



**UNIVERSITI PUTRA MALAYSIA**

***SUSTAINABLE COMMUNITY-BASED TOURISM  
AMONG THE INDIGENOUS PEOPLE OF LAMBIR, SARAWAK,  
MALAYSIA***

**RIPIN BIN LAMAT**

**FPAS 2021 9**



**SUSTAINABLE COMMUNITY-BASED TOURISM  
AMONG THE INDIGENOUS PEOPLE OF LAMBIR, SARAWAK, MALAYSIA**

**By**

**RIPIN BIN LAMAT**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

**June 2021**

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## DEDICATION

This dissertation is specially dedicated to two special people who started me on this long journey, gave me the encouragement, inspiration, and motivation to undertake this challenge :

My mother, Hamisah Binti Haji Sulia

My father, Haji Lamat Bin Haji Tahir



I hope I have made all of you proud.

Thank you very much.

Thanks Allah s.w.t.

Alhamdulillah

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctoral of Philosophy

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**RIPIN BIN LAMAT**

**August 2021**

**Chair : Shazali Bin Johari, PhD**  
**Faculty : Forestry and Environment**

The main purpose of this study is to holistically understand the sustainability of tourism in Lambir through Community Based Tourism (CBT) initiatives. A lack of solid academic studies on the community resources and community development factors created a vast literature gap in this study. A quantitative approach is used in this study to gather and analyse data. Results found that all community resources and community development variables except participation are the predictors of sustainable CBT tourism in rural areas of Lambir. As for community resources (cultural resources, human resources, infrastructure resources, natural resources and financial resources), the cultural resource variable is found to be the most influential variable while in community development (capacity building, entrepreneurship skills and empowerment), capacity building, and entrepreneurship skills are found to be stronger predictors of sustainable tourism in rural areas of Lambir. Overall, the cultural resource is the most influential variable among others. However, the impact is not so high of all variables. Moreover, it is essential to invest more in the long term for successful CBT implementation, but it is equally important to focus on community capacity through education and equal opportunity. Thus, the entrepreneurship and capacity building of the community plays a significant role. It is suggested that the community should be given authority in the decision-making process. Apart from that, they must be empowered and financially supported to run their own tourism business. Empowerment is also selected as one of the predictors of sustainable tourism, which implies the community is ready to be self-reliant if given an opportunity without entirely relying on outsiders. Therefore, government organizations need to concentrate more on these areas (significant variables) and support the local community to attain a holistic, sustainable tourism practice. The study is committed to delivering a comprehensive understanding of elusive yet frequently taken for granted predictors which might offer insights into the existing sustainability challenges being faced in rural tourism areas of Malaysia. This study shall also pay critical attention to acknowledging the dissonance of voices from researchers in industries. These public and private organizations have an impact on sustainable

community-based tourism development. Particularly, the results of this study have two implications that have arisen from its significant contribution. These contributions are related to theoretical and practical aspects.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PELANCONGAN BERASASKAN KOMUNITI MAMPAN  
DI KALANGAN MASYARAKAT PRIBUMI LAMBIR, SARAWAK, MALAYSIA**

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Tujuan utama kajian ini adalah untuk memahami secara menyeluruh kelestarian pelancongan di Lambir melalui inisiatif Pelancongan Berasaskan Komuniti (CBT). Kekurangan kajian akademik yang kukuh mengenai sumber komuniti dan faktor pembangunan masyarakat mewujudkan jurang literatur yang luas dalam kajian ini. Pendekatan kuantitatif digunakan dalam kajian ini untuk mengumpulkan dan menganalisis data. Hasil kajian mendapati bahawa semua sumber masyarakat dan pemboleh ubah pembangunan masyarakat kecuali penyertaan adalah peramal pelancongan CBT yang mampan di kawasan luar bandar Lambir. Bagi sumber komuniti (sumber budaya, sumber daya manusia, sumber infrastruktur, sumber semula jadi dan sumber kewangan), pemboleh ubah sumber budaya didapati menjadi pemboleh ubah yang paling berpengaruh ketika dalam pengembangan masyarakat (peningkatan kemampuan, kemahiran keusahawanan dan pendayaupayaan), peningkatan kapasitas, dan kemahiran keusahawanan didapati menjadi peramal pelancongan lestari yang lebih kuat di kawasan luar bandar Lambir. Secara keseluruhannya, sumber budaya adalah pemboleh ubah yang paling berpengaruh antara lain. Walau bagaimanapun, impaknya tidak begitu tinggi daripada semua pemboleh ubah yang lain. Lebih-lebih lagi, adalah mustahak untuk melabur lebih banyak dalam jangka panjang untuk pelaksanaan CBT yang berjaya, tetapi sama pentingnya untuk menumpukan pada kemampuan masyarakat melalui pendidikan dan peluang yang sama. Oleh itu, keusahawanan dan peningkatan keupayaan masyarakat memainkan peranan penting. Kajian ini menyarankan agar masyarakat diberi keutamaan dalam proses membuat keputusan. Selain itu, mereka mesti diberi kuasa dan sokongan kewangan untuk menjalankan perniagaan pelancongan mereka sendiri. Pendayaupayaan juga dipilih sebagai salah satu peramal pelancongan lestari, yang menunjukkan masyarakat bersedia untuk berdikari jika diberi peluang tanpa bergantung sepenuhnya kepada orang luar. Oleh itu, organisasi kerajaan perlu lebih menumpukan perhatian pada bidang-bidang ini (pemboleh ubah yang signifikan) dan menyokong masyarakat setempat untuk mencapai amalan pelancongan yang holistik dan lestari. Kajian ini bertekad untuk memberikan pemahaman yang komprehensif mengenai

ramalan sukar difahami tetapi sering diambil untuk ramalan yang mungkin memberikan gambaran mengenai cabaran kelestarian yang ada yang dihadapi di kawasan pelancongan luar bandar di Malaysia. Kajian ini juga memberi perhatian kritikal untuk meneliti ketidakseimbangan suara dari pihak industri. Organisasi awam dan swasta ini mempunyai kesan terhadap pembangunan pelancongan berasaskan komuniti yang lestari. Secara keseluruhannya, hasil kajian ini mempunyai dua sumbangann yang signifikan. Sumbangan ini merupakan sumbangan aspek teoritikal dan praktikal.





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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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## LIST OF ABBREVIATIONS

10MP	10th Malaysia Plan 2011-2015
BKSS 2.0	<i>Bantuan Khas Sarawakku Sayang 2</i>
CBT	Community Based Tourism
CCF	Community Capitals Framework
ETP	Economic Transformation Programme
GDP	Gross Domestic Product
GTP	Government Transformation Programme
ICT	Information and Communications Technology
KOPEL	<i>Koperasi Pelancongan</i>
MinTH	Ministry of Tourism and Heritage Sarawak
MM2H	Malaysia My Second Home
MOT	Ministry of Tourism Sarawak
MTAC	Ministry of Tourism, Arts and Culture Sarawak
MUDT	Ministry of Urban Development and Tourism Sarawak
NEM	New Economic Model
NGO	Non-Governmental Organisation
NKRAs	National Key Result Areas
PATA	Pacific Asia Travel Association
SARS	Severe Acute Respiratory Syndrome
SPSS	Statistical Package for Social Sciences
STB	Sarawak Tourism Board
TN50	<i>Transformasi Nasional 2050</i>
UN	United Nations
UNEP	UN Environment Programme

WTO World Trade Organization

WTTC World Travel & Tourism Council



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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

'*Transformasi Nasional 2050*' or TN50, is an initiative to prepare the nation from 2020 to 2050. Based on the vision of becoming a developed nation, the country is striving to be amongst the top countries in the world in economic development, citizen well-being and innovation. As for the national Transformation Programme, the first pillar is embodied by the principles of 1Malaysia, People First, Performance Now which is meant to unite all Malaysians who collectively represent the key stakeholders of the Government. The second pillar is the Government Transformation Programme (GTP) which will deliver the outcomes defined under the National Key Result Areas (NKRAs).

The third critical pillar will be the New Economic Model (NEM), resulting from an ambitious Economic Transformation Programme (ETP) meant to transform Malaysia by 2020 into a developed and competitive economy whose people will enjoy a high quality of life and high level of income from economic growth that is both inclusive and sustainable. The fourth pillar is the 10th Malaysia Plan 2011-2015 (10MP), which will represent the first policy that operationalises both the government and economic transformation programmes (The New Economic Model, National Economic Advisory Council, March 2010). According to the Tenth Malaysia Plan, raising the living standards of low-income households is one of six National Key Result Areas.

### 1.2 Elevating the Livelihoods of the Bottom 40% Households

According to the Tenth Malaysia Plan, since the 1970s, the government's focus has been on eradicating poverty regardless of ethnicity. There has been great success in reducing poverty from 49.3% in 1970 to 3.8% in 2009. Therefore, the focus will now be reoriented to elevate the income levels of the bottom 40% of households. Households within this group, irrespective of ethnicity or location, will be eligible for support and resources based on their specific needs, such as Bumiputera in Sabah and Sarawak, particularly ethnic minorities and Orang Asli communities in Peninsular Malaysia.

Programmes to increase the incomes of rural households will focus on upgrading their skills, linking them to employers in nearby clusters and cities, and providing support for self-employment, micro-businesses, and small-scale industries. In 2009, the bottom 40% of households had a total household income level of less than RM2 300 per month. There were 2.4 million households in this category, with 1.8% of households in the hard-core poor group, 7.6% in the poor group and the remaining 90.6% in the low-income households group. The mean monthly income of the bottom 40% of households in 2009 was RM1440. The programmes include providing holistic support programmes for

micro-enterprises and providing opportunities for business ownership for capable rural entrepreneurs.

### **1.3 Tourism Defined**

Tourism is defined as the sum of the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in attracting, transporting, hosting, and management of tourists and other visitors (Goeldner & Ritchie, 2006).

Processes refer to a series of activities undertaken to achieve the expected output. Activities in the context of this definition refer to visiting attractions, sightseeing, attending events, going shopping, engaging in some sort of physically or mentally challenging event and so forth. Outcome refers to the satisfaction, experiences, mental relaxation, physical rejuvenation, and knowledge gained by tourists, suppliers' profits, and the revenue earned by governments. The 'surrounding environments' include tourists, tourism industry, both the governments of the travellers' originating country and tourist destination country, communities, tertiary educational institutions such as universities and colleges and Non-Governmental Organisations (NGOs) all of which play an increasingly important role (Goeldner & Ritchie, 2006).

### **1.4 Tourism Industry**

According to Sharply (2001), tourism is one of the largest and fastest-growing industries globally, and it is a social phenomenon of significant importance. Doh (2006) postulated that the rapid growth of the tourism industry has resulted in a favourable position for the tourism industry as the various parties involved in the industry of a nation can reap the benefits. In addition to that, the nation, in general, can also benefit from the tourism industry. According to Theobald (2005), the tourism industry began on a massive scale in the 1960s. It has grown rapidly and progressively for the past 30 years in terms of the income it generates and the large number of people who travel abroad. Kayat (2011) stated that international tourism began to grow exponentially since the 1950s due to stimulation by interrelated "push" factors, which mainly originated from individual and social needs and demand, as well as the "pull" factors stimulated by tourist destinations worldwide.

The development of tourism during the contemporary era was indicated by the rapid growth in tourist arrivals globally. Kunasekaran (2013) noted that with growing economic activity in the emerging markets, the tourism industry provides an important opportunity for developing countries to move up the value chain toward the production of innovative tourism products and higher value-added services and quoted UN Secretary-General Ban Ki-moon (2011) who stated "at a time of profound global economic uncertainty, tourism's ability to generate socio-economic opportunities and help reduce the gap between rich and poor is more important than ever."

Kayat (2011) cited Mason (2003), who suggested five major reasons for the growth of travel at the end of the 19th century; improved standard of living due to a rise in industrial output associated with the Industrial Revolution, cheaper and more accessible travel due to improvements in transportation, the introduction of annual holidays, changing perceptions of the environment, and an increasing desire to travel due to education. Despite the “shocks” that the industry went through in the past 30 years due to exogenous factors such as war, terrorism, recession, economic downturn, SARS, bird flu and Tsunami, it has shown to be strong and resilient.

Between 1950 and 2011, international tourism arrivals expanded at an annual rate of 6.2%, growing from 25 million to 980 million and surpassed 131 million in the first two months of 2012, up from 124 million in the same period of 2011. International tourist arrivals are expected to reach 1.8 billion by 2030, increasing by an average of 3.3% per year. Tourism contributed more than US\$ 1 trillion for the first time in 2011, up from US\$ 928 billion in 2010 (World Tourism Organisation 2012).

Tourism receipts grew by 3.8%, following a 4.6% increase in international tourist arrivals. Additionally, receipts from international passenger transport amounted to US\$ 196 billion resulting in a colossal figure of US\$ 1.2 trillion in the year 2011 that global tourism has produced in terms of exports totality. Hence, it can be concluded that the travel and tourism industry is among the biggest industries in the world as it contributes to 9% of the world GDP (World Tourism Organisation, 2012). According to Scowsill (2011), CEO of WTTC, this figure is more than the automotive industry, which accounts for 8.5% and slightly less than the banking sector, which accounts for 11% and stimulates investment and generates jobs for 260 million people worldwide. In 2011, 4.5% of total capital investment amounting to US\$ 650 billion was driven by travel and tourism.

Kunasekaran (2013) observed that The World Travel & Tourism Council (WTTC, 2012) has estimated that the Tourism and Travel industry now accounts for a remarkable 9.2 percent of global GDP, 4.8 percent of world exports and 9.2 percent of world investment from both direct and indirect activities and quoted Scowsill (2012) who stated “despite many economic difficulties, last year, for the first time, we saw more than one billion international travellers cross an international border. This industry is an important driver for countries’ economic development and growth strategies and is responsible for creating jobs, lifting people out of poverty, and broadening horizons.”

As global travel increases every year, tourism development has become an important developmental agenda for countries worldwide (Kayat, 2011). One main reason behind this tourism development is that tourism is seen as a business that provides economic assistance to a community. She also pointed out that, however, tourism has the potential to produce harmful effects that are costly to the community. She stressed rightly that concerted determinations must be made on how these developments should look like, as well as to see who should benefit the most, who should benefit the least and who and what should change.

Kayat (2011) concluded that in aiming for tourism growth, which is often reflected by tourist arrivals or tourist spending from year to year, many nations worldwide concentrate their resources and efforts in developing tourism as an important economic sector for their respective countries. She reiterated that tourism should also be developed to enhance the living standards of the nations' population and enrich the lives of both the hosts and the guests. According to Fridgen (1990), tourism development is the long-term process of preparing for the arrival of tourists. It involves planning, building and managing the attractions, transportations, accommodations, services and facilities that serve the tourists while considering all of the factors that may influence travel to a specific destination.

Kayat (2011) noted that if managed strategically, tourism development efforts usually result in the growth of the number of tourists to a specifically developed destination, unless something that is beyond the control of the management takes place that hinders the tourists from visiting that destination, as what had happened during the recent cases of natural disasters or terrorist attacks.

Tourists are defined as "people who travel to, and stay in, places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes not related to the exercise of an activity remunerated, from within the place visited (World Tourism Organisation, 1995).

There are many different purposes and motivations for people to travel. According to Richardson and Fluker (2004), people travel for various motives, and the main motives are holiday and relaxation, paying a visit to acquaintances and relations and business. Whatever is the purpose or motivations of the tourists, the travel to a tourist location will affect the local society as they are the ones who eventually provide hospitality to the tourists resulting in a truly unique and remarkable encounter for the tourists compared to where they come from.

## **1.5 Tourism Industry in Malaysia**

The tourism industry contributes to 13.3% of the nation's GDP in Malaysia based on tourism satellite accounting which amounts to some USD\$ 33.6 billion. The service industries in Malaysia, including tourism, are now the primary revenue earners and most significant contributors to the GDP accounting for 46% compared with manufacturing 30%, agriculture 9.3% and mining 7.3%. Tourism in Malaysia ranks 11th in the world in terms of growth, 35th in absolute size, and 63rd in relative contribution to the national economy. The tourism industry is growing at a rapid pace and has gained the required recognition. Tourism is also a well-supported sector by the government, as identified from the various Malaysian Development Plans (World Travel & Tourism Council, 2007).

According to Musa (2000), tourism has been an important industry in Malaysia for several years. International arrivals reached 24.6 million and 24.7 million respectively in

2010 and 2011 compared to 10.5 million in 2003 (respectively) in 2010 and 2011 compared to 10.5 million in 2003 (Ministry of Tourism, 2012). Table 1.1 showed that 25.83 million tourists visited Malaysia in 2018 compared to 25.95 million in the year 2017, a slightly dropped of 0.46% and the tourist receipts also recorded decreased of 2.4%. However, the Malaysian government is optimistic about the future of tourism.

**Table 1.1: Tourist arrivals and receipts to Malaysia from 2009 – 2018**

<b>Year</b>	<b>Arrivals</b>	<b>Receipts</b>
2018	25.83 million	84.1 billion
2017	25.94 million	82.1 billion
2016	26.76 million	82.1 billion
2015	25.72 million	69.1 billion
2014	27.44 million	72.0 billion
2013	25.72 million	65.4 billion
2012	25.03 million	60.6 billion
2011	24.71 million	58.3 billion
2010	24.58 million	56.5 billion
2009	23.65 million	53.4 billion

(Source: Tourism Malaysia, 2019)

## **1.6 Tourism Development in Malaysia**

Tourism development in Malaysia is closely aligned with the state's objectives: to eradicate poverty, rural community development, and reduce the disparity between the rich and poor, leading to the cohesion of the Malaysian culture and, ultimately, the promotion of national unity. Goeldner, Ritchie and McIntosh (2000) recommended tourism development to gain competitiveness by reiterating that in developing tourism, the Malaysian government, with the support of the private sector, strives to achieve competitiveness and sustainability.

Kayat (2011) stressed that the strategies put forth by the government to achieve competitiveness and sustainability is linked by the need for a management information system specifically for tourism in order to support policy formulation, strategic planning, routine decision-making and overall performance evaluation. The competitiveness of a destination refers to its ability to compete effectively and profitably in the tourism



marketplace. On the other hand, sustainability pertains to the ability of a destination to maintain the quality of its physical, social, cultural and environmental resources while competing in the marketplace.

According to Kayat (2011), the growth and development of tourism in Malaysia depend on several factors: the 'pull' factors and government interventions in the form of policies and strategies for the destination. Page (2003) described 'pull' factors as those factors within the destination zone that attract tourists to travel from the originating zone to the destination zone.

The pull factors that influence tourist arrivals to Malaysia include, among others, the geographical proximity between the originating zone and destination zone, accessibility, attractions, cultural links, availability of infrastructure and services within the destinations, affordability, peace and stability, positive market image and pro-tourism policies (Kayat, 2011).

Malaysia is a multi-racial country with Malays, Chinese, Indians and various indigenous people of Sabah and Sarawak living and working alongside harmoniously. This is also reflected in Malaysia, Truly Asia promotional campaign by Tourism Malaysia – “To know Malaysia is to love Malaysia. A bubbling, bustling melting pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony” (Tourism Malaysia, 2012).

The Malaysian government has strongly supported and encouraged longer staying tourists by promoting the “Malaysia My Second Home” (MM2H) campaign (Honey & Krantz, 2007). The MM2H attracted 8,723 participants between 2002 and 2006, with 1,974 from China; 429 from Bangladesh; 885 from the UK; 522 from Taiwan; 448 from Singapore; 434 from Japan; 427 from Indonesia; 417 from India and less than 300 from Pakistan, Hong Kong and Korea.

As for the MM2H campaign, the selling point for the target market is very much zoomed on retirement and the associated healthcare or fitness, especially with Malaysia being marketed as a healthcare hub within the region. What more with the National Heart Institute extending special deals of US\$6,000 to US\$7,000 for regular bypass heart surgery at the Institute (Malaysia Healthcare Association, 2012).

In the 1970s, Malaysia's economy was well sustained by good prices for export commodities such as tin, rubber, oil palm and timber. However, the economy suffered in the early 1980s due to the plummeting prices of these commodities which were highly influenced by the fluctuations in the world economy. Kayat (2011) noted that such instabilities coupled with budget deficits and balance of payment deficiencies had made the policy makers recognise the importance of service industries such as tourism.



Kayat rightly pointed out that the Pacific Asia Travel Association (PATA) Conference in 1972 by the Malaysian Government was an impetus for tourism development. As a result, the government established a Tourism Development Corporation under the Ministry of Trade and Industry in the same year. On 20th May 1987, the Ministry of Tourism and Culture was established, which evolved with a new identity in 2002 – The Ministry of Tourism or in short MOTOUR.

### **1.7 Tourism Products in Malaysia**

Attractions form the very basis for travel to a destination. Attractions are the tourism products that form the essential element that attracts tourists to visit a destination. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need. It includes physical objects, services, places, organisations and ideas (Kotler & Armstrong, 2012). Therefore, a tourism product in the Malaysian context is any attraction that includes physical objects such as batik, songket and local handicrafts, services such as accommodation, transport, food and tour guide, scenic places like Cameron Highlands, historic places like Melaka, organisations like the Bario community in Sarawak and ideas like Community Based Tourism (CBT). Planned events like Formula 1 racing and Le Tour de Langkawi Cycle Racing could also be included as tourism products. All of these are offered to tourists to facilitate the fulfilment of their travel objectives.

Tourism in Malaysia can easily fall under any one or a combination of several categories as follows:

- Nature-based – eco-tourism, jungle-trekking, scuba-diving and snorkelling.
- Adventure-based – mountain climbing, cave exploration and kayaking.
- Culture-based – culinary tourism, music festival and indigenous tourism.
- Recreational-based – parasailing, jet-skiing, golf tourism and horse-riding.
- Health-based – spa tourism, medical treatment and physio-therapy.
- Heritage-based – urban tourism, educational tourism.
- Community-based – CBT and indigenous tourism.
- Religious-based – rituals, festivals, visiting temples and places of worship.
- Rural-based – CBT, agro-tourism and cottage industries.

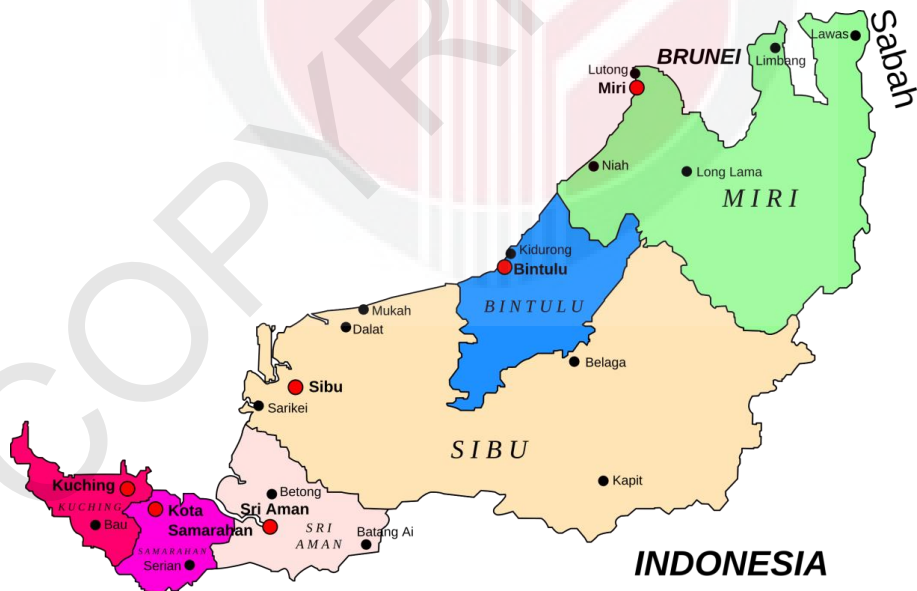
Table 1.2 below shows the various categories of non-urban tourism. There are two types of non-urban tourism: tourism in the jungle (wilderness tourism) and rural tourism. Tourism in the jungle encompasses minimum intrusion of people actions such as outdoor leisure in parks of the country, jungles in the country, and unoccupied places. Rural tourism, on the other hand, consists of both farming and non-farming tourism activities involving humans in rural places (Oppermann, 1996).

**Table 1.2: Non-urban tourism**

Wilderness Tourism	Rural Tourism
Outdoor Recreation in the Wilderness	Farm Tourism
National Parks	Wilderness Tourism
National Forests	Non-Farm Tourism in Rural Areas
Generally Uninhabited Areas	Wilderness Tourism

### 1.8 Tourism in Sarawak

Sarawak is the largest State in Malaysia, located on the island of Borneo (Teh & Ling, 2013). It has a land area of 124,450km<sup>2</sup>. It is located on the island of Borneo, bordering the eastern state of Sabah, Indonesia and Brunei (see Figure 1.1). The state has a population of 2.70 million recorded in 2015 (Department of Statistics Malaysia, 2017). The state has a rich ecosystem, biodiversity, culture and heritage. It is also a home of 27 ethnic groups, each with its own unique language, culture and lifestyle.



**Figure 1.1: Map of Sarawak**  
(Source: Openclipart, 2017)

The initial tourism development of Sarawak began in 1981 where the first tourism master plan was formulated (Thompson, Berwick, & Pratt, 1981, cited in Douglas & Douglas, 1999). The history of the Ministry traces back to 1985, where tourism is under the jurisdiction of the Ministry of Tourism and Environment Sarawak. Ten years later, the ministry was named Ministry of Tourism Sarawak and further known as Ministry of Urban Development and Tourism Sarawak (MUDT) in 2004. In 2009, the ministry was named as Ministry of Tourism and Heritage Sarawak (MinTH). Two years later, the ministry was renamed to Ministry of Tourism Sarawak (MOT) and recently known as Ministry of Tourism, Arts and Culture Sarawak (MTAC). Table 1.3 outlines the development of the tourism agency in Sarawak.

**Table 1.3: The development of tourism agency in Sarawak**

<b>1985</b>	Ministry of Tourism and Environment Sarawak
<b>1995</b>	Ministry of Tourism Sarawak
<b>2004</b>	Ministry of Urban Development and Tourism Sarawak (MUDT)
<b>2009</b>	Ministry of Tourism and Heritage Sarawak (MinTH)
<b>2011</b>	Ministry of Tourism Sarawak (MOT)
<b>2016</b>	Ministry of Tourism, Arts, Youth and Culture Sarawak (MTAC)

(Source: Ministry of Tourism, Arts and Culture Sarawak, 2017a)

Sarawak Tourism Board (STB) is another tourism agency incorporated under the Sarawak Tourism Board (Incorporation) Ordinance on 12 November 1994. The objectives of STB are as follows:

1. To achieve its objectives of increasing tourists' arrivals into the state.
2. To create awareness among the trade, media and public of the diversity of Sarawak in terms of tourism products, both on a regional and international basis.
3. To position Sarawak as a prime destination for culture, nature and adventure tourism in the above areas.

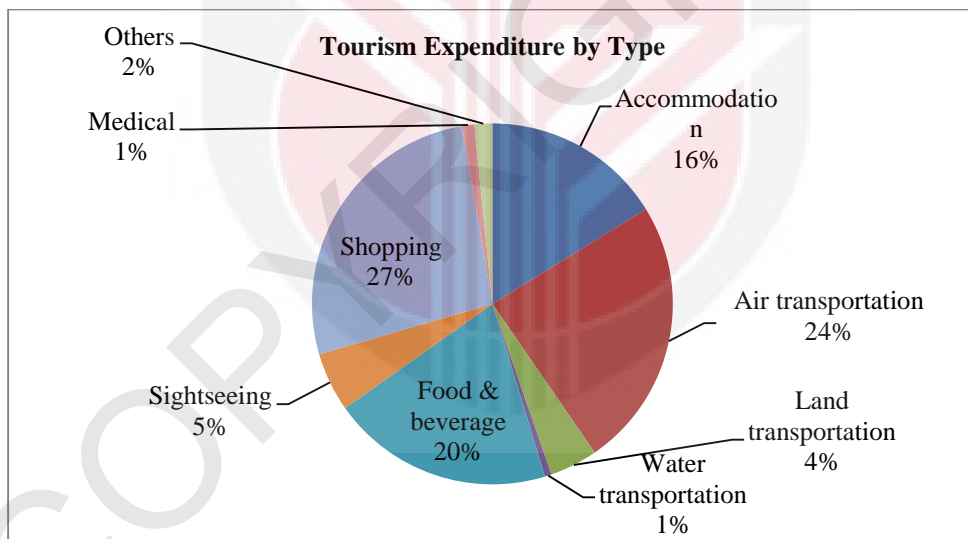
Tourism contributed 7.89% to the state GDP in 2016 (Immigration Department Sarawak, 2016). Table 1.4 demonstrates the tourist arrivals and receipts to Sarawak from 2012 - 2016. In Sarawak, tourism is an important industry that stimulates economic growth. In 2016, tourist arrivals recorded 4,661,100; tourism receipts recorded 8.374 billion (Ministry of Tourism, Arts and Culture Sarawak, 2017b). Compared to 2015, tourism arrivals increased by 3.19%, but tourism receipts declined by 13.45%. The leading international tourist arrivals were from neighbouring countries, such as Brunei, Indonesia, and the Philippines.

**Table 1.4: Tourist arrivals and receipts from 2012-2016**

Year	Arrivals	Receipts (RM)
2016	4,661,100	8.374 billion
2015	4,517,179	9.675 billion
2014	4,857,867	10.686 billion
2013	4,317,748	9.588 billion
2012	4,069,023	8.737 billion

(Source: Immigration Department of Sarawak, 2017)

The expenditure of tourists travelled to Sarawak can be classified into nine categories (see Figure 1.2). The top five expenditures are shopping, air transportation, food and beverage, accommodation, and sightseeing.



**Figure 1.2: Tourism expenditure by type**  
(Source: Visitor Exit Survey, 2016)

In general, the overall average length of stay in 2016 was 6.2 days (Visitor Exit Survey, 2016). More specifically, the average length of stay for domestic tourists and international tourists were 5.8 days and 6.4 days, respectively. The main visitors to Sarawak are youths, ranging from 21 to 40 years old. Sarawak has much attractiveness to offer to tourists such as national parks (e.g. Bako National Park, Mulu National Park, Kubah National Park), caves (e.g. Niah Cave, Fairly Cave, Bau Cave), and highland (e.g. Bario). MTAC highlights 13 annual events (e.g. Rainforest World Music Festival, Borneo International Yachting Challenge, Sarawak Regatta, Borneo Jazz) to attract the influx of tourists.

The history of tourism in Sarawak is well documented and described by Douglas and Douglas (1999) in their research paper. Tourism research in Sarawak has concentrated on ethnic/indigenous tourism (Yea, 2002, Shazali, Ahmad, Sridar, Syamsul, & Puvaneswaran, 2017), the economic importance of tourism (Ahmad, Edman, Sabran, & Fazlina, 2013; Dayang Hummida, Dayang-Affizzah, & Salbiah, 2013), visitor studies (Abas, Ahmad, Norazirah, & Fazlina, 2013, Ahmad, Edman, & Sabran, 2013); community involvement and participation (Zeppel, 1998; Harris, 2009; Sarah et al., 2009; Chin, Moore, Wallington, & Dowling, 2000; Fun et al, 2014; Shazali, Sridar, Ahmad, & Syamsul, 2015), rural tourism (Fong, Lo, Songan, & Nair, 2017, 2014; Folorunso Adeyinka-Ojo & Khoo-Lattimore, 2013, Lo, Mohamad, Songan, & Yeo, 2012).

## **1.9 Problem Statement**

Cooper, Fletcher, Fyall, Gilbert, and Wanhill (2005) argued that small and medium enterprises (SMEs) tend to be disadvantaged at the micro-level due to their lack of scale economies in both supply and demand. Some cross-national alliances have taken cognisance and built collaborative networks to derive scale economies. However, this collaboration was not adopted as a long-term strategy and seemed to have lost its significance. Considering the significance of the CBT programmes to rural community development, the need to conduct holistic research is imperative. Although there has been researched on CBT programmes and other factors that illustrate community development in the CBT villages, these are limited to particular states in Malaysia only.

In general, CBT projects have been funded through public and private sources and several key stakeholders' involvement. Nevertheless, the success rate of these projects has not been monitored and reported. As a result, the actual benefits and impact of the CBT programme on the local community are not easily ascertained (Ismail, 2010). One factor contributing to the loss in sustainability is the homogenous nature of the Malaysian CBT programmes. Similarly, tourism also contributes significantly to the range, variety, authenticity and quality of the 'tourism experience (Anandkumar, 2007).' However, this has not been investigated in Lambir village, therefore offering an opportunity for research investigation.

Although the CBT in Malaysia has been introduced and presumably promoted for more than 15 years by the Ministry of Tourism, many of these CBT kampungs (villages) find it difficult to sustain. Apart from the more established 'model' CBT kampungs, such as

Kampung Banghuris in Selangor, Kampung Desa Murni in Pahang, Kampung Relau in Kedah and Kampung Sarang Buaya in Johor, most of the others in several states have lost their ability to sustain, even though more are being encouraged to join the bandwagon (Hamzah & Ismail, 2003). However, it is not clear how Lambir village as a potential tourism village sustain in the long run.

Most of the research done in the past was to measure the satisfaction level of tourists with the services provided by the CBT operators (Yusof Ismail, 2010; Amran et al., 2006; Fazliana, 2004; Julaili, 2001), local community participation in the implementation of the CBT programme (Yusof Ismail, 2010; Kalsom & Nor Ashikin, 2005) and the current status of the CBT programme implementation in Selangor and Kedah (Yusof Ismail, 2010; Yahaya, 2004). Besides, research on community-based tourism is limited globally, and its benefits to the local community are not easily ascertained (Yusof Ismail, 2010; Goodwin & Santili, 2009; Knight and Schmidt-Renehart, 2002; Richardson, 2002).

Although community-based tourism offers socio-economic benefits to the local community, sustainable community-based tourism practice and its underlying factors are still unclear. This concern is evident by the number of hotels and travel agencies operated by outsiders (Lepp, 2006) in rural areas. One of the early studies conducted in Lambir, Sarawak, revealed that the local community had not genuinely participated in opportunities arising from tourism. Although the government has initiated many efforts, the direct benefits from tourism to the indigenous community is questionable (Kunasekaran et al., 2014). As one of the well-known tourist destinations in Sarawak, it is still uncertain whether the sustainable practice is encouraged.

Based on personal communication with the village head of Lambir village and dive master in 2017, the village head admitted that the local government had done several projects; however, the participation of villagers are pretty low. Despite the availability of attractive tourism resources and basic facilities provided by the local government, local people are not proactive in venturing into the tourism business. Another initial investigation done at the study site reveals that outsiders' influence is highly significant at the village to run the tourism activities successfully. However, the community feels that outsiders have exploited their chances in tourism.

Lu and Nepal (2009) state that the issues of control and ownership of tourism are essential because the industry is highly politicised and globalised by outsiders. The facility development in rural areas is generally an important factor in attracting more tourists to the region. The initial investigation reveals that external forces limit the empowerment, capacity building and participation of the Lambir people. Thus, the sustainability level of the local people in tourism is unclear and critically questionable. Meanwhile, most tourism studies use singular theory, and there is a need to use multiple theories to examine a phenomenon. It was suggested by Kunasekaran et al.'s (2017) that CBT study should incorporate more theories to see from different angles. In addition, the Community Capitals Framework should be used to examine different tourism contexts.

### **1.10 Research Questions**

To enable us to ascertain the extent of community development in Lambir that are involved in the CBT programme, this research focuses on the following questions:

1. What is the level of community resources, community development and tourism sustainability attained in the CBT villages in Lambir?
2. What is the relationship between community resources and the community development process with sustainable CBT tourism in Lambir?
3. What are the factors influencing sustainable CBT tourism in Lambir?

### **1.11 Research Objectives**

The general objective of this research is to measure the sustainability of tourism in those villages in Lambir that are involved in the CBT programme. The study's specific objectives are as below:

1. To determine the level of community resources, community development and CBT tourism sustainability in the rural areas of Lambir.
2. To determine the relationship between community resources and community development with sustainable CBT tourism in the rural areas of Lambir.
3. To determine factors influencing the sustainability of CBT tourism in the rural areas of Lambir.

### **1.12 Significance of the Study**

The proposed research will seek to verify and underpin the resources made available by the authorities for such ventures operating in Lambir in order to establish optimum approaches and guidelines to turn rural tourism into a niche market.

Any researcher who intends to study CBT products in terms of their feasibility can get some form of guidance from this study's outcomes. Scholars can then circulate this study's findings via conferences. Relevant stakeholders and those who formulate policies must base their decisions on the findings of this study as a yardstick to rationalise the basis of future policies and rules in ascertaining CBT operations. Village communities wanting to explore the CBT sector as a viable alternative for revenue generation and community advancement may adopt the specified model at the end of this research to benchmark best practices.



### 1.13 Thesis Outline and Summary of the Content

**Chapter 1** presents an overview of the topic, problem statement, rationale and significance of study, objectives, hypotheses, research methodology and limitations of the study.

**Chapter 2** consists of the related literature review on the tourism industry globally and nationally, types of tourism, homestay tourism and its characteristics, functional aspects, operational definitions, theoretical underpinnings, tourism, and community development.

**Chapter 3** explains the methodological approach adopted and research execution in detail, including data collection instruments, data collection, sampling procedures, and milestones.

**Chapter 4** will present the data analysis, findings and interpretations from the study organised according to the research objectives into sections.

**Chapter 5** will conclude in which a summary of the main conclusions and suggestions based on the research outcome will be given. The implications for CBT programme participants and community-based tourism development are discussed. Suggestions on best practices in community-based tourism will be offered to policy-makers for consideration before decision-making.



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