

DEVELOPING A SUSTAINABLE TOURISM PACKAGE: MARKETING AND VISITOR ENGAGEMENT FOR RUMAH JAGA ANAK EDDI, NANGA GERENJANG IN SARAWAK

Anderson Britte Anak Cassidy Britte*, Anderian Baling Anak Piang, Catherine Anak Benet, Esther Elijah Anak Samat

Politeknik METrO Betong Sarawak (PMBS), Betong, Sarawak

*Corresponding author: ayieebritte@gmail.com

Abstract

This study explores the development of a sustainable tourism package for Rumah Jaga Anak Eddi, located in Nanga Gerenjang, Saratok, Sarawak. The research aims to address the growing demand for culturally immersive and ecologically responsible tourism while providing economic and social benefits to the local community. Using Slovin's formula, 170 respondents, including staff and students from Politeknik METrO Betong Sarawak, participated in a survey designed to assess visitor preferences, marketing strategies, and community readiness. The quantitative survey employed a four-point Likert scale to capture data on tourist expectations, promotional effectiveness, and engagement levels with cultural heritage. Findings will inform the creation of a comprehensive tourism package emphasizing sustainability and cultural authenticity. This package will integrate community-driven initiatives, environmental conservation practices, and strategic marketing to position Rumah Jaga Anak Eddi as a premier eco-cultural tourism destination. The research underscores the importance of leveraging local traditions and natural resources while addressing challenges such as limited visibility and infrastructure. The study contributes to the broader discourse on sustainable tourism development, highlighting the role of educational institutions in fostering community engagement and capacity-building. The results are anticipated to serve as a model for similar rural communities in Sarawak, aligning with global efforts to promote sustainable development goals in tourism. By combining academic insights with practical implementation, this initiative aspires to create a lasting impact on both the host community and the visiting tourists.

Keywords: Community based tourism, Marketing and visitor engagement, Sustainable tourism package.

INTRODUCTION

The tourism industry is one that is significant and has a strong chance of developing and expanding. A growing number of travel destinations has made room for investment in this industry in several countries worldwide. By creating jobs, encouraging innovation, and investing in infrastructure, most nations use the tourism industry as their main socioeconomic engine. Furthermore, the tourism sector is a major source of foreign exchange, which promotes investment, employment, and economic expansion. Tourism industry makes up the third largest portion of Malaysia's GDP following by manufacturing and commodities (Hirschmann, 2020). Community-Based Tourism (CBT) has the potential to enhance rural development by involving local communities in tourism activities, ensuring economic, cultural, and environmental benefits. In Saratok, Sarawak, Rumah Jaga Anak Eddi at Nanga Gerenjang longhouse is an underexplored yet promising destination for CBT. Despite its cultural richness and natural attractions, tourism in Nanga Gerenjang is underdeveloped due to limited awareness, lack of infrastructure, and inadequate marketing

strategies. This gap hinders sustainable economic growth for the local community. Previous studies highlight the benefits of CBT for rural development but lack focus on Saratok's unique context, including its challenges and opportunities. This study aims to raise tourism awareness, create a sustainable tourism package, and develop marketing strategies tailored to Nanga Gerenjang. By doing so, it aligns with Sustainable Development Goals (SDGs), particularly Goal 1 (No Poverty).

Research Objectives:

1. To promote tourism awareness at Nanga Gerenjang as a potential CBT site.
2. To develop a sustainable tourism package.
3. To design effective marketing strategies for tourism activities.

LITERATURE REVIEW

Community-Based Tourism (CBT)

CBT empowers local communities by integrating them into the tourism value chain. According to Angelo (2020), rural tourism offers benefits such as job creation, economic diversification, and preservation of cultural heritage.

Sustainable Tourism:

Sustainable tourism protects natural resources while ensuring community benefits. Mustafa et al. (2021) emphasized that sustainability safeguards cultural and environmental assets.

Digital Marketing in Tourism:

Digital platforms are vital for promoting tourism destinations. Mpotaringan et al. (2021) highlighted how tools like social media can enhance visibility and attract visitors.

Theoretical Framework:

This study integrates the Triple Bottom Line (economic, social, and environmental sustainability) into CBT development.

RESEARCH METHOD

Research Design

The research adopts a quantitative approach, using statistical analysis to interpret data from a large sample. The data is gathered via surveys distributed through the Google Forms platform to the Politeknik METrO Betong community, including both students and staff. This design allows for the collection of quantitative data necessary for analysing the effectiveness of the proposed tourism package.

Research Sampling

A stratified random sampling method is used to select the sample from the target population of students (DUP and DKB) and staff at Politeknik METrO Betong (PMBS). To determine the sample size, Slovin's formula (1960) is applied with a 95% confidence level and a margin of error of 0.5%. Using Slovin's formula, the sample size required is calculated to be 166 respondents.

Research Instrument

The data will be collected using a Google Form survey with closed-ended questions. The questions will utilize a 4-point Likert scale to assess respondents' opinions about the tourism package. The questionnaire is adapted from prior research to ensure reliability and relevance.

Project Production Procedure

To promote the tourism package, social media platforms like TikTok will be used, along with the distribution of brochures to reach a wider audience, including those without social media access. Additionally, an E-book detailing the tourism package will be created and shared via a QR code for easy access.

Materials and Equipment

The research utilizes various tools for content creation, including the Canva app for designing marketing materials such as brochures and posters. CapCut is used to create engaging videos, while a camera and laptop are used for capturing promotional photos, videos, and for developing the project materials.

Data Collection

The survey will be distributed to the 170 respondents over the course of four weeks. Data will be collected using the Google Forms platform, with a 4-point Likert scale for measuring respondents' opinions on the product. The surveys will be shared through WhatsApp to reach the participants efficiently.

Data Analysis

The collected data will be analysed using SPSS (Statistical Package for the Social Sciences) software, which is suitable for quantitative research. SPSS will facilitate the accurate and reliable analysis of survey data, ensuring that the results are statistically sound. In summary, this chapter outlines the research methodology for collecting and analysing data from 166 respondents at Politeknik METrO Betong using a quantitative approach. The data will be analysed using SPSS to ensure accurate results, providing insights into the effectiveness of the tourism package being studied.

RESULTS AND DISCUSSION

Table 1. Online presence and visibility

Item	Level of Agreement	Frequency, N=170	Percentage (%)
B1: I often use social media to discover new travel destinations	Strongly Disagree	4	2.4
	Disagree	0	0
	Agree	42	24.7
	Strongly Agree	124	72.9

Objective 1: To explore the potential of tourism marketing strategies (online presence and promotional content) to raise awareness and interest in Nanga Gerenjang Longhouse as a cultural tourism destination.

The findings indicate that social media is a highly effective tool for tourism promotion, with a significant majority of respondents agreeing that social media is crucial for discovering new destinations (72.9%) as per table 1.1 above. Additionally, the use of video content (mean score 3.63) was seen as a vital marketing strategy for attracting tourists, especially those interested in cultural and community-based tourism.

Table 2. Marketing skills and resources

Variables	Item	Question	Mean
Marketing Skills and Resources	C1	It is important to have detailed information on local culture when decided to visit a destination like Nanga Gerenjang longhouse.	3.62
	C2	Detailed information on cultural experience and community involvement would increase my interest in visiting a cultural site.	3.60
	C3	Videos showcasing local activities would increase my increase my interest in visiting a cultural tourism site like Nanga Gerenjang longhouse	3.63

Objective 2: To understand how local marketing strategies (such as videos and cultural promotion) influence tourists' preferences and decision-making processes.

The study as per Table 2.1 above revealed that respondents find videos showcasing local activities and cultural experiences to be highly influential in their decision-making process. With a mean score of 3.63, the data supports the idea that well-crafted videos can significantly increase interest in visiting cultural sites like Nanga Gerenjang Longhouse.

Table 3 Tourist preferences

Variables	Item	Question	Mean
Tourist Preferences	D1	I am motivated to choose cultural tourism to learn about new cultures.	3.56
	D2	Knowing that tourism activities have a positive impact on local communities is important to me.	3.61
	D3	I am interested in hands-on cultural experiences when visiting a rural community.	3.58

Objective 3: To examine the role of sustainable tourism and its impact on tourists' preferences for visiting cultural destinations.

The data shows on table 3 above shows that respondents have a strong preference for sustainable tourism practices (mean=3.61). They are particularly interested in cultural tourism that offers educational experiences and supports local communities, suggesting that sustainable impacts should be a key focus in marketing Nanga Gerenjang as a destination. These findings underscore the importance of combining modern marketing tools like social media and videos with sustainable tourism practices to attract tourists to cultural destinations like Nanga Gerenjang Longhouse.

CONCLUSION

The development and promotion of sustainable tourism in Sarawak, specifically through community-based tourism initiatives such as homestays, offer great potential for economic, social, and environmental benefits. This study highlights the potential of Rumah Jaga Anak Eddi at Nanga Gerenjang as a Community Based Tourism (CBT) destination. By addressing gaps in awareness, sustainability, and marketing, the proposed strategies contribute to economic growth, cultural preservation, and environmental protection. These findings emphasize the importance of community involvement and digital innovation in achieving sustainable tourism. Future studies should explore partnerships with government bodies and NGOs to further enhance CBT initiatives. Through this study also, it is evident that a combination of factors contributes to the effectiveness of tourism marketing strategies, with social media and video marketing being crucial tools for increasing visibility and attracting tourists. Respondents emphasized the importance of showcasing local culture and sustainable practices, suggesting a clear preference for cultural tourism that promotes educational experiences and benefits local communities.

Furthermore, the research highlights the growing significance of community involvement in tourism activities, with homestay programs providing an essential opportunity for rural communities to showcase their unique cultural heritage and contribute to local development (Mustafa Rehman Khan *et al.*, 2021; José María López-Sanz *et al.*, 2021). The positive impacts of homestays extend beyond the economic sector, fostering social cohesion and preserving cultural traditions (A.M. Dayang Affizah *et al.*, 2017; Sarina Mohamad Nor *et al.*, 2021). It is essential for tourism providers to adopt a holistic marketing approach, integrating technology and innovative practices such as video marketing and social media outreach, while also emphasizing sustainable tourism principles.

Thus, the future of tourism in Sarawak depends on the ability to balance commercial interests with the well-being of local communities and the environment, making sustainable tourism a key driver for long-term growth in the region.

In conclusion, tourism stakeholders must continue to embrace community-based tourism as a means of promoting cultural sustainability, environmental protection, and inclusive economic development. By focusing on local heritage, sustainable practices, and utilizing modern marketing tools, Sarawak's tourism industry can evolve into a model of responsible and culturally enriching travel.

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