

**A conceptual framework of community Participation and entrepreneurial success
Towards the homestay business in Sabah, Malaysia**

ABSTRACT

This conceptual paper is to examine the relationships between community participation and entrepreneurial success in homestay business. The study will be conducted in Sabah, Malaysia. The main problem that the homestay entrepreneurs faced is to sustain their homestay business due to lack of visitors. This study applies quantitative approach to collect data by using purposive sampling in selecting the respondents. It examines the influence of community participation towards entrepreneurial success in the homestay business. The study uses Partial Least Squares (PLS) method to analyze the data. In addition, this study used social exchange theory (SET) to illustrate the relationship of community participation and entrepreneurial success. The findings of the study will be useful in providing the guiding principle and information for the academic, government, tourist association as well as related agencies in order to enhance Malaysian tourism industry. The novelty of the study will offer a guideline for future research, designing the most effective programme for homestay entrepreneurs, and provide empirical result for future research.