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## EXPLORING THE ADOPTION AND PERCEPTION OF TECHNOLOGY IN KAMPUNG LONEK: A QUALITATIVE STUDY AMONG TOURISM OFFICERS

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### ABSTRACT

The introduction explains the importance of studying Kampung Lonek's development from the perspective of tourism officers. One location with tourism potential is Kampung Lonek. There is growing interest in promoting the expansion of rural tourism, but little is still known about the needs, challenges, and opportunities for technology that can be found in rural villages such as Kampung Lonek. Using interviews, this study attempts to close this gap by examining the thoughts, opinions, and suggestions of tourism officials regarding the growth of Kampung Lonek as a tourist destination. This report emphasises the importance of qualitative data analysis for technology themes as it investigates technology through qualitative research.

### ARTICLE INFO

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## 1.0 INTRODUCTION

A fascinating environment for exploration exists at the nexus of technology and traditional communities, as demonstrated by Kampung Lonek in Malaysia. Traditional villages like Kampung Lonek provide a distinctive perspective on how technology is incorporated into long-standing cultural practices and community dynamics in this digital age. This introduction lays the groundwork for a thorough examination of how technological developments are impacting and changing traditional communities, such as Kampung Lonek. It also highlights the opportunities and difficulties that result from this dynamic interplay between technology and heritage.

The technology of local tourism in Kampung Lonek will be the main subject of this study. The theme also highlights the necessity of putting guidelines in place that support local community empowerment, cultural heritage preservation, economic growth, and environmental protection. The paper examines the key roles of various stakeholders in sustaining tourism growth, the challenges faced by organizations, and offers future recommendations for ensuring its continued success. The development of sustainable tourism has become the main goal of the tourism industry in the era of globalization. It aims to preserve local traditions, heritage and culture while promoting community job growth and economic progress. An important component in the global tourism sector that links the development of local communities, and the preservation of cultural authenticity is sustainable tourism development. This tourism strategy guarantees the survival of the destination for future generations while highlighting its special features. Consistent travel that respects regional traditions and the environment is known as sustainable tourism. It is an ongoing commitment to travel sensibly, in harmony with the environment and customs of the place, rather than simply following along. Thus, sustainable tourism development is defined as tourism that prioritizes the well-being of the location and its resources. It recognizes the possible advantages and disadvantages of tourism while trying to achieve a balance between its economic, ecological and social aspects.

The competitiveness of tourism destinations, which is based on their ability to use human, cultural, natural, and heritage resources and effectively mobilize capital to develop high-quality, morally responsible, and visually appealing tourism products and services, is another factor in sustainable tourism development. This is achieved through the use of a framework for strategic planning.

Therefore, the current state of local tourism is recovering slowly but steadily. Due to travel restrictions in 2020 and 2021, there has been a 99 percent drop in the number of tourists visiting Malaysia. The tourism sector is gradually recovering with the reopening of limits in early 2022. The Malaysian government is also encouraging local tourism among tourists interested in the country. As a result, in 2022, Malaysia will witness more than 200 million local tourist trips in the country, which is a significant increase compared to 2021. However, the expenditure of local tourists can only partially compensate for the loss of the Malaysian tourism industry.

Thus, the aim of this study is to discuss problems related to the development of sustainable local tourism in Malaysia. In the process, methods, rules and policies to achieve sustainable tourism will be seen. In addition, through this study, various arguments and opinions were obtained based on the local agenda for sustainable tourism in Malaysia. This will offer an alternative point of view in the wider conversation about local tourism growth. This will further develop culture and economy. What is needed now is to transform these cultural and historical assets from static artifacts confined to museums and historic sites to active catalysts for economic activity and tourism. |

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## 2.0 LITERATURE REVIEW.

### 2.1 Tourism Development

The concept of sustainable development has been applied and studied across various domains, including the tourism sector. This article endeavors to uncover the key contributions from the scientific literature regarding sustainable tourism development in the present century. To achieve this, a comprehensive bibliographic search was conducted, focusing on the themes of sustainable development and tourism, utilizing the Web of Science (WoS) database. (cocossis, 2023). Technology has accompanied tourism since its early stages, and new challenges are arising. The sector's digital transformation is now an ongoing process, enhanced by a set of disruptive innovations that changed the industrial panorama and are starting to be transferred into the tourism sector. (SpringerLink, 2022).

### 2.2 Sustainability Practices

The inclusion of sustainable practices from all manufacturing stages in this review illustrates the diversity and complexities of environmental practices in TAF contexts. However, there is less research in developing country contexts, where most TAF production takes place, and a paucity of research in upstream stages of garment washing and dyeing, and the manufacture of trims, accessories, and packaging. (islam, 2021). The Sustainable development framework includes 17 SDGs that embrace a wide range of environmental, social and economic issues, including climate change, energy, biodiversity, food supply and security, sustainable production and consumption, healthcare, education, gender, equality, peace and economic growth (guistina, 2020).

### 2.3 Local Tourism And Heritage

Culture and tourism have always been inextricably linked. Cultural sights, attractions and events provide an important motivation for travel, and travel generates culture. But it is only in recent decades that the link between culture and tourism has been more explicitly identified as a specific form of consumption: cultural tourism. (Richards, 2018). This research area undoubtedly was, and still is, timely: it is a well-known fact that the tourism industry has undergone a drastic transformation with the arrival of information and communication technologies (ICTs). (navio, 2018).

### 2.4 Sustainability

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, it also needs social and economic resources. Sustainability is not just environmentalism. Sustainability is an international, peer-reviewed, open-access journal on the environmental, cultural, economic, and social sustainability of human beings, published semimonthly online by MDPI. The Canadian Urban Transit Research & Innovation Consortium (CUTRIC), International Council for Research and Innovation in Building and Construction (CIB) and Urban Land Institute (ULI) are affiliated with Sustainability and their members receive discounts on the article processing charges. |

## 3.0 METHODOLOGY

The study's qualitative research approach, which made use of guided semi-structured interviews to gain a thorough grasp of the experiences and feelings of the tourism officers, enabled an in-depth investigation of the officers' viewpoints on current tourism development. A variety of perspectives was ensured by the diverse sampling employed in the "Heritage and Cultural Business" project at LEMBAGA PELANCONGAN NEGERI SEMBILAN, which functioned as a focal point. The research was enhanced by conducting structured interviews with significant stakeholders, especially to sustainable tourism strategies in the area. A strong qualitative method called thematic analysis was used to find patterns and meanings in the data, which increased the validity and trustworthiness of the study. Throughout the study, ethical considerations were strictly maintained, including participant confidentiality and rights. To ensure participant comfort and accessibility, interviews were conducted via Google Meet.

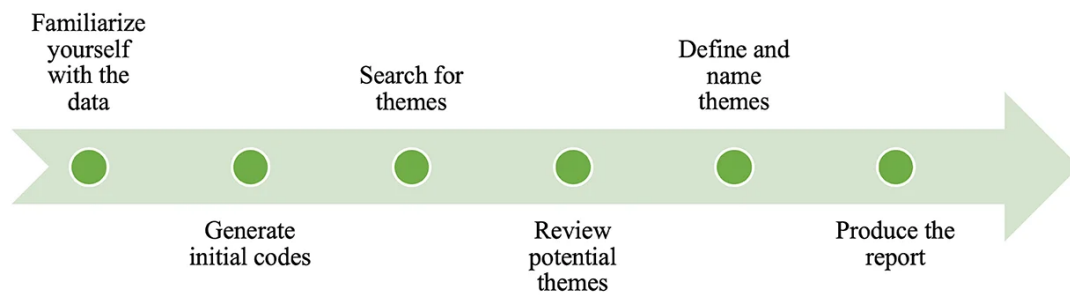
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The thematic process in qualitative research involves identifying, analyzing, and interpreting patterns or themes within data. Here's a breakdown of the thematic process: |



**FIGURE 1: THEMATIC STEP**

- **Data Collection:** The process begins with collecting data relevant to the research question or objectives. This can include interviews, focus groups, surveys, observations, or documents.
- **Data Transcription or Compilation:** If the data is in audio or video format, it may need to be transcribed into text. For documents or survey responses, the data may need to be compiled and organized for analysis.
- **Initial Familiarization:** Researchers familiarize themselves with the data through reading or listening to transcripts, reviewing documents, or summarizing responses. This step helps in understanding the breadth and depth of the data.
- **Generating Initial Codes:** Researchers start by generating initial codes or labels that capture important concepts, ideas, or patterns in the data. These codes are often short phrases or keywords.
- **Searching for Themes:** Researchers systematically search for themes by grouping related codes together. Themes are overarching patterns or concepts that emerge from the data, reflecting commonalities or differences across participants or sources.
- **Reviewing and Refining Themes:** The identified themes are reviewed and refined through constant comparison and discussion. Researchers ensure that themes are distinct, coherent, and representative of the data.
- **Defining and Naming Themes:** Each theme is defined and named to clearly communicate its meaning and relevance to the research question. This step adds structure and clarity to the analysis.
- **Data Coding and Mapping:** The data is coded according to the themes, linking specific excerpts or segments to each theme. This process creates a coding framework that organizes the data based on thematic categories.
- **Theme Interpretation:** Researchers interpret the themes by analyzing the content within each theme and considering their implications. This involves understanding the context, relationships between themes, and potential explanations or insights derived from the data.
- **Writing the Analysis:** The analysis is written up, incorporating quotes or examples from the data to illustrate each theme. The analysis should provide a coherent narrative that explains the significance of the themes and their contribution to answering the research question.
- **Peer Review and Validation:** The analysis may undergo peer review or validation by colleagues or participants to ensure accuracy, credibility, and reliability of the findings.

- **Reporting Findings:** The findings are reported in research papers, reports, presentations, or other formats, following established guidelines for qualitative research reporting. The report should include a description of the thematic process, the identified themes, supporting evidence, and interpretations.

Throughout the thematic process, researchers maintain reflexivity, transparency, and rigor to ensure the integrity of the analysis and the validity of the findings.

#### 4.0 FINDINGS AND DISCUSSION



FIGURE 2: WORD CLOUD

In Kampung Lonek, the theme of technology manifests in several intriguing ways, reflecting a dynamic fusion of traditional values with modern innovations. Here are some key findings and discussions regarding the technology theme in Kampung Lonek:

**Digital Connectivity:** With the advent of smartphones and internet accessibility, residents of Kampung Lonek are increasingly connected to the digital world. This connectivity has facilitated communication within the community and with the outside world, enabling the sharing of cultural experiences and knowledge across geographical boundaries.

**Economic Opportunities:** Technology has opened new avenues for economic growth in Kampung Lonek. For instance, local artisans and craftsmen can now showcase their products online, reaching a wider market and boosting their livelihoods. Additionally, digital platforms have facilitated the promotion of Kampung Lonek as a tourist destination, attracting visitors interested in experiencing its unique blend of tradition and technology.

**Preservation of Cultural Heritage:** Technology plays a crucial role in preserving and showcasing Kampung Lonek's cultural heritage. Digital archives, virtual tours, and multimedia presentations allow for the documentation and dissemination of traditional practices, folklore, and historical narratives, ensuring that these aspects are not lost to time.

**Environmental Sustainability:** The adoption of sustainable technologies, such as solar panels for energy generation or eco-friendly farming practices, reflects Kampung Lonek's commitment to environmental stewardship. These initiatives not only reduce the community's ecological footprint but also contribute to a more resilient and sustainable future.

**Challenges and Adaptations:** While technology brings numerous benefits, it also presents challenges and requires adaptive strategies. Issues such as digital divide, cybersecurity, and preserving authenticity in the face of technological advancements are topics that Kampung Lonek residents and stakeholders must navigate effectively.

**Community Empowerment:** Technology empowers the community of Kampung Lonek by providing access to information, educational resources, and opportunities for skill development. Digital literacy programs and workshops can further enhance the community's capacity to leverage technology for its socio-economic and cultural advancement.

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**Collaboration and Innovation:** Collaborative efforts between local authorities, tech companies, and community members can spur innovation tailored to Kampung Lonek's unique needs. Initiatives such as smart agriculture, heritage conservation through augmented reality, or sustainable tourism practices driven by digital platforms showcase the potential for transformative change through technology.

In conclusion, the technology theme in Kampung Lonek reflects a dynamic interplay between tradition and modernity, offering a rich tapestry of opportunities, challenges, and creative solutions that contribute to the community's resilience, cultural vibrancy, and sustainable development. ]

## 5.0 CONCLUSION

In conclusion, the integration of technology into the traditional framework of Kampung Lonek heralds a new era of progress while safeguarding its cultural heritage. By leveraging technological advancements strategically, Kampung Lonek can achieve sustainable development, community empowerment, and global connectivity without compromising its unique identity.

The digital preservation of cultural heritage ensures that the legacy of Kampung Lonek is passed down to future generations, fostering cultural appreciation and understanding. Sustainable development initiatives, empowered by technology, promote environmental conservation and economic growth, laying the foundation for a resilient and thriving community.

Digital platforms for community engagement empower residents to collaborate, share knowledge, and address local challenges effectively, fostering a sense of unity and collective action. Moreover, technological innovations in healthcare, education, and tourism enhance the quality of life, expand learning opportunities, and promote Kampung Lonek as a destination for cultural exchange and sustainable tourism.

As Kampung Lonek embraces technology responsibly within its traditional framework, it sets an inspiring example of how modernity and heritage can coexist harmoniously. This journey of transformation not only enriches the lives of its residents but also resonates globally as a beacon of cultural resilience and technological innovation. Kampung Lonek's story is not just about embracing change; it's about shaping the future while cherishing the past—a testament to the enduring spirit of community and progress. ]

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