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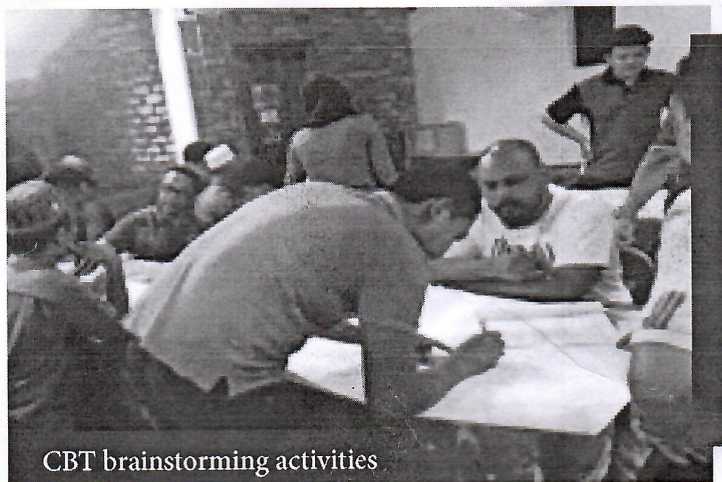
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Universiti Malaysia Kelantan (UMK)'s Engagement with the Kelantan State Government in Developing Community-Based Tourism (CBT)

By Mohd Fadil Mohd Yusof & Marlisa Abdul Rahim
(Universiti Malaysia Kelantan)

On July 9th and 10th, 2019, the Human Resource Division (HRD) for the Kelantan state government office organised a community-based tourism (CBT) workshop at Min House Camp (MHC), Kota Bahru, Kelantan. The MHC is located at Kampung Pulau, a small village in Kota Bharu district. It is an ideal location to organize the workshop due to the various recognitions received by the property.

MHC has earned several recognitions and standards such as ASEAN Green Hotel Standard 2018-2020, ASEAN CBT Standard 2019-2021 as well as recognitions from global travel companies such as TripAdvisor and Booking.com. The HRD appointed six members from the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan (UMK) as CBT project consultants to assist the state government in developing CBT for identified districts in Kelantan. The appointed members are tourism experts and experienced in research and consultation projects. There were three main objectives of this CBT workshop. First, to give exposure to the participants about CBT and the tourism industry in general. Second, to create awareness among kampung community management about the importance of CBT in creating new jobs and providing additional incomes to the local people.



CBT brainstorming activities

Third, to train relevant officers to lead their respective kampung in developing CBT together with the local villagers.

The two-day CBT workshop was opened to all state district officers in charge of development as well as local representatives of kampung community and approximately 50 participants were in attendance. During the workshop, participants worked as a team in identifying the potential sites in their respective districts that can be developed for CBT ventures. The participants were guided to conduct SWOT (Strengths, Weaknesses, Opportunities, Threats) of their own area and to justify the feasibility of developing CBT projects. Towards the end of the workshop, participants presented the details of the SWOT analysis of their area in front of a panel of UMK consultants, the State Director of HRD and the director of State Development.