



Noortaip (second left) presenting a souvenir to one of the participants.

UMS holds workshop for Bombon Marakau Ranau Community

TBP 15.04.2022 P.08

KOTA KINABALU: Universiti Malaysia Sabah (UMS) Community Involvement Sustainability Center (PKLM) continued its knowledge transfer activities by conducting a Transfer Workshop for the Bombon Marakau Ranau Community, recently.

The two-day workshop provided five important slots, namely Tagal Facility Beautification, Wheeled Kiosk Business Concept, Local Product Offering and Demonstration, Commercial Art in Traditional Parang Production and the Use of Solar and Furnaces in the Parang Company.

According to the director of PKLM, Dr Jakaria Dasan, the workshop is part of UMS' efforts to ensure that projects implemented in communities that receive funds from the Ministry of Higher Education and UMS, succeed in increasing community income consistently.

He said it is hoped that the relevant knowledge can add value to the products and services offered by the community, thus increasing the resilience of the community in further strengthening the popularity of Bombon Marakau Ranau.

"Although a lot of space is given to the community through the allocation spent, but it does not guarantee the sustainability of the business if they do not practice relevant, up-to-date and practical business knowledge.

"Bombon Marakau Ranau is one of the increasingly popular tourist destinations implemented by the community of Kg Marakau Ranau with its main product based on fish tagal in Sungai Mansahaban. These fish are very tame and look unique due to their large size and range of species.

"This is the difference that gets the attention of visitors. In addition to being able to experience feeding these fish, visitors can also enjoy a natural foot massage by the fish themselves. It is this excitement that causes the willingness to pay," he explained.

Jakaria added with the uniqueness of the Bombon community seen after holding a series of visits to the village, UMS is pleased to share some improvement areas to further enhance the visibility of Bombon Marakau Ranau.

"Apart from enhancing traditional and local-based features and designs, the

lecturers' expertise in today's technology-oriented business concepts that support ecotourism is also applied.

"In fact, UMS also stimulates the sustainability of this tagal by developing the similar products that also enliven the environment of Bombon Marakau. Among the products developed are the production and marketing of bee-based products, handicrafts, community traditional machetes, food products from tuhau, cabbage and so on," he said.

Bombon Marakau Ranau is one of the tourist destinations that also received a warm response from foreign tourists before the Covid-19 pandemic.

Also an attraction in the future is the display of goods using wheeled kiosks that can be moved from one place to another.

Also present at the workshop were the president of the Sabah State Merchants and Hawkers Association, Datuk Noortaip Suhaili, lecturer of the UMS Academy of Arts and Creativity, Dr Junior Kimwah and two lecturers from UMS Faculty of Engineering, Dr Mohd Azlan Ismail and Dr Nazrein Adrian Amaludin.