

Report on  
the 2016 Summer Joint Project-Based Learning Program  
**"Multidisciplinary Approaches to Green Economy"**

by

Akita International University,  
University Teknologi Malaysia, and  
Universiti Malaysia Sabah



Akita International University  
August 2016

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## **I. Introduction and Acknowledgments**

The island of Borneo has one of the richest tropical rainforests in the world. But now the Southeast Asian nations see their economy grow to an unprecedented level of prosperity and Sabah is no exception. It is part of Malaysia, one of the most advanced economies in the region, behind only Singapore and Brunei Darussalam in terms of GDP per capita. Here is a serious environmental challenge: the economic development and consequent demographic and social changes are seriously affecting the environment. What should be done? We must protect the rainforest while keeping the economy to grow.

The challenge is not only environmental and economic, but also social, cultural, legal and political, and not only regional but also national and international. In other words, the conservation of the rainforest in Borneo, along with economic development in the area, requires a multidisciplinary approach. A solution to this complex set of problems may be called a challenge of "green economy." According to the United Nations Environmental Program (UNEP), green economy is "[what] results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities." A harmonious economic development in Sabah, Malaysia, would be an example of green economy to follow all over the Planet.

In September 2015, Prof. Amran and I started to discuss the possibility of organizing a joint summer program on "Multidisciplinary Approaches to Green Economy." We wished to bring together Akita International University (AIU), Universiti Teknologi Malaysia (UTM), and Universiti Malaysia Sabah (UMS). Akita International University is a very young university, founded in 2004, which aspires to provide an international liberal arts education in Japan. The multidisciplinary approach is one of key elements of liberal arts education and the conservation of rainforests in Borneo is just an ideal topic for AIU students. The involvement of UTM would be also crucial, which is one of the five most prestigious research universities in Malaysia. Its Centre for Innovative Planning and Development (CiPD), directed by Prof. Amran Hamzah, has been conducting research in Sabah since decades. Finally, UMS, established in 1994, is also a relatively young university, but it is becoming increasingly present in the international network of research and education. The idea was to have students from these three institutions work together for student research projects to be conducted in Sabah. In December 2015, Prof. Amran and I visited UMS to discuss the idea with A/Prof. Dr. Rasid Mail, who was then the Dean of the Faculty of Business, Economics, and Accountancy. We decided to implement this program in August 2016.

At AIU, this program was made a regular and stand-alone undergraduate course for three academic credits. Participants were selected through a competitive process. Nine students joined the program from AIU. At UTM, it was made part of MBEK1093 (Pembangunan dan Perancangan Mampan/ Sustainable Planning & Development) in the

2nd semester 2015/2016 and MBEK1013 (Perancangan Pelancongan/ Tourism Planning) in the 1st semester 2016/2017 at the Graduate School of the Build Environment. Students taking these courses were required to participate in the program. Six students joined from UTM. At UMS, the program was offered for voluntary participation. Four students joined from UMS. In total, nineteen students took part.

Students were grouped into four project teams, to explore the four distinct aspects of green economy: Social Issues team, Business/Economics team, Environmental Issues team, and the Governance Issues team. As shown in the "Schedule" in this report, this program was a very intensive one. In nine days starting at 8:30 on Tuesday 9 of August and finishing at 17:30 on 17 of August 2016, students listened to nine lectures provided by faculty members of AIU, UTM and UMS as well as government officials and NGOs, visited villages of Sinisian, Bundu Tuhan, and Pinagon Baru Kiulu, and listened to villagers' stories, and prepared their reports and presentations. The purpose was not only to study about green economy but also learn to how to work in international settings. Students from AIU, UTM and UMS, with different backgrounds and cultures, learned how to work together in spite of different ways of thinking and working.

The nineteen students learned to wisely identify most interesting issues from a very complex set of information, actively work in international teams, efficiently conduct field research, and eloquently communicate their findings orally and in writing. In other words, they went through a full cycle of academic project management in less than two weeks. This extraordinary experience will help them develop for themselves more elaborate international research projects in the future. What was most valuable in this exercise, to my eyes, was that they could fully develop the skills for a critically but constructive discussion, with which they could overcome intercultural conflicts and foster a shared passion for green economy.

In bringing this program to life, we owe so much to so many people. In the first place, without generous cooperation offered by the UMS Faculty of Business, Economics, and Accountancy, this program could not take place. Logistical support offered by the UTM Centre for Innovative Planning and Development (UTM-CiPD) was also crucial. Without help of Mrs. Nur Hasimah Binti Baharudin, Mr. Yong Jia Yaik, and Mr. Sofian Bin Basri of UTM-CiPD, we could not visit the villages near the Kinabalu Park and have interesting conversations with villagers. While it is impossible to list the names of all those who helped us for this program, we cannot omit the mention of Prof. Dr. Raman Noordin (Dean of the UMS Faculty of Business, Economics, and Accountancy), Ms. Mary Isidore Malangking (Principal Assistant Secretary, Tourism & Research Division, Ministry of Tourism, Culture and Environment), Mr. Julius Jeffery Jimmit (Senior Manager, Tourism Product Division, Sabah Tourism Board), Mr. Alim Biun (Research Officer, Kinabalu Park Office), Ms. Norlina Mohd Din (Project Manager, Ecolinc), Mr.

Kohadie Watiman (Walai Tokou homestay coordinator), Mr. Joseph and Mr. Dominik (Bundu Tuhan), Mr. Saidun (Pinagon Baru Kiulu), Ms. Cynthia Ong (Forever Sabah), and Ms. Rimi Repin (Assistant Director, Research and Education Department, Sabah Parks). Finally, my travel expenses and some administrative costs are borne by the Ministry of Education, Culture, Sports, Science and Technology, Japan.

Above all, I am heartily grateful for the nineteen students who worked so hard before and during the program that they could produce inspiring reports and presentations which are included in this report. If there remain anything inaccurate or insufficient, the fault is mine.

At Akita, 30 August 2016

Tetsuya Toyoda, Akita International University

## II. Participants

### 1. Instructors

Prof. Amran Hamzah, Director, Centre for Innovative Planning and Development, Department of Urban and Regional Planning, Universiti Teknologi Malaysia

A/Prof. Tetsuya Toyoda, Deputy-Director, Institute for Asian Studies and Regional Collaboration, Akita International University

Dr. Tini Maizura Mohtar, Head of Program, Tourism Management, Faculty of Business, Economics, and Accountancy, Universiti Malaysia Sabah

Dr. Norhazliza Abd. Halim, Centre for Innovative Planning and Development, Department of Urban and Regional Planning, Universiti Teknologi Malaysia

### 2. Students

#### 1) Akita International University

Ms. Kasumi Toshima

Ms. Tomomi Saito

Ms. Sumiko Shioda

Mr. Takumi Harada

Ms. Arisa Ozaki

Mr. Baku Matsui

Ms. Mizuki Munakata

Mr. Yuto Endo

Ms. Kana Mizutani

#### 2) Universiti Teknologi Malaysia

Ms. Alicia Tey Kim Eng

Mr. Mohd. Azmi Erip Mat Usuf

Ms. Zainatul Asyikin Zaidi

Ms. Nurfatin Adila Md. Diton

Mr. Hafizuddin Mohd Ghani

Ms. Khairunn Najwa Mohamad Sopian

#### 3) Universiti Malaysia Sabah

Ms. Shahrizah binti Saidih

Ms. Syaharah binti Abdul Hussin

Ms. Isyarah binti Abdul Hussin

Mr. Mohd. Azfalvy bin Abdullah

### 3. Support Staff

Mrs. Nur Hasimah Binti Baharudin, Centre for Innovative Planning and Development, Department of Urban and Regional Planning, Universiti Teknologi Malaysia

Mr. Yong Jia Yaik, Centre for Innovative Planning and Development, Department of Urban and Regional Planning, Universiti Teknologi Malaysia

Mr. Sofian Bin Basri, Centre for Innovative Planning and Development, Department of Urban and Regional Planning, Universiti Teknologi Malaysia

### **III. Syllabus for AIU students**

(formatted for this report)

## **INT 331**

### **Multidisciplinary Approaches to Green Economy**

International Project-Based Learning Intensive Course in Sabah - Summer 2016

#### **1. Main Instructors**

Prof. Hamzah Amran, Universiti Teknologi Malaysia (UTM) and Universiti Malaysia Sabah (UMS)  
Assoc. Prof. Tetsuya Toyoda, Akita International University (AIU)

#### **2. Course Description**

The general theme of the course is green economy. UNEP (United Nations Environmental Program) defines green economy as an economy "that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities." In other words, in spite of what is suggested by "green" and "economy", green economy involves not only economic and business issues and environmental and ecological issues, but also social and governance issues.

Students will explore various aspects of green economy through introductory research projects which will be implemented by Japanese-Malaysian mixed teams of students. Students (20 in total) will be divided in four teams (5 students in each) and shall be assigned one of such projects as follows to explore different aspects of the issues of green economy:

- 1) [social issues] demographic changes and social sustainability in Sabah;
- 2) [business/economic issues] business opportunities of green tourism in Sabah;
- 3) [environmental issues] overlogging and reforestation in Sabah; and
- 4) [governance issues] civil society and government policies for green economy in Sabah.

#### **3. Objectives**

This course aims:

- 1) to enable them to have academic interactions in intercultural settings,
- 2) to give our students better understandings on the complexity of the issues involved in economic development and social changes in developing countries, including the environmental and political aspects,
- 3) to enable our students to identify the issues in the complex context and perform

multidisciplinary analysis on them, and

4) to enable our students to practice the multidisciplinary approach, which is one of essential components of the international liberal arts education, in a real world context.

#### **4. Participants**

9 students from AIU

10 students from UTM/UMS

#### **5. Schedule and Activities**

##### 1) Pre-Program Schedule

Schedules are slightly different for AIU students and for UTM/UMS students.

##### i) for AIU students

15 Jan. 2016 call for participation

15 Feb. 2016 applications closed

1 March 2016 announcement of the list of participants

[in case of an additional call, the call on 5 March and the announcement on 25 March]

Wednesday 1 June 2016 at 19:00 JST, mandatory participation in the guidance session.

by Friday 15 July submission of the essay on assigned reading materials

##### ii) for UTM/UMS students

TBD

##### 2) Schedule in Sabah

See "TENTATIVE PROGRAMME FOR SUMMER SCHOOL 2016". [omitted in this report]

#### **6. List of Reading Materials**

##### 1) Main Reading Materials (tentative):

- Zhi Hua Lee et al (2013) "An overview on global warming in Southeast Asia: CO2 emission status, efforts done, and barriers," *Renewable and Sustainable Energy Reviews*, Vol. 28, 71-81.
- Syed Abdul Razak bin Sayed Mahadi (2015) "Transformation in Economic and Workforce Development in Sabah: An Analysis," *Journal of Borneo Social Transformation Studies (JOBSTS)*, Vol. 1 (1). Downloadable at [http://umexpert.um.edu.my/file/publication/00001852\\_130864.pdf](http://umexpert.um.edu.my/file/publication/00001852_130864.pdf)
- Amran Hamzah (2014) " Building Capacity To Support Rights-Based Approaches In The World Heritage Convention: Learning From Practice Case Study: Kpg. Bundu Tuhan, Kinabalu Park, Sabah, Malaysia," paper presented at the Oslo Workshop, April 1-3, 2014



- Theresia Johan et al. (2012) "Creating the Ulu Papar biocultural community protocol: process and product in the framing of a community agreement," *Participatory Learning and Action*, Vol. 65, 141-150, downloadable at <http://pubs.iied.org/pdfs/G03407.pdf>

## 2) Additional Reading Materials (tentative):

- Razis Osman et al. (2012) "Monitoring of Deforestation Rate and Trend in Sabah between 1990 and 2008 Using Multitemporal Landsat Data," *Journal of Forest Science*, Vol. 28(3), 144-151.
- J.A. Johnson (2012). *Assessing the Impact of Climate Change in Borneo*. Gland [Switzerland]: World Wide Fund for Nature (WWF). Downloadable at [http://wwf.panda.org/wwf\\_news/?205199/Assessing-the-impact-of-climate-change-in-Borneo](http://wwf.panda.org/wwf_news/?205199/Assessing-the-impact-of-climate-change-in-Borneo)
- JA Wells et al. (2013). *Forests, floods, people and wildlife on Borneo*. UNEP, Nairobi, 2013. Downloadable at [https://www.researchgate.net/publication/251232232\\_Forests\\_Floods\\_People\\_and\\_Wildlife\\_on\\_Borneo](https://www.researchgate.net/publication/251232232_Forests_Floods_People_and_Wildlife_on_Borneo).
- HC Goh and Z Rosilawati (2014) "Conservation Education in Kinabalu Park, Malaysia: Analysis of Visitors' Satisfaction," *Journal of Tropical Forest Science*, Vol. 26 (2), 208-217.
- Jennifer KL Chan, Tay Kai Xin (2015) "Exploring Definitions and Practices of Responsible Tourism in Kinabalu National Park, Sabah, Malaysia," *Journal of Tourism and Hospitality Management*, Vol. 3 (5-6), 87-101. doi: 10.17265/2328-2169/2015.06.001
- N.F. Velnisa Paimin et al (2014) "Community Participation and Barriers in Rural Tourism: A Case Study in Kiulu, Sabah," *SHS Web of Conferences* 12, 01003. DOI: 10.1051/shsconf/2014120100
- H. C. Goh (2015) "Influence of park governance on tourism development in Kinabalu Park, Malaysia Borneo," *WIT Transactions on Ecology and The Environment*, Vol I 193. doi:10.2495/SDP150781
- Noor Mohammad (2011) "Environmental Law and Policy Practices in Malaysia: An Empirical Study," *Australian Journal of Basic and Applied Sciences*, Vol. 5(9), 1248-1260. Downloadable at <http://ejournal.narotama.ac.id/files/Environmental%20Law%20and%20Policy%20Practices%20in%20Malaysia%20An%20Empirical%20Study.pdf>
- AL Agama et al. (2013) "Darwin Initiative - Final Report: Participatory approaches to nominating Crocker Range Biosphere. Reserve, Sabah, Malaysia," <http://www.darwininitiative.org.uk/documents/17030/23096/17-030%20FR%20Edited.pdf>

## 7. Assignments

### 1) Pre-program individual essay

Each student must submit by Friday 15 July at noon (Sabah time) an essay of no shorter than 1000 words on green economy in Sabah, based on his/her reading of four assigned articles/chapters.

## 2) Group essay

Each group must submit by Tuesday 16 August at 19:00 (Sabah time) a group report of no shorter than 500 words. When the agreement could not be reached on specific elements of the group report, group members may append individual opinions.

## 3) Post-program individual essay

Each student must submit by Monday 29 August at noon (Sabah time) an essay of no shorter than 1500 words on green economy incorporating the contents of the four group presentations.

## **8. Grading Method**

Pre-program essay: 20 points

Active participation: 20 points

Group presentation: 20 points

Final individual report: 40 points

#### IV. Schedule in Sabah, Malaysia

##### **Monday, 8 August 2016**

- 8.15 p.m. Arrival of AIU students at Kota Kinabalu Airport  
(UMS and UTM participants to welcome them at the airport)  
Check-in at the UMS Guesthouse at 7 & 9 Lorong Raja Udang 15



##### **Tuesday, 9 August 2016**

- 8.00 a.m. Departure for UMS  
8.30 a.m. Briefing & Ice Breaking  
9.15 a.m. Welcome Speech & Launching Ceremony by the  
UMS Dean of the Faculty of Business, Economics &  
Accountancy  
9.30 a.m. Tea Break  
9.45 a.m. Course Introduction by A/Prof. Tetsuya Toyoda,  
AIU  
11.45 a.m. Lecture by Prof. Amran Hamzah on "Contemporary  
Approaches to Green Economy: the Case of Sabah"  
12.45 p.m. Lunch  
2.00 p.m. Guided groupwork to prepare questions for interviews  
4.15 p.m. Tea Break  
4.30 p.m. Research project presentations  
5.30 p.m. Visit to the campus  
beach  
6.00 p.m. Departure for the  
guesthouse



**Wednesday 10 August 2016**

- 9.00 a.m. Departure for UMS
- 9.30 a.m. Lecture on "Synergy between Tourism and Conservation: The Sabah Approach" (Ms. Mary I. Malangking (Principal Assistant Secretary, Tourism & Research Division, Ministry of Tourism, Culture and Environment)
- 11.00 a.m. Tea Break
- 11.15 a.m. Lecture on Developing and Promoting the Kiulu District as a Community Based Eco-Adventure Tourism Destination by Mr. Julinus Jeffery Jimit, Senior Product Manager Sabah Tourism Board
- 12.15 a.m. Lunch
- 2.00 p.m. Review session with A/Prof. Toyoda
- 2.15 p.m. Discussion with Prof. Amran
- 2.45 p.m. Guided groupwork



- 4.00 p.m. Tea Break
- 4.30 p.m. Wrap session with A/Prof. Toyoda
- 5.00 p.m. Departure for the guesthouse

**Thursday 11 August 2016**

- 8.00 a.m. Departure for the Kinabalu Park
- 10.00 a.m. Arrival at the Kinabalu Park
- 10.15 a.m. Tea Break
- 10.45 a.m. Lecture on The Management of Kinabalu Park by Mr. Yassin Miki, Park Manager and Short Visit around Kinabalu Park HQ



- 12.45 p.m. Lunch
- 1.30 p.m. Visit of the museum collections
- 2.30 p.m. Visit of the Botanical Garden
- 3.15 p.m. Departure for Walai Tokou Homestay (Sinisian Village), Kundasang
- 4.00 p.m. Arrival and check-in at the Walai Tokou Homestay
- 5.00 p.m. Agricultural field visit and walk
- 6.15 p.m. Back to homestay
- 7.30 p.m. Dinner with homestay family  
(Homework to collect responses from homestay families to assigned questions)



### **Friday 12 August 2016**

- 9.00 a.m. Departure for the Kinabalu Park
- 9.30 a.m. Lecture/discussion on Crocker Range Park: Community Use Zone (CUZ) by Ms. Norlina Mohd Din, Project Manager Ecolinc Kinabalu
- 11.05 a.m. Tea Break
- 11.30 a.m. Lecture/discussion with the Walai Tokou Homestay Coordinator (En. Kohadie) on Walai Tokou Homestay Stories Rafflesia Seminar Room, Kinabalu Park
- 13.00 p.m. Lunch
- 2.00 p.m. Departure to Bundu Tuhan (Extra time needed because the road was too narrow for the bus. Shuttle transportation was provided by the villagers of Bundu Tuhan.)
- 3.20 p.m. Presentation on Community Forest Project in Kg. Bundu Tuhan by Mr. Dominik, in presence of Mr. Joseph, chairman of the Bundu Tuhan Village Committee
- 5.00 p.m. Tea Break
- 5.30 p.m. Departure for Walai Tokou Homestay
- 7.40 p.m. Dinner & Cultural Performance





### **Saturday 13 August 2016**

- 8.00 a.m. Departure for Kiulu
- 11.30 a.m. Arrival at Mantob Kiulu and tea break
- 12.00 p.m. Experiencing Kampung Tourism (jungle trekking and tubing)
- 2.15 p.m. Lunch
- 3.00 p.m. Departure for Pinagon Baru Kiulu
- 3.45 p.m. Arrival at Pinagon Baru Kiulu and briefing by Mr. Saidun
- 4.00 p.m. Group interview of villagers
- 4.45 p.m. Departure for Kota Kinabalu
- 7.20 p.m. Arrival at the UMS Guesthouse



### **Sunday 14 August 2016**

- 8.00 a.m. Visit of the Kota Kinabalu City Center, organized by UMS students

### **Monday 15 August 2016**

- 9.10 a.m. Departure for UMS
- 9.25 a.m. Lecture on The Sabah Green Economy from the Perspective of Forever Sabah (NGO), Ms. Cyntia Ong, Forever Sabah
- 11.00 a.m. Tea Break
- 11.15 a.m. Lecture on "Good Governance in Protected Areas in Sabah" by Mr. Alim Biuinin, on behalf of Mrs. Rimi Repin, Assistant Director (Research & Education Department), Sabah Parks
- 12.20 p.m. Lunch
- 2.00 p.m. Groupwork
- 2.30 p.m. Group presentations (Governance Issues, Business/Economics)
- 3.45 p.m. Tea Break
- 4.00 p.m. Group presentations (Environmental, Social Issues)
- 5.30 p.m. Instructor's critical remarks
- 6.00 p.m. Departure for the guesthouse



### **Tuesday 16 August 2016**

- 9.00 a.m. Departure for UMS
- 9.15 a.m. Lecture on Social and Cultural Issues in Sabah by Dr. Hartini, Universiti Malaysia Sabah (UMS)

- 10.15 a.m. Tea Break
- 11.00 a.m. Guided presentation (Social Issues)
- 11.30 a.m. Guided Groupwork
- 12.00 p.m. Lunch
- 2.00 p.m. Guided groupwork
- 3.30 p.m. Tea Break
- 6.00 p.m. Departure for the guesthouse
- by 7.00 p.m. Submission of group reports

**Wednesday 17 August 2016**

- 9.00 a.m. Departure for UMS
- 9.15 a.m. Review of the group reports and guidance for presentations
- 9.45 a.m. Guided groupwork
- 10.30 a.m. Tea Break
- 10.45 a.m. Guided groupwork
- 1.00 p.m. Lunch
- 2.00 p.m. Final presentations
- 3.15 p.m. Tea Break
- 3.30 p.m. Final presentations
- 4.45 p.m. Closing lecture
- 5.15 p.m. Farewell BBQ on campus



**Thursday 18 August 2016**

- 4.30 a.m. Departure for the airport
- 7.40 a.m. Flight MH81 for Tokyo-Narita

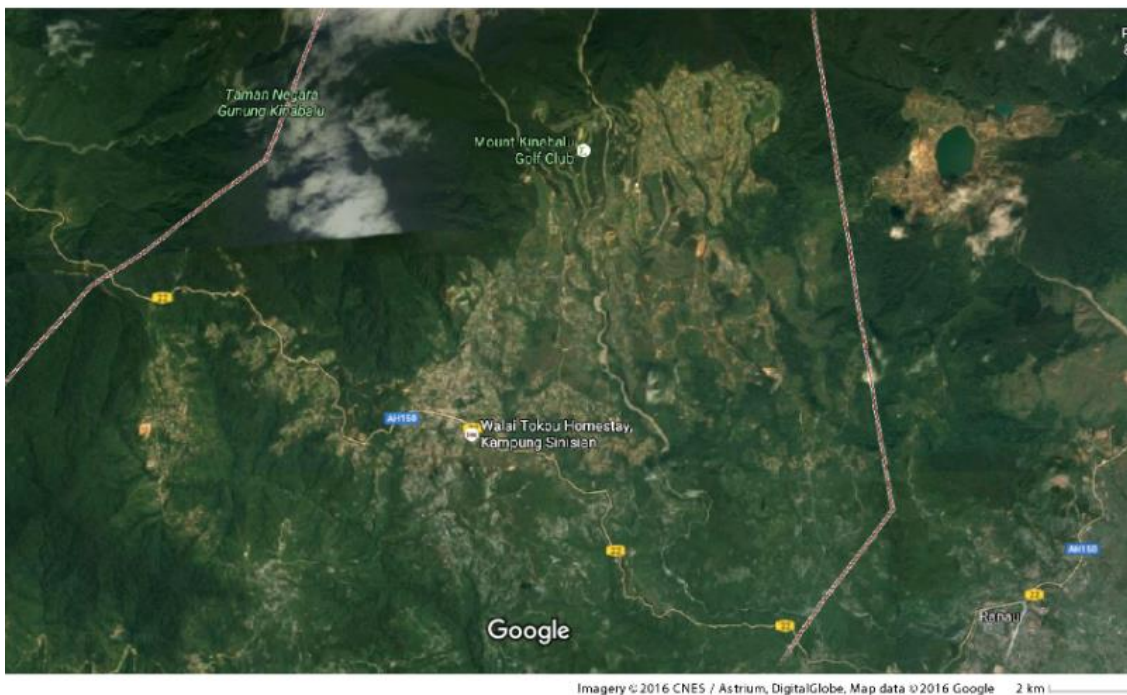
## V. Group Reports and PowerPoint Slides

# "Environmental Crisis in Kundasang and Recommendations"

by Tomomi Saito, Kana Mizutani, Syaharah, Nurfatina Adila, and Khairunn Najwa

### Introduction

Figure below shows the location of Kundasang Valley (*Walai Tokou, Bundu Tuhan and Kinabalu Park*) in the foot of Mount Kinabalu.



Kundasang is a town in the district of Ranau in Sabah, Malaysia that lies along the bank of Kundasang Valley. It is the closest town to Mount Kinabalu and located about 6 kilometres away



from Kinabalu Park and. This area is the well-known place where temperate vegetables, flowers and ornamental plants are produced on commercial scale. The local community's income depends on the agriculture activity which results in the rise of some issues related with the environment in Kundasang. These issues are **1)** illegal agriculture activities **2)** extreme activity in steep slope and **3)** soil erosion and water pollution. The excessive agriculture activities created by the local people cause the extremely activity in the hilly areas especially at the steep slope. It may give impact to the environment such as soil erosion.

### **Lessons to be learned from the Cameron Highlands**

Regarding the environmental issue in Kundasang, the Cameron Highlands in Pahang, Malaysia, could be the real picture of Kundasang after a few decades. The Cameron Highlands has the same conditions with Kundasang in terms of climate, economy and geography. Due to the overcrowding development of such facilities as resorts and apartments and to the agricultural activities, some parts in the Cameron Highland have been already irreversibly destroyed. The environmental destructions are causing serious problems, including the landslides and the flash floods during the last few years (New Straits Times, 2015). This report is to present some ideas and opinions on how to conserve and protect the environment in Kundasang so that Kundasang should not follow the same fate with the Cameron Highlands.

### **Lessons to be learned from Pinagon Baru, Walai Tokou and Bundu Tuhan**

The awareness among the villagers of Pinagon Baru, Kiulu about the importance of the river is accordance with the concept of green economy. According to Mr. Martin Lotopas, the villagers started to plant the rubber trees at the hillside area in order to prevent the soil and mud from flowing into the river, which then pollute the river and reduce the water level. What the villagers of Pinagon Baru do to solve their water problem can be done at Kundasang Valley, too.

According to Mr. Kohadie, the homestay coordinator in Walai Tokou near Kundasang, people actively engage in homestay business as a side work, in addition to agricultural activities. In this region, the vast land in the mountain is utilized by large companies often from China. Due to the lack of land in lower areas, such companies burn and clear the mountain slope. This causes floods in times of heavy rains. Also, they use chemical fertilizers, which cause water pollution. Furthermore, local residents are worried by the air pollution caused by the increasing use of cars. Even though the residents of Walai Tokou seem to be aware of the importance of environment, earning income is more important for them than protecting environment.

According to its project manager, Ms. Norlina Mohd Din, ECOLINC (Ecological Linkage Indigenous Communities)<sup>1</sup>, initiated by the Sabah government and funded by the EU REDD+ projects from 2014 to 2017, aims at the improvement in ecological connectivity between the Kinabalu Park and the Crocker Range Park. ECOLINC promotes Community Conserved Areas (CCA) agreements in order to urge obtaining land titles for villages between two national parks. However, at the status quo, only one village has agreed to establish a CCA. Thus, ECOLINC needs to put more efforts on effective promotion of CCAs in order to accomplish their goals.

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<sup>1</sup> Cf. the webpage of Sabah Parks on Ecolinc.

Bundu Tuhan is one of few villages which have accepted to set a CCA. The villagers of Bundu Tuhan manage the forests by themselves under their original protocol called "Bundu Tuhan protocol". The village is eco-friendly and preserves the forests for water catchment, for instance. They divided their forests into three zones to use the natural resources sustainably.

### **Suggested actions to be taken in Kundasang for conservation of the nature**

#### 1) At the National and International Level

Such actions as

- BBEC (Bornean Biodiversity & Ecosystems Conservation Programme) supported by Japan with JICA (Japan International Cooperation Agency)
  - ECOLINC (Ecological Linkage Indigenous Communities) supported by EU with the European Union (EU)
- may be recommended.

#### 2) At the Regional Level

Such actions as

- Regular inspection of land use by the Forestry Department and Ministry of Natural Resources and Environment
- may be recommended.

#### 3) At the local Level

Such actions as

- Villages protocol by JKKK (Jawatankuasa Kemajuan dan Keselamatan Kampung: Committee on Village Development and Safety)
  - "Local production for local consumer" by local communities and the Ministry of Agriculture
  - Restrictions on tourism and agricultur with consideration of the "carrying capacity" by local communities
  - Fostering Volunteerism by Schools, Forestry Department, World Wide Fund for Nature (WWF) and NGOs
  - Installation of hydroponics by local communities and the Ministry of Agriculture
- may be recommended

### **Conclusion**

Green economy can be applied towards these issues of concern to overcome problems in Kundasang. Immediate actions are required to avoid any environmental pollution to become worse just like the Cameron Highlands. To overcome this problem, we propose three levels of actions. Cooperation among the stakeholders such as Governments, NGOs and local communities are necessary to succeed in sustaining the environment in Borneo.

# Presentation Slides used on 17 August 2016



## Environmental Crisis in Kundasang and Recommendations



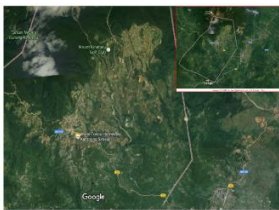
Tamomi Safto  
Kama Hizutani  
Syaharah Abdul Hussin  
Nurfatin Adlia Binti Md Dito  
Khairunn Najwa Binti Mohamad Sopani

## Agenda

1. The background of Kundasang valley
2. Case study
3. Three issues in Kundasang
4. Analysis of interview
5. Suggestion for conservation of the environment in Kundasang
6. Conclusion



### Current Condition of Kundasang Valley (The Land Below the Wind)



In Sabah, permanent forest reserves and protected areas cover 53 per cent of the State's land mass.

Kundasang is a town in the district of Ranau in Sabah.

Kundasang is the well-known place where temperate vegetables, flowers and ornamental plants are produced on commercial scale.

### Current Condition of Kundasang Valley (The Land Below the Wind)

**BORNEO POST** *and* **LINE**  
THE BORNANETWORK NEWS SITE IN KINABALU

#### Reports on Kundasang's landslide-prone highlands

Facebook | Twitter | Google+ | LinkedIn | RSS

**Christina: What happens to study on Kundasang landslides?**  
17 Jul 2015, 09:09

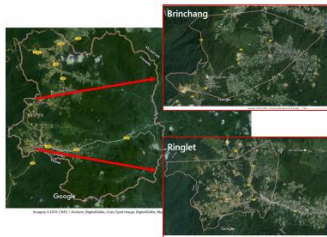
KOTA KINABALU: An Agri-entrepreneur Christina Lee, consult with State Minister of Natural Resources and Information Technology, Datuk Sirangan Gubet, who had asked the federal government to explain what had happened to the study and proposal to address the frequent landslide occurrences in Kundasang.

Sirangan was reported as questioning the Natural Resources and Environment Ministry to explain about the study and proposal, which was supposed to have been done and submitted to the state government in 2011.

**Popular Now in News**  
Many... contribute for Malaysia to...  
UKM...  
Borneo...  
Minister in the Prime Minister's Department Tan Sri Joseph Kung said that the reports which had been completed in 2011 and 2012 were based on detailed studies done by the Minerals and Geoscience Department.

He said that the first study covered 18 resort sites within the Kundasang area, taking into account the geological aspects, land form, erosion, the site's physical conditions and assessments on engineering and mitigation proposals.

### Case Study (Cameron Highland)



- **Similarities**
  - o Temperature
  - o Economy
  - o Geography
- Overcrowding development e.g. : Resorts, Apartments.
- Agriculture activity
- 2013- Landslide in Bertam Valley
- 2014- Mudflow in Kampung Raja, Ringlet
- 2016- Landslide in Kuala Terla

### Issues in Kundasang Valley

**1 Illegal agricultural activities**

Forest area  
Agriculture area

- Agriculture land next to the main road.
- Differences between 2 areas : forest area and agriculture area.

### Issues in Kundasang Valley

**2 Extreme activity in steep slope**

- Chinese company own the vast of the land
- Agriculture at the slope area due to lack of space at the lower area.
- Trees were cut and the land has been cleared for agriculture activity

### Issues in Kundasang Valley

**3 Soil erosion and Water Pollution**

Jumlah mangsa banjir di Kundasang kekal tinggi

**941 Mangsa Banjir Di Ranau & Kota Belud Berada Di Pusat Pemindahan**


20

- Kundasang has been recognized as an active major landslide due to agriculture activity at the steep slope.
- Water pollution due to use of chemical fertilizer.

Interview with Government, NGO and Local Communities

**Bundu Tuhan**

- The village agreed on CCA
- Bundu Tuhan protocol
- Sustainable natural resources
- Classification of 3 Zone for water catchment
- Agricultural regulation



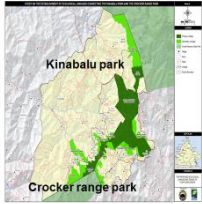
Interview with Government, NGO and Local Communities

**Ecological linkage indigenous communities (ECOLINC)**

- Ecological connectivity
- Indigenous community conserved area (ICCA), boundaries of native community area
- Various attitudes towards CCA

↓

1 acceptance



Interview with Government, NGO and Local Communities

**Walai Tokou**

**Mr. Kohadie**

- Environmental problem: Big company overdevelopment
- Homestay business: young generation

**Interview**

- Homestay business (side work)
- Deforestation by big company from China
- Chemical fertilizer
- Water pollution
- Increasing car use
- Air pollution

**Environment < Income**



Interview with Government, NGO and Local Communities

**KIULU**

- Awareness among the villagers
- River pollution
- Rubber plantation
- Organic fertilizer




Suggestion for the environmental conservation in Kundasang

<b>NATIONAL</b>	<ul style="list-style-type: none"> <li>Future planning to include Kundasang in ECOLINC project</li> </ul>
<b>REGIONAL</b>	<ul style="list-style-type: none"> <li>Regular inspection conducted for the land use.</li> <li>Implementing the own protocol</li> </ul>
<b>LOCAL</b>	<ul style="list-style-type: none"> <li>Carrying capacity (agriculture activity &amp; homestay visitors)</li> <li>Local production for local consumption</li> <li>Volunteerism (e.g., Cameron Highland (REACH))</li> <li>Replace plantation on the steep slope</li> <li>Hydroponic</li> </ul>

Suggestion for the environmental conservation in Kundasang

**Ecolinc**

- Expand the area to include all villages around Mt. Kinabalu
- Extend ecolinc until 2020 Dec
  - aichi target (-2020)
  - economic development (-2020)
- Remaining issue... financial support



Suggestion for the environmental conservation in Kundasang

**Regular inspection conducted for the land use**

Inspections on permitted site plans regularly for temporary and permanent for:

- erosion controls
- critical environmental features
- protection of trees and natural areas
- landscape installation
- compliance with site plan requirements

Inspection Item	Inspected	Yes	No	Remarks
1. All activities are within the boundaries of the site plan.	✓			
2. All activities are within the boundaries of the site plan.	✓			
3. All activities are within the boundaries of the site plan.	✓			
4. All activities are within the boundaries of the site plan.	✓			
5. All activities are within the boundaries of the site plan.	✓			
6. All activities are within the boundaries of the site plan.	✓			
7. All activities are within the boundaries of the site plan.	✓			
8. All activities are within the boundaries of the site plan.	✓			
9. All activities are within the boundaries of the site plan.	✓			
10. All activities are within the boundaries of the site plan.	✓			
11. All activities are within the boundaries of the site plan.	✓			
12. All activities are within the boundaries of the site plan.	✓			
13. All activities are within the boundaries of the site plan.	✓			
14. All activities are within the boundaries of the site plan.	✓			
15. All activities are within the boundaries of the site plan.	✓			
16. All activities are within the boundaries of the site plan.	✓			
17. All activities are within the boundaries of the site plan.	✓			
18. All activities are within the boundaries of the site plan.	✓			
19. All activities are within the boundaries of the site plan.	✓			
20. All activities are within the boundaries of the site plan.	✓			

Suggestion for the environmental conservation in Kundasang

**Implementing the own protocol**

A management plan will be developed with the participation of local people which includes:

- preservation of the "bio-culture"
- traditional knowledge
- way of life of the indigenous group in the area.

In achieving this, the project will focus on strengthening capacity of the local people and improve their knowledge on preserving bio-culture

- There shall be NO new parks or forest reserve gazetted in this Zone.
- Village land and agricultural land shall not be disturbed.
- The local communities must be involved in the implementation and management of the proposed Zone.
- Land managed for the proposed Zone should be secured in the long term.
- Any threats to biodiversity must be reduced.

Source : Sabah Forestry

Suggestion for the environmental conservation in Kundasang

**Implementing the own protocol**

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Source: Sabah Forestry

Suggestion for the environmental conservation in Kundasang

**Local production for local consumption**

Now... (plantation)

- Products for exporting
- self-sufficiency: Rice 20% Vegetables 50% (Cynthia. Org, Forever Sabah)
- More transportation
- Chemical fertilizer



- **Decrease** the car use
- Good for the air
- **Change** the way of agriculture (organic plants)

Suggestion for the environmental conservation in Kundasang

▪ **Volunteerism**

- Educate young generation about the awareness of the Importance of environment.
- School, Forestry Department, WWF, Forever Sabah.

▪ **E.g. : REACH**

- Regional Environmental Awareness in Cameron Highland



Suggestion for the environmental conservation in Kundasang

• **Reforestation**

- ✓ - Pine Planting Method

• **Hydroponic System**

- ✓ Production
- ✓ Time consuming
- ✓ Less fertilizer



Conclusion



Reference

- [http://www.epd.gov.hk/epd/misc/env\\_management\\_sme/eng/pdf/Construction/EF-EI04-01.pdf](http://www.epd.gov.hk/epd/misc/env_management_sme/eng/pdf/Construction/EF-EI04-01.pdf)
- <http://www.austintexas.gov/page/environmental-inspections>
- [http://www.forest.sabah.gov.my/images/pdf/presentation\\_material/MFC2014/Session6/PAPER%206-2%20PPT.pdf](http://www.forest.sabah.gov.my/images/pdf/presentation_material/MFC2014/Session6/PAPER%206-2%20PPT.pdf)

**Terima kasih!  
Arigatou!  
Thank you!**





# **"To Overcome the Challenges of Pinagon Baru Kiulu in Terms of Tourism for Green Economy"**

**by Arisa Ozaki, Mizuki Munakata, Isyarah binti Abdul Hussin, Alicia Tey Kim Eng, and Zainatul Asyikin Zaidi**

## **Introduction**

This paper aims to contribute to the analysis of the complex relationship between social sustainability and green economy in mountain areas by focusing on a case study of a conflict centered on the building of homestays in Kiulu (Pinagon Baru). This case study was handled by Akita International University, UTM, and UMS students. The information gained during Akita Summer School Program 2016. The objective is to explore the potential and limitation of Kiulu (Pinagon Baru) to become green economy.

Green economy is an economy that "results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities." (UNEP). Whereby, social sustainability is a positive condition within communities and a process within the communities that can achieve that condition. (McKenzie, 2004). The access of key services and a strong sense of social cohesion create a positive condition. The key services include health, transportation, education, housing and recreation. When social sustainability is resolved, green economy can be implemented thus developing and preparing communities for homestay particularly in Kiulu (Pinagon Baru).

Development of responsible tourism, especially in the fragile high-altitude Sabah region, is fraught with significant challenges. These challenges include operational and infrastructural barriers as well as issues related to adverse impacts on the local environments. However, tourism is also one of the few available alternative pathways that can create new jobs and reduce poverty for the communities in the remote and resources-scarce region of Sabah. By providing supplementary income to the rural communities, ecotourism can also prevent land abandonment and subsequent rural-urban migration.

## **Preparedness of Pinagon Baru as a Green Economy**

Borneo Eco Tours, an NGO, has been cooperating with Pinagon Baru, to create a tourist industry in this village. Currently, there are two homestay families that are under the experiment. Tourism in Pinagon Baru has recently been implemented and has not developed yet, but this village can be said to be a prospective area for tourism. In short, there are three reasons why it is well prepared environmentally to engage in green economy. This is because they cherish and manage environment, control resource use, and welcome tourists.

First, villagers in Pinagon Baru know the importance of the environment and have knowledge in effective management. In the past, local residents cut down many trees in this village and created paddy field. However, the area flooded, thus the water and soil were severely contaminated. From this experience, they learned that trees are a necessity to sustain the agriculture and their lives. This is especially because agriculture is their main source of livelihood. Their knowledge about resources, which has been passed down from generation to generation, is

essential for environmental conservation.

Second, villagers have already taking actions to preserve the land from visitors. They are aware of the fact that having many tourists might result in overuse of natural resources and result in pollution. Therefore, to control the amount of resources used, they have established a limitation on the number of visitors who can come into the village, as 20 people per day. In this way they can continue to preserve the land even with the presence of tourists.

Third, although they have limited the number of visitors, they eagerly welcome tourists. Especially, younger generations enjoy interaction with foreign tourists because they are more educated in terms of English and can communicate and exchange stories. Unlike Bundu Tuhan, where residents are trying to reduce support from the outside, Pinagon Baru is accepting and seeking supports from NGOs and the government. In other words, they are socially ready for a tourist industry to be constructed

Considering their successful management of the environment and social readiness in terms of acceptance with tourists, Pinagon Baru could be a prospective destination spot. Tourism can employ locals, and prepare the better environment for young generations. Moreover, in this way Pinagon Baru is prepared in an environmental means for green economy.

## **Research and Findings**

### **Pinagon Baru: Socially Ready**

Despite the fact that in terms of the environment, Pinagon Baru is prepared for green economy, there are three social limitations that inhibit the development towards a sustainable homestay spot. Following the findings, brief solutions are proposed to further prepare Pinagon Baru to become sustainable in running a homestay business. In brevity, these limitations include a language barrier, lack of access to resources, and the inability for tourists to easily access the homestay site. Due to these factors, while Pinagon Baru is prepared to develop as a green economy in environmental terms, there are social challenges which hamper the progress.

The first limitation, language barrier was especially recognized when conducting an interview with a local homestay worker. In Pinagon Baru amongst the two families running the homestay, only one person is able to communicate in English. Within the 180 residents that reside in Pinagon Baru, only two adults have competent English skills. Thus, when conducting the interview session, one of the largest challenges was the communication. Due to the fact that the local homestay worker was only able to communicate in Malay, interpretations by the Malaysian students were imperative for the Japanese students to be able to interact with the local worker. On the other hand, when tourists come to visit this homestay spot, there is not an access to an interpreter, thus the tourists and locals would not be able to communicate without the assistance of the two worker who can communicate in English. Aside from the two adults, the children have the ability to communicate in English due to schooling, thus they have profuse interest in interacting with tourists. Currently communications amongst families and tourists are based on the reliance of the children and the two English speaking workers.

As a homestay industry, the inability to communicate with tourists sufficiently could significantly hamper the business. Not only would it cause communication gaps, but as a result, tourists who visit may produce a bad reputation with the inconvenience of not being able to communicate with the locals.

As a solution to the language barrier it would be beneficial for adults and the elder

generation to be able to attend English lessons or training. Moreover, because the younger generation has English skills, they could construct team work to co-teach the English language amongst the community. Finally, a solution would be to bring interpreters to the community when the homestay program further develops.

The second limitation is the lack of accessibility for the tourists to arrive in Pinagon Baru. Pinagon Baru is located in the rural areas of Kiulu behind a myriad of paddy fields and is accessed by foot. On the way to the destination, there are only 2 vague signs pointing to the general location of Pinagon Baru, however for someone to go for the first time, it is not enough information to arrive there. The actual road to Pinagon Baru consists of walking down a hill, over a bridge, and through paddy fields. Moreover, there is little to no means of transportation to arrive to Pinagon Baru as there are no buses or taxis that run in the area. Thus, if international tourists come to Pinagon Baru as a homestay destination, arriving to the location is also inconvenient.

Concisely stated, it is imperative for more public transportations to be accessed. The locals could take initiative and create more temporary external signs on the main road of Tuaran and internal signs leading toward Pinagon Baru.

The third limitation is the lack of access to resources, more specifically the inability to use telecommunication and information technology. The reason why these are vital sources is because the inability to use phones in the area deprives the community to interact with the government and NGO's to obtain more support. Furthermore, on the level with tourists, it hampers the ability to communicate in the case of an emergency. Another limitation is that even if telecommunication was developed in the coming years, the elder generation, and the people currently running the homestay would not know how to use, or make most of the technology.

Thus, as a solution, not only do telecommunication sources need to be implemented, but the local community, referring to the elder and younger generation, must receive education on how to use technology. By doing so, it will further improve the ability to communicate with tourists and the government. Moreover, with the access to telecommunication, it will be a more comforting environment for the potential tourists to come.

In brevity, these social problems inhibit Pinagon Baru from becoming socially sustainable, however if they resolve these issues it will create a more welcoming and comforting environment for tourists, thus enabling the promotion of the homestay program.

## **Conclusion**

Kiulu has the potential to become a green economy and construct a tourist industry through homestay. A green economy is constructed by the balance between the environment and social sustainability in a community. In the case of Pinagon Baru, because of the community's awareness in the value of land, current methods of preservation to the environment, and the desire to be a homestay destination spot, there is potential in becoming a green economy environmentally. Moreover, the local community is socially ready to accept the presence of tourists as they greet tourists kindly on the streets. However, in terms of language, transportation accessibility, and resources there are still challenges which Pinagon Baru needs to overcome in order to hone self-sustainability. Thus, once these issues are overcome Pinagon Baru will be prepared to establish a green economy. When homestay in Pinagon Baru is established with the means of green economy, it will provide job opportunities to the locals, maintain interest of the younger generation to reside in the rural area, and reinforce the value of the environment. Thus it will become successful in running a homestay program while obtaining self-sustainability, and keeping their land green.



## Reference

McKenzie, S. (2004). *Social Sustainability: Towards Some Definitions*. South Australia.

UNEP. (2011). *Towards a green economy: pathway to sustainable development and poverty eradicate*. Geneva.

## Additional Remarks submitted by Alicia Tey Kim Eng

Based on my opinion, Kiulu had a quite conscious about conserving environment when they did reducing on cutting trees for planting paddy and start planting rubber trees for purpose on protecting their water catchment from dried.

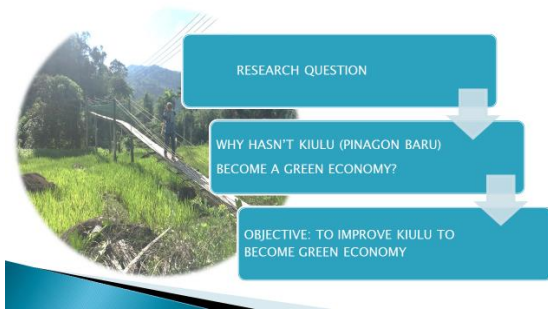
This way of thinking is good for Kiulu area to involve in tourism development because they know the limit for development that allowed in their village.

From my point of view, Walai Tokou apply Kampung stay concept is very beneficial to local villagers. It is because this concept can allow more tourists accommodate at the same time, meanwhile it also let some portions of tourists feel comfortable because part of tourists or hosts may prefer their privacy in a zone. By applying these, more economic benefits can obtain as more tourist arrival.

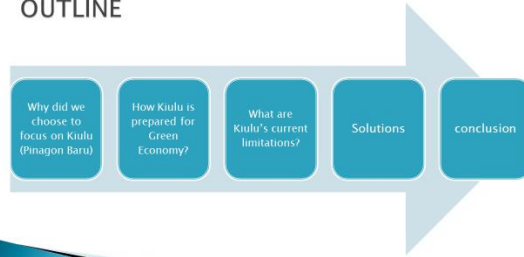
Apart from it, I suggest that Walai Tokou homestay can establish a local souvenir center which commercial their own handicrafts to tourists to generate more income for tourists. Local souvenir can be in form of local foods, arts, post cards, key chain (small music instruments design). Due to most of tourists who comes to experience homestay program are foreign tourists, thus the souvenirs that sell should be light and can be carry able on the board.

## Presentation Slides used on 17 August 2016





## OUTLINE



## How Pinagon Baru is prepared for Green Economy?



### Knowledge and Action: Land Management



### Knowledge and Action: Carrying Capacity



20 visitors/day

PINAGON BARU IS PREPARED FOR GREEN ECONOMY



### Socially Ready: Accepting Tourists



### Socially Ready: Accepting Support



Homestay Program (under experiment)

### Pinagon Baru and Green Economy

Green economy aims to...



reduce environmental risks

improve human-wellbeing and social equity

Source: UNDP

### Development might harm the environment...



Their main priority is the environment

What are its current limitations?

Kiulu's Limitation



Language Barrier

Malaysian translation Book

Kiulu's Limitation



Limited Transportation and Signage



Kiulu's Limitation

Resources



Significance of Limitations

NO Change

Risk losing next generation

NO Change

Risk being unprepared for Homestay tourist

Problem with retaining the younger generation in rural areas.

Solution: long term approach

- Attending English class
- Provision of telecommunication tower
- Homestay license

Solution: long term approach

- Information technologies
- Public transportation
- internal and external signage

Conclusion

Pinagon Baru Kiulu can be one of green tourism destinations when and if locals are able to solve the issues that occur in their village. Besides that, environmental benefits, social well-being, as well as their socio-economic considerations, may help Pinagon Baru Kiulu to move towards green economy in the future.

# "Improving Homestays for a Sustainable Management of Green Tourism"

by Shahrizah binti Saidih (UMS), Azmi Erip Mat Usof (UTM), Takumi Harada (AIU), Kasumi Toshima (AIU), and Sumiko Shioda (AIU)

## Introduction

Green tourism in Kinabalu Park has brought employments to local communities as guides and porters, and has become a significant income source for the area. In addition, after Kinabalu Park was gazetted as World Heritage Site in 2000, homestay has emerged as a new choice of accommodation besides hotels and mountain lodges. The style of homestay there is called "kampung homestay" which provides not only beds and meals but also optional activities that let visitors experience cultural and natural uniqueness of the village such as traditional dance, hiking, and vegetable harvesting. However, the room occupation rate of homestay is about 25% on average, so homestay still has room to expand its market for visitors coming to Kinabalu Park.

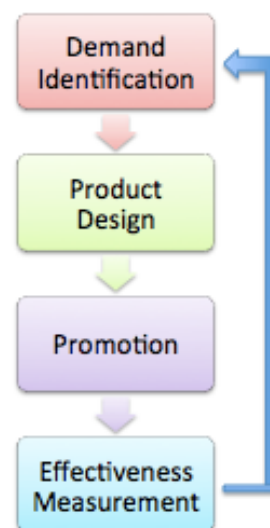
## Objective and Research

To provide solutions to increase the number of visitors and extend their stay, this group observed how the most experienced homestay runs its business and how newcomers plan to begin their homestay. A village called *Walai Tokou* is the pioneer of homestay in the area and formed the fundamental of "kampung homestay". The village is located five kilometers away from the entrance of Kinabalu Park and has a shopping center in its neighborhood, so the location is suitable for a base for climbers and visitors. However, although *Walai Tokou* has the largest capacity and the longest history of kampung homestay, it still has difficulties in attracting more visitors, for instance, visitors from abroad consist only three percent in the whole visitors even though some hosts have taken a language training. Besides, newcomers namely *Bundu Tuhan* and *Pinagon Baru* are preparing to begin kampung homestay. *Bundu Tuhan* is a mountainous village that has strictly managed organic agriculture by their own initiative which does not bring negative influences on the environment. *Pinagon Baru* is also a small mountainous village that has vast rice fields and a river with clean water. Through the field work in these three villages around Kinabalu Park, this group shall provide suggestions to expand homestay business in quantity.



## Analysis and Suggestion

The common problem of these three villages is that the absence of concrete marketing strategy, especially for international tourists. This group sets the process of marketing strategy with following four steps: demand identification, product design and promotion, and effectiveness measurement. As for demand identification, these villages have missed to grasp foreign visitor's expectation on homestays. For example, in Walau Tokou, homestays are similar to B&B (Bed and Breakfast) rather than typical homestays in which the host provides one vacant room to the guest, which probably brings a gap in the expectation. Therefore, hosts should perform a demand research prior to product design to fulfill the demand of foreign visitors. Secondly, tour products should be designed based on the result of the demand research. So far, every homestay blindly believes that optional activities will surely give visitors unique experiences. However, in reality, all three villages the group visited consider that their uniqueness are traditional music and beautiful nature. This makes it difficult for tourists to recognize each village's uniqueness and strength. Thus, when a village designs its homestay package, product differentiation is required. After the village clarifies its strength worth utilizing as tourism resource, promotion activity comes next. Now, these villages do not have website and even contact information does not exist, so they have little chance to be exposed on the internet. In addition, current tourists often use global booking websites such as *booking.com*. Homestays should appear on searching results, which brings further chances to be recognized by tourists. Appearing on famous hotel search engines also brings evaluation opportunities. Tourists refer to the review to choose where to stay, at the same time, homestays can also utilize them to improve their service content and quality through the comments, and can see the effectiveness of online promotion. In sum, marketing strategy for inviting visitors to homestays forms cycling process from demand identification to effectiveness measurement, which allows homestay owners repetitively reflect their business for long-term management.



## Conclusion

For further development of green tourism in local communities, homestays are required to understand what tourists need, what homestays should provide, how they promote their products, and how much these efforts become fruitful. Continuous improvement and evaluation are the key for further growth of homestay business.

Presentation Slides used on 17 August 2016





# Improving Homestays for a Sustainable Management of Green Tourism

Business Issue Group  
UTM×UMS×AIU

Shahrizah binti Saidih, Azmi Erip Mat Usaf, Takumi Harada, Kasumi Toshima, Sumiko Shioda





<h3>Agenda</h3> <ul style="list-style-type: none"> <li>• Backgrounds</li> <li>• Research purpose &amp; methodology</li> <li>• Comparison 1: Characteristics</li> <li>• Comparison 2: Marketing Strategy</li> <li>• Overall Analysis</li> <li>• Suggestions</li> <li>• Conclusion</li> </ul>  	<h2>Backgrounds</h2>
<h3>Kinabalu Park</h3> <ul style="list-style-type: none"> <li>• Mt. Kinabalu (4095m) and its surrounding forests</li> <li>• National Park since 1964, World Heritage Site since 2000</li> </ul> <p style="text-align: center;">More than 5000 kinds of animals and plants</p> <p style="text-align: center;">Daily number of climbers: 200</p> <p style="text-align: center; color: green;">Need to wait for 6 months</p> 	<h3>Homestay</h3> <ul style="list-style-type: none"> <li>• At present, considered as a cheaper choice of stay</li> <li>• Emerged as a new business since 2000</li> <li>• In Kundasang area, 20 villages are running homestays</li> <li>• To be a host family, 3 months training required</li> <li>• Optional activities commonly attached to homestays</li> </ul>
<h3>Potentials of International Tourists</h3> <p style="color: red;">Average nights of stay: 1~2 nights</p> <div style="display: flex;"> <div style="flex: 1;"> <ul style="list-style-type: none"> <li>• Domestic Visitors                     <ul style="list-style-type: none"> <li>- Monthly visitors: 714</li> <li>- Per capita consumption in Homestay: 104RM</li> </ul> </li> <li>• International Visitors                     <ul style="list-style-type: none"> <li>- Monthly visitors: 20</li> <li>- Per capita consumption in Homestay: 232RM</li> </ul> </li> </ul> </div> <div style="flex: 1; text-align: center;"> <p>Nationality of Visitors</p>  <p style="color: red;">Only 3% from abroad</p> </div> </div> <p style="font-size: small;">Statistics of Wala! Tokou Homestay in 2014</p>	<h2>Research Purpose and Methodology</h2>
<h3>Research Purpose</h3> <p>➢ To provide concrete and sustainable methodology to manage, promote, and improve homestay for international visitors</p>	<h3>Methodology</h3> <p>➢ We visited to three villages that have different features</p> <p>➢ We applied the outcomes of the existing CBT (Community Based Tourism) studies</p>

## Comparison 1 Characteristics

### Walai Tokou

- Near Kinabalu park
- Competitive situation
- Lots of activities
- The business handled by locals
- Involving young generation
- No GST (Government Service Tax)
- Kampung style
  - Run by women because of the typical mindset of locals
  - Hiring full-time workers



### Pinagon Baru (Kiulu)

- Located on the Kiulu river
- Bamboo commonly grows on riverbanks
- Agriculture is the main source of livelihood



### Bundu Tuhan

- Strictly managed organic agriculture
- Well protected environment
- Strong attachment to the village
- Locals with high level of awareness
- Distinctive cultural heritage



## Characteristics Compared

Walai Tokou	Pinagon Baru	Bundu Tuhan
		
<ul style="list-style-type: none"> <li>• Long history of homestay</li> <li>• Community engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Not started yet</li> <li>• Paddy fields</li> </ul>	<ul style="list-style-type: none"> <li>• Not started yet</li> <li>• Well managed environment</li> <li>• Historical and cultural heritage</li> </ul>

## Comparison 2 Marketing Strategy

## Identify Market Demand and Develop Marketing Strategy



Handbook on Community Based Tourism (How to Develop and Sustain CBT)

## Action 1 Match the products with market segments

	A: Determine the market segments	B: Match product and market segments
Walai Tokou	Visitors seek cheaper accommodations and good location	Making opportunities to find homestay through online booking website.
Pinagon Baru	Visitors want to appreciate more unique scene of village.	Agency should highlight its feature more on homestay matching page
Bundu Tuhan	Visitors interested in organic agriculture	Should open its website and promote

## Action 2 Understand the Channels of Distribution

	A: Identify the channel of distribution	B: Network within "green tourism" and "responsible tourism operators"
Walai Tokou	Through travel agency	MOTAG and other NGO's
Pinagon Baru	Not yet started	Borneo Eco Tours
Bundu Tuhan	Not yet started (prefer to promote on their own)	UNDP and other NGO's

## Action 3 Embrace ICT as a promotion tool

	A: Carry out e-booking/online reservation	B: Carry out e-promotion	C: Build own website, blog, forum etc.	D: Invest setting up hardware	E: Invest setting up software
Walai Tokou	Some houses do (agoda.com)	Yes. (Facebook, Sabah home stay)	No (Only Facebook page)	No	No (Facebook is free)
Pinagon Baru	Not yet started Borneo Eco tours?	No Borneo Eco tours?	No May not	No (no internet service)	No (no internet service)
Bundu Tuhan	Not yet started They do or none	No They do or none	No May	No	No (unstable internet service)



#### Action 4 Become independent from tour operators

	A: Identify potential tour operators & ground handlers	B: Network with international counterparts
Walai Tokou	Walai Tokou Homestay (Sabah Homestay)	Only with domestic counterparts
Pinagon Baru	Borneo Eco tours	Only with domestic counterparts
Bundu Tuhan	Locals (themselves)	NGO UNDP

#### Action 5 Set up its own in-house travel agency

	A: Set up an in-house travel agency	B: Nurture the spirit of entrepreneurship among youths
Walai Tokou	No	Yes, they encourage young people to participate in tourism activities
Pinagon Baru	No	No, but young people are involved in as guides in tubing, hiking, and other activities
Bundu Tuhan	No	Yes, they encourage young people to participate in tourism activities

#### Action 6 Leverage on award certificates to shape the branding

	Improve quality of product to win awards
Walai Tokou	No
Pinagon Baru	No
Bundu Tuhan	No

#### Achievement level of 3 homestay programs

	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6
Walai Tokou	Cheaper hotel seekers	Help in promoting their business to be well-known.	carry out e-system / still poor at IT	Walai Tokou Homestay (Sabah Homestay)	No in-house travel agency / Young people involved	No
Pinagon Baru	Rural scene	No	Service could be provided by Borneo Ecotourism No internet service	Borneo Ecotours	No in-house travel agency / Young people assist	No
Bundu Tuhan	Organic	No	Service need to be provided by themselves	Locals Research support: NGO & UNDP	No in-house travel agency / Young people involved	No

#### Overall Analysis

	Walai Tokou	Pinagon Baru	Bundu Tuhan
Comparison 1	+Longest history +Community engagement +No GST	+Not started yet +Paddy fields	+Not started yet +Strictly managed nature +Head hunting
Comparison 2	-Poor IT skills -Well-known only for cheaper homestay	-No internet service -Unutilized resources -Dependence on an agency	-No internet service -No backup for business -Lack of product differentiation

#### Suggestion: Steps of Marketing



#### Example Plan: Bundu Tuhan Homestay

**Cultural Heritage (ex: head hunting)**

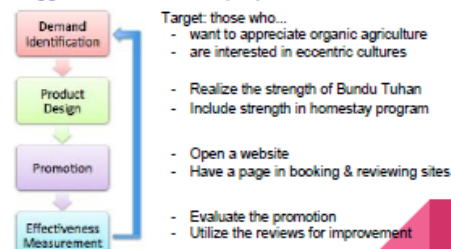
**All Organic**

**Well-Developed Forest Management**

**All Done by Locals**

**No Agency**

#### Suggestion with an example plan: Bundu Tuhan



#### Conclusion

To improve homestays for a sustainable management of green tourism,

- Setting specific targets
- Understanding of each village's uniqueness
- Information accessibilities online
- Continuous evaluations and improvements

are strongly required.

Thank you!

# "Engagement amongst Stakeholders for the Initiation and Sustention of Green Economy: Problems and a Recommendation"

by Baku Matsui, Yuto Endo, Hafizuddin Mohd Ghani, and Mohamad Azfalvy Bin Abdullah

## Introduction

This paper is dedicated to examine the current situation of the engagement amongst the stakeholders and the local Free Prior Informed Consent to the Green Economy, and to propose a recommendation for making the sustainable agreement for a sustainable economy.

## Green Economy and significance of local community

What is Green Economy? Green Economy is defined as the substance to decoupling of unsustainable resources use and environmental impacts from economic growth (UNCED, 2012). Green Economy is one of the mechanisms to increase the green investment for conservation of the natural resources (UNEP, February 2012). Green economy embodies two phases; implementation and sustention by stakeholders' cooperation. The example of stakeholders are the government (MOTEC, KePKAS, STB and SFD), the NGO'S (Forever Sabah and ECO-LINC), private sectors (ECOBORNEO) and the local community (Din, 2016). The natives are the main actor in developing the Green Economy because, they became the agent that make the act being successfully worked by agreeing and to give the cooperation (RE Freeman, 2001). In order to move towards the Green Economy it needs a large number of participants of the locals.

## Findings

From the lecture input given by related agencies and the interview that has been carried out during site visit in three villages which is in Kampung Sinisian, Kampung Bundu Tuhan and Kampung Pinagon Baru, several finding has been collected which correlate with research topic. The findings that can be highlighted are: i.) Engagement amongst stakeholders in tourism development, ii.) Acceptance of local people's towards tourism development, iii.) Action taken by governments, industries and NGO's to channel their interest in convincing local people.

### 1) Engagement amongst stakeholders in tourism development

The engagement within the government agencies in developing tourism activity in three villages was very good. This can be seen through how Kampung Sinisian has been established as a homestay back then in 2001, where, the homestay coordinator Mr. Kohadie Watiman and

participants of homestay has got some input on developing the homestay from Kementerian Kemajuan Luar Bandar dan Wilayah, KKLW (Ministry of Rural and Regional Development). The same things happen in Kampung Bundu Tuhan and Kampung Pinagon Baru. Besides that, engagement of stakeholders not only with the local people also the partnership between the government agencies and NGO's themselves.

## **2) Acceptance of local people's towards tourism development**

From the findings also, local people are positively accepting the tourism development in their area. Local people are positively accepting tourism development because they think that tourism can be one of factors for them to improve their standards of living. They also think that the tourism development in their area is a chance for them to learn new things as tourist are coming to their area. Nevertheless, they also think that tourist arrival in their area is an opportunity for them to have an exchange of cultures between host community and tourists. Despite the positive acceptance towards tourism development at the first place, local people think that they got less information from the stakeholders relating to the development. This can be seen that villagers in Kampung Pinagon Baru saying that they know about the tourism that coming to their place from the third parties, and they are not sure if the tourism development really comes to their area. In fact, the local people say that neither NGO's nor industries contacted them about the tourism industry that will take place in their place.

## **Actions taken by governments, industries and NGO's to channel their interest in convincing local people.**

The related agencies such governments or NGO's have different approaches in convincing local people to channel their interest in developing green economy. In general, most effective action is by facing the local people directly to tell about the green economy. The other approach gives a continuous approach to the people about green economy, as well as, inviting local people's themselves to involve in any tourism development.

## **Analysis of the findings**

It should be noted that whilst the communication within the government agencies is well organized, the engagement between the government agencies and local communities is worth considerations. Examining the result in consideration, the agreements in Borneo would be not sustainable enough. This is to say that absence of Free Prior Informed Consent (FPIC) is apparent. FPIC is a concept of the right of indigenous peoples to make self-directed, free and informed choices about the development of their lands and resources (Ward, 2011). FPIC is consisted of three elements; Free, Prior, and Informed. "Free" is defined that information is transparently and objectively offered. The term "Prior" indicates that adequate time is provided to understand and analyze (EU-REDD, 2013). Also, "Informed" means that information should be objective and accurate (EU-REDD, 2013).

Regarding potential changes in resource uses that could significantly impact the substantive rights of indigenous peoples and, where relevant, other forest-dependent communities (UN-REDD, 2013). FPIC is needed for the sake of avoiding the future imposition of important decisions on local people, allowing them to continue to live as communities on

lands to which their cultures keep attached (UN-REDD 2013). Hence, this scheme is indispensable to prevent exploiting, in other word, sustaining the system.

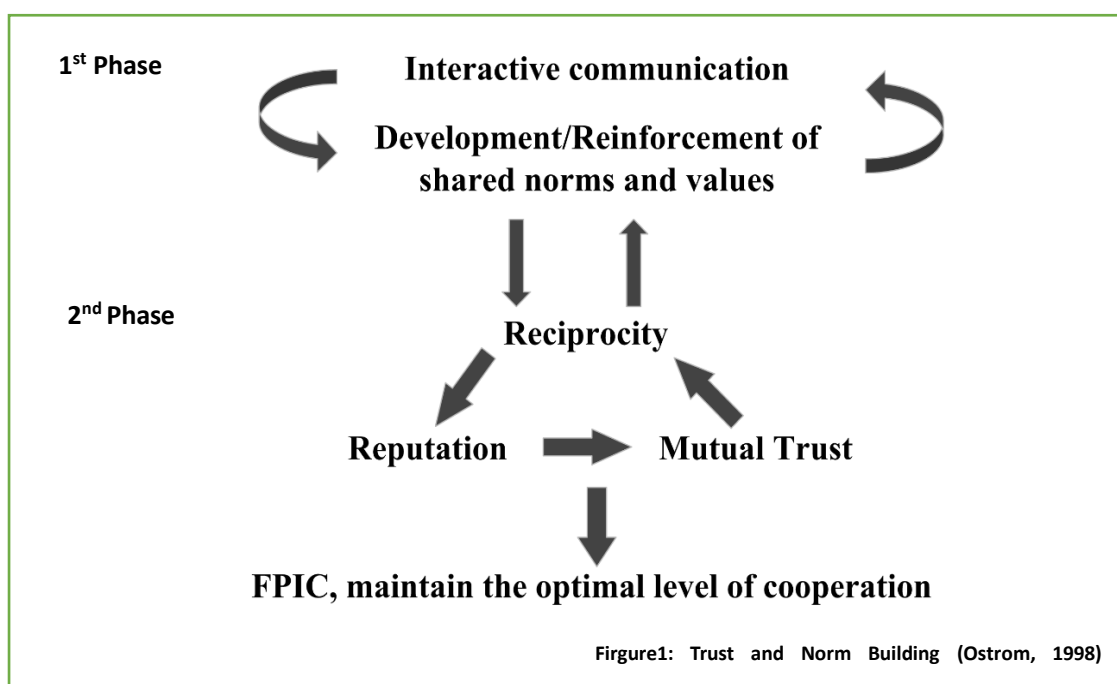
Albeit, in Borneo, there are some agreements which have been made, these consents are not “prior” and “informed”. Local people have agreed to some contracts such as the establishment of a CCA. However, since the contracts lack one or both of the two important elements, it could possible for local people to suspend renewing their contract, which means progresses and efforts toward sustainability would halt.

### Recommendations for sustainable cooperation

To ensure the sustainability for Green economy, a norm and trust building mechanism shall be necessary, which involves all the stakeholders’ cooperation.

This model, consists of two phases, is designed to develop norms and trust amongst the stakeholders (Ostrom, 1998). At the first phase, NGOs would be in charge of norm development, a precondition for cooperation. NGOs is responsible for facilitating the communication amongst the stakeholders, and assist local people to visualize and aware of their demands by narrowing down their thoughts (Ong, 2016). Through this repeated communication, concerned parties would develop and reinforce common norms and values (Ostrom, 1998).

At the Second Phase, facilitated by the NGOs, government agencies and local communities communicate to develop mutual trust, which is the condition for making a FPIC. Common interests would unite concerned parties as to form reciprocity. Mutual trust is uniquely vital here since trust would determine if one would be willing to cooperate with another (Ostrom, 1998). Thus, the government agencies are required to make all effort to make the choice of Green Economy as the most rational and credible option for the locals (Din, 2016).



However, it should be noted that before the NGOs engage with the local communities, NGOs would also need to go through the same process before initiating and facilitating the communications amongst the stakeholders.

By strengthening the norms and mutual trust, local communities are finally able to make a FPIC. The government need to provide objective, sufficient information in prior to seeking consent and also as part of the ongoing consent process (UN/REDD, 2013).

## Concluding Remarks

This paper has explored the current situation of the cooperation of the stakeholders. Taking the local communities' perception and understanding into our account, local people requires an external assistance to be capable of engaging with other sectors. This assistance includes educational programme, vocational training, and visualizing and clarifying their needs. This paper has also indicated that the engagement between the locals needs to be coped with a communication to build a common norms mutual trust for making a sustainable FPIC. Given that Green Economy bases upon the local communities' voluntary agreement, such agreement needs to be designed for a sustainable purposes.

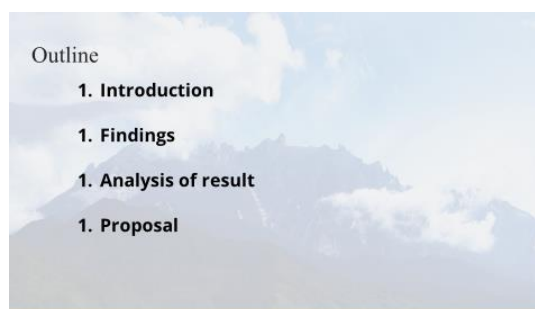
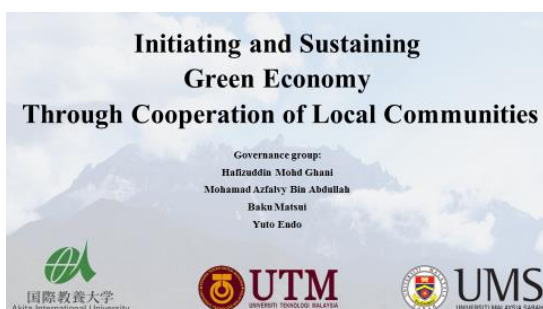
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Ostrom, E. (1998). A Behavioral Approach to the Rational Choice Theory of Collective Action: Presidential Address, American Political Science Association, 1997. *The American Political Science Review*. 92(1), 1-22. Available at <http://www.jstor.org/stable/2585925> [accessed on 2016/8/14]

United Nations Development Programme. (2013). *Guidelines for Informed Prior Consent*. New York: United Nations. Available at <http://www.unclearn.org/sites/default/files/inventory/un-reddo5.pdf> (accessed on 2016/8/14)

Ward, T. (2011). The Right to Free, Prior, and Informed Consent: Indigenous Peoples' Participation Rights within International Law, *The Northwestern Journal of Human Rights*. 10(2), 54-55. Available at <http://scholarlycommons.law.northwestern.edu/cgi/viewcontent.cgi?article=1125&context=njihr> (accessed on 2016/08/14)

## Presentation Slides used on 17 August 2016



## Introduction

Green economy - decoupling of the use unsustainable resources that causes environmental impacts from economic growth.

Increase in green investment

Increase in quality jobs in green sectors

Increase in global and local environmental benefits

Relation between green economy and tourism

New green jobs

## Location of the research

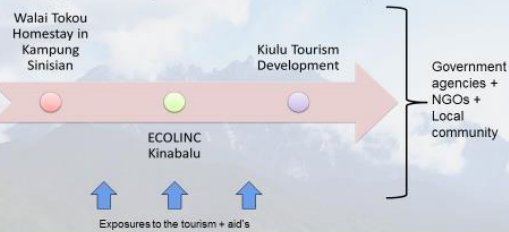
Locations	Activity	Approaches to Green Economy	Linkage with the Sectors
Walai Tokou Homestay	• Homestay Activity	Yes	Yes
Kg. Bundu Tuhan	• Agriculture activity	No	No
Kiulu	• Farmstay activity	Yes	Yes

Stakeholders	Responsibility	Example
Government	<ul style="list-style-type: none"> <li>Rules and regulations</li> <li>develops a plan</li> <li>Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>MOTEC</li> <li>KePKAS</li> <li>S.T.B</li> <li>S.F.D</li> <li>J.K.R</li> </ul>
NGO'S	<ul style="list-style-type: none"> <li>Support of the development</li> <li>Protection of the resources</li> <li>The intermediaries</li> </ul>	<ul style="list-style-type: none"> <li>ECO-LINC</li> <li>FOREVER SABAH</li> <li>WINDKOK</li> <li>WWF Malaysia</li> </ul>
Private sectors	<ul style="list-style-type: none"> <li>Establishment the opportunity</li> <li>The intermediaries</li> </ul>	• Eco-Borneo
Local people	• Support of tourism activity,	<ul style="list-style-type: none"> <li>Local communities</li> <li>Village that being aware</li> </ul>

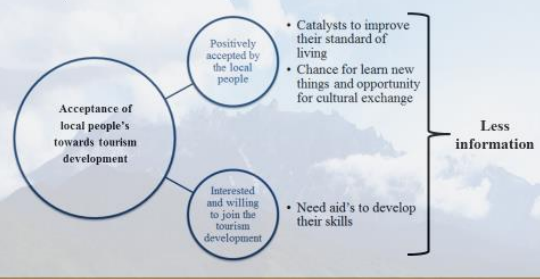


## Findings

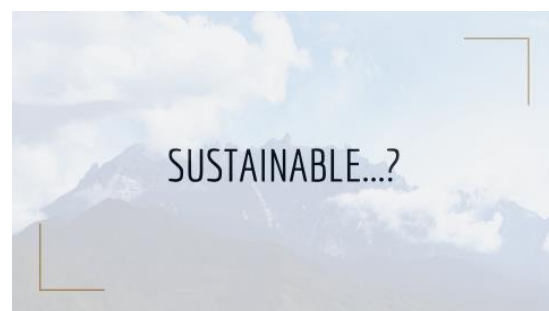
### 1. Engagement amongst stakeholders in tourism development



### 2. Acceptance towards tourism development



### 3. Action taken by governments, industries and NGO's to channel their interest in convincing local people's in developing Green Economy.



## Analysis on Green Economy

One-way Communication



Lack of Understanding



## Sustainability for Green Economy

Outcome

Cooperation of local community might fall apart



## Free, Prior and Informed Consent (FPIC)

Free

• voluntary, no coercion

Prior

• adequate time is provided

Informed

• objective and accurate

## Model for sustainable cooperation

Why consent...?

- Assigns responsibility to each member
- Only effective source for cooperation

(Rousseau, 1762)

## Recommendation & Conclusion

Recommendation for cooperation



## Model for sustainable cooperation

'Norm & Trust building mechanism' for a sustainable agreement



(Ostrom, 1988)

## Model for sustainable cooperation

- **Shared Norms and Values:** A precondition for mutual trust





## Model for sustainable cooperation

- **Mutual Trust** : Condition for cooperation



## Concluding Remarks

Sustainable agreement, for a sustainable framework

## Model for sustainable cooperation

Common norms and values unify the stakeholders

+

Mutual trust incentivises to cooperate



Solid relationship based on trust



Sustainable agreement (FPIC) and cooperation

Thank you!

## References

Ostrom, E. (1998). A Behavioral Approach to the Rational Choice Theory of Collective Action: Presidential Address, American Political Science Association, 1997. *The American Political Science Review*, 92(1), 1-22. Available at <http://www.jstor.org/stable/2585925> (accessed on 2016/8/14)

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## VI. Comments from the Students

" Although I have participated in several PBL's, this had to be the most challenging, especially in terms of communication skills. However, through this experience I was able to understand the true meaning of an international collaboration. While working with the Malaysian students, language barriers and communication gaps occurred quiet often. However, learning to communicate effectively was imperative. The truth is that this PBL would not have been successful without complete and active interactions between the AIU students and the Malaysian students. This is especially because AIU students had to significantly depend on the help from the Malaysian student's translations and guidance in order to further interact with local communities and pose interview sessions. Because of our various backgrounds, students held different opinions on academic writing styles and presentation methods. The key to the successful outcome was understanding each other's differences, and learning to construct solutions amicably. Despite the fact that the program was only 10 days long, I felt that it came with lifelong lessons. Through this program, all students learned to become flexible and adapt to new circumstances, whether it be an environmental or a cultural difference, obtain time management skills, and most importantly learned how to interact and communicate effectively in a truly international setting."

- *Arisa Ozaki (AIU)*

"In general, involving in this Summer School programme together with student from AIU and UMS is a great opportunity. This programme basically give very good experience and exposure about tourism development in Sabah as a whole. Lecture from related agencies also seem has a good exposure to us. Specifically, doing a group work which related to governance in tourism development in Sabah was quite a though job at first place and it comes more easier towards the end of programme after getting some information from related agencies and went for fieldwork in Kundasang and Kiulu. Nevertheless, being one of group members in Governance Group has change my perspective about the managing the tourism development which is a multi-lateral engagement is needed in order to ensure the successfulness of tourism destination."

- *Hafizuddin Mohd Ghani (UTM)*

"When I first joined this program, I had no idea about how to do a research because i'm just a first year student. But during these 10 days, I have learned so much. Especially, my English language really improved since all the participants were from different places, so we had to communicate in English. Not only that, I have also learned how to be flexible when I'm working with people from different backgrounds. Even though there were many different ideas from my group members, we managed to finish our research assignment. Such an academic program, definitely brings many benefits to students. Im looking forward to more of this kind of programs and I will surely join."

- *Isyarah Abdul Hussin (UMS)*

"In this summer program, we tried to find several issues in Sabah and solutions from multiple perspectives through the research. In my group, environmental issues group, we focused on the environmental problems related to agriculture activities. After interviews and lectures, we discussed and found solutions for these problems. Through this program, I understood well that it is really hard to communicate with people from other countries in English, though we use English as the means of communication in AIU. Moreover, since each member has a different background, it was also painful for all members to agree on one idea and do one presentation as the same group. This kind of experience will be useful for us to cooperate with international people in the future. Besides, although we can get information on the Internet, I believed that thanks to real experiences like the interview and home stay, we could get a better understanding of issues people are facing, and we realised that our world is really facing the environmental issues to be solved immediately. In this program, I could not only get knowledge from lectures but also have many experiences we cannot get in AIU."

- *Kana Mizutano (AIU)*

"It was my first time to work in Malaysia with local students. Last year, I experienced 2 other project-based learning (PBL) programs; one was with undergraduate students in the U.S. and the other one was with graduate students in Tokyo. However, the PBL this time was completely different from the other 2 PBL programs. The biggest problem for me was language, especially translation. When a local Malaysian person gave a lecture for us, we found this problem. These days, most of Malaysian people can speak English, but still some elderly people do not have good command of English. Every time Japanese students needed a translation, Malaysian professor or Malaysian students translated from Malay to English. However, because of the lack of experience in translation, it sometimes did not work. I recommend future PBL participants to discuss how to translate from Malay to English during lectures and interviews. Otherwise, Japanese students may miss some important information."

- *Kasumi Toshima*

"This programme is good. Instead of students can exchange idea during the discussion, they can learn about japan and malay culture. Since this programme held in Sabah, we can learn the Sabah Ethnic Culture which difference from peninsular malaysia. However, this programme was lack of outdoor activities. Yes, we did some outdoor activities but we were rushing for example during our visited at Botanical Park. But overall, this programme was enjoyed. I suggest that Summer School Programme with universities collaboration should be doing again."

- *Khairunn Najwa Mohamad Sopian (UTM)*

"This experience gave me a huge cultural shock in many aspects, and made me realize how ethnocentric I was. Every village we visited had unique views and lifestyles. All the villages probably have many things to work on in terms of development, but more importantly, villagers seemed to be very proud of their culture. At the beginning of the

program, I was always trying to find what needs to be done in the community, but now, I think it is more important to know and respect traditions and ideas that already exist in the community before thinking of what is lacking there.

Through the research and learning process, face to face communications with people from various backgrounds exposed me to a variety of views, which sometimes confused me, but eventually led me to have a deeper understanding about Sabah and green economy. It was very interesting that as time went by, I could feel that my understanding in the lectures was getting better and better. I cannot be thankful enough for many valuable chances we had, to interact with people, culture, and traditions throughout the program."  
- Mizuki Munakata (AIU)

"I feel very happy and lucky that I could join this programme. At first, I was really worried and kept on thinking should I or should not I join this programme? However, as time passed I became very grateful because lots of income I gained from this programme. I can see different perspectives on how we (Malaysian students and international students) think. Each of us had different opinions on certain topics that we discussed. Besides that, it helped me in improving my communication skill and at the same time boost up my confident level to speak in English. Moreover, I met new friends from different states and countries."  
- Shahrizah binti Saidih (UMS)

"It was a great opportunity for me to see the situation in a developing country, to learn how to find problems and what people can or should do, and to work with people who have different cultures and backgrounds. From the first day, the cultural and religious differences made me surprised. It was challenging for me to adapt to them at the beginning but I started accepting by visiting several villages which do not even have minimum facilities we all have in Japan. Books and lectures can tell facts but when I actually see or listen, the problems appear more clear and vivid. Also, it was very interesting for me to work with UTM and UMS students. In our group, we did not have much conflict. However, I realized that I had to consider more why we did not. It maybe because of AIU students including myself talking more and deciding before Malaysian students state other opinions. Therefore, I learned variety of important things I cannot learn at school but from this PBL program."  
- Sumiko Shioda (AIU)

"I had the most valuable experience from this Akita Summer School program. It is my first research program and also my first experience working with international students. Throughout this research program, I was able to improve my confidence level to interact with various people. From my perspective, this program becomes a stage for a the younger generation from different backgrounds to use critical thinking as a team to get the best research result and generate ideas for addressing current issues. In spite of the different ways of thinking and working, every group managed to overcome cultural conflicts. I have learned that nothing is impossible to set up a research program in a short time as long as there is cooperation between members of the group. I hope there will be another opportunity for me to participate in this program again."  
- Syaharah binti Abdul Hussin

"It was the first time for me to perform a research project that includes an established fieldwork, so I confronted many hardships from theme setting to the final report in the two nationality team. Especially after the 3-days fieldwork in villages around Kinabalu Park, I found some perceptual differences between Malaysian participants as locals and Japanese participants as visitors, which sometimes made us spend much time for discussion. Also, our team could not feasibly show our conclusion in the mid-term report. However, we have overcome these difficulties and succeeded to summarize what we have done in the final presentation with a great team work. I hope this program will become more fruitful one next year and the friendship among the three universities will continue from now on."

- *Takumi Harada (AIU)*

"I joined the PBL 2016 summer in Malaysia. It was a precious experience for me because attending the lectures and visiting many local communities, I could expand my interests towards various subjects. In addition to the class contents, the conversations with Malaysian students surprised me a lot. Not to mention the topic of PBL, you can also deepen your comprehension for mixed-culture through these communications. Their perspectives and lifestyles are something very different from what Japanese people used to, therefore, this PBL would be a great opportunity for who have interests for multiculturalism. Finally, extra attention must be paid to physical condition since the sanitation in that area is poor, compared to developed countries. It is strongly recommended to bring anti-bug goods not to be bitten by mosquitoes and any other bugs."

- *Tomomi Saito (AIU)*

"Through the program, I was able to develop negotiation and coordination skills. For AIU students, it is nothing special to study with foreign students. However, this program differed from classes we are used to. The program started from scratch. We, each team, had to analyze problems and find possible solutions. So to speak, we had to decide our direction through interactions with Malaysian students. Of course, both Malaysian students and Japanese students have their own points of view and opinions, therefore, it was quite hard to decide our topic, solution, etc. Everyday our team faced difficulties in integrating diverse thoughts. By making efforts of persuading, negotiating and compromising, we were able to make the final presentation. This process was a tough one, but this experience greatly helped me develop these skills."

- *Yuto Endo (AIU)*





View of Mt. Kinabalu from Sinisian, Sabah