

# An Exploration of Community-Based Tourism in Kampung Baru Nelayan, Pekan Sungai Besar, Selangor

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The purpose of this study was to explore the community and its activities which could be enhanced as a community-based tourism product. Thus, the main theme of this research project was community-based tourism which included detailed examination of factors such as cultural resources, financial resources, community activities and natural resources. The selected site to explore the variables was the community in Kampung Baru Nelayan which is in Pekan Sungai Besar, a sub-district of Sabak Bernam, in the state of Selangor, Malaysia. Information was collected via observation on the on-going community activities at specific times on the days of the study, and through unstructured interviews with the local community. The findings from this research indicate that Kampung Baru Nelayan had a vast community-based tourism product that could be further developed and enhanced to be made attractive for both domestic and international tourists.

**Key words:** *Community, community-based tourism, cultural resources, financial resources, natural resources, community activities.*

## Introduction

The concept of Community-based Tourism (CBT) could be found in the work of Murphy (1985), where he posed that tourism-related aspects could be developed in local communities. He further analysed those aspects in his later study (Murphy & Murphy, 2004). Nyaupane *et al.* (2006) found that the major limitations in developing community-based tourism projects were the lack of financial resources, infrastructure or technical know-how, and the potential conflicts that could arise when there were changes in the local council or public administrators.

In a later study by Kibicho (2008), the following factors were considered when implementing Community-based tourism products: (1) whether all the stakeholders and community leaders had been included during the setting of objectives and in the decision-making process, (2) the evaluation of potential individual and collective benefits, and (3) the division of benefits among the stakeholders. The main benefits of community-based tourism products were the direct economic impact on community and their families, the socio-economic improvements at the site, and the sustainability in the diversification of lifestyles (Manyara & Jones, 2007). Community-based tourism, according to Kibicho (2008) had been an effective way of implementing policies so that they were properly coordinated, its ability to ensure that difference among stakeholders were minimized, and that synergies were derived through the exchange of knowledge throughout the whole analytical process. These should result in the improvement of the standard of living of all community members.

### ***Objective of the Study***

The main objective of the study was to explore the community-based tourism products based on the available resources, and to determine the viability of the community-based tourism products for Kampung Baru Nelayan (Fishermen New Village) This study would also determine whether the site could be developed as a tourism destination and could generate addition income for the community. As part of achieving the objectives, the study has examined the availability, variety, and conditions of cultural resources, financial resources, community activities, and natural resources and the local community's demographic, lifestyle, leisure patterns and economic activities (Hye, Wizarat & Lau 2013).

### ***Research Issue***

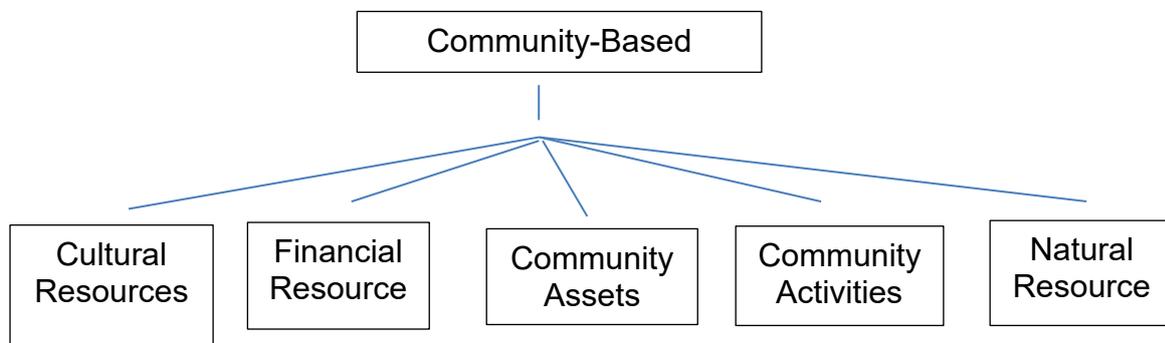
It had often been assumed that tourism development would contribute to the improvement of a community's livelihood, especially in rural community areas. The success of the local tourism industry depends, to a large extent, on the availability and condition of the tourism resources, and the capability and willingness of the local community to support tourism development. Numerous past studies indicated the need to involve the local community at every phase of tourism project development to avoid community resentment due to the imbalance in the distribution of benefits, and the negative impact on the utilization of resources. The perceived negative or positive impact could influence the continued willingness of community to support and/or participate in the development of community-based tourism products. Thus, the study would highlight the community's perceived importance of community-based tourism, and how it would benefit the community, its willingness to get involved in tourism project development, and to determine the overall possible economic impact of the tourism industry on the community.

### ***Significance of the Study***

The study identified the potential community-based tourism products and had suggested the means by which the community could actively participate in the local tourism industry as the major stakeholder. Findings from the study suggested upgrading of specific community-based tourism products and the programs that could be designed to ensure sustainability of the products. The findings of the study also revealed the need for a coordinated effort amongst the various stakeholders (local community, local and state authorities, educational and training institutions, and local tourism operators) as partners in tourism development and the promotion and marketing of community-based tourism products to local and international tourists.

### ***Study Framework***

The community-based tourism product was examined through the offerings of 5 major resources: Cultural Resources, Financial Resources, Community Assets, Community Activities and the Natural Resources. The study focused on investigating the availability, variety, conditions of each of the variables and the elements within each of the variables to determine their appropriateness as community-based tourism products.



### **Literature Review**

A Community was defined by Atkinson and Longman (2011) as a group of people with shared beliefs that allowed a communal understanding, that could be expressed in the unique language and words that had meaning to that specific community. He added that the group in the community would be united through its common understanding on manners, decency and justice. These formed the basis upon which morality is built, and that also ensured the accepted behaviour of every member of the group. It is also strengthened through the continued traditions by each successive generation.

According to Wilkinson (2008), tourism had been a relatively new concept. As such, the community might not have accepted mode of how to perceive and participate in the industry although it had continued to be one of the major social and economic phenomena of modern times. Tourism had been considered as an industry, with vast contributions to the national and international economies such as in the provisions of new job, foreign exchange earners, and leisure activities. Wilkinson added that, since the 1960s, the tourism industry had experienced rapid global growth and evolution and had experienced several environmental changes. The industry had permeated through every level of urban and rural communities, bringing about changes in structure and lifestyle. It is thus necessary to study how the community would participate in the development and enhancement of its own local area as a tourist destination. A study by Briedenhann and Wickens (2004) indicated that the reasons for tourists formulating certain perceptions was based on their evaluation of the local community's attitude (including the environment, infrastructure and events); and also the level of participation by the local community in the touristic activities which could exert a powerful influence on the tourists' experience. These factors should be taken into consideration when planning for tourism development.

Kotler's (1984) definition of a product would be a good example of how marketing scholars should conceptualize "product". This could include anything that could be offered to a market to gain attention and acquisition or to encourage usage or consumption that could satisfy a want or need. The product could compose a physical object, services, persons, places, organization, and ideas. Kotler's definition was considered as relevant in the context of this study since a greater portion of the tourism product is intangible. Therefore, the tourism product had to be made explicit. Medlik and Middleton (1973) conceptualized tourism product as a bundle of activities, services, and benefits that constituted the entire tourists' experience. Middleton (1989) indicated that the tourism product bundle consisted of five components which were the: destination attractions, destination facilities, accessibility, image, and price. Other researchers such as Schmoll (1977), Wahab et al. (1986), Gunn (1988) and Middleton (1989) had expanded the model by Middleton.

Middleton (1989) also observed that the term "tourism product" could be used at the specific level or at a total level. At the specific level, the tourism product offered would be discrete such as sightseeing tour or an airline seat. At the total level, the complete cycle of activities that the tourists experience from the time they left their homes until their return. The total level would be what Middleton considered as the Components Model.

The two major community-based tourism products were the cultural and heritage products that were often emphasized upon in the development and enhancement effort in tourism development projects. These products represented important marketing tool that could attract visitors from outside the host community. They might be drawn by their interest in the

historical, artistic, scientific, lifestyle, or heritage product offerings of a community. Additionally, the local community could feel a sense of pride in its own cultural and heritage products, which could then spear the community to support and participate in the touristic activities. It could also provide the community with a greater sense of belonging to their homeland which could lead to greater intercultural awareness, both within and outside the community.

Cultural and heritage tourists generally stayed longer and spend more money compared to other type of tourists, and therefore could contribute more tourism dollar that could be used as the community economic development tool. The touristic activities could generate a wide range of economic activities that would help distribute the income to a wider community base. The diversification in jobs offering could further help to the community that had previously been dependent on only one industry. As the tourism industry grew within the community, additional opportunities would be available for investments and development, and improvement of its infrastructure. Facilities and public utilities such as water supply, disposal of waste and sewer, availability of better sidewalks, better lighting, ample parking space, convenient public restrooms, and attractive landscaping could be developed. All these would benefit both the local community and the tourists.

According to Mohamad, et.al (2017) the business dictionary, financial assets referred to money at hand, or money that was easily accessible, in the form of cash deposits, checks, loans, and accounts receivable; and also marketable securities. Financial resources for the community referred to the availability of money for used for the development of the community, and the generation of more economic activities within the community that could increase income.

The community asset, which was termed by Barrère and Chossat (2004) as individual asset are those that could only be transmitted down the generations such as craft knowledge, and creative knowledge. Bonner Curriculum Community Asset Mapping indicated that these assets included the skills, talents, and experience of community members. Bonner Curriculum suggested a few questions as a guide to search for both visible and hidden community assets: (1) What historical/cultural sites are there in the community; (2) Are there historical buildings or architectural features; and (3) Are there community festivals, celebrations, events, functions.

According to Telfer and Sharpley (2008) there has been a wide range of perspectives that could be taken on local communities in the context of tourism development. Local communities might be considered as the main attractions to community skill and knowledge while for others the community would be simply the setting where tourism occurred. Community skill and knowledge have been identified as taking various forms, such as tourism expertise and local tourism knowledge and information. Skills and knowledge were needed to effectively

implement the community development process. Community tourism development also required a broad base of skill and knowledge on many subjects (Frank & Smith, 1999).

Natural resources were materials and components (something that can be used) that can be found within the environment. Every man-made product is composed of natural resources (at its fundamental level). A natural resource may exist as a separate entity such as fresh water, and air, as well as a living organism such as marine life which might exist in an alternate form that had to be processed to obtain usable/marketable resource such as metal ores, oil, and most energy sources.

## **Research Methodology**

### ***Research Design***

The research design appropriate for this study was a combination of exploratory and descriptive design. The exploratory design was aimed at examining the selected site, while the descriptive design formed the basis for examining the characteristics of the community and its cultural resources, and touristic activities at a single selected site named Kampung Baru Nelayan, which is located in Pekan Sungai Besar, a sub-district of Sabak Bernam, in the state of Selangor, Malaysia (Mohamed, Rasheli & Mwangike 2018; Majlis Daerah Sabak Bernam, 2019). This site was selected since it was known to have a very vibrant community that also had many potential community-based tourism products. A cross-sectional design was used where information was collected over a 10-week period.

### ***Types of Data***

The types of data required were both primary data and secondary data. Primary data was the data collected during the study period via observation and unstructured interviews with the local residents at the research area. The secondary data was collected from literature search and published information on the site.

### ***Data Collection Methods***

The primary data was collected via two forms; interviewing and observations. The Interviews were conducted with selected members and leaders of the local community, and the local authorities. The observations were made on the activities of the community at specific period of each day using the checklists as shown in the Appendix. The local community was asked about the history and development of the area, and the community members' activities, culture and traditions. An in depth, unstructured interviews were conducted with 9 community members whose age range from 20 years old to 67 years old, 4 were female, 3 males, and 2 children. These individuals were selected for their willingness to participate, and for their

knowledge, information, and the experienced that they had pertaining to the selected site. Interviews were also carried out with the local authorities, local entrepreneurs, and fishermen.

Secondary data was collected prior to the site visit via a review of articles and published information, and information collected from the state and district offices. The information collected were on specific details such as area size and description, population distribution and the main income of the community. Secondary information was also derived from the local authority during the site visit. The information was used to complement and strengthen the results and findings derived from the primary information collected.

### ***Instrument Development***

Five instruments were designed to systematically address the Community-based tourism product components, as illustrated in the Appendix. The components and the products' elements were as follows:

#### ***1. Cultural Resources:***

An analysis of the Overall Condition, Area Size, Types of Activities, Types of Tourists, Cultural and Heritage products. Specific element that were examined included Historical Buildings, Historical Sites, Monuments, Archaeological Sites and Collections, Folklore and Traditions, Handicrafts, Museums, Visual, Performing and Fine Arts, Scientific and Technical – Research Center, Others

#### ***2. Financial Resources:***

An analysis on the presence of small and medium enterprise including their activities and core business, the rate of unemployment, the economic and production system, the distribution outlets and other factors such as the major source of household Income, and the economic activity within the site.

#### ***3. Community Analysis***

An analysis of Community Size, Population Density, Perception on Community Development, Rate of Growth, Major Type of Residence, Condition of Residence, Cluster of Residence, Community Surroundings, Community Ethnic Background, Household/Family size, Average Age head of household, Social Status of Community, Recreational Activities around Residence, Major Household Transportation Mode

#### ***4. Community Assets:***

An analysis of the overall capacity of the community members to plan, support and implementation of the community-based tourism development projects. This would include an assessment on skills, talents, experience, craft and creative knowledge, and other elements.

### **5. Natural Resources:**

An analysis of the Overall Condition, Area Size, Types of Activities, Types of Tourists, and the recreational/business activities. The individual elements to be examined would include Beaches, Coral Reefs, Mountains, Forest Reserves, Waterfalls, Lakes, Rivers, Caves, Wildlife, Plants and Marine life, Parks, and Others

### **Data Analysis**

Qualitative Analysis was undertaken to describe the site and community characteristics, the financial resources availability, the nature of community assets and activities, and the conditions and varieties of the available natural resources. The individual components and the overall assessment were analyzed to assess their appropriateness to be developed as part of the community-based tourism product.

### **Findings and Discussions**

#### ***Description of Study Site***

Kampung Baru Nelayan is a sub-district of Pekan Sungai Besar. Pekan Sungai Besar is a town located in the state of Selangor, Malaysia. Selangor has been the fastest developing state in the country, with the highest number population at 4.7 million. The population comprised of Malays (41%), Chinese (37%), Indians (19%), and others (3%) (Portal Rasmi Kerajaan Negeri Selangor, 2019). The state is made up of nine districts: Gombak, Hulu Langat, Hulu Selangor, Klang, Kuala Langat, Kuala Selangor, Petaling, Sabak Bernam, and Sepang. Pekan Sungai Besar is one of the sub-districts of Sabak Bernam District. Pekan Sungai Besar is located near the Sabak Bernam and Sekinchan townships. Pekan Sungai Besar had a total land area of 2, 412 acres (Majlis Daerah Sabak Bernam, 2019).

Kampung Baru Nelayan is located two kilometres from Pekan Sungai Besar. The transportation system within Kampung Baru Nelayan is the road system, mainly used by cars, trucks, and motorcycles. The street patterns are simple with one main road and several junctions which linked to the interior areas. Road signage to the village is clear along the road to Kampung Baru Nelayan. There is no public transportation available in the village, so the local community use their own transport either car, bicycle, or motorcycle. The community are provided with basic utilities such as electricity and water supply, telephone services, and clear cell phone reception. Other basic infrastructure and facilities provided were a community hall, clinic and a building for prayer. As indicated, the main means of transportation in Kampung Baru Nelayan were motorcycles and bicycles. Each household generally had a motorcycle and/or bicycles as it was easier to move around in the narrow path between the houses using these. Some villagers had cars. The non-availability of public transport in Kampung Baru Nelayan or in Pekan Sungai Besar was due to the lack of profitability in operating such businesses for the operators.

Kampung Baru Nelayan was opened up in the early 1970's by the government in its effort to centralize all the settlements in and around the area. Prior to that, the village was known as Buku Hijau settlement (Rancangan Buku Hijau). The government provided compensation to each family with a parcel of land the size of 60'x40' square feet and a 60"x60" square feet of a corner lot land. The residents could opt to build their own homes on the land provided. Kampung Baru Nelayan is divided into 13 lanes (lorong) and each lane was assigned a chief who monitored, controlled and coordinated the community within the assigned lane. Eleven lanes were inhabited by the Malay ethnic group, while the other two lanes were inhabited by Indian and Chinese ethnic groups. The Malay ethnic group accounted for most of the community members. Regardless of their racial background the community members mixed and mingled freely with each other despite the difference in their religion and culture.

### ***Community Analysis***

According to the information derived from interviewing with the local community, the total residents of Kampung Baru Nelayan were more than 1,540 peoples in the year 2010. The statistics have been increasing every year. The increase was contributed to by migration to this area. This happened because of the spill over of population from the vast development of nearby districts such as Petaling Jaya and Shah Alam.

Most of the population in Kampung Baru Nelayan were fishermen. This kampong baru (*new village*) had already been in existence for about 40 years. It was part of the government relocation program where a program worked to relocate and centralize all the settlements within the area to provide them with better services and to accommodate for the growing population of fishing families. This information was derived based on an unstructured interview with a local fisherman and a leader of Lorong 10 by the name of Ahmad Bin Abdullah. Buku Hijau was the name of the place where the residents were previously staying.

Community lifestyle in Kampung Baru Nelayan was typical of simple community living in a small village. Ninety percent (90%) of the community members living in Kampung Baru Nelayan were Malays, whilst the remaining 10 percent represented a mixture of Indian and Chinese ethnic groups. The Malays were either from Malay, Javanese or Banjar decedents. The total numbers of houses in Kampung Baru Nelayan were 412 units. Most of the houses, almost 90% were wooden houses, or half wood and half concrete, while the other 10% were concrete houses.

The community of Kampung Baru Nelayan earned a major portion of their income from fishery and cockle farming. The community members that earned their income from fishing usually had their own fishing boat. The government provided an area for cockle livestock projects so that the community could increase their income. A large number of community members work as public servants such as policeman, staff of the Town Council of Sabak Bernam, and teachers

while a small number worked in nearby companies and they thus earned a fixed salary from their government jobs or from their employers in the industry.

The women community members in the village also have their own economic and recreational activities, while the youth participate in sporting activities such as playing football and cycling. The main mode of transportation is the motorcycle and they are widely used to commute around the village. Cars were used mainly to go to work and to travel to places outside the village.

### ***Community Assets and Activities***

The development of tourism in local communities often illustrates the capability of the community in taking advantage of the available tangible and intangible resources within community. This is represented in its ability to plan and implement its own community development projects. The most prevalent approach would be the self-help approach to community development which forms the strategy for community development in tourism development (Christenson, 1989).

As in other villages or small towns in Malaysia, the community in Kampung Baru Nelayan has its own distinct activities performed during leisure times and it had developed specific programs for social responsibilities. The village has a central committee which oversees the workings of other sub-committees. The community would work together to ensure that ceremonies such as weddings, or festivals were managed and participated in by as many of the community members as possible. The village committee members would meet at the host's home to discuss the arrangement and division of the tasks required for the festival/ceremony. On or before the festival/wedding day, the designated committee members would help and carry out the assigned tasks. During the weekends, the community of Kampung Baru Nelayan would usually participate in social activities such as clearing the drains, cleaning up the community hall and the surrounding areas. During their leisure available time, the elderly male community members or adults could be seen doing such activities as gardening, mowing their lawn and/or sewing/mending their fishing net. The youngsters would carried out recreational activities such as playing football, badminton, cycling or fishing.

From the observation, it was noted that the community was quite cohesive as the members were cooperative, hardworking and helpful towards each other. The relationships amongst the members were extremely close. Local communities represented a main reason for tourists to travel, to experience the way of life and material products of different communities. Local communities also helped to shape the 'natural' landscapes, which many tourists consume (Aref, 2010). There were activities and programs like home-stay programs which were participated in by students from Japan. The students stayed at the villager's home and were involved in the family activities. Some students from the local universities participated in fishing competitions

organized by the community. These community involvement activities indicated that the community were interested in tourism products development and was active in promoting their village as a tourism destination.

### ***Financial/Economic Resources***

The major income for the community was derived from fishing and agricultural products and the most profound activity was fishing. A vast majority of the community at Kampung Baru Nelayan were fishermen. An unstructured interview was conducted with a community member named Abdullah bin Kassim. The interview was conducted to derive information on the nature of the fishing activities and the problems faced by the fishermen. According to some community members, he was the expert in catching green crab (*Carcinus maenas*). Abdullah mentioned that fishing equipment is expensive. He owned a 24-foot long sampan that is 7 feet wide and it cost him RM9K. The engine cost him another RM15K. He earned between about RM700 to RM2K per month. Abdullah, also indicated that the fishermen in Kampung Baru Nelayan had been facing the problem of getting a good catch during the last 20 years because commercial fishermen with large boats had B licenses that allowed them to use trawlers nets. Other than catching crabs and fishing, the fishing products that the community members further farmed were cockles and mentarang.

### ***Crabs: green, Blue and Red type***

This crab is very aggressive and powerful. A small green crab could weigh 100 grams, but a good healthy green crab could weigh 800 grams. This crab is a favourite among the Chinese ethnic group. The green crab is larger than the blue crab (*Callinectes sapidus*) and the red crab (*Gecarcoidea natalis*). A kilogram of green crab could be valued up to RM30 ringgit.

### ***Cockles (Anadara granosa)***

Other than catching crabs and fishing, the income for the fishermen at Kampung Baru Nelayan is derived from selling the cockles that they farm at the sea shore. The government has given them part of the seashore to breed the cockles. A group of 10 fishermen share the cockle project and they divide the income derived from the sale of the cockles among themselves. Cockle breeding is a well-known community activity in Kampung Baru Nelayan and it has become one of the main local community-based product. During the cockles breeding season, the community members scatter “seeds” of cockles known as ‘gula patah’ at the estuary area in Kampung Baru Nelayan which had been designated by the local government for cockle breeding. One community member stated that one cockle breeding area could generate as much as 6,000 cans, where one can could contain 17 kilograms of cockles’ seed.

### ***Mentarang (pholas sp)***

*Mentarang* is an animal shellfish of snail. *Mentarang* snails had thin skin and usually preferred low temperature water. *Mentarang* snails could only be found in the muddy shore and they can be collected during low tide. Roadside stalls that sell *Mentarang*, both fresh and cooked, can be found along the main road to Kuala Selangor.

### ***Natural Resources Analysis***

Kampung Baru Nelayan is a place that is rich with natural resources that can be developed as a tourism attraction. The beaches and sea are inappropriate for recreational activities except for aquaculture farming activities and recreational fishing.

### **Conclusions**

Community Based Tourism is based on the creation of tourist products characterised by community participation in their development. Kampung Baru Nelayan has the necessary community-based tourism products that could be developed and enhanced so that it can become a new tourism destination. However, accessibility to the area and its visibility need to be improved. Community-based tourism has emerged as a possible solution to the negative effects of mass tourism in developing countries, and the same time, as a strategy for community organisation that should be clearly stipulated at the onset of planning, designing, developing and implementing of any community-based tourism products. Extra effort should be considered in considering capacity and resources sustainability so as to avoid shortening the product life cycle and leaving behind an irreversible impact on the community and the community-based resources. Kampung Baru Nelayan is a very small village community. Community-based tourism has the potential to provide additional monetary and non-monetary benefits, but it should be planned within the acceptable limits of the available resource. The core concept is the integration of the elements within the community-based tourism products whereby the synergy could be created to ensure a proper match amongst the various stakeholders with the needs of the tourists.

### **APPENDIX:**

#### **Cultural Resources:**

Instrument	Domains	Details	Conditions (Very Good, Good, Poor )	Appropriateness as Tourism Products
Cultural Assets	Heritage			
	Crafts/Arts			
	Traditional Practices,			
	Festivals/Events/Creative Products,			
	Reputation/Foods			
	Others			

**Financial Resources:**

Instrument	Domains	Details	Conditions (Very Good, Good, Poor )	Appropriateness as Tourism Products
Financial Resources	Small and Medium Enterprise			
	SME Activities			
	Employment			
	Economic /Production			
	Distribution Outlets			
	Others			

**Community Assets:**

Instrument	Domains	Details	Conditions (Very Good, Good, Poor)	Appropriateness as Tourism Products
Community Assets	Skills Capabilities			
	Talents			
	Experience			
	Craft Knowledge			
	Creative Knowledge			
	Others			

**Community Activities:**

Instrument	Domains	Details	Conditions (Very Good, Good, Poor)	Appropriateness as Tourism Products
Community Activities	Leisure activities	Elderly		
		Youth		
		Children		
	Others			

**Natural Resources:**

Instrument	Domains	Details	Conditions (Very Good, Good, Poor)	Appropriateness as Tourism Products
Natural Resources	Beaches			
	Parks			
	Animals			
	Plants			
	Farming			
	Marine Life			
	Mountains			
	Rivers			
	Others			

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