

Inanam villagers participate in tourism workshop

TBP 09.12.2021 P.02

KOTA KINABALU: Universiti Malaysia Sabah's (UMS) Faculty of Business, Economics and Accountancy and Department of City Tourism Development, Kota Kinabalu City Hall (DBKK) recently organised a Community-Based Tourism Action Plan workshop for the community of Kampung Darau, Inanam as part of DBKK's initiative of capacity building in preparing themselves to start tourism activities in their village.

Twenty-nine villagers participated in the workshop, which was officiated by Associate Professor Dr Awangku Hassanah Bahar Pengiran Bagul, the head of Tourism Management Program in UMS and also the coordinator for the workshop.

"UMS and the DBKK community of Kampung Darau realise that the village has great potential as one of the emerging community-based tourism sites in Kota Kinabalu and everyone is very committed in making it happen by 2022. The tourism activity, in turn, will encourage the community to protect the beautiful river, mangrove and interesting wildlife such as the beavers and birds around the village while empowering and



Kampung Darau community with UMS and DBKK staff after the workshop.

creating economic benefits for the village," said Dr Hassanah.

Fauziah Ag Samad, the director for the Department of City Tourism Development, DBKK and two lecturers from UMS, Dr Noor Fzlinda Fabeli and Dr Kelvin Yong were invited to facilitate the local community to develop their Tourism Action Plan for the village.

At the end of the workshop, the local community managed to complete the Community-Based Tourism Action Plan that consists of three clusters, which

are Developing Tourism Activity, Marketing and Promoting Tourism Activity and Enhancing Community's Capacity for the year 2022.

The facilitators also ensured that the action plan will fulfil the United Nations' Sustainable Development Goals number 4, 5, 8, 9, 11 and 17, which include quality education, gender equality, decent work and economic growth, industry, innovation and infrastructure, sustainable cities and communities and partnership for the goals.

The course ended with certificate presentation and closing speech from Anan Ushoh, the chairman for Village Development and Security Committee.

"The Community-Based Tourism Action Plan is an integral part of the village's strategic development plan in order to achieve the best results and satisfy all stakeholders. Hopefully, the action plan will be able to ensure the tourism in the village can be sustainable and avoid negative impacts," said Anan.