

ARAM NEMUAI KE NANGA MUJAU

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Abstract

Promoting and marketing a potential destination for the travellers as a tourism spot requires many, not one, means to create awareness and get along with the tourism sector. The purpose of this study is to promote Nanga Mujau as a tourism attraction in the Betong District, as well as to promote local community products and services. A total of 177 respondents, comprising staff and students of Politeknik METrO Betong Sarawak, took part in the survey. These findings show that to evolve a destination as a tourist hotspot marketing and promotion need to primary focus on. In addition, the significant impact of tourism activities on entrepreneurship has also been found in this study, because it has been proven to encourage the growth of entrepreneurship in the community.

Keywords: Entrepreneurship, Local community, Marketing, Product/services, Tourism packages

INTRODUCTION

Malaysia is a part of southeast Asia; the country is divided into two areas East Malaysia which is boarder with Indonesia from Borneo Island and the other half is Peninsular Malaysia. Malaysia is very heterogeneous nation; the congress of different culture, sizeable population of various religious and ethnic groups, such as Malay as the major ethnic group, Indian, Chinese and Bumiputra in Sabah and Sarawak. (Sezali, Radzuan, and Shabudin, 2020). Sarawak is known as Land of the Hornbill, a multicultural paradise full of nature beauty and adventurous experience of tourism. Niah National Park, Semenggoh Wildlife Centre, Mulu National Park, and Bako National Park, which are known for its coastal landscapes and exotic wildlife—all serve as ample multipurpose attractions. The state of Sarawak is divided into several divisions such as Kuching, Sibu, Sri Aman, Kapit and Betong (Tedong *et al.*, 2022). Although, Betong may be not very familiar tourist spot for local and Asian travelers alike but exists with several germs seeking to be found. This region has many interesting destinations and many cheerful festivals that can attract tourists such as Pesta Layang – Layang at Pantai Tanjung Kembang, and Pesta Ikan Buntal in Spaoh (Amit, Tuen and Kho, 2021) Nanga Mujau is an eminent but not widely recognised destination that has the potential to draw in tourists, both local and international, in the context of the overall tourism industry (Greenery Borneo Travel & Tours Sdn Bhd (2024)). Nanga Mujau has a potential of unique such as several unique attractions can be served as tourists' attractions. These are just some of Wong Bangkit, Wong Raba, Lubuk Ikit and Iban mats and bags which would be good to be promoted to tourists.

Problem Statement

Nanga Mujau is not well-known among travellers. Largely unknown even to the local and international travellers alike. According to Avraham (2020), the researcher stated less familiarity of unfamiliar tourism destinations can be turned into an asset for local community and government.

Chebli and Ben Said (2020) found that travellers agreed that for the next holiday or trip; they will select less tourist destination, and less tourist destination will become the upcoming new trend. This will present a big opportunity for Nanga Mujau to be promoted as a new tourism attraction. At the national level, the Government encourages community participating in rural tourism especially among women to develop tourism product that support preservation of the cultural environment (Zakaria and Hua, 2024). Nanga Mujau local communities typically earn a living through hunting and farming.

Local community of Nanga Mujau majority migrate to big city or other state for work. In other way to assist them to generate their income is to promote their products and services, for instance bemban and rattan mats, and bemban bags. Rakan09Sarawak (2022) stated that Sarawak handicraft can be group into 5 categories: Textile products, forest-based handcraft, metal-based products, clay and ceramic based products, and miscellaneous craft. Furthermore, they also can operate a homestay and work as a host and tour guide in Nanga Mujau. According to Phelan et al. (2020), homestay operation and management activities can bring a source of income for the local community which in turn can motivate community participation to maintain environmental and cultural identity. Not just participation, but involvement of local communities will create mutually beneficial relationships (Zhang et al., 2020). According to Rai et al. (2020), homestay also formed a new trend and business in rural tourism and providing an alternative form of accommodation with the opportunity for the guests to stay and interact with the native community to immerse into local culture.

Most of the travellers and tourists who visited Betong area only focus on certain areas and activities such as Maludam National Park, hiking at Bukit Sadok and Kite Festival at Tanjung Kembang Beach. The other place that is worth going is Nanga Mujau. In Nanga Mujau, there are several activities that can be done including water-based recreation, handicraft simulation, and hiking to the waterfalls. Two interesting waterfalls can be found in the area which are Wong Raba and Wong Bangkit (Greenery Borneo Travel & Tours Sdn Bhd, 2024).

Research Objective

- A. Introduce Nanga Mujau as one of the attractions in Sarawak.
- B. Promoting the product and services that produced and provided by Nanga Mujau communities.
- C. Attract the Politeknik METrO Betong Sarawak so that they are interested in visiting Nanga Mujau as their destination.

Research Questions

- A. How can Nanga Mujau be effectively introduced and positioned as a key tourist attraction in Sarawak?
- B. How can Nanga Mujau's products and services be promoted to Politeknik METrO Betong Sarawak?
- C. How can Nanga Mujau attract Politeknik METrO Betong Sarawak?

Scope of Research

- A. Researcher chose Nanga Mujau as a tourism product.
- B. Tuai Rumah and Nanga Mujau communities are the person to get more information about the activities can be made.

- C. Politeknik METRo Betong Sarawak communities will be researcher respondent. Politeknik METRo Betong Sarawak communities will be researcher respondent.

Limitation of Study

This study only focuses on Nanga Mujau. The researcher only focused on this study to complete the subject DTM50174 Tourism Project. This research was made to only focus on quantitative data based on the bilingual questionnaire for the sample Politeknik Metro Betong Sarawak.

Significance of Study

Researchers can promote the holiday destination around Betong to local or international tourists. By promoting this holiday destination, tourists can explore a newer hidden gem that people never discovered. As mentioned by Chebli and Ben (2020) said that travellers agreed that for their next vacation or trip, they will choose a less popular destination and their findings also stated that travelling to less popular tourism destination become a new trend. This is also supported by Loewentheil (2024) as she revealed the less popular tourist destination being able to attract more tourists in the present times. World Economic (2024) mentioned that recent research by Booking.com and Expedia reveals that travellers shift from popular hotspots to lesser-known and less crowded vacation spots in hopes of reconnecting with loved ones and reducing anxiety and stress.

Moreover, also to be promoted is the local communities in Nanga Mujau of products and services. According to Nguyen, Khai and Van Ngo (2022), when travellers visit tourist destination, tourist memory and experience become the main reason tourists bought local products and services. In Nanga Mujau, local community currently produced handicrafts such as Bemban and rattan mats and bags, merchandise and local food. In terms of services, local community in Nanga Mujau provides homestay and tourists guide service for tourists whose want to go and experience jungle trekking, night walking, sightseeing and waterfalls in that area. Tourists can visit the waterfalls such as Wong Bangkit and Wong Raba. They will make money by selling this type of product and service.

Promoting destination as a tourist vacation spot will also increase entrepreneurship movement among local communities. According to Tovmasyan (2022), the researcher found that tourism will increase female engagement in the entrepreneurship businesses, and it will contribute to economic, social and environmental development. This statement is also in line with Alhammad (2020) as the researcher stated that by offering traveller with products based on local culture, it benefited the local community in generating income and promoting sustainable tourism practice. Tourism activity at Nanga Mujau will makes a positive contribution to the local economy development. Thus, tourism activities will create jobs for local communities, contribute to the preservation of local culture and environment, and at the same time free promotion as visiting tourists buying and bringing crafts and souvenirs to their homeland.

Summary

Vacation spot in rural areas must be promoted locally and globally. With the help from government and participation of local community will boost the development of sustainable tourism in rural areas. Aazami and Shanazi (2020) stated that by participating in tourism activities, local community can boost their quality of life by creating and developing tourism product and services in their area. Same with Ahyan et al. (2020) as the researchers stated that rural tourism management

has positive impact to economy and local community. Travellers can visit places like Nanga Mujau to experience the natural environment and escape the worldly bustle. Good promotion and marketing are needed to make this effort become reality. As stated by Elsayy, Nassar, Fouad and Bassiony (2024), due to the lack of promotion and marketing, the local community missed opportunity to reveal the hidden gem in rural areas. Hence, effective promotion and marketing effort are essential for driving visitation to that area, generating interest and raising awareness.

LITERATURE REVIEW

Attractions in Betong

According to Betong District Council (2023), Dayak Saribas Local Authority was established on 1st January 1948. Then, Dayak Saribas Local Authority was renamed to Betong District Council 1 January 1998. Distance from Miri to Betong is 559.5 km, while Distance from Kuching to Betong is 245.9 km. Betong District had several sub-districts under it: Debak, Spaoh, Maludam and Pusa and had an area of 2520.89 Square/Km. Located in Maludam, Maludam National Park is comprised with low-lying peat swamp forest that home for a multiple of flora and fauna and this park is vital for biodiversity among plants and species (Borneo Adventure, 2024). In Spaoh, "Pesta Ikan Buntal" attracted both local and international tourist annually (Razali, 2024). There is lesser known place in Betong that very potential to attract tourists. Nanga Mujau located in Ulu Layar area in Betong. In that area, there are several potential tourists' attraction that can be promoted. Nanga Mujau offered homestay to tourists who want to stay there. Homestay development in rural area will generate income to local community and also provides job opportunity for them (Ahmad, Saifuddin, Jusoh, Choy and Jali, 2020). Local community also produced local handicraft such as Bemban and rattan mats and bags, traditional "kuih" and "serunding Halia". They also provide service like tourist guide for night walking, sightseeing, hiking and jungle trekking to waterfalls. Wong Bangkit and Wong Raba are several waterfalls attraction to be named (Greenery Borneo Travel & Tours Sdn Bhd, 2024).

Product and Services Generate Local Community Income

The local products and services have the potential to create income for local communities. They typically earn their livelihoods from selling the natural resources and the handicrafts they crafted. As an example, Bario local community produced their product which is Bario Salt (New Straits Times Regional, 2024). Other than salt, local community in Bario also produce their local product which is rice. (Ronie *et al.*, 2022) has stated that Bario rice is widely grown by the local people in the Bario Highland in the state of Sarawak.

Nanga Mujau local community produced their own local products and services such as Bemban and rattan mats and bags, handicrafts, Serunding Halia and traditional kuih and handicraft (Greenery Borneo Travel & Tours Sdn Bhd, 2024). The local community work as a farmer and sell vegetables at pasar tamu and gain their income. In other ways for them to generate their income, they can sell their products to the tourists that visit Nanga Mujau. Additionally, they offer a service which is tour guide service. The tour guide of Nanga Mujau can lead the way for the traveller to waterfalls such as Wong Bangkit, Wong Raba and Lubuk Ikit. Local community can gain income by selling products, tour guide services and provide homestay to tourist (Regmi, Neupane, Nuepane, and Pokharel, 2023).

Tourism Packages

Tourism packages is one of the ways to promote the product that local made. The ultimate goals of packages are to offer the unforgettable memories and best experience to achieve customer's need. According to Liyushiana, Sinaga, Ismail, and Denny (2023), there are many types to be named but in a tourism package there are lot of types such as luxury packages, all-inclusive packages, customized packages, budget packages, cultural packages and adventure packages, wellness retreats, eco-tourism and even virtual travel experiences. According to Liao and Chuang (2020), packages must consist of itinerary, activities, location, attraction, accommodation price, and transportation.

The government can play their roles to promote the tourism package. According to Nur, Akib and Niswaty (2023), the government must be able to provide opportunities for economic growth for local people's welfare. The use of local materials and products in the service process in the tourism sector will also provide opportunities for the tourism industry, and the local tourism industry can promote their products and services.

RESEARCH METHOD

Research Design

This paper is Quantitative research design with adapted structure questionnaire. These research paper undertaken in PMBS and use bilingual languages (Bahasa Melayu and English) for questionnaire.

Research Sampling

This research sampling involved the Politeknik METrO Betong Sarawak staff and student in Semester 1:2024/2025. There are 316 population in Politeknik METrO Betong Sarawak. For the staff has 41 persons meanwhile students have 238 persons. Based on the sample size from Slovin formula (Ryan, 2013), a total of 316 population requires minimum 177 sample. The data from the sample will be analyse using a Statistical Package for Social Sciences (SPSS).

Research Instrument

Research instrument is a tool that researcher chooses to collect, measure, and analyse the data. The choice of a research instrument based on the topic, the research question and the data that needs to be collected. The instruments can be categorized into different type of the research method. For this research, researcher will use questionnaire. The instruments that researcher will use is five (5) Likert scale to access sample opinions. The questionnaire will be conducted close ended.

Data Collection

This research will be conducted through cross sectional study. This questionnaire with five Likert scale, it will be given via google form. This research will be collected by researcher from week 10 until week 11. Link will be given to academic advisor who will pass on each semester. For staff, the link will be given to supervisor.

Data Analysis

To this study, only staff and students from Politeknik METrO Betong Sarawak students will be the responder. Data from 177 respondent will be analyse and interpret according to week 10 until week 11. For the sake of this research, researcher will be using Statical Package for Social Science (SPSS) as the main medium data analysis. By using Statical Package for Social Science (SPSS), descriptive analysis, frequency and demography profile will be interpreted.

DATA ANALYSIS AND FINDINGS

Demographic of Respondents

Table 1. Distribution of age

Age	Frequency	%
18-22 years old	168	94.9
23-27 years old	3	1.7
28-32 years old	1	0.6
33-37 years old	1	0.6
38-42 years old	2	1.1
43-47 years old	2	1.1
Total	177	100.0

As shown in Table 1.0, most respondents were between 18-22 years old, with 94.9% (N=168), whereas respondents between the age 23-27 years old scored 1.7% (N=3). The remaining balance was of respondents that between the age of 38-42 years old and 43-47 years old that scored 1.1% (N=2) and the lowest respondent are between the age 28-32 years old and 33-37 years old has scored 0.6% (N=1).

Race of Respondent

Table 2. Distribution of race

Race	Frequency	%
Malay	52	29.4
Iban	73	41.2
Chinese	5	2.8
Indian	1	0.6
Melanau	12	6.8
Bidayuh	13	7.3
Kayan	6	3.4
Kenyah	3	1.7
Orang Ulu	3	1.7
Bumiputera Sabah	9	5.1
Total	177	100.0

As shown in the table above, the highest response was received from Iban with 40.6% (N=71). The second highest response was received from Malay with 29.7% (N=52). The remaining balance was of the respondent that Melanau was recorded at 6.9% (N=12) and Bidayuh at 7.4% (N=13). Other than that, the respondent's response that Chinese was recorded at 2.9% (N=5) while Kayan was recorded at 3.4% (N=6) and Bumiputera Sabah was recorded at 5.1% (N=9). As for Kenyah and Orang Ulu have recorded 1.7 % (N=3) accordingly. The lowest response of respondent that Indian was recorded at 0.6% (N=1).

Occupation of Respondents

Table 3. Distribution of occupation

Occupation	Frequency	%
Student Politeknik METrO Betong Sarawak	168	94.9
Staff Politeknik METrO Betong Sarawak	9	5.1
Total	175	100.0

As shown in Table 3.0, the highest respondent responses are Students Politeknik METrO Betong Sarawak was recorded at 94.9% (N=168) while the other is Staff Politeknik METrO Betong Sarawak was recorded at 5.1% (N=9).

Section B: Introduction of Nanga Mujau

Table 4. Response rate under introduction of Nanga Mujau

No	Item	Strongly Disagree	Disagree	Neither Neutral	Agree	Strongly Agree
1	" Tourist know the existent of Nanga Mujau."	4.5%	11.3%	49.1%	22.6%	12.4%
2	"The location of Nanga Mujau is strategic for tourists to come."	2.3%	2.3%	40.1%	36.7%	18.6%
3	"Tourist don't know about Nanga Mujau because lack of promotion."	1.1%	1.7%	27.7%	37.3%	32.2%
4	" The environment of Nanga Mujau is very eco-friendly."		0.6%	29.4%	32.2%	37.9%

For question 1, "Tourist know the existent of Nanga Mujau", the highest response is 'Neutral' was recorded at 49.1% (N=87). The second-highest response 'Agree' was recorded at 22.6% (N=40). The remaining respondent response 'Disagree' was recorded at 11.3% (N=20) and 'Strongly Agree' was recorded at 12.4% (N=22). The lowest respondent response 'Strongly Disagree' was recorded at 4.5% (N=8). For question 2, "The location of Nanga Mujau is strategic for tourists to come", As shown in Table 5.0, the highest response 'Neutral' was recorded at 40.1% (N=71). The second highest response 'Agree' was recorded at 36.7% (N=65). The remaining response 'Strongly

Agree' was recorded at 18.6% (N=33). Whereas 'Strongly Agree' and 'Disagree' have recorded 2.3% (N=4). For question 3, "Tourist don't know about Nanga Mujau because lack of promotion", the highest response 'Agree' was recorded at 37.3% (N=66). The second highest response 'Strongly Agree' was recorded at 32.2% (N=57). The remaining response is 'Neutral' was recorded at 27.7% (N=49) and 'Disagree' was recorded at 1.7% (N=3). The lowest response 'Strongly Disagree' was recorded at 1.1% (N=2). For question 4, "The environment of Nanga Mujau is very eco-friendly", the highest response 'Strongly Agree' was recorded 37.9% (N=67). The second highest response 'Agree' was recorded at 32.2% (N=57). The remaining response is 'Neutral' was recorded at 29.4% (N=52). The lowest response 'Disagree' was recorded 0.6% (N=1).

The finding indicates that potential tourists are not familiar with the existence of Nanga Mujau. It is highly evident through this finding that marketing and promotion for lesser-known destinations is vital. According to Yudaningrum, Kustinah, Nugraha, Jaelani, Sari and Irwandi (2022), marketing is an essential aspect for the promotion of potential destination source toward local and international travellers. Furthermore, Hermawan, Santosa, Wijayanti, Nurfitriana, Saputra, Sinangjoyo (2022) stated that social media promotion and tourist attraction have significance on tourist revisit intention.

As Nanga Mujau located in Betong, it is quite easy for tourist to visit the place as the distance from Kuching to Betong is 245.9 km and from Miri to Betong is 559.5 km (Betong District Council, 2023). According to Sudarmayasa, Setiyowati, Uhai, and Anugrah (2022), the researchers found that the distance of tourist attraction does not put off the tourist intention to visit the place. Hence, maintaining the infrastructure such as main road, signage and bridge to that place is very important. As stated by Lagha (2021), promotion of tourism place is vital especially for a new place and at the same time, government must help tourism agencies to promote destination by lowering administrative difficulties and enhance marking effort at national level to increase the awareness among potential tourists.

Social media is very useful tool in promoting tourist attractions as it provides interesting information about new tourism attraction and potential destination. Furthermore, videos and images of tourist destination and attractions that shared on Facebook, Instagram and other social media will inspire others to visit the destination (Dela Cruz, Pangilinan, San Juan, Santiago, Santos and Villanueva, 2022). Nanga Mujau promotes ecotourism as it is surrounded by and natural river and forest make it suitable for tourist to relax, release tension and run away for the busy of work temporarily. Chan and Saikim (2022) found that majority respondents revealed that ecotourism destinations are a suitable place for family togetherness, releasing tension and escape from busy life. The target market for ecotourism destinations includes travellers who are seeking for an escape from busy daily life and relaxation. Ecotourism is not only limited as tourist attraction, but also creates several economic opportunities such as additional income and job opportunities for local community (Nipo, Chan and Saikim, 2021).

Section C: Products and Services

Table 5. Response Rate under Product and Services

No	Item	Strongly Disagree	Disagree	Neither Neutral	Agree	Strongly Agree
1	"As a Tourist I will buy and use their services whenever I visit to Nanga Mujau."			32.7%	42.4%	24.9%
2	" As a tourist, I will buy the handicraft that produce by the local community."			27.1%	43.5%	29.4%
3	" If I want to visit Nanga Mujau, I will use the tourist guide services provided by the local."		0.6%	24.3%	41.9%	33.3%
4	" If I want to stay a night at Nanga Mujau, I will book the homestay room provided by the Nanga Mujau communities."		0.6%	23.2%	40.7%	35.6%

For question 1, "As a Tourist I will buy and use their services whenever I visit to Nanga Mujau", there are 42.4% (N=75) responded 'Agree' with the highest response. The second highest response 'Neutral' was recorded at 32.7% (N=58) while the lowest was 'Strongly Agree' with record of 24.9% (N=44). For question 2, "As a tourist, I will buy the handicraft that produce by the local community", the highest response was received from 'Agree' with 43.5% (N=77). The second highest response 'Strongly Agree' was recorded at 29.4% (N=52) while the lowest response was 'Neutral' with record of 27.1% (N=48). For question 3, "If I want to visit Nanga Mujau, I will use the tourist guide services provided by the local", the highest response 'Agree' was recorded at 41.9% (N=74). The second highest response 'Strongly Agree' was recorded at 33.3% (N=59). The remaining response 'Neutral' was recorded at 24.3% (N=43) while the lowest response was 'Disagree' with the record at 0.6% (N=1). For question 4, "If I want to stay a night at Nanga Mujau, I will book the homestay room provided by the Nanga Mujau communities", the highest response 'Agree' was recorded at 40.7% (N=72). Whereas the second highest response 'Strongly Agree' was recorded at 35.6 (N=63). The remaining balance response 'Neutral' was recorded at 23.2% (N=41) while the lowest response 'Disagree' was recorded at 0.6% (N=1).

Chen, Chen, Yeh, Tseng and Huan (2022) revealed that tourist tend to buy product and using the service provide from local community as they could using that as a memories to remember from their trip and the same time, Wu, Zhang, Zhang, Zhang and Cai (2022) found that tourists always want to buy souvenirs from local people since their handicraft are unique and rare. Tourists tend to buy the handicraft as a present for their family and friends or as memories. According to Ara (2021), in order to enhance handicraft industry, government need to make sure a proper policy support in place, adequate raw material, continuous research work and continuous promotional efforts. Biswas, Deb, Hasan and Khandakar (2021) stated that emotional involvement among tourists has a significant impact in selecting handicraft as a memento while Deb (2021) stated that electronic media

and social media can play crucial role in promoting tourism handicraft at national and international level.

Cempena, Brahmayanti, Astawinetu, Panjaitan, Kartini and Panjaitan (2021) found that tourism products, brand quality and service quality have an impact on customer value. Thus, if the brand quality of tourist attractions increases, it will increase the professionalism of tourism workers and quality of tour guide. Hence, this situation will increase tourist satisfaction and customer value. Ren, Ma, Feng (2024) found that in order to increase customer value through quality service of industry player, tourist guide should have proper training so that they can handle all situation, give correct information.

Section D: Attract People to Visit NANGA MUJAU

Table 6. Response rate under attract people to visit Nanga Mujau

No	Item	Strongly Disagree	Disagree	Neither Neutral	Agree	Strongly Agree
1	" I am interested in visiting Nanga Mujau."		1.1%	22.6%	32.8%	43.5%
2	" If there is free time, I will travel to Nanga Mujau."		1.1%	24.9%	39.5%	34.4%
3	" If there is an activity that involves class activities, I will tend to choose Nanga Mujau as the location for class activities."	0.6%	2.3%	32.2%	35.0%	29.9%
4	" The environment at Nanga Mujau is perfect for weekend activities."			28.2%	36.7%	35.0%
5	" As a student I will introduce Nanga Mujau to outsiders."		0.6%	20.9%	40.7%	37.8%

For question 1, "I am interested in visiting Nanga Mujau", the highest response 'Strongly Agree' was recorded at 43.5% (N=77). The second highest response 'Agree' was recorded 32.8% (N=58). The remaining balance response 'Neutral' with the record at 22.6% (N=40) while the lowest response 'Disagree' was recorded at 1.1% (N=2). For question 2, "If there is free time, I will travel to Nanga Mujau", the highest response 'Agree' was recorded at 39.5% (N=70). The second highest response 'Strongly Agree' was recorded at 34.4% (N=61). The remaining balance response 'Neutral' was recorded 24.9% (N=44) while the lowest response 'Disagree' was recorded at 1.1% (N=2). For question 3, "If there is an activity that involves class activities, I will tend to choose Nanga Mujau as the location for class activities", there are 35.0% (N=62) responded 'Agree'. Whereas the second highest was recorded from 'Neutral' at 32.2% (N=57). The remaining balance response 'Strongly Agree' was recorded at 29.9% (N=53) and 'Disagree' was recorded at 2.3% (N=4) while the lowest response 'Strongly Disagree' was recorded at 0.6% (N=1). For question 4, "The environment at Nanga Mujau is perfect for weekend activities", the highest response 'Agree' was recorded at 36.7%

(N=65). The second highest response 'Strongly Agree' was recorded at 35.0% (N=62) while the lowest response 'Neutral' was recorded at 28.2% (N=50). For question 5, "As a student I will introduce Nanga Mujau to outsiders", the highest response 'Agree' was recorded at 40.7% (N=72). The second highest response 'Strongly Agree' was recorded at 37.8% (N=67). The remaining balance response 'Neutral' was recorded 20.9% (N=37) while the lowest response 'Disagree' was recorded at 0.6% (N=1).

The findings indicated tourists' interest to visit lesser-known destination. Therefore, tourist destination should able to adapt and prepare to welcome the tourist arrivals. As mentioned by Iqbal, Alfisyahr and Irawan (2020), local government should make sure the readiness of the destination and its services and products offering to receive tourist. Local destination also needs a strong knowledge-based in term of services and local attractions to provide travellers "total tourism experience". Additionally, it is important to make sure a positive engagement among multiple tourism stakeholders in the planning process. The negligence towards these issues may jeopardise local destination efforts to be competitive (Shariffuddin, Zain and Azinuddin, 2020).

The findings gave a vital information to government and tourism stakeholders to strengthen their collaboration in order to promote tourism in rural area. As the main promoter of tourism in this country, Tourism Malaysia need to enhance tour operators to familiarize for rural tourism products. Tour operators play an important role as intermediary between supply and demand of tourism product and services. Their cooperation and commitment are thus important to further promoting rural tourism destinations in Malaysia. As such, synergy and collaboration between related government authority and tourism operators is therefore crucial and need to be further strengthened to serve the "total tourism experience" to tourist (Zahari, Hanafiah, Akbar and Zain, 2020). Furthermore, Hanafiah, Balasingam, Nair, Jamaluddin and Zahari (2021) added that policy makers like Ministry of Tourism, Art and Culture (MOTAC) should modify relevant tourism policies and incentives to inspire and support tourism industry players such as accommodation operators, transport providers, tour guides, licensed travel agents, food outlets, souvenir/handicrafts suppliers, and tourism products operators to be more aggressive in promoting tourism Malaysia. As the findings state that the natural environment is good for weekend activities, it will bring an opportunity for stakeholders who are involved in the tourism industry.

Kumavat (2023) stated that ecotourism brings many advantages, such as promoting sustainability, creating foreign exchange, valuing culture, balancing development and generating entrepreneurship and helps in employment development. Hence, marketing efforts like social media, digital marketing, radio, television and outdoor campaigns are vital to attract potential tourists. Promoting natural environment and ecotourism will not only generate income for government and tourism stakeholders, but also facilitates the future generation by preserving nature. Furthermore, Teodorov, Muresan, Dinu and Dinu, (2020) also mentioned that marketing efforts like social media are vital and played important role in promoting tourist destination, as they found destinations which promoted in magazine, papers and even movies indicated increasing numbers of tourist arrival. Social media not only allow user to write reviews and opinions on the destinations visited or the services and product used, but also can attract the attention of potential travellers by posting a picture or video. The findings are aligned with Filimonou and Perkins (2023) as the researchers stated that consumers willing to undergo experience of ecotourism and willing to promote it to others. Furthermore, the respondents also revealed that natural environment gave them an authentic experience, new perspective, feel of close to nature, experience the natural environment but causing minimum damage and to interact with local culture. As mentioned by Constantin, Papuc-Damaşcan,

Blumer, Albu, Suciu, Candrea and Ispas (2021), as increasing interest from travellers towards cultural natural-based tourism, identifying the specific needs and preference of these travellers are vital. This is because the information can be useful for marketing and promotion strategies for tourism stakeholders.

DISCUSSION, RECOMMENDATION AND LIMITATION AND CONCLUSION

Discussion

Based on the findings, lesser-known destinations must have impressive marketing strategies and promotion efforts from local government authority and tourism stakeholders. As mentioned by Yudaningrum *et al.* (2022) stated that marketing strategies play a vital part in promoting a potential destination to local and international tourists. Lagha (2021) found that promotion of tourism places is vital especially for a new place and at the same time, government must help tourism agencies to promote destinations by lowering administrative difficulties and enhance marketing efforts at national level to increase the awareness among potential tourists. Social media is a very useful tool in promoting tourist attractions as it provides interesting information about new tourism attractions and potential destinations.

Government and tourism stakeholders must work together to promote tourism in rural areas by introducing local products and services. Industry players play a vital part as an intermediary towards supply and demand in tourism business (Zahari *et al.*, 2020). Therefore, policy makers like MOTAC (Ministry of Tourism, Art and Culture) should provide interesting stimulus packages and incentives for tourism stakeholders such as accommodation operators, transport providers, tour guides, licensed travel agents, food outlets, souvenir/handicrafts suppliers, and tourism products operators to be more aggressive in promoting tourism Malaysia to boost tourism activities (Hanafiah, 2021).

Local communities also will be able to benefit from tourism activities in their areas. The local community can earn additional income by selling products to tourists, offering tour guide services and providing homestay (Regmi, Neupane, Neupane, and Pokharel, 2023). Promoting destinations as a tourist vacation spot will also increase entrepreneurship movement among local communities. As mentioned by Tovmasyan (2022), the researcher found that tourism will increase female engagement in entrepreneurship world and this will contribute to economic, social and environmental development. Alhammad (2020) found that by offering tourists with products based on local culture, local communities will generate income and at the same time promote sustainable tourism practices.

Recommendation and Limitation for future research

The findings of this study only focus on Nanga Muja and Politeknik METRO Betong Sarawak. Results from this research were limited in terms of generalization due to constraints of time and not a complete representation of the entire tourist population. For future research, additional research must include more potential attractions to increase information and understanding and to improve the current study on how to promote lesser-known destinations. Further research also must include more respondents in order to increase the point of view and give more information about the study.

Furthermore, there were more aspects and variables that need to be investigated in future research. For an example in terms of sample size of respondents. The results from this study do not represent the opinion of citizens of students and staff from other institutions. Replication in terms of

different type of respondents such as student from other polytechnic or from local citizen of Betong will give different perspective and point of view as the results will broaden the data analysis for further generalization.

In the future research, the next research must use the other same rural area places that have almost same geographic area to be an example. In addition, the questionnaire must include other language such as Mandarin and Tamil because Malaysia has a lot of different races. There are a few limitations during the completion of this research. The limitation of this research is the time constraints. Researcher need to rush the respondents to fill in the questionnaire. Other than that, researchers lack information about the places. Researcher are struggling to find an info about the places.

CONCLUSION

This research was conducted aiming to introduce Nanga Mujau as a tourist destination and promote their products and services to tourist. A total of 177 respondents took part in the survey. The finding revealed that potential tourist still unfamiliar with the existence of Nanga Mujau as tourist destination. Thus, impressive marketing strategies and promotion efforts from local government authority and tourism stakeholders is a must. The findings also found that collaboration between government and tourism stakeholders are very important in order to help local community in promoting their product and services so that we can provide “total tourism experience” to tourist. Finally, community engagement with tourism activities will lead to entrepreneurship among local community. Arrival of tourists in their area create job opportunities such as tourist guide, establishment of small medium enterprise, and development of local products and services.

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