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SUNGAI BUMBUN: EXPLORE STRATEGIES IN SUSTAINING LOCAL TOURISM DEVELOPMENT

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ABSTRACT

Sungai Bumbun residents benefit from sustainable tourist development. This research focuses on how visitors may impact local cultures and ecosystems. This research examines how local tourism initiatives may benefit the Orang Asli community and preserve its culture and natural resources. In-depth qualitative interviews with community development and tourism leaders were conducted. The data study showed the relevance of Orang Asli, government, and NGO collaboration. Education is vital to equipping the community to manage visitors. The findings emphasize the necessity of cultural conservation and sustainable tourism to lessen environmental impact. This study's findings are crucial for indigenous, healthy tourism. Local tourism in Sungai Bumbun may help Orang Asli people develop economically and socially by promoting unity, education, and cultural and environmental sustainability. This strategy protects their unique character and environment.

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1.0 INTRODUCTION

Tourism is the world's leading and biggest sector, with governments realising its potential to be a serious concern on social, environmental, and economic fronts. It has an essential role in economic growth, contributing differently to different countries. For example, many third-world nations depend significantly on tourism to produce foreign cash, whereas Malaysia

Identifies it as the second driver of national progress. Governments at all levels have been increasingly active in tourist destination planning and sustainable development, with a more interventionist approach compared to other service industries. This method has been justified by profiting from taxes paid by companies and tourists, as well as the employment possibilities produced. Local governments and agencies bear primary responsibility for directing this process. Sustainable development has lately surfaced as a significant topic on the development agenda of many developing nations' tourist industries. Community-based tourism has the ability to alleviate financial, social, historical, and environmental difficulties encountered by indigenous people.

The idea of community-based tourism has been extensively embraced internationally to promote community participation in tourist development. Indigenous peoples have a unique variety of living legacies, including behaviours, representations, gestures, knowledge, talents, and a distinct way of life indigenous culture's distinctiveness offers up a variety of alternatives for local communities, leading to the promotion of tourism as a method of promoting cultural revival, intercultural awareness, and economic prosperity. This growth generates occupation and career options for individuals of all skill levels in the community and helps indigenous peoples become financially self-sufficient.

2.0 LITERATURE REVIEW

The Orang Asli, the indigenous people of Peninsular Malaysia, have for ages followed a way of life deeply linked with the jungles they call home. Their ancient knowledge and resource management methods reflect the very heart of survival. However, the modern world offers major hurdles to their well-being and group strength. Understanding how to support viable lives for the Orang Asli requires understanding both their strengths and the external stresses they face. One key reason adding to the Orang Asli's perseverance is their close knowledge of their surroundings. As noted by (Aslina Nasir et al. 2011), their ancient practices support healthy resource use. For example, their rotating farming techniques and hunting ways ensure the long-term survival of the forest environments they rely on. This deep link to the land promotes a sense of care, supporting practices that reduce environmental damage.

However, foreign forces risk this careful balance. As recorded in a study by (Junaidi et al. 2011), encroaching on Orang Asli areas for development projects like logging and farmland interrupts their traditional way of life and depletes important resources. This can lead to food poverty, reduced income chances, and eventually, a loss of community resilience.

There are ways forward that can strengthen the Orang Asli and ensure the survival of their villages. Initiatives that support the development of skills and information useful to the modern economy, while preserving their traditional history, can create new income streams (Nasir et al., 2011). Additionally, creating relationships with organizations like Nexus Wise International, which works to properly source medical plants from Orang Asli communities, offers economic chances while protecting their traditional knowledge.

Ultimately, ensuring the ongoing lives and resilience of the Orang Asli takes a multi-pronged approach. It requires protecting their land rights, supporting education and economic opportunities that build upon their traditional

knowledge, and encouraging creative partnerships that allow them to manage the challenges of the modern world while safeguarding their unique way of life.

3.0 METHODOLOGY

In-depth interviews with Sungai Bumbun Orang Asli community leaders were used in this qualitative research. Sustainable economic approaches and Orang Asli group resilience were the major focus. Two Orang Asli community development and income experts were interviewed for two hours each.

We collected data through face-to-face or video conference interviews, depending on subject preferences and availability. We took detailed notes during the interviews on the perspectives, experiences, problems, and plans for sustainable income and community resilience among the Orang Asli in Sungai Bumbun.

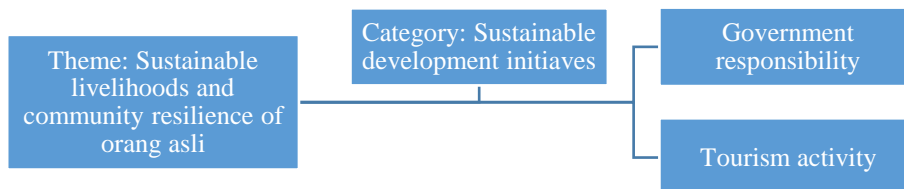
We organized the manually recorded notes for data analysis after transcribing the interview recordings. We thoroughly evaluated the audio and notes using human coding to uncover repeated themes, patterns, and groups relevant to Orang Asli income and community resilience. Continuous coding provided a complete data evaluation and allowed for the establishment of groupings and themes.

We thoroughly evaluated the data after coding to identify strategies for enhancing Orang Asli income and community resilience in Sungai Bumbun. We analyzed the findings in the context of community development, sustainable living, and indigenous resilience literature to provide recommendations for enhancing the socioeconomic well-being and cultural preservation of the Orang Asli community.

Table shows the Summary of the Participants

Code	Designation	Job Description
MR. A	Chairman	The Village Development and Safety Committee for the Orang Asli Village (JPKKOA) is responsible for managing its activities.
MR. S	Handicraft Master	Act as a guardian of indigenous cultural heritage, transmitting traditional craft methods to forthcoming groups while cultivating economic possibilities for the nearby populace.

4.1 HEADING AND DISCUSSION



4.1 Government responsibility

“In terms of facilities, we're good; we have electricity, roads, water supply, and even internet connection. with Unifi. These basic amenities are provided by the government.”

The indigenous Orang Asli of Peninsular Malaysia lack electricity, clean water, roads, and the internet, making economic growth difficult. This facility processes and stores agricultural products, starts small businesses, and advances traditional crafts. By offering educational, market, and commercial information, the internet helps Orang Asli diversify their livelihoods and participate more in the formal economy. Reliable roads simplify healthcare, electricity enhances school environments, and internet connectivity enables Orang Asli to exchange cultures and learn. Community resilience is another socio-economic development factor. Good roads and communication infrastructure assist in transporting goods and emergency services and coordinating resources during crises.

Sustainable livelihoods and community resilience of orang asli	“In terms of facilities, we're good; we have electricity, roads, water supply, and even internet connection. with Unifi. These basic amenities are provided by the government.”	Government responsibility	Access to basic facilities such as electricity, roads, water supply, and internet connection, facilitated by the government, plays a crucial role in enhancing the sustainable livelihoods and community resilience of the Orang Asli. These amenities enable them to engage in economic activities, access information, and connect with broader networks, ultimately fostering socio-economic.
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4.2 Tourism activity

“If you look around, this is a craft center. This craft center is a place for us to conduct activities. Among our activities, we have mask dances,”

The Orang Asli Craft Centre is a critical nexus for community development, supporting economic empowerment, cultural preservation, and community resilience. By removing intermediaries and linking craftspeople with larger markets, these institutes boost their economic potential. They also concentrate on conserving traditional handicraft, promoting the Orang Asli identity, and encouraging pride in their ancestry. Culturally, craft centres serve as sanctuaries for Orang Asli history, safeguarding the continuation of traditional crafts via displays, seminars, and performances. They also assist to community resilience by offering an alternate revenue source outside conventional traditions, making communities less dependent on decreasing resources. They also stimulate social contact, creating cohesiveness and information exchange among the community.

<p>“If you look around, this is a craft center.</p> <p>This craft center is a place for us to conduct activities. Among our activities, we have mask dances,”</p>	<p>Tourism activity</p>	<p>The craft center serves as a hub for sustainable livelihoods and community resilience among the Orang Asli. Through activities like mask dances, it not only preserves cultural heritage but also provides economic opportunities for the community.</p>
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5.0 CONCLUSION & RECOMMENDATIONS

The Orang Asli people who live in the hamlet of Sungai Bumbun in Peninsular Malaysia are a thriving example of indigenous groups that are able to coexist peacefully with their natural surroundings. Their profound knowledge of the jungle that surrounds them, which has been developed over the course of many generations, has instilled in them a culture of responsible resource management, which is reflected in their customary customs. The contemporary world, on the other hand, poses considerable challenges to the way people now live their lives. They often have their territory encroached upon by development projects, which result in the disruption of their traditional ways of hunting and gathering and the depletion of essential resources. Food shortages, fewer chances for economic growth, and eventually a decline in community resilience might result from this upheaval.

6.0 RECOMMENDATIONS

Land rights protection: Upholding the Orang Asli's land rights is crucial for preserving their way of life and ensuring access to resources.

Infrastructure development: Government investment in infrastructure, including electricity, roads, water supply, and internet connectivity, is crucial for economic development, improved quality of life, and advancement of traditional crafts.

Education and economic opportunities: The Orang Asli can generate new income streams through training programs, workshops, and educational resources that enhance their traditional knowledge and skills.

Partnership building: Collaboration with organizations like Nexus Wise International provides economic opportunities for the Orang Asli while protecting their knowledge of medicinal plants.

Support for the Orang Asli Craft Centre: Continued support for the Craft Centre strengthens the community by providing a platform for economic empowerment, cultural preservation, and fostering social interaction.

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