



2021 International Conference on Responsible Tourism and Hospitality

Community-Based Tourism Among the Indigenous People Restrategising for Sustainability Post COVID-19

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2021 International Conference on Responsible Tourism and Hospitality

Co-organised by



Ministry of Tourism,
Arts and Culture
Sarawak



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MANAGEMENT



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Content

- Defining Development, Economic Growth, Economic Development, Community Development, Rural Development, Sustainable Development
- Indigenous and Native Communities in Malaysia
- Community-Based Tourism
- ABCD Approach and Economic Modelling for Sustainable Livelihood & Gender Sensitisation
- COVID-19 Pandemic & New Norms

Development

Adam Smith

Development as an inquiry into the nature and causes of wealth of nation and their rise.

Karl Marx

Development in terms of fair share of national income for all including workers.

M.P. Todaro

Development as in terms of three values

- *Life Sustance*
- *Freedom of Choice;*
- *Self-Esteem.*

United Nations

Development as in terms

- *Equality*
- *Sustainability*
- *Productivity*
- *Employment*

Economic Growth, Economic Development & Community Development

Economic Growth

is a straightforward measurement of actual economic output — example is the measurement of gross domestic product (GDP) which focus on numbers and trends on increasing GDP.

Economic Development

is much broader in scope and includes more comprehensive elements, like social welfare, early childhood education, human rights and criminal justice reform.

Community Development

is a process where community members come together to take collective action and generate solutions to common problems.

Theory: macro **theories** of structural functionalism; conflict **theory** that relates to capacity building, and symbolic interactionism that is associated with solidarity building

Community development is a holistic approach grounded in **principles** of empowerment, human rights, inclusion, social justice, self-determination and collective action (Kenny, 2007).

Community development considers **community** members to be experts in their lives and **communities**, and values **community** knowledge and wisdom

Underpinning Rural Development Theories

- Gunnar Myrdal's concept (1956)
 - "Soft State" underdevelopment is caused by external relationships (trade, aid, and investments)
 - Circular cumulative causation, change in one form of an institution will lead to successive changes in other institutions
- Walt Whitman Rostow's (1960)
 - 5 stages of economic growth - Traditional, pre-take off, growth, maturity and high mass consumption
- Robert Chambers (1995)
 - Putting the last first
 - Grassroot & participatory approach
- Sustainable Development (1987)
 - United Nations World Commission on Environment and Development
 - Our Common Future, Brundtland Report
 - Holistic approach
 - No one is left behind



MDG -> SDG

"A broader conception of development has been embraced by the international community, first through the Millennium Development Goals (MDGs) of 2000, and then through the Sustainable Development Goals (SDGs) of 2015. The eight MDGs were expanded and modified to seventeen SDGs, which include conventional economic measures such as income growth and income poverty, but also inequality, gender disparities, and environmental degradation (Kanbur, Patel, and Stiglitz, 2018)."

(Source: <https://www.bbvaopenmind.com/en/articles/the-past-present-and-future-of-economic-development/>)



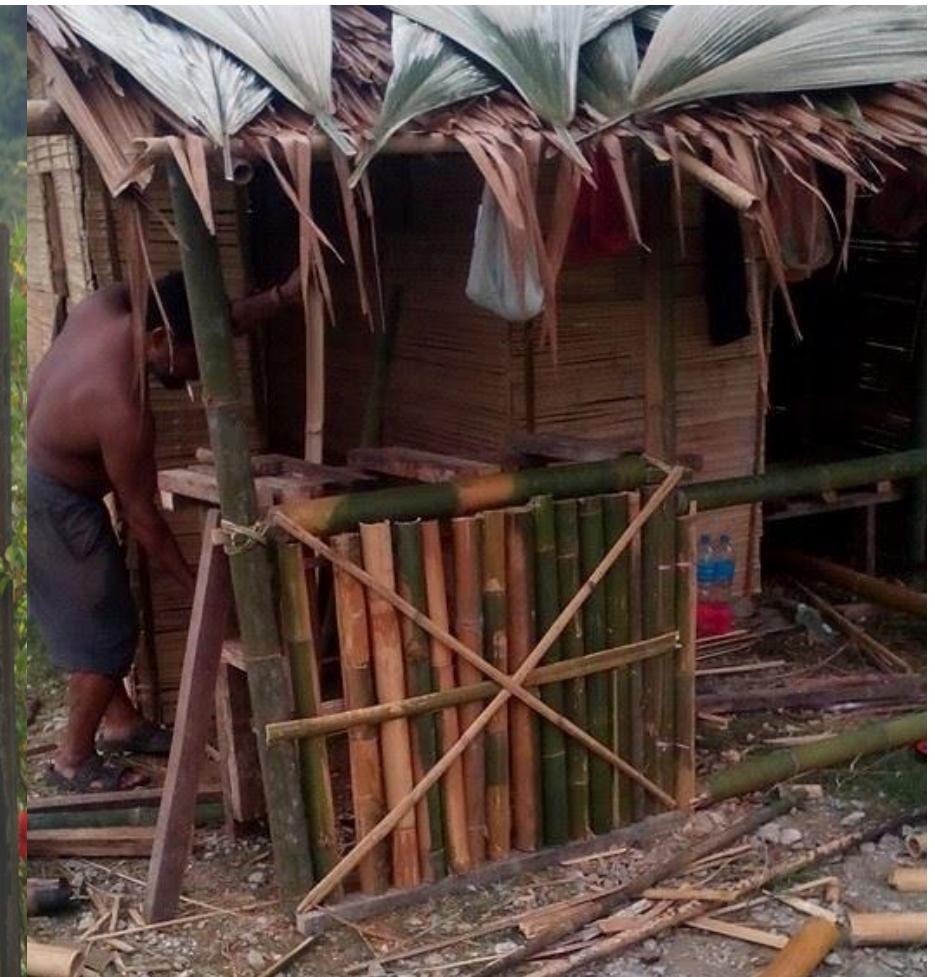
Indigenous Community and Natives in Malaysia

Indigenous Community refers to the original people of Peninsular Malaysia.

Natives refers to the original people of Sabah and Sarawak.



Orang Asli Temuan@Kg. Kachau Luar, Semenyih, Selangor (Indigenous Community)



Simple Dwelling



PPRT houses



Traditional house

Community-Based Tourism



Community dialogue and discussions on land issues and to plan socioeconomic activities at KKL

Stakeholders: Indigenous Community-FEP UKM-MPKj-JAKOA-PIHD HFCK-Philanthropist -Private Sector-NGO

Issues Identified through ABCD Approach

1. Low level of education
2. Low income
3. Minimum Basic Amenities, Infrastructure & Internet Coverage
4. Local indigenous skills not utilised to generate income
5. Lack of Information
6. Low skilled temporary jobs

Towards a Community-Based Tourism



Traditional Dance Practice



Traditional Dancing as part of eco-tourism package



Handcrafts Sales Skills Enhancement



Learning how to be an educative jungle trekker



Eco-Tourism Training



Managing and packaging eco-tourism



Handcrafts Sales Skills Enhancement



Marketing and promoting traditional products



Education Enhancement for Children and Youths



Ensuring kids & youths have basic education

Participation of Women in Community-Based Tourism

Recognition to participate in carnivals and public events



Women in playing traditional musical instruments

Recognition to participate in carnivals and public events



Eco-Tourism Package

Making traditional dishes for events



Traditional music & dance shows



Indigenous Community Education and Entrepreneurship Training Centre



Ex
L



Traditional herbs for sale



Jungle Trekking Experience



Traditional Cuisines



Weaving Traditional Handcrafts

Impact

Handcraft makers increased from 2 persons to 8 persons



Jungle Trekkers increased from 2 persons to 10 persons



Regular Health Check-up



impak
Masyarakat Orang Asli dan Peribumi @ UKM
Edisi September 2016
UNIVERSITI KULANGSAM MALAYSIA
The National University of Malaysia

DILEMA TRANSFORMASI ETNIK BIDAYUH DI SARAWAK (1955-1985) 21

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ISSN 22899359



170 community members received spillover impact (training, education, food ration, exposure to entrepreneurship & tourism activities)

CWM CSR Project: OAT KKL Education and Training Centre

Income Generating Activities



Making Handcrafts

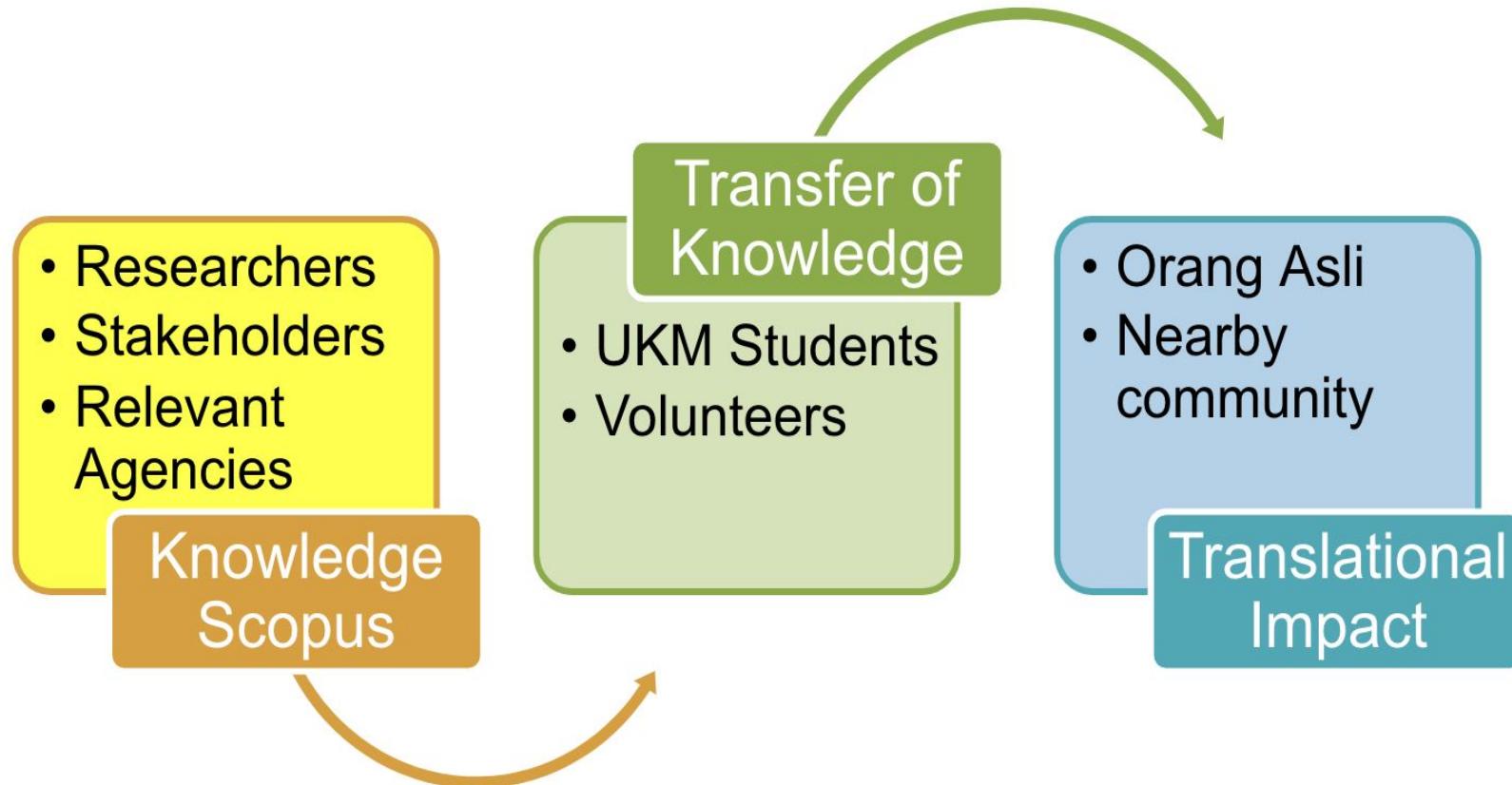


Sorting vegetables for sale



Educational Summer Programme

Model for Indigenous Community Programme



Approach: Holistic Social Entrepreneurship Model



Source: Edited from Doris Padmini Selvaratnam, Hamidah Yamat & Rika Fatimah PL, 2013

Community-based Tourism's Impact

Orang Asli wellbeing can be enhanced through:

1. Cultural identity and asset enhancement
2. Increased income
3. Improved livelihood

COVID-19 Pandemic Resulted in :

- global pandemic
- nationwide lockdown
- economic activities impacted especially tourism industry
- movement control order
- financial stress in the health sector
- financial burden on the government to provide aid for the marginalised poor

Demand for New Skills

1. digital technology & tech solutions
2. fintech
3. new energies
4. project management
5. health care & healthcare technologies
6. risk assessment & insurance
7. online education
8. entertainment & gaming
9. emotional & psychological wellbeing
10. supply chain logistics

(Source:

<https://ufmsecretariat.org/economic-opportunities-post-covid-19/>

Opportunities

- Online education & skills training
- Change of mindset for digital economy
- Digital agro-based entrepreneurial initiatives
- Digitalising eco-tourism

The End.

Thank You.