stilt village, situated near the state capital of Kota Kinabalu, offers a unique marine-based homestay development on the island. In the same manner, this study highlights the distinct challenges faced by coastal squatter communities amidst urban development pressure and marine conservation issues in Malaysia.

The program has been well-received as it has the potential to improve the standard of living of rural residents and encourage their participation in tourism development (Hussin & Kunjuran, 2014). It is also one of the government's strategies to diversify income sources for better socio-economic development. Several government policies have been implemented to support the development of the homestay program, including Government Policies Related to the Homestay Program such as Promoting rural areas as tourist attractions (Third Long-Term Plan Framework (2001–2010); Recognizing cultural diversity as a tourism asset and emphasizing the involvement of local communities (Sixth Malaysia Plan (1991–1995); Increasing community participation (Seventh Malaysia Plan (1996–2000), and Enhancing human resource development (Eighth & Ninth Malaysia Plans (2001–2010).

The program targets two main groups: rural communities and tourists. For rural communities, it creates opportunities to generate income and develop tourism entrepreneurship. For tourists, the program offers a unique experience to immerse themselves in the rural way of life, distinct from urban living, and provides rural hospitality tourism products at competitive prices and international standards.

LITERATURE REVIEW

Tourism Planning Approach by Inskip (1991)

Inskip (1991) outlines eight key approaches for effective tourism planning to ensure long-term benefits and sustainability but there are two approaches an important to community participation approach, first Comprehensive approach -

Involves institutions, environmental, and socio-economic factors holistically. Second, Community-Based approach – Emphasizes local involvement in decision-making and planning.

Tourism Planning Requirements (Inskeep, 1991)

Inskeep also identifies critical needs for successful tourism planning:

- Lack of expertise in new tourism areas.
- High sensitivity of tourism to environmental and socio-economic changes.
- Tourism must align with economic, social, and environmental goals.
- Limited existing resources to meet tourist demands.
- Infrastructure development must consider environmental impact.
- Long-term conservation of natural assets.
- Flexible planning for future destinations.
- A skilled workforce is essential.
- Need for organized institutions to ensure efficiency.
- Planning supports investment decisions.
- Enhances tourist satisfaction and destination reputation.
- Acts as a catalyst for rural development.
- Generates substantial returns, requiring solid policies and strategies.

Relevance and Challenges of Homestay Development in Kg Pulau Gaya

Inskeep's principles remain highly relevant today, especially in planning homestays like those proposed in Kg Pulau Gaya. His focus on sustainable development helps prevent harm to natural and cultural resources and ensures long-term community benefits. Community participation is crucial; without it, tourism projects risk failure. Involving local stakeholders not only enhances destination management but also boosts the socio-economic well-being of residents.

While studies by Nordin, D. et al. (2023), which study conducted in Kundasang, Sabah, offer valuable insights that are highly applicable to understanding the challenges faced by the local community in developing the homestay programme on Gaya Island, Kota Kinabalu. The post-MCO tourism recovery in Kundasang was hindered by several critical issues, including poor infrastructure, such as damaged roads and inadequate water supply systems, which directly impacted tourist accessibility and comfort. Financial limitations were another major obstacle, as homestay operators struggled to secure capital and experienced delays in receiving governmental financial aid.

Furthermore, the article by Rahmawaty et al. (2025) explores sustainable ecotourism development in Toba Regency, North Sumatra, Indonesia, emphasizing the crucial role of community perception and participation in

planning and managing ecotourism initiatives. Using a mix of surveys, interviews, focus group discussions, and SWOT analysis, the study finds that while the local community generally supports ecotourism and shows moderate participation, significant challenges remain. These include limited engagement, insufficient training, inadequate infrastructure, and the need to balance economic development with environmental conservation.

The article by Hussin R. et al. (2022) investigates ecotourism and homestay recovery strategies in Kundasang, Sabah, following the COVID-19 pandemic. Their research identifies four key recovery components: infrastructure improvements, enhancement of tourist facilities, development of new ecotourism products, and effective promotion through various media channels. When applied to the challenges facing homestay programmes in Gaya Island, the findings reveal several parallel concerns, including infrastructure limitations specific to island settings, the need for specialized tourist facilities like jetties and coastal pathways, requirements for unique marine-based tourism products, potential digital marketing constraints due to connectivity issues, the importance of establishing formal community tourism organizations, and the necessity of developing disaster preparedness plans tailored to coastal environments. While Kundasang's recovery model provides valuable insights, any implementation in Gaya Island would require significant adaptation to address the distinctive challenges of island-based homestay programmes and the unique coastal and marine context.

Research Methodology: Mixed Method Approach

This study employs a mixed methods approach, combining qualitative and quantitative methodologies (Nur Hazirah & Ros Mahwati, 2020). The primary method is qualitative, focusing on in-depth insights to address the research questions and objectives, while the quantitative aspect supports the analysis through descriptive statistics such as frequencies and percentages. This quantitative data aids in understanding demographic distribution and community participation challenges in homestay programs using Likert scale measurements. The research is conducted in Pulau Gaya, Kota Kinabalu, Sabah, located just 10 minutes by boat from the city. Covering 1,465 hectares, the island is home to approximately 10,000 residents, primarily from the Bajau ethnic group, living in stilt houses along the coast. A significant portion of Pulau Gaya is part of the Tunku Abdul Rahman National Park, under the protection of Sabah Parks (DBKK, 2019).

The sampling of this study is a purposive method. Purposive sampling is a non-probability technique where researchers intentionally select participants for a study based on their specific characteristics and relevance to the research question (Creswell, 2014). Unlike random sampling, it does not aim for statistical

representativeness. Instead, it focuses on gathering in-depth, high-quality data from a deliberately selected subset of the population that yields the most informative insights. This method relies on the researcher's judgment and prior knowledge to identify "information-rich" cases to achieve specific study objectives (Ahmad & Wilkins, 2025). In this study, the purposive sampling method was applied because it is also relevant to the primary use of descriptive statistics (frequencies, percentages, means), and its reliance on a convenience sampling technique should be acknowledged. Ahmad & Wilkin (2025) mentioned that 'purposeful sampling is not just about the selection of cases. It's an interconnected puzzle of research questions. You select the design, and then the sampling is a by-product. So is the recruitment, so is the size, so is the data saturation, so is reflexivity, and thereby so is data verification; they must go together. Purposive sampling cannot stand alone. Consequently, the findings primarily offer localized insights specific to the Kampung Pulau Gaya community and are not intended for statistical inference or broad generalization to all homestay or stilt communities in Sabah.

Therefore, ethical clearance for this study was obtained from the supervisor and faculty. All participants provided informed consent before their involvement, and the study strictly adhered to institutional and national ethical standards for research involving human participants, ensuring participant anonymity and confidentiality throughout the research process.

RESEARCH LOCATION



Photo 1: Gaya Island's village area

Source: <https://www.malaysia-traveller.com/sapi-island.html>

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Photo 2: Gaya Island Community Village
 Source: Kota Kinabalu City Hall

Photo 1. Kg Pulau Gaya is an unofficial village located under DUN N.17 Tanjung Aru, Parliament P.173, with its village gazettement still pending since the application in 2015 (see Photo 2). The village, led by Encik Haji Bantilan Bin Arkis, spans 10 acres and consists of approximately 180 stilt houses built along the coastline. As of 2015, it has a population of 1,079 residents from diverse ethnic backgrounds, including Bajau Ubian, Bajau Tuaran, Brunei, Iban, Buton, Dusun, Iranun, and Suluk (DBKK, 2015). The local economy is supported by self-employment, fishing, private sector work, and government service. Socially, the village is active through various community bodies such as the Residents' Committee, 1Malaysia Community Association, and Charitable Organizations. Kg Pulau Gaya is equipped with key infrastructure, including a public hall, mosque, kindergarten, electricity supply, public bridge, sepak takraw court, football field, and cemetery (Encik Haji Bantilan, 2019).

STUDY FINDINGS AND DISCUSSIONS

Community Members' Challenges in the Development of a Homestay Programme in Gaya Island, Kota Kinabalu, Sabah

1. Garbage Pollution

A long-standing issue in Kg Pulau Gaya is severe garbage pollution along the coastline and surrounding waters. Despite being under DBKK's jurisdiction, waste management remains unresolved. Community leaders and residents stress that this pollution negatively impacts the island's image, especially among

tourists, and must be addressed before implementing any tourism initiatives. While community clean-up efforts have been made, such as participation in the “Cleanest Village Competition,” consistent cooperation and commitment are needed for long-term solutions.

2. Lack of Land Ownership

Table 1: Majority of Community Members Do Not Have
Land Ownership Grants by Gender (N=150)

No	Land Ownership Grant	Likert Scale	Gender	Percentage (%)	Mean	Total
1	Land Ownership Grants that do not belong to villagers	Strongly Disagree	L = 0	0	3.92	3 (2%)
			P = 3	2		
		Disagree	L = 3	2		8 (5.33%)
			P = 5	3.33		
		Neither Agree nor Disagree	L = 22	14.67		42 (28%)
			P = 20	13.33		
		Agree	L = 22	14.67		42 (28%)
			P = 20	13.33		
		Strongly Agree	L = 24	16		55 (36.67%)
			P = 31	20.67		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The lack of formal land ownership among residents of Kampung Pulau Gaya presents a significant legal and administrative barrier to local tourism development. The village's status as a squatter settlement, stemming from the area being largely classified as government reserve and private land, severely complicates the formal establishment and expansion of homestay programs, requiring difficult-to-obtain consent from official landowners. This challenge is strongly validated by the survey data. Table 1 shows that the overall mean score of 3.92 for the statement "Land Ownership Grants that do not belong to villagers." This high mean, which approaches the 'Agree' category, indicates a widespread community acknowledgment of the issue. Specifically, the data shows that most respondents either Strongly Agree (36.67%, n=55) or Agree (28%, n=42) with the statement.

3. Community Constraints in Providing Tourist Boats for Homestay Operations

Table 2: Some community members are less capable of owning tourism boat assets (N=150).

No	Asset	Likert scale	Genders	Percentage (%)	Mean	Total
1	A comfortable tour boat is expensive.	Strongly Disagree	L = 0	0	4.13	0 (0%)
			P = 0	0		
		Disagree	L = 2	1.33		10 (6.67%)
			P = 8	5.33		
		Neither Agree nor Disagree	L = 14	9.33		26 (17.33%)
			P = 12	8		
		Agree	L = 25	16.67		48 (32%)
			P = 23	15.33		
		Strongly Agree	L = 30	20		66 (44%)
			P = 36	24		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The high cost of acquiring essential tourism assets, particularly comfortable and well-equipped tour boats, represents a major financial barrier severely restricting community participation in developing the homestay program in Kampung Pulau Gaya. Table 2 shows that the financial limitation is strongly reflected in the survey results for the statement, "A comfortable tour boat is expensive," which yielded a high Mean score of 4.13. This means the average response is placed firmly in the 'Agree' category, indicating a clear consensus among residents regarding the financial challenge. The data shows overwhelming agreement: a total of 64% (n=96) of respondents either Strongly Agree (44%, n=66) or Agree (32%, n=48) that the boats are expensive. Conversely, almost no one disagreed, with only 6.67% (n=10) registering disapproval.

4. Lack of Cooperation Between the Community and Tourism Agencies

One of the key challenges in developing a homestay program in **Kg Pulau Gaya** is the **limited cooperation between community members and tourism-related government and private agencies**. Despite many locals particularly youth working in the tourism sector at nearby islands and Jesselton Point, the community remains largely **unexposed to tourism development knowledge**, especially concerning homestay programs.

Table 3: Lack of Collaboration Between Community Members and Government and Private Agencies by Gender (N=150)

No.	Relationship with Government Bodies	Likert scale	Gender	Percentage (%)	Mean	Total
1	Lack of collaboration between community members and government and private agencies	Strongly Disagree	L = 3	2	3.53	6 (4%)
			P = 3	2		
		Disagree	L = 14	9.33		25 (16.67%)
			P = 11	7.33		
		Medium	L = 19	12.67		40 (26.67%)
			P = 21	14		
		Agree	L = 15	10		42 (28%)
			P = 27	18		
		Strongly Agree	L = 20	13.33		37 (24.67%)
			P = 17	11.33		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The survey strongly indicates that a lack of collaboration between community members and government/private agencies is perceived as a critical impediment to local tourism development. Table 3 shows that the statement, "Lack of collaboration between community members and government and private agencies," yielded a Mean score of 3.53. This mean falls between 'Medium' and 'Agree,' showing a consensus toward acknowledging the lack of cooperation. In total, 52.67% of respondents (79 individuals) either Agreed (28%, n=42) or Strongly Agreed (24.67%, n=37) that this lack of collaboration constitutes a significant barrier. A breakdown by gender reveals a slight difference in perception: while male respondents (L) showed a combined 23.33% (10% Agreed + 13.33% Strongly Agreed) agreement, female respondents (P) showed a higher combined agreement of 29.33% (18% Agreed + 11.33% Strongly Agreed). Conversely, only 20.67% of respondents (31 individuals) disagreed or strongly disagreed.

5. Lack of Cooperation and Support Among Community Members in Kg Pulau Gaya

One of the key challenges facing the development of a homestay program in Kg Pulau Gaya is the lack of cooperation and support among community members. According to community leaders, participation in communal activities and village programs is consistently low. For example, when a cleaning program is organized, only a handful of residents-sometimes as few as three or four out of fifty-actively participate. This limited involvement makes it difficult to successfully implement community initiatives.

Table 4: Lack of Cooperation and Support Between Community Members by Gender
 (N=150)

No.	Cooperation and Support between Community Members	Likert scale	Gender	Percentage (%)	Mean	Total
1	It is difficult to get cooperation from community members.	Strongly Disagree	L = 8	5.33	3.15	13 (8.67%)
			P = 5	3.33		
		Disagree	L = 21	14		41 (27.33%)
			P = 20	13.33		
		Medium	L = 14	9.33		29 (19.33%)
			P = 15	10		
		Agree	L = 19	12.67		45 (30%)
			P = 26	17.33		
		Strongly Agree	L = 9	6		22 (14.67%)
			P = 13	8.67		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The survey data reveals a significant but contested challenge regarding cooperation and support among community members in Kampung Pulau Gaya, which affects collective initiatives like the homestay program. Based on Table 4, the statement "It is difficult to get cooperation from community members" registered an overall Mean score of 3.15. This mean score sits slightly above the 'Medium' category (score 3), suggesting a marginal inclination toward acknowledging the difficulty in cooperation. In total, a substantial 44.67% (67 respondents) of the community recognized this issue, either agreeing (30%, n=45) or Strongly Agreeing (14.67%, n=22) with the statement. Conversely, a large opposing group, totaling 36% (54 respondents), did not perceive this lack of cooperation as a major issue, registering in the Disagree (27.33%, n=41) and Strongly Disagree (8.67%, n=13) categories.

Gender analysis shows that the perception of difficulty is slightly higher among female respondents, with a combined 26% (17.33% Agreed + 8.67% Strongly Agreed) agreement, compared to male respondents at 18.67% (12.67% Agreed + 6% Strongly Agreed).

6. Lack of Knowledge and Skills as a Barrier to Homestay Program Development in Kg Pulau Gaya

The development of the homestay program in Kg Pulau Gaya, initiated by MOTAC to enhance rural economies, is hindered by the community's limited knowledge and skills in tourism management. Many residents lack exposure to homestay operations, licensing procedures, and the economic benefits tourism can bring, which discourages their participation. Community leaders emphasize the need for organized training and guidance to raise awareness and build

capacity. Despite some families having members employed in nearby tourism sectors, specific knowledge about homestay management remains scarce.

Table 5: Having Knowledge and Skills in Developing a Homestay in Kg Pulau Gaya by Gender (N=150)

No.	Barrier Factors	Likert scale	Gender	Percentage (%)	Mean	Total
1	Have knowledge and skills in developing Kampung Pulau Gaya homestays	Strongly Disagree	L = 12	8	2.73	25 (16.67%)
			P = 13	8.66		
		Disagree	L = 19	12.67		53 (35.33%)
			P = 34	22.67		
		Medium	L = 11	7.33		25 (16.67%)
			P = 14	9.33		
		Agree	L = 18	12		32 (21.33%)
			P = 14	9.33		
		Strongly Agree	L = 11	7.33		15 (10%)
			P = 4	2.67		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The survey data presents a divided community perception regarding the presence of adequate knowledge and skills necessary for developing Kampung Pulau Gaya homestays, with a slight majority not identifying it as a major barrier. Table 5 shows that the statement, "Have knowledge and skills in developing Kampung Pulau Gaya homestays," registered a Mean score of 2.73. This mean falls between the 'Disagree' (score 2) and 'Medium' (score 3) categories, indicating a leaning toward disagreement with the implied barrier. The majority of respondents, totaling 52% (n=78), disagreed or strongly disagreed with the statement, suggesting they believe they possess sufficient knowledge and skills. Specifically, 35.33% (n=53) Disagreed and 16.67% (n=25) Strongly Disagreed. Female respondents (P) showed the highest level of disagreement, with 22.67% (n=34) disagreeing. Conversely, a significant minority of 31.33% (n=47) acknowledged the issue, either agreeing (21.33%, n=32) or Strongly Agreeing (10%, n=15). These results suggest that while a significant portion of the community feels adequately prepared or views other factors as more pressing challenges, a substantial segment recognizes the need for greater awareness and training to successfully implement and scale the homestay program.

7. Financial Capital Constraints Limiting Homestay Program Development in Kg Pulau Gaya

Financial limitations represent a significant barrier to community participation in developing homestay programs in Kampung Pulau Gaya. Community members lack sufficient financial resources to independently develop these facilities, necessitating support from government agencies or private organizations.

Table 6: Having Capital and Financial Preparations in Developing a Homestay in Kg
 Pulau Gaya by Gender (N=150)

No.	Barrier Factors	Likert scale	Gender	Percentage (%)	Mean	Total
1	Have capital and financial preparations in developing a homestay in Kampung Pulau Gaya	Strongly Disagree	L = 11	7.33	2.67	25 (16.67%)
			P = 14	9.33		
		Disagree	L = 24	16		60 (40%)
			P = 36	24		
		Medium	L = 11	7.33		21 (14%)
			P = 10	6.67		
		Agree	L = 14	9.33		27 (18%)
			P = 13	8.67		
		Strongly Agree	L = 11	7.33		17 (11.33)
			P = 6	4		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The survey data strongly confirms that a lack of capital and financial preparation represents a major economic barrier to developing homestays in Kampung Pulau Gaya. Statement about "Have capital and financial preparations in developing a homestay in Kampung Pulau Gaya," in Table 6 shows the Mean score of 2.67. This means score sits between the 'Disagree' (score 2) and 'Medium' (score 3) categories, indicating that the average respondent disagrees with the notion that they possess adequate financial resources. Most of the community, totaling 56.67% (n=85), reported significant financial constraints, combining those who Disagreed (40%, n=60) and Strongly Disagreed (16.67%, n=25). This constraint was particularly acute among female respondents (P), where a combined 33.33% (24% Disagreed + 9.33% Strongly Disagreed) indicated a lack of financial readiness, compared to male respondents (L) at a combined 23.33% (16% Disagreed + 7.33% Strongly Disagreed). Conversely, only a minority, 29.33% (n=44), indicated having adequate financial resources. This substantial 27.34 percentage point gap between those reporting financial constraints (56.67%) and those reporting readiness (29.33%) underscores that financial insecurity is the single most dominant impediment preventing broader community participation in the homestay tourism development.

8. Inadequate Housing Infrastructure for Homestay Development

A significant barrier to implementing homestay programs in Kg Pulau Gaya is the unsuitable condition of the existing housing infrastructure. To qualify as official homestays under MOTAC (Ministry of Tourism, Arts and Culture) regulations, homes must meet specific safety and comfort standards that many local residences currently fail to satisfy.

Table 7: Having a comfortable home infrastructure to be used as a homestay in Kg Pulau Gaya by Gender (N=150)

No.	Barrier Factors	Likert scale	Gender	Percentage (%)	Mean	Total
1	Have a comfortable home infrastructure to be used as a homestay.	Strongly Disagree	L = 4	2.67	2.99	17 (11.33%)
			P = 13	8.67		
		Disagree	L = 22	14.66		45 (30%)
			P = 23	15.33		
		Medium	L = 14	9.33		31 (20.67%)
			P = 17	11.33		
		Agree	L = 19	12.67		37 (24.67%)
			P = 18	12		
		Strongly Agree	L = 12	8		20 (13.33%)
			P = 8	5.33		
		Total	150	100%		150 (100%)

Source: 2020 Field Study

The survey results highlight that the suitability of existing housing infrastructure is a significant, though not universal, barrier to homestay development in Kampung Pulau Gaya. "Have a comfortable home infrastructure to be used as a homestay" statement in Table 7 shows a Mean score of 2.99. This mean sits just below the 'Medium' category (score 3), suggesting a slight overall tendency towards disagreement that current homes are suitable. A total of 41.33% (n=62) of respondents indicated their homes were unsuitable, combining those who Disagreed (30%, n=45) and Strongly Disagreed (11.33%, n=17). The perception of inadequacy was marginally higher among female respondents (P), with a combined 24% (15.33% Disagreed + 8.67% Strongly Disagreed), indicating unsuitability, compared to male respondents (L) at a combined 17.33% (14.66% Disagreed + 2.67% Strongly Disagreed). Conversely, a substantial minority of 38% (n=57) felt their housing infrastructure was adequate, with 24.67% (n=37) agreeing and 13.33% (n=20) Strongly Agreeing. This finding suggests that while infrastructure challenges are indeed significant for a large segment of the community, there remains a potential foundation of existing properties that are considered suitable, providing a starting point for initiating homestay development with targeted support and necessary upgrades.

CONCLUSION

This study reveals that Kg Pulau Gaya community members face significant challenges that must be addressed to establish a sustainable tourism center capable of delivering substantial benefits to both the local community and the broader economy. The identified barriers, particularly financial constraints and inadequate housing infrastructure, represent formidable obstacles to homestay program implementation.

Despite these challenges, the research demonstrates clear community support for homestay development, provided appropriate assistance is made

available. Community members are receptive to participating in tourism initiatives when supported by targeted interventions from relevant authorities, specifically in three critical areas: financial capital provision, skills development through training programs and courses, and ongoing professional guidance throughout the implementation process.

The findings underscore the importance of collaborative approaches between government agencies, private organizations, and the local community to overcome existing limitations and harness the community's potential for tourism development. With structured support mechanisms addressing the identified needs, Kg Pulau Gaya could transform its current challenges into opportunities for sustainable economic growth and community empowerment through tourism.

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Profile of Pulau Gaya Village (2019). Pulau Gaya, Kota Kinabalu, Sabah.

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Department of Research and Innovation. 2015. Kota Kinabalu City Hall

Department of Research and Innovation. 2017. Kota Kinabalu City Hall

Department of Research and Innovation. 2019. Kota Kinabalu City Hall

Received: 28th June 2025. Accepted: 15th November 2025