

An insight into the relationship between human resource quality, risk-taking propensity, and community-based ecotourism in the rural community

ABSTRACT

Community-based ecotourism (CBeT) has become a growing trend for the rural community venturing into tourism in Malaysia. However, the lack of know-how and entrepreneurship skills may decrease the potential of sustainable ecotourism businesses that they are dwelling in. Some scholars argued Human Resource Quality (HRQ) dimensions, which include the value of competence, attitude and behaviour, and physical appearance, equip the internal quality needed by an individual to succeed in any endeavour. Meanwhile, the risk-taking propensity is expected to entice further the readiness of the community. The study reviewed some literature on the topics of CBeT related to HRQ, as found in various peer-reviewed journals and Scopus indexed journals. The study found that there is a significant correlation between the role of risk-taking propensity that can influence the decision making of an entrepreneur by assessing their personality, which may include the dimension of HRQ. Therefore, there is a potential effect of HRQ and risk-taking propensity in ensuring the sustainability of the community-based ecotourism business.