



JOJAPS

eISSN 2504-8457



Journal Online Jaringan Pengajian Seni Bina (JOJAPS)

Developing Sayong as a Creative Tourism Destination

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Abstract

Creativity has increasingly become a focus of attention for tourism scholars. Kampung Kepala Bendang is the centre for the pottery making in Perak. It is located at Mukim Sayong in district Kuala Kangsar, Perak. Kampung Kepala Bendang has already occupied with four (4) main activities that involve tourist participant which is labu sayong making, traditional cuisine, art and performance and natural trail. For the purpose of this study, both qualitative and quantitative methods were used. Interviews and observation were used as qualitative methods and questionnaire has been used as a quantitative method of collecting data. Audit form has been used as a guideline to interview the stakeholders (government local's authority such as Majlis Perbandaran Kuala Kangsar, Kraftangan Negeri Perak and Persatuan Kraftangan Labu Sayong) and ten (10) operators or artisans. Throughout the survey, it has been found that tourists who visit Kuala Kangsar are from local and international, the main market is local students. The tourism purpose of local tourists is different, 50% of local citizens were looking forward to taste food, and the rest 50% travel to Kuala Kangsar because of its famous handicraft; labu sayong. In terms of international tourists who are mainly travel from Europe, 80% of the international tourists interested on labu sayong, and others are to have an experience in keris making, climbing Bubu mountain, food as well as river rafting. They often travel to Kuala Kangsar for 2-3 days. Majority of respondents (58.6%) willing to experience in making labu sayong on them own in the destination and 33.6 % of them willing to pay for their making labu sayong, 65.9 % of tourist are aware and know about labu sayong via social media, 82% of the tourist interested with traditional food (either testing and making). To develop Sayong as a creative tourism destination, it is recommended to build or improve existing facilities include these following: 1) gateway to "Sayong Creative Village", 2) art and performing center, 3) culinary center, 4) Malay village homestay, 5) labu sayong workshop and 6) lata sayong with an attractive and creative activities involved, developing Sayong as a "creative village", introduce package trails. Implementation of the proposed idea can be transform into reality. Each proposed development needs an efficient and a proper implementation in order to have successful development.

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Key-word: creative tourism, labu sayong, creative village and package trails.

1. Introduction

Creativity has increasingly become a focus of attention for tourism scholars. Strategic position or the major private sector markets for creative industry products are the tourism, services and retail sectors. Several authors (Evans, 2009; Sleuwaegen and Boiardi, 2014) find tourism to be one of the most creative industries that increases economic development. The concept of creative industry influences not only intelligence and technology but also has economic benefits and it has become the new economic growth point in the modern service industry. Although the concept of creativity remains elusive to define, it has been integrated into tourism in a range of different forms, via creative people, products, processes and places (Richards 2011).

1.1 Goal and Objectives of the Study.

1.1.1 Goal

The goal of this study is to position Sayong as a creative tourism destination

1.1.2 Objectives of the Study

There are three (3) objectives need to be achieved in this study:

- Objective 1: To identify creative tourism product in Sayong, Kuala Kangsar
- Objective 2: To review tourism market demand at Sayong, Kuala Kangsar
- Objective 3: To position Sayong as a creative tourism destination.

1.2 Profile of Study Area.

Kampung Kepala Bendang is the centre for the pottery making in Perak. It is located at Mukim Sayong in district Kuala Kangsar, Perak. It is a small rural settlement about 1 km from the Royal Town of Kuala Kangsar. This village is unique due to the type of clay that can be found here is that specially can produce a high quality pottery. On 2002, Kampung Kepala Bendang has joined the One Village One Product (OVOP) and on the 2016, this village become the first village in the country to be chosen as the destination for “Kraf Kampungku” (craft village). The findings on cultural resources revealed that Kuala Kangsar has several cultural resources: labu sayong, gold embroidery, keris and traditional Malay houses.

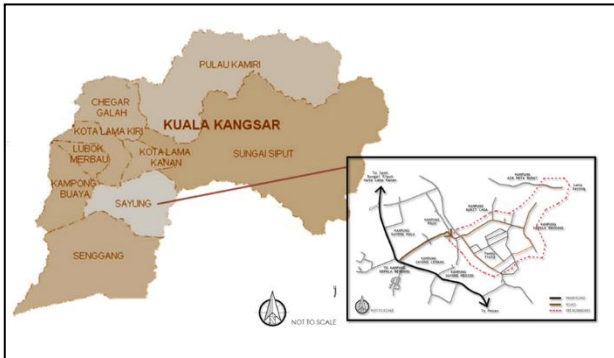


Figure 1: Map of Kuala Kangsar

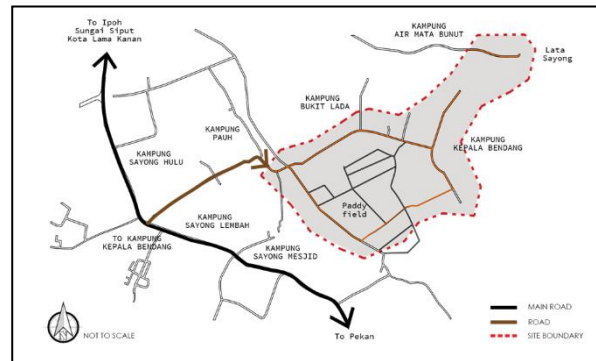


Figure 2: Map of Sayong

1.3 Creative Activities in Kampung Kepala Bendang.

Kampung Kepala Bendang has already occupied with four (4) main activities that involve tourist participant which is labu sayong making, traditional cuisine, art and performance and natural trail.

1.3.1 Labu Sayong Making

Kg Kepala Bendang are welcoming large groups and now hosting workshops with collaboration a few workshop example KZ Craft workshop they show people how to make pottery using the local methods. Generally, classes last a full day, and the people are able to take something home with them as a memento of the visit. The activities are included: demonstration of *labu sayong* making by artisan, tourists/ visitors practise to do *lingkaran* technique, tourists/ visitors can try to stamp, colour and even carving the labu sayong.

1.3.2 Traditional Cuisine

Kg Kepala Bendang have two major traditional foods that still produce although not as commercial which are *putu perak* and *laksa sarang kuala*.

1.3.3 Arts and Performance

Kg Kepala Bendang have two major arts and performance although not as commercial which are *rebana* and *dabus* dancing.

1.3.4 Natural Trail

Kg Kepala Bendang have nature attraction that been hidden in the village. Lata Sayong is located at the end of the village around 10km from KZ craft was a small waterfall that have greet potential to attract tourist. In this meanwhile, lata sayong was not ready to receive the visitor because of the environment of lata itself.

It got a narrow road in the middle of oil palm smallholding. To get there, visitors will across a beautiful of paddy field. The paddy field was owned by Kg Kepala Bendang villagers that also provided an experience to tourist about paddy harvest when it's come in season.

2. Literature Review

Although such experiences had long been an informal part of tourism, it was only in 2000 that this segment of tourism was identified and defined as ‘creative tourism’ by Richards and Raymond (2000:18). They defined creative tourism as: Tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken.

This definition suggests an important shift from traditional forms of cultural or heritage tourism, in that it argues for a creative role for both producers (who have to be creative in using resources to develop active participation) and tourists (who need to engage creatively with the destination). It is suggested throughout the literature that the competitiveness of tourism operators is nowadays grounded in their capacity to move away from traditional forms of delivering the service and creatively satisfying consumers’ individual needs (Teodorescu et al., 2015). In an even broader analysis, Designated Areas for Sustainable Tourism Administration (DASTA) in Thailand suggest that besides the public and private sectors, local communities also have an important role in the development of creative tourism, because they are the natural ‘owners’ of most of the resources used (e.g.: cultural, natural and social heritage,) and they must guarantee the control of the management process, in order to prevent the deterioration of those assets and to optimize their own benefits and the tourist experience.

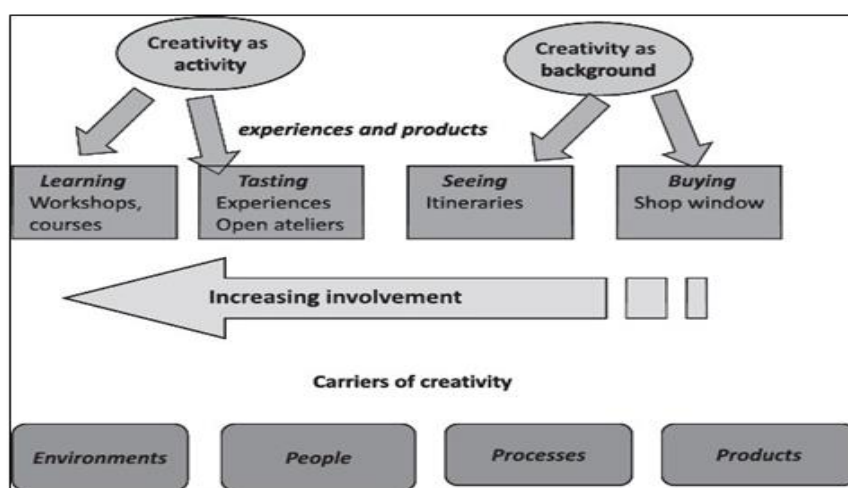


Figure 3: Modes of creative tourism (Richards, 2011: 1239)

3. Methodology

For the purpose of this study, both qualitative and quantitative methods were used. Interviews and observation were used as qualitative methods and questionnaire has been used as a quantitative method of collecting data. Audit form has been used as a guideline to interview the stakeholders (government local's authority such as Majlis Perbandaran Kuala Kangsar, Kraftangan Negeri Perak and Persatuan Kraftangan Labu Sayong) and ten (10) operators or artisans who involve in labu sayong making. Within this context, the interviewee of this study were tens of artisan operating labu sayong business in Kampung Kepala Bendang, Sayong, namely: Mr. Zulkafly Bin Pandak Bedin (Adiguru of Labu Sayong), Mr. Mohd Pareb Bin Zamari@Zamri (KZ Kraf Enterprise), Mr. Mohamad Rofi Bin Mohd Sibun (Citra Desa Kraf), Mr. Zulkifly Amir Hashim (Xtream Craft Deco N Pottery), Mr. Ridzuan Bin Hamli (WIN Kraf), Mr. Saifuddin bin Itam (Suriadin Enterprise), Mr. Harun Bin Mat Jidin (Harun Pottery), Mr. Ros Fareez bin Musa (Kraf Faridlabu Enterprise), Mrs. Maznah Bt Sulaiman and Ms. Marjenah Bt Sulaiman. Content analysis was used to analyze the data which was gathered from personal interviews. Despite that, during fieldwork in Kuala Kangsar, method of purposive sampling was used to develop the sample of the research and researcher has successfully distributed and collected 128 questionnaires among the tourist who visited Kampung Kepala Bendang, Mukim Sayong and Kuala Kangsar area.

4. Findings and Results

4.1 Purpose of Travel to Kuala Kangsar

According of Perak Tourism Statistic 2018, Perak rank 7th for visitor receipt with RM6.5billion but rank 6th for visitor arrival with 17,553 million. Throughout the survey, it has been found that tourists who visit Kuala Kangsar are from local (85%) and international (15%), the main market is local students (55.4%), followed by family (35.2%), business traveller (4.7%) and solo traveller (4.7%). The tourism purpose of local tourists is different, 50% of local citizens were looking forward to taste food, and the rest 50% travel to Kuala Kangsar because of its famous handicraft; labu sayong. In terms of international tourists who are mainly travel from Europe, 80% of the international tourists interested on labu sayong, and others are to have an experience in *keris* making, climbing Bubu mountain, food as well as river rafting. About 60% of the tourist plan their own trip to Kuala Kangsar and remaining 40% travel via travel agent. According to the information centre, there are around 1500 international tourists visited Kuala Kangsar from 2008 to 2019.

4.2 Interest to Participate in the Activities in Kuala Kangsar

Table 1: Interest to Participate in the Activities

Description	Percentages
1. Traditional food (testing and involve in making process)	82.0%
2. Architecture and heritage trail	69.5%
3. Nature trail	69.5%
4. Royal or traditional cloth weaving	51.6%
5. Traditional art performance	43.0%

From the findings, all the listed activities can attract tourists. 82% of the tourist interested with traditional food (either testing and making), 69.5% interested to participate in nature trails activity, the same percentage (69.5%) interested on architecture and heritage building trail. Despite that, 51.6% of them interested in royal/ traditional cloth weaving and the remaining 43% interested to participate in traditional performance received the least choice from respondents.

4.3 Travel time

Table 2: Travel Time

Description	Percentages
1. 2 – 3 days	57.8%
2. 1 day	32.0%
3. 4 – 7 days	7.8%
4. More than 7 days	2.4%

Majority of tourists (57.8%) stay at Kuala Kangsar for 2-3 days, and 32% were a day trip visitors, 7.8% tourists are willing to stay for 4-7 days, only 2.4% tourist would stay more than 7 days. According to previous findings, tourists are willing to participate and paying in craft making activities and other creative activities such as cooking with local residents. But there are some issues, including lack of marketing and promotion, lack of supporting of information center, and so on. As well as, most of tourists stay Sayong around 2-3days, the package that next stage need to propose should have 2-3days package.

4.4 Medium of Labu Sayong Marketing

Table 3: Medium of Labu Sayong Marketing

Description	Percentages
1. Social Media	65.9%
2. TV	49.2%
3. Friends and relatives	47.6%
4. Event and exhibition	27.8%
5. Magazines	26.2%
6. Information Centre	15.9%

From the finding, it shows that 65.9 % of tourist are aware and know about labu sayong via social media, 49.2 % via TV, 47.7 % receive the information about labu sayong through friends or relatives. In addition, on the average 27 % get to know about labu sayong from magazine or event and exhibition. Last but not least, just 15.9 % retrieve labu sayong from information center.

4.5 Willingness to Participate in Labu Sayong Making

Table 4: Willingness of Tourist to Participate

Description	Percentages
1. Will participate in the activity	58.6%
2. Will definitely participate in the activity	21.1%
3. Likely to participate	16.4%
4. Will not participate in the activity	3.9%

From the finding, majority of respondents (58.6%) willing to experience in making *labu sayong* on them own in the destination. However, there was 3.9% of the respondents did not interested in making *labu sayong* by themselves and bring it home.

4.6 Willingness to Pay for Labu Sayong Making

Table 5: Willingness of Tourist to Pay for Labu Sayong Making

Description	Percentages
1. Below RM30.00	33.6%
2. Between RM30.00 – RM50.00	29.7%
3. Between RM50.00 – RM100.00	18.8%
4. Above RM100.00	6.2%
5. Not sure the amount	18.8%

From the finding, it shows 33.6 % of visitors willing to pay for their making *labu sayong* below RM 30 but 29.7 % pay between RM 30-50 also around 11 % willing to pay from RM 50 to 150. The rest, 18.8 % are not sure whether they willing to pay or not.

4.7 Potential of Labu Sayong to be an International Product/Brand

Table 6: Potential of labu sayong

Description	Percentages
1. Yes	80%
2. Maybe	12%
3. Not Sure	4%
4. No	4%

From the findings, 80% of tourist have a strong opinion that labu sayong has a great potential to be as an international product or brand, the balance remaining said it might have potential (12%), and the rest they are not sure whether it can be an international product/ brand (4%) and there are a small group of tourist said that labu sayong cannot be an international product/ brand (4%).

5. Creative Tourism Recommendations

5.1 Development of Sayong as a Creative Village

In order to support a development of Sayong as a Creative Village, several action should be taken; build or improve existing facilities. Propose tourism product consist of; 1) gateway to “Sayong Creative Village”, 2) art and performing center, 3) culinary center, 4) Malay village homestay, 5) labu sayong workshop and 6) lata sayong with an attractive and creative activities involved. Accessibility to this village is satisfactory to ensure tourists arrival by enhance the sense of place by attention to design and materials. Designing sense of arrival or welcoming at Sayong Creative Village by traditional gateway and also the wayfinding design which will emphasis Labu Sayong as an official icon. The propose new tourism product of the village are locals culture, livelihoods pattern, (the way of living), natural trail, and the labu sayong itself.

Tourism activities begin from the arrival day as they experience the unforgettable welcome procession from gate of the village. Below are the highlighted actions on the attractions that can be implement in Sayong.

1. Sayong.Gateway to Sayong Creative Village

Timber and labu sayong decoration arch entrance to have welcoming sense as Malay setting creative village

2. Art & Performing Center

Sayong has its unique art and performing that still preserve until now. In an effort to ensure the value of art is preserved and passed on to future generations, so it is suggested to build art and performing centre in Sayong where tourist can learn ‘Dabus’ dancing steps and perform it. Despite that, tourist also can learn how to make ‘Rebana’ and learn how to use it so tourist can experience the authenticity of Kuala Kangsar culture.

3. Culinary Center

Like most other villages in Kuala Kangsar district, Sayong also still retains its traditional food; laksa sarang kuala and putu perak. therefore, these two menus should be maintained and included as one of the creative elements in the development of Sayong Kampung Kreatif. It is to provide authentic culinary experience to tourist where at this center, tourist can learn how to cook traditional food in Kuala Kangsar; laksa sarang and putu perak. Through this centre, tourist can enjoy these following activitie; first activity, tourist need to go to the markets with villagers to buy raw ingredients. Then, they will prepare all the ingredients with the locals, after that they can start cooking the traditional food and at the end they can eat together with villagers.

4. Malay Village Homestay

In Sayong, tourist can experience a homestay in a traditional village or “kampung” lifestyle as locals. Experience the charm of Malay traditions that have been preserved such as baju kurung and baju melayu. Tourist experience local culture in a close-to- authentic setting.

5. Labu Sayong Workshop

In Sayong, there are almost 110 operators that run a labu sayong business. Undeniably at this point, they have also started holding workshops to produce labu sayong informally where tourists can take the opportunity to make its (part of the process only and not the whole process) Tourist can learn how to make labu sayong pottery in traditional way, and take it back as souvenir.

6. Rimba Café at Lata Sayong

Lata Sayong is a waterfall hidden inside a Kg Kepala Bendang forest,a short distance away from center of village with the quickest entry. Unfortunately, tourist can’t enjoy the beautiful scenery because there is no space for it. So, it suggested to develop a café so tourist can take a meal while setaed on the water.

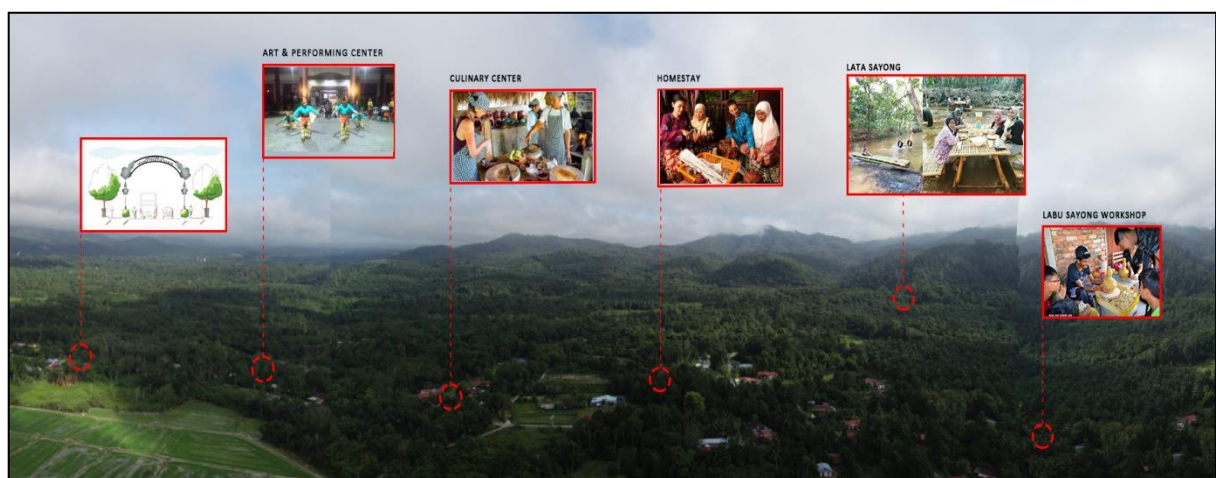


Figure 4: Propose Tourism Product

7. Harvesting paddy activity at paddy field

The greenery of paddy fields is often the main attraction of tourists and this is an advantage for Sayong. This place can give an opportunity for tourist to learn the whole process of paddy planting, harvesting, processing of rice.

5.2 Developing Sayong as a Creative Destination

In order to develop Sayong as a Creative Destination, a proper mapping should be implied to attractions. Sayong has many natural elements, cultural art values, creative art products and even traditional food heritage that is still sold to this day. If all this is combined and improved, efforts to make it a Creative Village will definitely be successful and provide many benefits to entrepreneurs, the villagers in turn attract more tourists. Although there are many aspects need to be considered before developing creative tourism in Sayong, but it has a huge potential in developing creative tourism as it is surrounded by 4C's there are:

- i. Creative people who are still engage and involve in *labu sayong* making (more than 100 producers including adi – guru and artisans), the area and most of the locals are involved with a;
- ii. Creative activity; process of making labu sayong, Perak's traditional cuisine such as *putu perak* and *laksa sarang* and traditional arts and performance of Perak such as *rebana ubi* and *dabus* dancing.
- iii. Creative products such as it "labu sayong" is differ from other labu in its region, the locals even innovate *labu sayong* into a functional *labu* such as water storage containers, lampshades, water pots and piggy bank. Despite that, it also produces an ornamental product from the same material used in labu sayong making such as pen holder, jewelry boxes, vases, souvenirs, *tepak sireh* and furnishing decorations. And all these products are producing at a;
- iv. Creative space or area in producing the *labu sayong* products, displaying it and even to demonstrate the process of making it to the tourist.

Despite that, Sayong also has a unique natural trail such as *lata* Sayong and paddy field that becoming an attributes of tourist preferences when visiting Sayong. Furthermore, it was found that there are similarities between Sayong and Thailand regarding the technique approach in delivering information regarding their products or services. Through previous site visit, it was found that Sayong also applying as per Thailand applying the 3s (stories, senses and sophistications) principles for its community-based design. In Sayong, these 3s principles are broadly used in delivering information regarding labu sayong and its process involved. These three (3) principles applied in Sayong are explain in table below:

Table 7: The 3Ps in Sayong

Principles	Description/s
1. Story	• Creative tourism activity is designed from Sayong's unique local cultural assets which is labu sayong, traditional cuisine (putu perak and laksa sarang) and arts and performance (dabus dancing and rebana). • A producer and artisan have designed an elevating story through types of labu sayong, material of making labu sayong, process of making labu sayong till the blackening process which could captivate the tourist and at the same time create inspiration for tourists to learn and create and DIY their own labu sayong (either size, type or colour).
2. Senses	• Creative activity involved in process of making labu sayong is designed to have participative & fun learning experiences with a depth of understanding from local experts (adi-guru and artisans) • Despite that, the process above also designed to have active participation and opportunities for host and guest to share experiences and cultural knowledge • Most of the creative activity involved in labu sayong making is designed to have four out of five senses (hear, touch, see and smell) where tourist will hear a history of labu sayong once they reach an artisan's workshop, they also can touch while producing its own labu, they also can see the process of making labu sayong and even can smell the end products after labu sayong has going through process of blackening. • Place or creative space in each artisan's workshop is designed to stimulate the expression of creativity. For example, in Harun Pottery there is a training area for tourist to learn labu making process and do a colouring process. • Flow of the activities involved from the process of making labu sayong is well designed to stimulate the expression of creativity among visitors/ tourist. It's also offers them the opportunity to develop their creative potential and could lead to the innovation of new ideas.
3. Sophistication	



Figure 5: Proposal for Attractions Map Sayong Creative Village



Figure 6: Sayong Creative Village Conceptual Map

5.3 Creative Trail Package

It is suggested to develop a package for tourist is to ease them while touring the Sayong. Through this idea, there are 2 package involved which are day trip and 2 days 1-night trip. The details about these package part is as below. At the end of the package part, there will be map included according to the trail in Sayong Creative Village. The package are shown as below:

a) Package for 1-day trip

Time	Place\Activity
09.00	Arrive at Sayong creative village
09:15	Breakfast
10.00	Activities at Art & Performing Center
11:30	Activities at Culinary Center
13:00	Lunch at Culinary center
14:00	Solat and Tour at Masjid Kg Kepala Bendang
15.00	Activities at Labu sayong workshop
16.30	Harvesting paddy at paddy field
17.00	Free and Easy around Sayong
18.00	Ready to go back

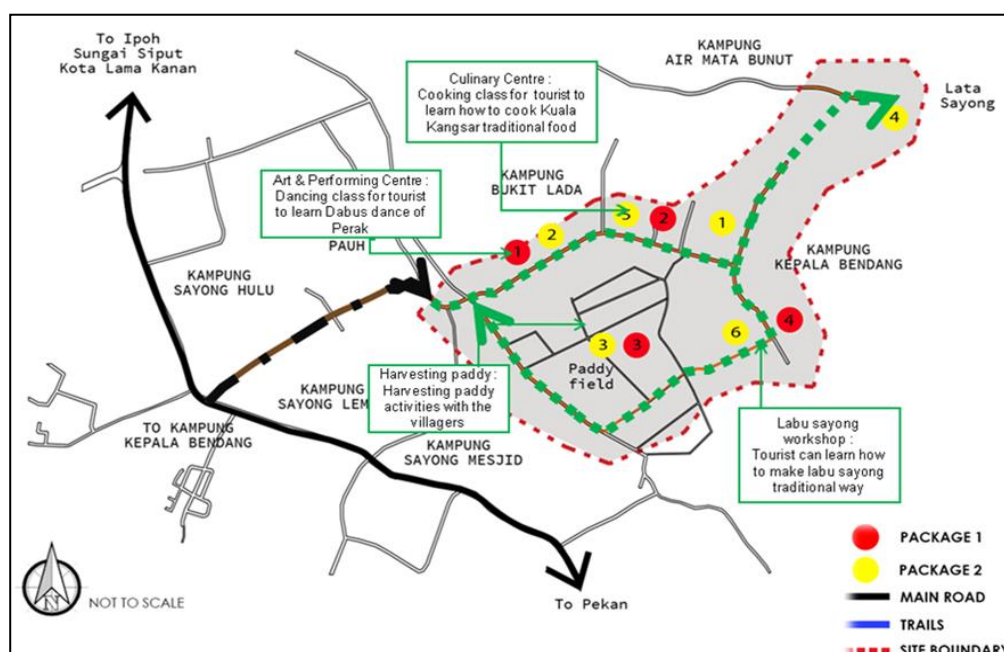


Figure 7: Trail Map - Package 1

b) Package for 2 days 1-night trip

Time	Place\Activity
Day 1	
10.00	Arrive at Sayong creative village
10:15	Divide into different foster family at homestay
10:30	Breakfast at homestay
11:00	Activities at Art & Performing Center
12:30	Lunch at Rimba Cafe
14:00	Solat and Tour at Masjid Kg Kepala Bendang
15:00	Activities at Art & Performing Center
16.30	Harvesting paddy at paddy field
17.00	Free and Easy around Sayong
19.00	Solat at Masjid Kg Kepala Bendang

20:00	Dinner at homestay
21:00	Activities at homestay
Day 2	
09:00	Breakfast at homestay
09:30	Activities at Labu sayong workshop
11:00	Activities at Culinary center
13:00	Lunch at Culinary center
14:00	Solat at Masjid Kg Kepala Bendang
15.00	Ready to go back

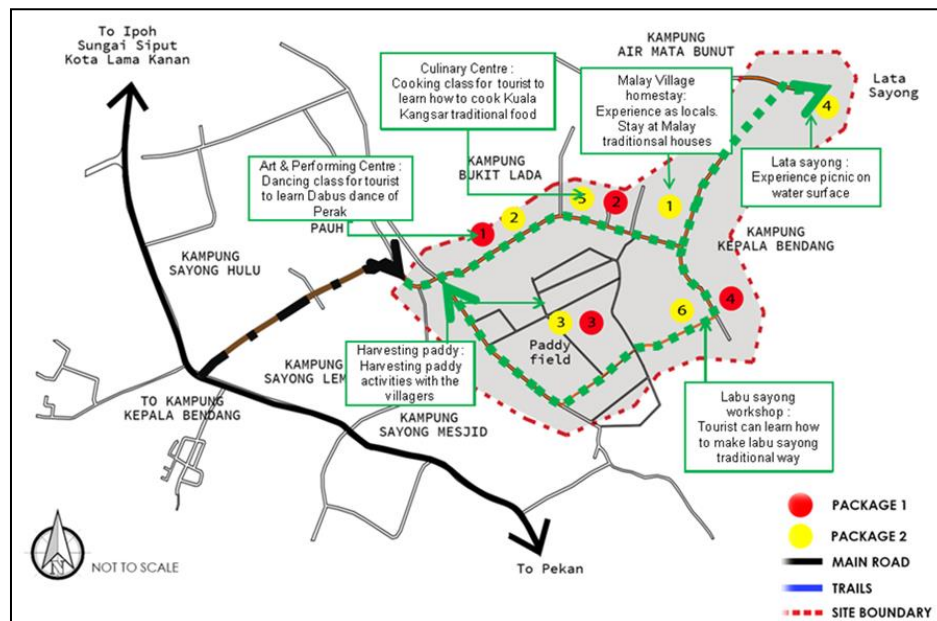


Figure 8: Trail Map - Package 2

6. Conclusion

As conclusion implementation of the proposed idea can be transform into reality. Each proposed development needs an efficient and a proper implementation in order to have successful development. Each organization that involve should aware of their role and need to carry out their responsibilities with proactive, productive and action oriented in order to develop tourism industry in Sayong. Other than that, a solid support and commitment from federal and state government, private sectors and local community needed and one of the crucial elements in order to support tourism development in Perak as a whole and tourism in Sayong in specific.

7. Acknowledgement

This paper and the research might not be possible without the continuous support from UTM, JPPKK and Skim Hadiah Latihan Persekutuan. I also acknowledge all the agency and each person involved in this study. Finally, with a true pleasure and gratitude, I acknowledge the contributions of amazing partners, Mohd Shafiq bin Abdullah, Amanie Husna Binti Mohd Azlee, Ain Hasmiza Bt Suffian, Meysam Ramyar, Normaisurah Binti Zakaria, Tie Huili, Wang Renhuan and not forgotten Feng Jinyan.

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