

COMMUNITY PARTICIPATION IN COMMUNITY-BASED TOURISM OF JAKUN
TRIBE, SG. PEROH, JOHOR

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and I entrust my affair to ALLAH. Indeed, ALLAH is seeing of [HIS]
servants.

[Surah Ghafir: 44]



To my beloved family:

Ibu, Noraidah binti Md. Arifin

Abi, Napatah bin Ariffin

Nurul Najihah

Zawin Najah

Fatini Nabiha

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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ABSTRACT

Indigenous communities in most countries have settled in their traditional lands since before the existence of other communities in one country. Their traditional culture is deeply embedded in their traditional lands and is closely linked to their customs and belief system. However, the process of globalization in the form of development has slowly eroded the traditional culture of the indigenous community and exposed to the threat of cultural extinction. Previous research revealed that tourism has been identified as a vital mechanism of sustainable development in rural indigenous areas. The increase in concern over the indigenous culture as an attractive tourist destination facilitates the development in indigenous peoples. Hence, community participation towards tourism is an important factor since they are the nucleus for decision making and support in the development of their place. Therefore, this research will look into the readiness and willingness of local community of Jakun Tribe Kampung Orang Asli Sg. Peroh to participate in the development of Community-Based Tourism. The effort to develop CBT in this village is a way to upgrade the current practice of tourism so that through local community participation it would increase community groups' abilities to define, assess, analyze and act on concerns of importance to their community and village. The scoring of community readiness was conducted to obtain the stages of community awareness and readiness. By applying qualitative method of in-depth interview with the local community and selected organizations it would gain a comprehensive understanding of the level of awareness, readiness and willingness of community to participate in tourism development. The results showed that the local community are open towards more opportunity in the tourism development and ready to participate. Therefore, this study is beneficial to all tourism stakeholders in outlining strategies for tourism development in the indigenous village.

ABSTRAK

Masyarakat Orang Asli di kebanyakan negara telah menetap di tanah tradisi mereka sejak sebelum kewujudan komuniti lain lagi. Budaya tradisional mereka tertanam dalam tanah tradisi mereka dan berkait rapat dengan adat dan sistem kepercayaan mereka. Walau bagaimanapun, proses globalisasi dalam bentuk pembangunan perlahan-lahan menghancurkan budaya tradisional masyarakat Orang Asli dan terdedah kepada ancaman kepupusan budaya. Kajian sebelum ini mendedahkan pelancongan telah dikenal pasti menjadi satu mekanisme penting dalam pembangunan mampan di kawasan luar bandar. Kebimbangan terhadap kehilangan budaya masyarakat Orang Asli telah menjadikan pelancongan sebagai salah satu alternatif bagi pembangunan masyarakat ini. Oleh itu, penyertaan masyarakat Orang Asli terhadap pelancongan adalah faktor penting kerana mereka adalah nukleus untuk membuat keputusan dan sokongan dalam pembangunan tempat mereka. Oleh itu, kajian ini akan meneliti kesediaan masyarakat setempat Suku Jakun di Kampung Orang Asli Sg. Peroh, Johor untuk mengambil bahagian dalam pembangunan Pelancongan Berasaskan Komuniti. Usaha untuk membangunkan pelancongan berasaskan komuniti di kampung adalah cara untuk menaik taraf amalan pelancongan semasa supaya nanti melalui penyertaan masyarakat setempat, ia akan meningkatkan kebolehan kumpulan komuniti untuk menentukan, menilai, menganalisis dan bertindak berdasarkan kepentingan masyarakat dan kampung mereka. Pemarkahan kesediaan komuniti diberikan bagi mengenal pasti tahap kesedaran komuniti. Dengan menggunakan kaedah kualitatif menerusi temubual masyarakat setempat dan organisasi terpilih, ia akan memberi pemahaman yang menyeluruh terhadap tahap kesedaran, kesediaan masyarakat untuk mengambil bahagian dalam pembangunan pelancongan. Keputusan kajian ini menunjukkan bahawa masyarakat setempat bersifat terbuka dan ingin mendapat lebih banyak peluang dalam pembangunan pelancongan dan bersedia untuk mengambil bahagian. Oleh itu, kajian ini memberi manfaat kepada semua pihak berkepentingan pelancongan dalam menggariskan strategi pembangunan pelancongan di kampung Orang Asli.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In the world today, one of the greatest opportunities in tourism and travel market industries is increased in demand for cultural tourism. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. The modern traveler is embracing this type of tourism in which encapsulates authentic, local travel experiences and differs from conventional tourism norms. The changing nature of cultural tourism was recently brought into focus by a UNWTO Report on Tourism and Culture Synergies (2018), which included online surveys covering 43% of UNWTO Member States as well as 61 international experts and academics in the field. This study confirmed the importance of the cultural tourism, with 89% of national tourism administrations indicating that cultural tourism was part of their tourism policy. Many communities including indigenous community have undertaken tourism development activities to support cultural revival, intercultural awareness, and as well as economic growth. This growth brings jobs and career opportunities for community at all skill levels.

Indigenous peoples hold a rich diversity of their own living heritage, including practices, representations, expressions, knowledge, skills and unique way of life. (UNESCO, 2019). Despite these differences, Indigenous Peoples across the globe share some common values which derived in part from an understanding that their lives are part of and inseparable from the natural world. Hence, the uniqueness of indigenous culture

offers vast opportunities for local communities. The increase in concern over the indigenous culture as an attractive tourist destination facilitates the development in indigenous peoples.

Indigenous tourism can be defined as a form of tourism activity in which Indigenous peoples are directly involved in controlling or presenting their culture as a basis of attraction. The tourism industry creates new job opportunities and helps indigenous peoples to be economically independent. It opens opportunities through involvement in managing and controlling socio-economic activities, empowering indigenous peoples to consult with economists and training them to generate economic benefits and benefits (Goodwin, 2007). Smith (1996) as cited in Rohayu & Nor Sharipah (2013) state that Indigenous tourism is a phenomenon involving four interrelated elements, or four H, that involves cultural experiences for visitors. These elements are geography (habitat), ethnographic tradition (heritage), acculturation (history) and marketable products (handicraft). Introducing culture to visitors proves a spark for indigenous peoples to have pride in their culture and can lead to revitalize the culture.

In Malaysia, indigenous people are called as 'Orang Asli'. 'Orang Asli' name is a Malay term which transliterates as original peoples or first peoples. It is a collective term introduced by anthropologists and administrators for the 18 sub-ethnic groups generally classified for official purposes under Semang (Negrito), Senoi and Aboriginal Malay (Proto Malay). Each tribe has its own language and culture, and perceives itself as different from the others. The indigenous tourism in Malaysia emerged with the involvement of Batek people as one of the tourism products offered at Taman Negara Pahang and the group of Mah Meri Tribe at the Carey Island, Selangor. Indigenous tourism in Malaysia has received high potential as unique attraction which caters particularly the tourists from Australia, New Zealand and Europe who prefer to learn unique and remote communities. At these indigenous village, visitors will be able to witness the traditional dancers, lifestyle and hunting technique personally (Kunasekaran, 2014).

As tourism is one of the biggest industry in the world and it always seen as an important economic income and foreign currency exchange by governments especially from the developing and undeveloped countries, it is vital to explore how tourism can be an effective ‘tool’ in empowering the community. Tourism has been used as a form of participatory, community-based (or driven) development in indigenous communities as it has the potential to address many of the economic, social, cultural and environmental challenges that these communities face (Colton and Whitney-Squire, 2010; Graci, 2010; Hinch and Butler, 2007; Zeppel, 2006; Colton, 2005; Zeppel, 2003; McGinley, 2003; Altman and Finlayson, 1993). Internationally, the concept of Community-Based Tourism has been introduced worldwide to promote community participation in the tourism development. Benefits result from improved local economic wealth and an increased community capacity, enabling community development and empowerment and an improved sense of responsibility, as government reliance is reduced. Specific benefits include preservation of natural and cultural heritage, increased education, training and capabilities in business development and tourism, increased employment, economic diversification, improved infrastructure, enhanced environmental integrity, sharing of indigenous culture, diminishment of existing social problems and allowance of traditional ways of living off of the land in a sustainable way.

Therefore, the purpose of this research is to access the readiness and willingness of the local community of one indigenous tribe in Peninsular Malaysia, Jakun Tribe to venture in the tourism development specifically in Community-Based Tourism (CBT). The effort to develop CBT in this village is a way to upgrade the current practice of tourism so that through local community participation it would increase community groups’ abilities to define, assess, analyze and act on concerns of importance to their community and village. This research filled the gap of the previous research on the readiness of local community in tourism development which specifically on indigenous community, Jakun Tribe of Malaysia.

1.2 Problem Statement

United Nations (2015) through United Nations Sustainable Development Goals (UNSDG) outlined the philosophy ‘no one left behind, Indigenous Peoples, along with other minority groups, have pushed for recognition that the next steps for development must leave no one behind. This has clearly shown that the indigenous community also have become worldwide agenda in achieving sustainable future (UN, 2015)

Tourism has been identified as a vital mechanism of sustainable development in rural indigenous areas (Campon-Cerro, Fernandez & Mogollon, 2017; Canavan, 2016; Muresan et al., 2016). Since indigenous areas have profound ethnic culture and ecological significance and sensitivity, successful tourism development must consider the perceptions of the local community in order to build a mutual relationship grounded on respect, trust, and feasibility to create local acceptance and support (Canavan, 2016; Dyer, Aberdeen & Schuler, 2003; Yu, 2018). Indigenous tourism is ‘tourism activity in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction’. Several case studies highlighted that tourism plays as an important tool in regards with sociocultural preservation (Chu, Ying & Huey, 20018; Kunasekaran, Gill & Talib, 2015).

However, the cultural heritage is persistently changing, evolving and being lifted by each new generation especially for intangible cultural heritage that are only could be expressed through progression, dissemination, skills, and abilities of the community. Recent studies have shown the globalization and culture homogenization in this postmodern era has threaten the expressions and manifestations of intangible cultural heritage. Hence, local community participation is essential in order to archive sustainable measures for future generations. Community participation towards tourism is an important factor since they are the nucleus for decision making and support in the development of their place. Considering the role that is played by community in a society and may play in the socioeconomic development of a country, the role of rural community in tourism development is of great importance. Tourism in many areas is seen as giving more

opportunities to engage community through formal and informal activities in rural areas (Bale et al., 2013). Internationally, the concept of Community-Based Tourism (CBT) has been used worldwide as a vehicle to engage and empower the indigenous. It can be seen through several case studies such as indigenous community such as Maori in New Zealand, Aymara in Bolivia and Achuar in Ecuador. These indigenous communities succeed in tourism business inspired by their natural history of the area, including its Indigenous cultures, whose areas have been adapted for this activity in a spirit of appreciation, participation, and responsibility.

In Malaysia, Community-Based Tourism (CBT) always been associated with Homestay program (Halim, 2014; Ismail, 2007; Aziz & Selamat, 2016). The experience of indigenous community from Mah Meri Tribe has proved that community from the minority also can play a significant role in providing supplementary income to the household through their expression of their indigenous culture heritage. Eventhough, it was a collaborative effort from other individual such as NGOs, their strong willingness to participate in tourism business have proved that the tourism development in their area has succeed in empowering them. While the literature suggests a number of roles which local communities could take in tourism development (Johari, Ramachandran, Shuib & Herman, 2015; Woo, Kim & Uysal, 2015), little emphasis on the readiness and willingness of the community towards the tourism development. From this scenario, it is found there is less research looks at the community participation in tourism development of other indigenous tribe in Malaysia.

Recent studies have been conducted by several authors (Ashworth and Larkham, 1994; George, 2004; McKercher and du Cros, 2002) arguing that the cultural heritage of the community can bring advantage to them if it is planned and managed properly and tourism as a key indicator to preserve the cultural heritage. Therefore, this research will look into the readiness and willingness of local community of Jakun Tribe Kampung Orang Asli Sg. Peroh to participate in the development of Community-Based Tourism.

1.3 Research Objectives

The objectives of the study are as below:

1. To Evaluate the awareness level of local community towards the issue of indigenous culture extinction and tourism industry.
2. To explore the resources readiness of local community to involve in tourism.
3. To identify the local community willingness to participate in the tourism development

1.4 Research Questions

The research questions of the study are as below:

1. What are the level of awareness of indigenous community about the issue of cultural preservation linkages to tourism industry?
2. To what extent the readiness of resources to pursue in community-based tourism?
3. Do the community willing to participate in the tourism development?

1.5 Significance of the Research

Local community participation in tourism activities has a significant impact on their socio-economic cultural and empowerment in which this factor could motivate them to be engaged with more enthusiasm. Past research has illustrated that the finding on the scope of local community participation and involvement in Community-Based Tourism. However, with the concept of CBT introduced by the government, the many studies are centrally focus on the community participation in operating Homestay program and not looking CBT as whole in which tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. With the notions that CBT can be opted to any types of tourism especially in the rural communities, this research will explore the opportunity of CBT to be adapted in the indigenous community development.

Research and literature regarding Jakun tribe especially is almost impossible to find in terms of their participation and involvement in the tourism context. Limited case studies associating with indigenous communities gives the researcher the opportunity to explore the topic Therefore, this research would be focus on indigenous community, Jakun Tribe perceptions, readiness, and willingness to be involved in tourism development through Community-Based Tourism program.

With the exploration on indigenous community readiness and willingness towards the tourism development, this research could contribute to the ideas to improve and sustain the tourism development at the indigenous villages by understanding their perceptions and level of readiness. In addition, it enables to assist the related agencies and stakeholders to evaluate the ability of the local community to be involved in tourism business in the future.

1.6 Research Framework

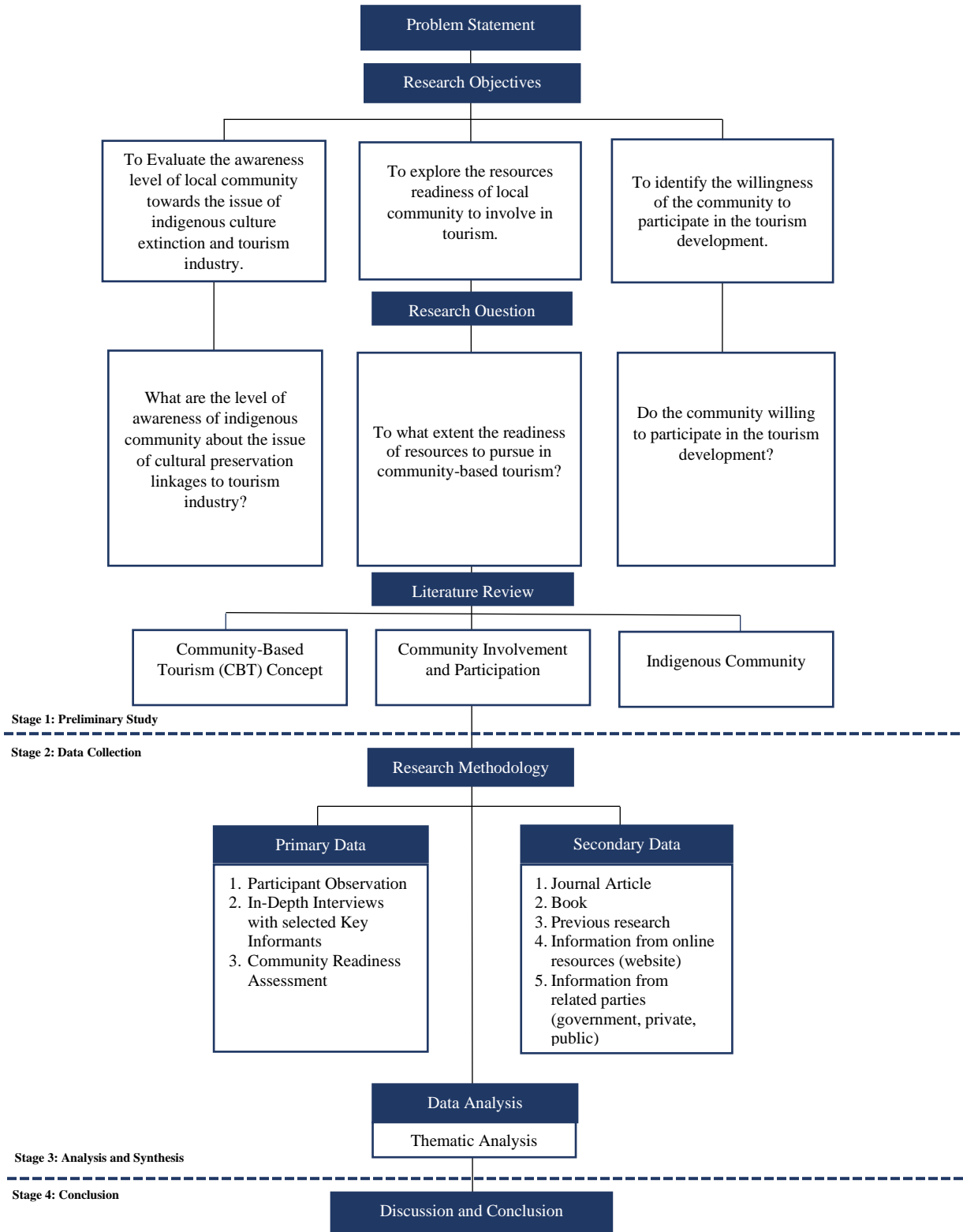


Figure 1.1 Research Framework

Stage 1 & 2 – Preliminary Study

The desk study in stage 1 contains identification of issues and problem of the research. After that, formulation of the research questions and objectives are based on the problem and what to reach from the research. Then, in stage 2 involved a review of:

1. Literature related to Indigenous People, Cultural Heritage, Community Participation, Community Readiness, Community Readiness Model (CRM)
2. Relevant Case Studies from National and International
3. Relevant government policies
4. Data were based on secondary sources such as a report, publications and previous documents

Stage 3 – Data Collection

Stage 3 is data collection, and the research instruments that were applied are as follows:

A. Primary data

The nature of this research is qualitative research which considers being appropriate. Primary data collected from in-depth structured interviews with the local community. The data collection conducted between October-December 2019.

B. Secondary data

i. Journal/Book/Article

1. Definition
2. Conceptualization
3. Theories
4. Case Study

ii. Online reading

Stage 4 – Analysis

The analysis was carried out using content and thematic analysis to analyze the data. The results of the study will provide the data for next stage.

Stage 5 – Findings and synthesis process

The final stage consists of synthesizing the findings during the study to answer the research questions and explaining the implications of the study.

1.7 Thesis Structure

The brief outline of the contents of each chapters is shown below:

Chapter 1: Introduction

This chapter discussed the essences of the topic that will be discussed further in this research which encompasses of the scenario of Indigenous culture, community participation and Community-Based Tourism. It follows by creating the problem statement, addressing research objectives and research questions as well as the significance of the research.

Chapter 2: Literature Review

This chapter discusses the main issues in the research through the support of past literature as well as looking at tourism aspects in other destinations on the related subject as contained in this research. The ideas, concepts and theories as well as finding of the experts will be further explained in this chapter. A few case studies from national and international context will be discuss in relation to the topic. Then, introduces the initial conceptual framework that will further developed in this research.

Chapter 3: Methodology

This chapter will be further explained the methodology use in this research and outlining the operational framework that further explained the process of data collection for this research. The study area, Kampung Orang Asli (Jakun) Sg. Peroh will be described by introducing the area, tourism activities and their attractions (Direct & Indirect) factors in the tourism activities.

Chapter 4: Findings and Analysis

This chapter depicted the findings of the research. Opinion, perceptions, views and impacts from the respondents involved in the interviews will be gathered to match the basis in the literature and achieve the objectives of the study.

Chapter 5: Discussion and Conclusion

This chapter discussed the outcome of the research analysis and to the study. Suggestions are made to the relevant agencies to further improvement of current development. The limitation of this research also will be mentioned as well as addressing potential areas for further research.

1.8 Conclusion

This chapter has presented an introduction to the thesis. It has outlined the background to the research, addressing the research problems, stated the research objectives and research questions. The significance of this research has also been indicated, the initial conceptual framework has been introduced and, finally, conclusion of the overall research will be provided.

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