



**UNIVERSITI PUTRA MALAYSIA**

***LINKAGE FACTORS FOR SUSTAINABLE INDIGENOUS TOURISM  
IN ANNAH RAIS, BIDAYUH COMMUNITY, IN SARAWAK***

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**LINKAGE FACTORS FOR SUSTAINABLE INDIGENOUS TOURISM IN ANNAH  
RAIS, BIDAYUH COMMUNITY, IN SARAWAK**

**By**

**GERALDINE JOYCE ANAK AJIS**

**A Project Report Submitted in Partial Fulfillment of the Requirements for the  
Degree of Bachelor of Park and Recreation Science in the Faculty of Forestry  
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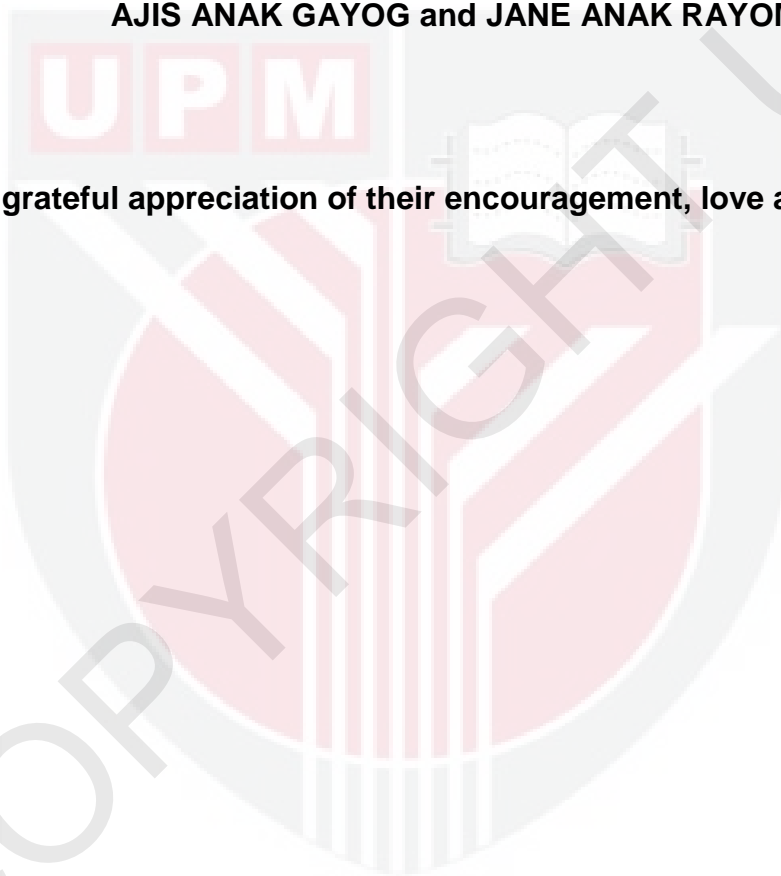
## **DEDICATION**

**THIS THESIS IS SPECIALLY DEDICATED TO**

**MY BELOVED FATHER AND MOTHER**

**AJIS ANAK GAYOG and JANE ANAK RAYOM**

**With grateful appreciation of their encouragement, love and sacrifices**



## ABSTRACT

In order to promote the sustainable indigenous tourism among the Bidayuh Community in Annah Rais in Sarawak, we should understand the linkage factors that influencing Bidayuh Community. The Bidayuh community is known as the 'people of land' and well equipped with their cultural resources and has their own natural resources which attract the tourists to come to their place. Apart from that, this study also reveals on economic sustainability, socio-cultural sustainability and environmental sustainability which can help the community to participate in tourism activities and obstacles faced by them to develop tourism in their area. In addition to that, descriptive analysis was used to determine the level of linkage among the Bidayuh community. After finding that all the independent variables are correlated with the dependent variable, multiple regression analysis was conducted. The data has been analyzed and there were ten linking factors which were Padawan District Office, State Executive Council, Forestry Department and Land Survey, University Researcher, Community Leader, Sarawak Tourism Board, Travel Agency, Member of group or associations, Community and also NGO. Based on this study, 23 independent variables which were initially tested and there were three independent variables were predicted which consist of private government relations, stakeholders and education level. The most significant variables were private government relations, followed by education level and stakeholders. However, the development of tourism to expose the culture of the community in order to promote sustainable indigenous tourism to outsiders such as Sarawak Tourism Board, NGO is still questionable. The study shows that the Bidayuh community is willing to work with the government and involve in tourism to share their culture with outsiders.

## ABSTRAK

Dalam usaha untuk menggalakkan pelancongan asli yang mampan di kalangan Masyarakat Bidayuh di Annah Rais di Sarawak, kita perlu memahami faktor-faktor hubungan yang mempengaruhi Bidayuh Komuniti. Masyarakat Bidayuh dikenali sebagai 'people of land' dan mereka sangat kaya dengan sumber budaya dan mempunyai sumber semula jadi yang dapat menarik pelancong untuk dating ke tempat tersebut. Selain itu, kajian ini juga mendedahkan kemapanan ekonomi, kelestarian sosio-budaya dan juga alam sekitar yang sekaligus membantu masyarakat untuk mengambil bahagian dalam mana-mana aktiviti pelancongan dan halangan yang dihadapi oleh mereka untuk membangunkan pelancongan di kawasan tersebut. Tambahan pula, analisis deskriptif digunakan untuk menentukan tahap hubungan di kalangan masyarakat Bidayuh. Selepas mendapati semua pembolehubah bebas yang berkaitan dengan pembolehubah bersandar, maka analisis regresi berganda dapat dijalankan. Data telah dianalisis dan terdapat sepuluh factor yang mempengaruhi iaitu Pejabat Daerah Padawan, Majlis Mesyuarat Kerajaan Negeri, Jabatan Perhutanan dan Ukur Tanah, Penyelidik Universiti, Ketua Kampung, Lembaga Pelancongan Sarawak, Agensi Pelancongan, Ahli Kumpulan atau Persatuan, masyarakat dan juga NGO. Berdasarkan kajian ini, 23 pembolehubah yang diuji dan terdapat tiga pembolehubah yang diramal iaitu kerajaan swasta, pihak-pihak yang penting dan tahap pendidikan. Pembolehubah yang paling ketara ialah kerajaan swasta, diikuti dengan tahap pendidikan dan pihak-pihak yang penting. Walau bagaimanapun, pembangunan pelancongan untuk mendedahkan budaya masyarakat dalam usaha untuk menggalakkan pelancongan asli mampan kepada orang luar seperti Lembaga Pelancongan Sarawak, NGO masih boleh dipersoalkan. Kajian ini menunjukkan bahawa masyarakat Bidayuh bersedia untuk bekerjasama dengan kerajaan dan melibatkan diri dalam pelancongan untuk berkongsi budaya mereka dengan orang luar.

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## APPROVAL SHEETS

I certify this research project report entitled “**Linkage Factors for Sustainable Indigenous Tourism in Annah Rais, Bidayuh Community in Sarawak**” by Geraldine Joyce Anak Ajis has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Background

First and foremost, tourism industry is very well known as one of the biggest economic sectors in almost all of the countries and very highly contributes to the economic growth in Malaysia. Actually, the sustainability of the tourism destination becomes very crucial in order to contribute to the competitiveness of a rural tourism destination in Malaysia. (Chee-Hua, Chin, May-Chiun, Lo, Peter Songan and Vikneswaran Nair, 2014). As we can see nowadays, tourism sector is very important in order to provide better services to the visitors and to increase the tourists' satisfaction.

Besides that, the Social Capital Theory which defined by Bourdieu (1986) as social capital is the amount of resources either real or virtual, which refers to an individual or a group that has a strong or less network by the establishment of institutions through a mutual acquaintance and recognition. This theory can contribute some of the information to the researchers to understand the concept of social interaction in creating capital among the community and the researchers can apply it in their study.



According to Woolcock (1998), bonding tightened the relationships between people in similar situations such as family members and close friends. Bonding may be defined as the level of trust and behavior based on that trust as the relationships with family members and close friends. Bonding (example, family structures) helps to establish bridging and linking ties to other groups.

In addition to that, according to Szreter & Woolcock (2004), bridging social capital states that relations of respect and mutuality between dissimilar people in some socio-demographic sense which different from aspect age, ethnic group and class.

According to de Souza Briggs (2003), by connecting persons with distinct traits, bridging ties constitute bridges across roles, norms, differences status, material, symbolic interests and even worldviews. Bridging social capital networks, by contrast are better for information diffusion. (Putnam, 2000)

Linking social capital refers to norms of respect and networks of trusting relationships among the community and the outsiders, such as the stakeholders, NGOs, government sector and private sector.

The Bidayuh is one of a minority indigenous community in Sarawak. The Bidayuh which is also known as “Land Dayak” consists of 8 percent of Sarawak’s population and they migrant from West Kalimantan (Borneo) and inhabited in Kuching (Southern Part) which include the hilly inland of Serian &

Bau regions.(Chang et al., 2009) Bidayuh community is very popular with their very unique culture. The Bidayuh is divided into six main subgroups: Bau-Bidayuh, Biatah-Penrissen, Bukar-Sadung, Padawan-Semban, Rara and Salako.

Apart from that, indigenous tourism not only focused on the uniqueness of a particular ethnicity. Indigenous tourism also include with green tourism, nature-base tourism, arts and heritage tourism and adventure tourism.

Last but not least, Malaysia is very well known with their natural resources and cultural heritage and diversity which make it as main attraction in the different states which make up the federation. The fact that Malaysia has lots multi-racial people which include Malays, Chinese, Indians and various indigenous peoples of Sabah and Sarawak living and working alongside harmoniously has become a selling point and directly promote tourism in the country. (Malaysian, Truly Asia campaign)



## **1.1 Problem Statement**

There are few real problems or issues pertaining to the area of study. The real issues or problems among the Bidayuh community which relate to sustainable indigenous tourism were brought to light through the personal communication technique (APA version 6) with the community in the area of study and by interpreting the local government's tourism concept. In order to prevent the researcher from considering the problem from her personal point of view and reduce bias, this technique was applied.

The gaps in past studies on community development dimensions, for instance the capacity building and community participation which have failed to relate with sustainable indigenous tourism overview have also been highlighted in the past by researchers.

Besides that, many studies have revealed that culture and the indigenous community are very important tools that are interdependent and strongly attached. (Kunasekaran et al., 2013). According to Liu, 2008, the genuine ownership of the village's culture and also unique attraction makes community to be more respected and admired by outsiders.

There are not enough studies in the past on the importance of networking between related agencies, government and community in the village regarding the indigenous communities in Malaysia and this has clearly resulted in a gap in the existing literature on indigenous tourism development. This problem was identified by the researcher during face to

face interview with the Bidayuh community leader. According to the leader of the Bidayuh community, they are often involved in tourism sector with related and government agencies.

“As the leader of my community, I emphasized on the linkage problem in promoting the indigenous tourism and eventhough lots of my community that expert in doing handcraft, but they don’t know how to commercialize it to the outsiders and if we can commercialize it to people outside, the community can earn some side income from the handcraft. Apart from that, there was lack of involvement among my community in the village towards the indigenous tourism” (personal communication, 10 Nov 2015, Leader of village, Annah Rais) that is why, it is very important for community to participate themselves in the tourism development.

The indigenous culture among the Bidayuh community is very important in order to attract the outsiders or the tourists. Their unique costumes and traditions are main important things to attract the tourists to the rural areas. (Brown & Cave, 2010; Cohen, 2007; Liu, 2009) According to the Bidayuh community, they are always eager to display their unique culture to the outsiders or the tourists.

“Our languages, our longhouses, our unique costumes, the worships and our traditional food are very special that you can’t find it anywhere. Most of the tourists love to see our dance performance and they love to try all the steps.” (personal communication, 10 Nov 2015, Leader of village, Annah Rais) Apart

from that, the natural resources are also one of the attractions in the area, but these resources have not been indentified or developed as tourism products.

“There are lots of natural resources here in the village. We must find out the important resources and convert it to tourism attraction. We have to promote our three levels waterfall, our cave and also our hot spring.” (Personal communication, 10 Nov 2015, Leader of village, Annah Rais) Generally, the Bidayuh community realizes and believes that they are very rich in resources especially cultural and natural. They realized that their culture is something that tourists would not be able to feel and see elsewhere in the world. The Bidayuh community is happy to be involved in tourism development as they realized that tourism not only improve from the aspect of financial but help them to sustain their culture.

## **1.2 Research Questions**

1. What is the socio-demographic among the Bidayuh community in Annah Rais?
2. What is the level of linkage factors among the Bidayuh community in promoting the sustainable indigenous tourism?
3. What factors that influencing Bidayuh community towards sustainable indigenous tourism?

## **1.3 Research Objectives**

The general objective is to holistically understand the linkage factors and community development factors in promoting sustainable indigenous tourism among the Bidayuh community. Thus the specific objectives of the research are:

1. To identify the socio-demographic among the Bidayuh community in AnnahRais.
2. To determine the level of linkage among the Bidayuh community in promoting the sustainable indigenous tourism.
3. To determine the factors that influencing Bidayuh community towards sustainable indigenous tourism.

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