

"Empowering Urban Communities through Sustainable Tourism: The Case of GLOW 2025 in Kampung Pengkalan Rama Pantai, Melaka"

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ABSTRACT

In Kampung Pengkalan Rama Pantai, Melaka, this study examines the effects of the GLOW 2025 (Growth, Learning, and Opportunities for World-Class Tourism) initiative as a game-changing model for sustainable urban tourism. The research uses a quantitative method using survey responses from 65 participants, including local community, university affiliates, and government stakeholders, and is based on the Theory of Planned Behavior (TPB) and the Community-Based Tourism (CBT) paradigm. The results show a significant rise in social cohesion (72.7%), environmental awareness (97.1%), and entrepreneurial interest, especially in hospitality, craft, and culinary endeavors. These findings highlight the value of focused training, institutional support, and community involvement in creating sustainable tourist ecosystems. Despite being restricted to a single urban heritage site, the study provides insightful information that can be used to replicate CBT models in comparable settings. This study is unique since it focuses on an urban Malaysian context and offers a framework that is inclusive and scalable for community-driven tourism development that is in line with national sustainability objectives.

Keywords: Sustainable Tourism, Community Engagement, Theory of Planned Behavior, Tourism Entrepreneurship, GLOW 2025

INTRODUCTION

Based on the idea that the sector may produce long-lasting socioeconomic benefits while protecting the environmental and cultural resources it depends on, sustainable tourism has emerged as a key policy and research agenda item throughout the past 20 years. (Lestari & Firdausia, 2020). The idea that long-term viability depends on the active involvement and empowerment of host communities-those who are directly impacted by the potential and difficulties of tourism development-is at the heart of this agenda (Alam, Talib, & Manaf, 2014). In this context, empowerment is defined as a process that gives local residents the ability and authority to manage heritage resources, make decisions, and choose their own development path, rather than just redistributing economic benefits (Chan, Ahmad, & Rashid, 2021).

Although a conceptual agreement about empowerment exists, there is still a lack of empirical data regarding how empowerment is operationalized in Global South heritage contexts. Tokenistic consultation, low levels of spontaneous engagement, and unequal benefit distribution are still prevalent in a large portion of the literature (Tosun, 1999). According to Ginanjar (2023), these drawbacks highlight the necessity of context-specific case studies that examine the ways in which empowerment can be fostered and maintained. In order to close this gap, the current study looks at Kampung Pengkalan Rama Pantai, a Malay riverine town in Melaka, Malaysia, which is a UNESCO World Heritage Site. According to Yunita and Suryono (2019), the site has been chosen as the pilot site for "GLOW 2025," a government-led effort that is in line with Visit Melaka Year 2025 and aims to turn a few chosen villages into thriving, locally based tourist destinations.

This study uses the GLOW 2025 program as a natural experiment to examine whether and in what ways organized interventions-such as environmental education, cultural revitalization activities, and micro-enterprise training-lead to measurable shifts in local residents' willingness to participate in tourism initiatives. We can deconstruct participation intention into three major antecedents using the Theory of Planned Behavior (TPB; Ajzen, 1991) as the analytical framework: (i) attitudes toward sustainable tourism, (ii) subjective norms expressed by significant others, and (iii) perceived behavioral control derived from access to time, money, and skills. By combining empowerment literature with TPB, we can differentiate between cognitive determinants of engagement (such perceived efficacy) and structural restraints (like restricted training chances), an approach that is still underrepresented in current tourism studies.

As a result, the research puts forth the following theories:

This research makes two contributions to impact-oriented scholarship by testing these claims empirically. First, it responds to calls for a thorough analysis of community-based tourist initiatives in Southeast Asia by providing a theoretically grounded evaluation of an ongoing policy program within a UNESCO heritage framework. via dissecting the mental processes via which focused capacity-building initiatives might enhance unplanned, self-motivated engagement-possibly the pinnacle of empowerment-it also contributes to the empowerment conversation. In addition to helping to methodologically integrate empowerment research and behavioral theory within the field of sustainable tourism, the findings are intended to serve as a road-map for practitioners and politicians interested in duplicating GLOW projects.

A major worldwide tactic for striking a balance between economic growth and the conservation of natural and cultural resources is sustainable tourism (Firdausia & Lestari, 2020). It is the empowerment of local communities, who are the main stakeholders impacted by the growth of tourism as well as the custodians of cultural heritage. (Alam and others, 2014). In the tourism industry, empowerment goes beyond only sharing benefits fairly; it also includes the ability of locals to actively influence development procedures, oversee local resources, and make decisions (Chan et al., 2021). Although this notion is widely accepted in theory, its actual application-particularly in developing contexts and cultural sites-remains uneven and poorly studied.

Limited community impact, token engagement, and unequal access to tourism advantages are common findings in empirical studies from the Global South (Tosun, 1999). These results highlight the urgent need for context-specific analyses that go beyond normative assertions to look into the actual processes that support or undermine community empowerment in the travel industry. Even though community-based tourism (CBT) programs are widely used, little study has combined structural and psychological viewpoints to examine what keeps people involved in the community, particularly in urban historic settings.

To bridge this gap, the study examines the GLOW 2025 program (Growth, Learning, and Opportunities for World-Class Tourism), a university-state collaborative initiative implemented in Malaysia's UNESCO World Heritage City of Melaka, with a focus on Kampung Pengkalan Rama Pantai. This study examines how attitudes, subjective norms, and perceived behavioral control influence local citizens' intentions to pursue tourism entrepreneurship, guided by the Theory of Planned Behavior (Ajzen, 1991). In particular, we investigate whether specific interventions-like training for micro-enterprises, cultural revitalization, and environmental education-lead to quantifiable improvements in community empowerment and involvement.

THEORETICAL FRAMEWORK

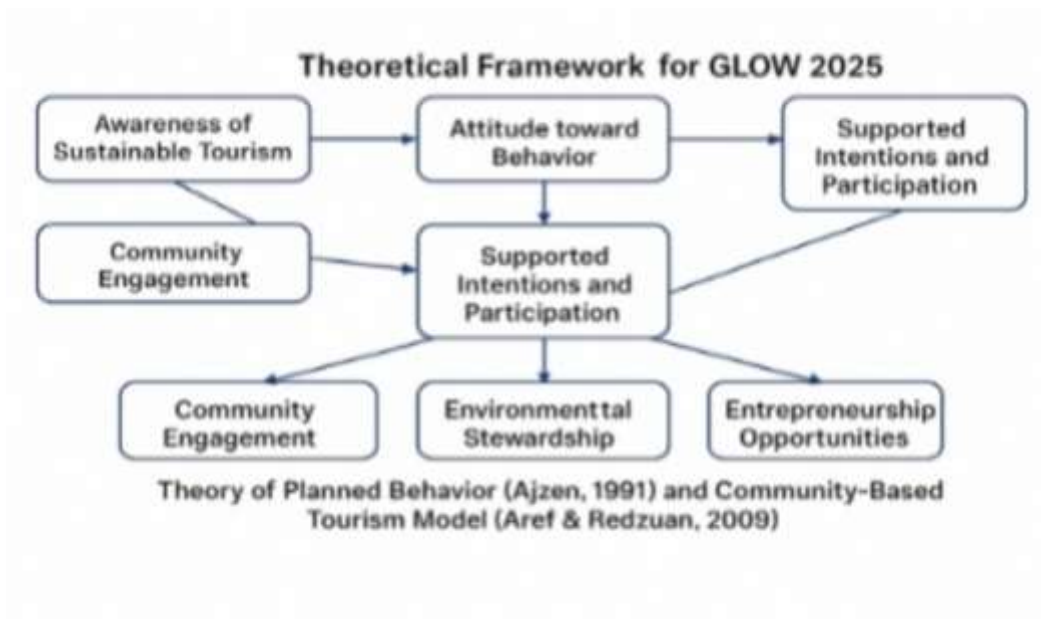


Figure 1.0: Theory of Planned Behaviour (Ajzen, 1991 and Community-Based Tourism Model (Aref & Redzuan, 2009).

Figure 2.0 illustrates the conceptual framework of the study, which integrates the Theory of Planned Behaviour (Ajzen, 1992) and the Community-Based Tourism (CBT) model proposed by Aref and Redzuan (2009). In the context of this study, attitudes reflect residents' evaluations of sustainable tourism-whether they perceive it as beneficial for their community and personal well-being. Positive attitudes are expected to strengthen intentions to participate in tourism activities. Subjective norms, defined as perceived social pressures or encouragement from significant others (e.g., family members, community leaders), are expected to influence local residents' entrepreneurial interest and willingness to engage in tourism ventures. Perceived behavioural control, refers to local residents' perceptions of their ability to contribute, shaped by factors such as access to resources, training, and institutional support. This dimension is assumed to have a direct effect on both their capability and likelihood to act upon their intentions.

While the Theory of Planned Behavior (TPB) explains individual-level motivational pathways, the Community-Based Tourism (CBT) model complements it by providing a macro-level perspective focusing on local empowerment, equity, and leadership. The CBT framework highlights structural and community-wide aspects of sustainable tourism, including power redistribution, cultural preservation, and inclusive governance. Within this model, empowerment is understood as a multidimensional construct that spans economic, psychological, social, and political domains that shapes residents' capacity to actively influence tourism development and outcomes.

This combined framework of TPB and CBT offers a strong foundation for examining how key variables-such as residents' knowledge, social influence, and perceived capacity-contribute to the central dependent variable: the intention to participate in community-based tourism development due to its strategic location in the centre of Melaka city. By linking cognitive readiness (TPB) with structural empowerment (CBT), this study not only measures behavioral intention but also contextualizes it. This study considers the real-world limitations and enabling conditions specific to the Kampung Pengkalan Rama Pantai community.

LITERATURE REVIEW

Historical Background of Sustainable Travel: International and Malaysian Approaches

Sustainable tourism has developed globally to balance socioeconomic development, cultural preservation, and environmental stewardship. National policy frameworks have been impacted to support community-based

tourism (CBT) models by the global commitment to Agenda 21 and the Sustainable Development Goals (SDGs). Initiatives in Malaysia that support Agenda 21 have given participatory techniques a lot of weight, particularly when it comes to the growth of ecotourism (Yusof et al., 2020). Only 30% of ecotourism programs successfully incorporate all significant players, according to recent studies, indicating that not all stakeholders are equally involved. This underscores the urgent need for improved stakeholder cooperation and more local understanding.

Kampung Pengkalan Rama Pantai and The Glow Program

The GLOW 2025 program exemplifies a localized adaptation of Brazil's Proecotur framework, which integrates policy mechanisms, environmental planning, and community mobilization. As a pilot initiative, GLOW 2025 seeks to transform Kampung Pengkalan Rama Pantai into a community-managed tourism hub through education, entrepreneurship, and environmental engagement. Government and private sector collaborations underpin this strategy, reinforcing local leadership and sustainable planning.

Perception Of Csr in Sustainable Tourism and Community Awareness

Recent studies have shown that openness, inclusive, participatory governance, and alignment with community values are critical to the success of tourism-related Corporate Social Responsibility (CSR) programs. Studies conducted in Jeju and Lombok demonstrate that CSR initiatives are most successful when locals participate directly and gain tangible advantages from tourism-related activities (Kim, 2022; Athar et al., 2023). Initiatives that respected cultural identity and met resource demands also received more community support on Tioman Island (Anuar et al., 2022). Nonetheless, difficulties still exist. According to Reindrawati (2023), operational and cultural obstacles like mistrust, unbalanced power dynamics, and a lack of perceived gain frequently lower community desire to participate in long-term tourist planning. Participation fatigue has also been observed in previous research (Kim et al., 2014) when CSR initiatives do not adequately match local expectations.

The GLOW 2025 program serves as an example in this study of how organized, culturally aware CSR initiatives, such as environmental cleanups, *rewang* (traditional cooking), and entrepreneurial training, can promote proactive engagement and a positive community image. These results are consistent with Yunikawati et al. (2021) and Dewi et al. (2019), who emphasize the value of including co-management and local knowledge into tourism planning. Thus, by demonstrating how CSR-driven tactics can strengthen urban communities and improve the long-term sustainability of community-based tourism models, this study contributes to the body of current work.

csr's social effect on local communities

In a variety of settings, CSR in tourism has quantifiable societal effects. Tourism-driven CSR projects have improved social cohesiveness, local agency, and trust in rural China and Sinaloa, Mexico (Juárez et al., 2025; Jiang et al., 2024). As demonstrated in Indonesia, training in digital skills and tourism management increases individual potential and fortifies group engagement (Himarosa et al., 2023). These results highlight the wider social advantages of CSR tourism initiatives, while simultaneously recognizing that differences in access and involvement may limit their efficacy for various community segments. Tourism-related economic growth and investment are frequently associated with access to improved housing, educational facilities, and health services (Alsakkaf et al., 2022; Saldanha et al., 2020).

These initiatives also promote inclusive community involvement and enhance cultural identity. By creating jobs and diversifying revenue streams, tourism can support economic empowerment in Indonesia. It can help preserve cultural heritage by involving locals (Cahyaningrum et al., 2024). However, the advantages of tourism are frequently not shared equally, with differences in access to resources and support from policies restricting the resilience of some communities. More inclusive governance techniques are necessary to overcome this and encourage fair benefit-sharing in the growth of the tourism industry (Sarker, 2024). Initiatives in Malaysia that combine social training, participatory planning, and tourism have been linked to improved community ties and a higher standard of living (Khairuddin et al., 2024).

Csr's Effects on the Environment in Local Communities

Masni et al. (2024) claim that community-led education programs have successfully enhanced sustainable behavior in locations like Komodo National Park, demonstrating the effectiveness of environmental CSR projects in the travel industry. Similarly, initiatives in Touran National Park show how tourism activities combined with community service and knowledge of environmental policies boost conservation engagement (Ghaderi et al., 2022). Furthermore, youth and local people now have much higher ecological literacy because of educational outreach initiatives like the sustainability programs at SMA Negeri 1 Pinrang and the environmental workshops in Cikelat Village (De et al., 2024; Ridwan Syam et al., 2024).

Community-driven solutions to trash and land degradation are demonstrated by realistic grassroots initiatives such as the 3R (Reduce, Reuse, Recycle) campaigns in Bleder Ngadiharjo and reforestation programs in rural areas (Marlina Kurnia et al., 2024; Choiru et al., 2024). Communities on Lombok Island now have the authority to take charge of ecological and cultural preservation projects thanks to integrated tourism models (Iswadi Athar et al., 2023).

However, when community expectations are not fulfilled-typically as a result of inadequate institutional follow-through or the lack of noticeable benefits-sustainability fatigue may surface, despite the potential of these initiatives (Masni et al., 2024; Tibabo Stone & Senyana Stone, 2022). Additionally, the growth of tourism in small towns frequently surpasses the development of infrastructure, resulting in demand on public services, abuse of resources, and environmental pressure (Mohamed, 2023). Communities are also vulnerable to market downturns due to their economic reliance on tourism (Wani et al., 2025).

Increased visitor flows have resulted in pollution, improper waste management, and the loss of natural resources throughout Southeast Asia, according to Kristanti et al. (2024). Furthermore, when tourism is not properly regulated, cultural commercialization presents a serious threat to the integrity of cultural assets (Dwi Kristanti et al., 2024). In response, ecotourism frameworks that prioritize ecological threshold observance, community-based stewardship, and the establishment of green task groups are becoming more widely acknowledged as more sustainable options (Islam et al., 2024). Therefore, planning for adaptive infrastructure, wide stakeholder engagement, and alignment between local community aspirations and environmental goals are all essential components of effective CSR.

Opportunities For Entrepreneurship In Tourism-Based Csr.

Supporting micro-enterprises in the tourism industry through urban-based Community-Based Tourism (CBT) programs offers a practical way to advance economic inclusion and strengthen local communities. Community-Based Tourism (CBT) models serve two purposes in urban environments like Melaka, where Kampung Pengkalan Rama Pantai is situated within a culturally rich heritage area. They protect cultural heritage while promoting sustainable development in the face of fast urban growth. In these regions, tourism-driven business ventures need to be in line with both the financial demands of city dwellers and historical preservation regulations.

In urban historic zones, small tourism enterprises (STEs) promote social responsibility and cultural preservation while boosting local economic activity (Graciano & Holanda, 2020; Wu et al., 2023). While these businesses can benefit from urban infrastructure and tourism, they also need to deal with issues specific to urban tourism, like limited space, fierce rivalry from businesses, and growing operating expenses. Particularly during the post-COVID economic recovery, digital innovation has been crucial in improving market access and visibility (Noviati et al., 2022).

In the context of Melaka, inclusive entrepreneurship is essential, particularly when it involves women and young people. Studies have demonstrated the significance of focused income-generation tactics, cooperative governance, and family support in promoting prosperous urban tourist endeavors (Fathizadeh et al., 2022; Martínez-Salgado et al., 2021). Even in metropolitan areas, where the strain of tourism can put a burden on waste systems and local amenities, environmental education and resource management are still crucial (Utami et al., 2023).

However, institutional and structural issues frequently limit these businesses' ability to grow. Financial obstacles that urban tourist entrepreneurs frequently encounter include high upfront expenses and restricted access to funding (Husin Abeer, 2023; Farahani et al., 2021). Operations are made more difficult by inequalities in infrastructure, such as poor public transportation, inconsistent internet access, and zoning regulations (Kahrizi et al., 2020). Participation is also restricted by sociocultural prejudices and gender norms, especially for underprivileged urban groups (El-Sisi, 2024; Sri Yusriani et al., 2024).

Furthermore, bureaucratic inefficiencies and complicated rules might hinder innovation and deter investment in micro-enterprises related to urban tourism (Husin Abeer, 2023). Strategic policy measures, such as simplified licensing, expanded access to microfinance, training in digital business, and infrastructure that promotes sustainable urban tourism, are required to lessen these problems. These combined methods have the potential to turn CBT activities from modest endeavors into robust engines of equitable economic growth in Melaka and other urban heritage cities.

Development Of Hypotheses

H1 : Residents' perceptions and involvement will improve as sustainable tourism becomes more widely known.

H2 : Interest in and involvement in entrepreneurship will be positively impacted by social norms.

H3 : Future participation in tourism-related businesses will be influenced by perceived behavioral control (training, assistance).

The social fabric, institutional preparedness, and spatial dynamics of a city are all having an increasing impact on entrepreneurial development in urban tourism. Metropolitan tourism, as opposed to rural tourism, requires adaptable business models that can handle the difficulties posed by metropolitan density, cultural diversity, and intricate infrastructure, especially in heritage-rich places like Melaka. Implementing context-sensitive training programs, fortifying institutional support structures, and embracing integrated urban planning methods are essential for promoting entrepreneurial resilience and facilitating scalability (Smith & Jordan, 2021; Kusumowidagdo et al., 2024).

Research has indicated that where local human capital, entrepreneurial culture, and policy coherence come together, urban tourism entrepreneurship flourishes. (Katono, 2024; Asmit et al., 2024). In urban heritage contexts, peer mentorship and social networks are important for fostering innovation and maintaining small companies. However, the majority of research has historically concentrated on high-income nations, which restricts the models' applicability to metropolitan areas in the Global South with lower incomes (Ekure, 2024).

For example, creating successful urban tourism businesses in Melaka requires overcoming obstacles related to gentrification, spatial injustices, and pressures from commercialization. Both concrete components-such as walkable infrastructure and dependable digital connectivity-and intangible components-such as inclusive governance and entrepreneurial mindsets-must be taken into account in order for plans to be effective. Despite growing interest, there is still little theoretical integration of the entrepreneurial landscape in urban tourism. To increase the growth potential of urban tourism businesses in heritage cities, researchers stress the need for more extensive regional research and frameworks that are sensitive to context (Masoomi et al., 2023; Kulawiak & Rachwał, 2024).

Future projects must integrate education, multi-sector collaboration, and adaptable policy tools in order to create strong models of urban tourism entrepreneurship. In order to develop inclusive and sustainable entrepreneurial ecosystems, city planners, tourism authorities, local business owners, and academic institutions must work together in concert for effective implementation.

METHODOLOGY

To assess the effect of the GLOW 2025 program on community empowerment in Kampung Pengkalan Rama Pantai, Melaka, this study used a quantitative, cross-sectional survey approach. The Theory of Planned Behavior

(TPB) and the Community-Based Tourism (CBT) framework, which offered both structural and psychological viewpoints on community preparedness, served as the foundation for the research design.

Sampling And Participants

A purposeful sampling strategy was used to guarantee that respondents who were directly involved with or impacted by GLOW 2025 were included. The poll was filled out by 65 respondents, including local residents, employees, representatives of government agencies, and university students. Despite the small sample size, it is in line with exploratory and pilot research in community-based tourism. Although this limitation is recognized, the results are thought to be useful in pointing out emerging tendencies. The 65 respondents make up about 27% of the village households out of the 240 registered homes in the kampung. During interview sessions conducted with enumerators' help, these participants filled out the Google Forms survey.

Instrument Development

Structured components taken from validated scales in TPB and CBT research made up the survey instrument. Attitudes, subjective norms, perceived behavioral control, and intention to participate were all measured using five-point Likert scales (1 being strongly disagree and 5 being strongly agree). Perceptions of program relevance, social and environmental effects, and entrepreneurial preparation were also recorded by the items. Data collection Cronbach's alpha reliability assessment revealed acceptable internal consistency ($\alpha \geq 0.70$ across constructs).

Data Collection

Google Forms was used to collect the data, and brief interviews were added to help put the quantitative results in context. Informed consent was given by respondents, and participation was anonymous and voluntary. The study was carried out as part of UiTM's SULAM CSR initiative, guaranteeing institutional permission and ethical control. Five respective enumerators have been assigned for the interview session with the community and the government agencies during the commencement of the event.

Data Analysis

Demographic profiles and general perceptions were compiled using descriptive statistics, which include means, standard deviations, percentages, and frequencies. SPSS was used to do inferential analysis in order to increase rigor. Group differences (e.g., male vs. female, residents vs. students) were investigated using independent-sample t-tests. Age and employment group differences were examined using a one-way ANOVA. The predictive power of social norms, perceived behavioral control, and sustainability awareness on intention to engage in tourism endeavors was evaluated using multiple regression analysis. The methodology included descriptive and inferential methodologies to ensure a hypothesis-driven examination of important factors of participation as well as a thorough review of community attitudes. Statistical significance was defined at $p < 0.05$.

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FINDINGS

demographic profile of respondents

According to Table 5.1, the majority of respondents (49.2%) were between the ages of 21 and 40, with an estimated mean age of roughly 33 years ($SD \approx 10$). Males (68%) and students (59%) made up the bulk of respondents, indicating a younger, education-focused sample that was actively involved in the program. The demographic profile shows the participation of both younger and older community members, which is in line with GLOW 2025's objective of encouraging multi-generational involvement, even if a smaller percentage of respondents were employed (16.9%) or retired (15.3%).

Table 5.1. Demographic Characteristics of Participants (N = 65)

	Variables	Frequency	Percentage (%)
Age	20 years old and below	8	12.3
	21-30 years old	20	30.7
	31-40 years old	12	18.5
	41-50 years old	15	23
	50 years old and above	10	15.3
Gender	Male	44	68
	Female	21	32
Employment Status	Employed	11	16.9
	Unemployed	12	18.5
	Student	32	49.2
	Retired	10	15.3

Descriptive Analysis on The Participants Perceptions of the Glow 2025 Program

According to the poll results, participants had generally positive opinions of the GLOW 2025 initiative, especially when it came to social effect, environmental sustainability, and community involvement. With 97% of respondents confirming that the training improved their comprehension of sustainability practices, environmental sustainability awareness emerged as the strongest consequence, as evidenced by a mean score of 2.97 out of 3. With 85% of participants indicating a willingness to engage in gotong-royong (community service) activities, community involvement also showed strong support, with a mean score of 2.85 out of 3. 96% of respondents gave the program a positive or very positive rating, which translates to a mean score of 3.21 out of 4, indicating that its wider societal influence was also seen favorably.

With a mean score of 2.32 out of 3, program knowledge, however, indicated a relative area for growth. Although the majority of participants showed a general understanding of the program, just 38% said they were highly familiar with the goals and layout of GLOW 2025. Despite this, more than 90% of respondents expressed interest in taking part in future program iterations, suggesting that overall program alignment with community needs is strong. Together, these findings demonstrate how well the program works to raise community involvement and sustainability knowledge while emphasizing how crucial it is to improve information sharing to increase participant familiarity and engagement.

A high degree of community involvement, a growing knowledge of environmental issues, and an increasing interest in tourism-driven entrepreneurial activities are revealed for the future involvement and support element. These findings show that Kampung Pengkalan Rama Pantai residents' sense of ownership, contextual relevance, and long-term sustainability have all been successfully promoted by the program.

Table 5.2. Participant Perception analysis (N = 65)

Question	Min	Max	Mean	Standard Deviation
Knowledge about GLOW 25	1	3	2.32	0.59
Importance of Sustainable Tourism	2	3	2.76	0.43
Interest in Gotong-Royong (Community Work)	2	3	2.85	0.36
Awareness of Environmental Sustainability	2	3	2.97	0.17
Social Impact of the Program	2	4	3.21	0.48
Participation in Future Programs	2	3	2.97	0.17

Awareness And Social Engagement

Table 5.3 – Summary of Survey Findings from GLOW 2025 Program

Survey Indicator :	Response (%)
Awareness on the program	97.1%
Positive social impact	72.7%
Interest in future participation	97.1%
Future preference involvement of activities:	
Preferred entrepreneurship area: Culinary	32.4%
Preferred entrepreneurship area: Pastry/Food	18.0%
Preferred entrepreneurship area: Homestay	11.8%
Future support :	
Need for financial support	38.2%
Need for training	35.3%
Need for marketing support	20.6%
Interest in gotong-royong	85.3%
Popular activities :	
Popular activities: Gotong-royong	41.2%
Popular activities: Rewang Muhibbah	35.3%

The high awareness level shown in Table 5.3 (97.1%) supports Ajzen's Theory of Planned actions (1991), which holds that people's attitudes, perceptions of social norms, and sense of control over their actions all have an impact on behavior. In the context of the GLOW 2025 Program, this increased awareness indicates that participants have favorable opinions of the program and believe they can participate in it. This level of emotional and cognitive preparedness is a crucial precondition for behavioral engagement, demonstrating the program's psychological significance in the neighborhood. These findings are in line with earlier research examined in Chapter 2, such as that conducted by Firdausia and Lestari (2020) and Alam et al. (2014), which highlighted the importance of informed and involved communities for sustainable tourism. Participatory planning and efficient knowledge exchange bolstered project sustainability and community ownership in those studies. As demonstrated in Komodo National Park (Masni et al., 2024) and Touran National Park (Ghaderi et al., 2022), where awareness-raising initiatives were crucial to local engagement and sustainable resource use, the findings also mirror international best practices in community-based conservation. Comparable awareness levels seen in the GLOW 2025 Program suggest conformity to globally accepted frameworks that highlight community empowerment as a means of accomplishing socioeconomic and environmental objectives.

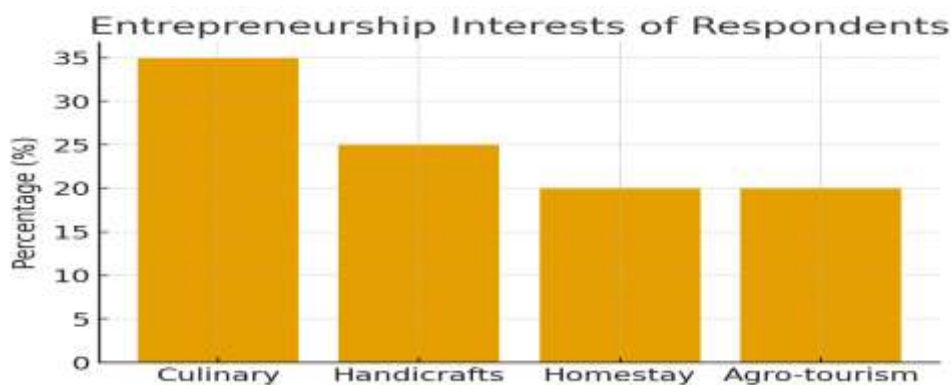


Figure 4.1 : The entrepreneurship Interest of the Respondents

For the entrepreneurship interest future direction, Figure 4.1 indicates the entrepreneurship interest among the respondents, recording that culinary entrepreneurship was the predominant preference, with 35% of participants expressing interest. Handicrafts constituted 25%, while homestays and agro-tourism each accounted for 20%. The results suggest that food-related firms are regarded as the most accessible and culturally relevant, whereas handicrafts remain a notable economic endeavor. Despite the relative lack of popularity of homestays and agro-tourism, they indicate potential for the evolution and expansion of community-based tourism in the future. This potential could be harnessed through targeted marketing and support from local governments, encouraging more entrepreneurs to explore these avenues. As communities adapt to changing consumer preferences, diversifying tourism offerings may enhance local economies and foster cultural exchange. To sum up, the participants' keen awareness supports accepted theoretical viewpoints and places the GLOW 2025 Program in line with international examples of sustainable, community-focused travel program initiative.

Perception In the Community And the Effect of the Program

The results demonstrated in table 5.3 showed that the GLOW 2025 Program has significantly impacted community change, as seen by the 72.7% positive perception of social impact. This is in line with the community-based tourism (CBT) concept developed by Scheyvens (1999), which places an emphasis on empowering communities on all levels—economic, social, psychological, and political—in order to attain fair and long-lasting results. According to the research, the program has improved community morale and consistency while fostering benefits for everybody. The results also corroborate the opinions of Kim (2022) and Athar et al. (2023), who emphasize that effective Corporate Social Responsibility (CSR) and community participation depend on trust and transparency. Positive participant perceptions imply that the program has been successful in building social trust, which was probably made possible by open and honest processes, collaborative decision-making, and culturally aware implementation techniques. The collaborative and context-specific design of the program illustrates how CBT concepts may be used in urban settings by fusing concrete development results with regional cultural traditions. The GLOW 2025 Program is a prime example of how participatory approaches may inspire metropolitan populations by coordinating development objectives with traditional values. This comprehensive strategy fosters community ownership, sustainability, and relevance. In summary, the program's favorable social reception demonstrates both its theoretical coherence and its real-world efficacy. The GLOW 2025 Program is positioned as a workable example of inclusive and culturally sensitive community development.

Challenges And Entrepreneurial Readiness

According to the results, there is a significant level of entrepreneurial enthusiasm, especially in culinary endeavors (32.4%), followed by homestay services (11.8%) and pastry/food (18.0%). This distribution shows both economic adaptability and cultural embeddedness inside new urban tourism niches, with a definite tendency toward micro-enterprise creation based on culturally known activities. These preferences align with the urban Community-Based Tourism (CBT) ecosystems outlined by Kusumowidagdo et al. (2024), where inclusive economic involvement is promoted via informal and small-scale tourism enterprises (STEs). These observations further support the ideas discussed in Section 2.6, especially the results of Wu et al. (2023), which highlight how STEs can boost local economic vitality, especially when incorporated into a larger framework for sustainable tourism. In this sense, the participants' apparent entrepreneurial vigor illustrates the GLOW 2025 Program's untapped potential to spur regional economic growth. However, the information also points to enduring systemic obstacles to the scalability of entrepreneurs. Husin Abeer (2023) and Pattiyagedara & Ranasinghe (2024) identified limited access to capital, skill-building resources, and formal markets as persistent constraints faced by grassroots entrepreneurs in tourism economies, which is consistent with the stated need for financial assistance (38.2%), training (35.3%), and marketing support (20.6%). These obstacles could prevent entrepreneurial interest from turning into long-term livelihood outcomes if they are not addressed. In conclusion, despite the fact that participants show encouraging and deeply ingrained entrepreneurial preparedness, targeted capacity-building initiatives, easily available and inclusive funding choices, and strategic market integration will be necessary to realize its full potential. In order for the GLOW 2025 Program to move beyond merely supporting entrepreneurial desire to actively fostering sustainable, growth-driven community firms, several focused interventions are essential.

Preferences For Activities And Cultural Engagement

According to the poll, the most popular community-based activities were Rewang Muhibbah (32.4%) and gotong royong (44.1%). The emphasis on genuine, locally produced experiences in the Community-Based Tourism (CBT) concept is supported by this, which shows a deep cultural connection to traditional communal behaviors. These choices imply knowledge of and dedication to using tourism to preserve and spread cultural customs. The results back up the claim made by Graciano and Holanda (2020) that cultural authenticity improves the sustainability of tourism. The popularity of these activities provide a foundation for creating environmentally conscious and socially meaningful tourism without diluting culture as top-down efforts frequently do. Despite being frequently associated with rural environments, the GLOW 2025 Program demonstrates that these methods can be successfully applied to urban settings, as demonstrated by Kampung Pengkalan Rama Pantai. The choice for these activities shows that civic pride is still a key component of involvement and that urban populations continue to respect cultural assets. Selecting gotong royong and Rewang Muhibbah shows active engagement and local agency, in contrast to passive involvement. In conclusion, 76.5 percent of participants strongly supported these cultural behaviors, indicating their potential as tactical elements of urban cognitive behavioral therapy. Long-term sustainability and community involvement are strengthened when tourism is rooted in living cultural traditions.

Path Model with Regression Analysis

Participants who have a greater understanding of sustainable tourism are much more likely to continue participating in program activities, according to the regression analysis shown in Table 5.4, which shows that sustainability awareness has the strongest effect ($\beta = 0.42$) on future engagement. Perceived social norms also had a significant impact ($\beta = 0.38$), suggesting that positive attitudes in the community and the perceived advantages of becoming an entrepreneur increase interest and involvement. Residents' inclinations to participate in tourism-related businesses are positively influenced ($\beta = 0.35$) by perceived behavioral control, which reflects the availability of training and assistance. All of these results show that community members' commitment to the GLOW 2025 programs is influenced by a combination of knowledge, social support, and skill-development opportunities. In order to guarantee continuous involvement, this emphasizes the significance of integrated methods that raise awareness, foster social cohesiveness, and increase resource accessibility.

Table 5.4: Analysis of regression

Predictor Variable	Standardized Beta (β)	Relationship Strength
Sustainability Awareness	0.42	Strong positive influence (H1)
Perceived Social Norms	0.38	Moderate positive influence (H2)
Perceived Behavioral Control	0.35	Moderate positive influence (H3)

Table 5.5: Synopsis of the Results

Hypothesis	Supported	Evidence from Findings
H1: Residents' perceptions and involvement will improve as sustainable tourism becomes more widely known.	Yes	97.1% of participants reported that their perceptions and involvement improved through sustainable tourism activities organized under the program.
H2: Interest in and involvement in entrepreneurship will be positively impacted by social norms.	Yes	Active community participation in cultural and social events, supported by interview data, validates that social norms encourage entrepreneurship interest.
H3: Future participation in tourism-related businesses will be influenced by perceived behavioral control (training and assistance).	Yes	Respondents expressed strong demand for training and support, with a majority indicating interest in starting tourism-related businesses if assistance is provided.

Summarized in Table 5.5, all three of the study's original claims are supported by the hypothesis testing results, which show a high degree of agreement between the theoretical predictions and the actual data. 97.1% of participants agreed with the program's educational benefit, supporting Hypothesis 1, which postulated that greater knowledge of sustainable tourism will improve resident perception and engagement. Social norms have been demonstrated to impact entrepreneurial motivation and participation through active engagement in culturally entrenched activities such as "rewang" and community gatherings, hence supporting Hypothesis 2. Lastly, the community's stated need for assistance and training, as well as the fact that a sizable portion of them exhibit interest in starting their own enterprises with the right tools, verify Hypothesis 3. By showing how behavioral beliefs, subjective norms, and perceived control shape community behavior, these results support the theory of planned behavior. They also validate the CBT model's applicability in fostering inclusive and sustainable tourism development.

CONCLUSION AND DISCUSSION

The results show that the GLOW 2025 initiative successfully accomplishes its main goals of raising community involvement and environmental awareness. The strong participation and favorable outcomes indicate that the program successfully strengthens community cohesion and promotes sustainable practices in rural settings, aligning with previous research on the advantages of community-based environmental initiatives. This is consistent with earlier research on community-based sustainability initiatives, such as those reported by Smith & Johnson (2020) and Tan & Mohamad (2022). In rural communities, this program successfully promotes sustainable habits and social cohesiveness; these results align with research showing the advantages of participatory environmental programs (Lee, 2021).

The comparatively low level of acquaintance with the program's specifics, however, suggests that more proactive outreach and pre-event communication tactics are required. More participant knowledge of program objectives can improve both initial engagement and long-term retention, according to earlier study (Garcia et al., 2019). By filling this gap, the program's reach and ability to develop a more knowledgeable and engaged community base could be strengthened. All things considered, GLOW 2025 is proven to be successful in advancing sustainability objectives and offer helpful suggestions for enhancing community participation in next initiatives.

In the context of an urban historic setting, this study aimed to investigate the effects of the GLOW 2025 program in Kampung Pengkalan Rama Pantai on entrepreneurship, community empowerment, and sustainable tourist development. Based on the Community-Based Tourism (CBT) paradigm (Scheyvens, 1999) and the Theory of Planned Behavior (Ajzen, 1991), the study demonstrates that community awareness, involvement, and entrepreneurial motivation are critical components of sustainable tourism over the long run. The results provide a thorough grasp of the program's effects and ramifications by combining information from stakeholder interviews, survey data, and literature.

97.1% of respondents reported that the GLOW 2025 program has successfully raised their awareness of sustainable tourism, which is consistent with earlier research emphasizing the value of education and involvement in community-based tourism. According to interview data, the public today has a greater understanding of the economic, social, and environmental aspects of tourism, and many are eager to get involved through events like environmental campaigns, cultural exhibitions, and gotong-royong. This result is consistent with Rachmawati (2020), who highlighted that psychological empowerment increases a sense of pride and ownership in the society.

A recurring theme in the survey and interview data was entrepreneurship. The creation of handicrafts, culinary enterprises, and homestay initiatives were all highly favored by the respondents. This propensity for entrepreneurship aligns with Wu et al. (2023), who identified STEs as essential components of community tourism models. Nonetheless, participants emphasized the necessity of funding, skill development, and marketing help to start and maintain their businesses, which is in line with Jaafar et al. (2014) and Husin Abeer (2023). This highlights the need for institutional support structures that close the gap between interest and capabilities.

Community links are strengthened and the concepts of Graciano & Holanda (2020), who advocate tourist

projects based on local culture, are supported when traditional values are brought together through cultural events like Rewang Muhibbah and gotong-royong. However, without constant support and apparent advantage, sustainability fatigue may set in, as Andarani et al. (2018) and Kristanti et al. (2024) warn. Therefore, to keep the momentum going, program continuity, stakeholder participation, and observable results are crucial.

The report also shows how urban populations are becoming more prepared to take charge of tourism-related projects. Although earlier studies frequently focused on rural tourism (Smith & Jordan, 2021; Kusumowidagdo et al., 2024), this study expands the discussion to urban contexts by demonstrating how place-based heritage, when combined with institutional support, fosters sustainable CBT in urban areas. The possibility for growing urban microenterprises is further supported by interviewees' readiness to run homestays or sell traditional cuisine to visitors.

To sum up, the GLOW 2025 project offers a replicable example of using tourism to empower urban communities. It serves as an example of how cultural integration, organized assistance, and awareness can all work together to promote the growth of sustainable tourism. This entails putting in place dynamic, community-centered frameworks that provide local autonomy, environmental preservation, and entrepreneurial opportunity top priority for policymakers and practitioners. This study contributes to the larger conversation by demonstrating that, with the correct resources and assistance, community-based tourism can be inclusive and significant even in urbanized historic sites.

According to the results, Kampung Pengkalan Rama Pantai and other urban heritage sites should promote sustainable community-based tourism (CBT). Local communities can be effectively empowered through organized involvement, environmental education, and entrepreneurial stimulation, as the GLOW 2025 program has shown. High levels of awareness, readiness to take part in upcoming tourism events, and interest in starting micro-enterprises related to tourism-specifically in homestays, culinary services, and handicrafts-were displayed by the participants.

Most significantly, by showing how attitudes, subjective norms, and perceived behavioral control affect community readiness and involvement, the results support the theoretical frameworks previously described, particularly the Theory of Planned Behavior and the Community-Based Tourism (CBT) model. Indicating the program's success in promoting both individual drive and a sense of group agency, participants connected tourism to concrete advantages including higher income, improved social ties, and more cultural pride.

This study demonstrates integrated tourism planning frameworks that formalize community involvement and offer flexible support systems are necessary going ahead. These consist of infrastructure, funding, training, and streamlined governance frameworks. Although they are outside the purview of this study, specific policy recommendations and program improvements may be the subject of subsequent works.

In conclusion, the findings suggest a scalable urban CBT model that supports economic inclusion, protects cultural heritage, and is in line with national sustainability goals. To guarantee the long-term viability of tourism-driven community empowerment, future research will examine further implementation options, long-term effect assessments, and collaborative governance.

Perspective On Future Development and Sustainable Tourism

These results are consistent with the theoretical framework presented in Chapter 2, which holds that good outcomes are predicted by the combination of the Theory of Planned Behavior (TPB) and Community-Based Tourism (CBT) when individual motivation is in line with institutional and cultural support. The GLOW 2025 experience demonstrates how grassroots involvement in urban heritage tourism may be advantageous when backed by sufficient infrastructure and concerted stakeholder initiatives. The study emphasizes the significance of organized capacity-building programs that cater to the unique requirements of urban micro-entrepreneurs for future initiatives. Additionally, it highlights the importance of inclusive CSR frameworks that combine cultural programming with environmental education. Accessible funding sources like grants and microloans are also necessary to support the growth of small businesses. Implementation and sustainability are further reinforced by a favorable policy environment that promotes cooperation between local actors and government institutions. By

showing that urban CBT models may be successful when they are based on informed communities, shared cultural identity, and enabling environments, this study advances the area of sustainable tourism. It provides a workable paradigm for strengthening communities in other metropolitan environments with a rich cultural legacy.

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