

# TOURISM IN SARAWAK

**AREN LAH KEBING  
ANDERIAN BALING ANAK PIANG**

# TOURSIM IN SARAWAK

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# Preface

- The title "Tourism in Sarawak" was created to help students become acquainted with the uniqueness of tourism in Sarawak. This eBook will assist diploma students in the field of tourism and hospitality in learning more about Sarawak history, people, arts and culture, flora and fauna, and tourist attractions. Tourism in Sarawak is one of the topics covered in the DTM10093 Tourism in Malaysia course.

This ebook is broken down into four chapters. Chapter 1 covers Sarawak in general. Chapter 2 is about Sarawak people and culture. Chapter 3 is about Sarawak nature attractions, and Chapter 4 deals with tourism supply and demand.

We at METrO Betong Sarawak Polytechnic would like to express our heartfelt gratitude to all parties involved in the preparation, both directly and indirectly, and hope that this book will be useful to students and readers, particularly DTM 10093 Tourism in Malaysia students. We welcome any suggestions for further improvements to this edition.

Thank you.





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# CHAPTER 1

## SARAWAK IN GENERAL

### Topic Learning Objective

At the end of the chapter, students will be able to:

- Describe the Sarawak History
- Identify the information of Sarawak



# *1.0 Introduction*

Sarawak is described as the Land of Hornbill, the largest state in Malaysia. It consists of abundant natural resources, beautiful culture, and ethics, local delicious delicacies where it becomes the attention of the domestic and international tourists to come and visit Sarawak. Sarawak's population is divided into 27 different ethnic groups, each with its own language. The majority of these peoples collectively refer to themselves as "Dayaks". Iban, Bidayuh, Kenyah, Kayan, Kedayan, Murut, Punan, Bisayah, Kelabit, Berawan, and Penan are among them. Most Dayaks arrived in Borneo thousands of years ago. The coastal and urban populations are dominated by Malays and Chinese immigrants.

Sarawak has an interesting and diverse history. Formerly a dependency of Brunei, it was ruled by the Brookes, a dynasty of White Rajahs formed by rich English explorer James Brooke until the Japanese occupation of World War II. It then became one of Britain's last colonies in 1946 before achieving independence through the formation.

In May 1960 the charismatic Prime Minister of Malaya, Tunku Abdul Rahman, proposed that the British Crown Colonies of Singapore, Sarawak, Sabah, and Brunei should join together with newly independent Malaya to form a Federation of Malaysia. The pre-independence authorities of Sarawak agreed to the idea, but Brunei refused and Singapore was expelled in 1966. Sarawak regained its independence on the 22nd of July 1963, and the documents establishing the Federation of Malaysia were signed on 16th September 1963, despite some opposition.

Due to its status as one of Malaysia's three main constituent states (along with Peninsular Malaysia and Sabah), Sarawak has considerable political autonomy. As a result of Britain's influence, the state has a self-governing parliamentary democracy, an integrated judicial system, strong institutions, a three-tier educational system, a rule of law, and a professional Civil Service led by a State Secretary.



Kuching, the capital, is an architectural pleasure. Colonial Era buildings and Chinese shophouses compete for attention with ethnically influenced modern masterpieces such as the Islamic Centre and the stunning State Legislative Building or Dewan Undangan Negeri (DUN). It embraces both banks of the broad Sarawak River. The river is Kuching's focal point and the cause for its existence. The finest way to see Kuching is to hire a sampan and meander gently up and down the Sarawak River. There are beautiful Malay villages, a Victorian fort, Chinese shophouses from the 19th century, and an immense wooden-roofed palace all visible from the river.

### *1.1 List of Governor & Chief Minister in Sarawak*

No	Year of serving	Governor of Sarawak	Year of serving	Chief Minister of Sarawak
1 <sup>st</sup>	1963-1969	Tun Abang Haji Openg Abang Sapiee, first post-independence Governor	1963-1966	Tan Sri Datuk Amar Stephen Kalong Ningkan, first Chief Minister
2 <sup>nd</sup>	1969-1977	Tun Datuk Patinggi Tan Sri Tuanku Haji Bujang bin Tuanku Othman, second Governor	1966-1970	Datuk Penghulu Tawi Sli, second Chief Minister
3 <sup>rd</sup>	1977-1981	Tun Datuk Patinggi Abang Haji Muhammad Salahuddin bin Abang Barieng, third Governor	1970-1981	Tun Datuk Patinggi Haji Abdul Rahman bin Ya'kub, third Chief Minister
4 <sup>th</sup>	1981-1985	Tun Datuk Patinggi Haji Abdul Rahman bin Ya'kub, fourth Governor	1981-2014	Tun Pehin Sri Haji Abdul Taib Mahmud, fourth Chief Minister
5 <sup>th</sup>	1985-2000	Tun Datuk Patinggi (Dr.) Haji Ahmad Zaidi Aduce bin Muhammed Noor, fifth Governor	2014-2017	Tan Sri Pehin Sri Adenan bin Haji Satem, fifth Chief Minister
6 <sup>th</sup>	2001-2014	Tun Datuk Patinggi Abang Haji Muhammad Salahuddin bin Abang Barieng, sixth Governor	2017- Current	Datuk Patinggi Abang Abdul Rahman Johari Abang Openg, sixth Chief Minister
7 <sup>th</sup>	2014 - Current	Tun Pehin Sri Haji Abdul Taib Mahmud, seventh Governor		

Table 1.0 List of Governor & Chief Minister of Sarawak according to year of serving



## *1.2 Government System in Sarawak*

Sarawak's government system is based on parliamentary democracy. The Legislature is made up of a single chamber and is elected every five years. According to the Head of State (Yang di-Pertua Negeri), the elected Assemblyman who commands the trust of most members of the Legislature is designated Chief Minister and entrusted with forming the state government. Members of the State Cabinet (Majlis Mesyuarat Kerajaan Negeri) are nominated by the Chief Minister and appointed by the Head of State. On the recommendation of the Chief Minister, the King (Yang di Pertuan Agong) appoints the Head of State. He holds office for a term of 4 years which may be extended.

The state cabinet advises the head of state on how to carry out his constitutional rights and responsibilities. It is the executive arm of the government. State Cabinet ministers are bound by the principle of collective responsibility, and they are accountable to the Legislature, which must meet at least every six months. The State Cabinet comprises the Chief Minister and not more than 10 and not less than 4 other ministers who must all be members of the Legislature. The State Constitution provides for the appointment of Assistant Ministers who are not considered members of the State Cabinet but are invited to attend its meetings.

The Executive is served by a State Civil Service, which is led by the State Secretary. Local authorities or councils are responsible for the administration of local services and affairs. The Head of State appoints members of local councils on the advice of the State Cabinet. The Judiciary is the third arm of government, the other two being the Legislature and the Executive. Members of the Judiciary are appointed by the King after having obtained the consent of the Conference of Rulers.

Sarawak's state assembly is constitutionally empowered to legislate on state and concurrent lists matters, which include land, forests, minerals, indigenous customs, and rivers that are exclusively within the state.



## 1.3 Sarawak Divisions, Towns and Cities

Sarawak is divided into 12 administrative divisions; each division is named after a major town or city led by a Resident. Each Division is subdivided further into Districts and Sub-District.

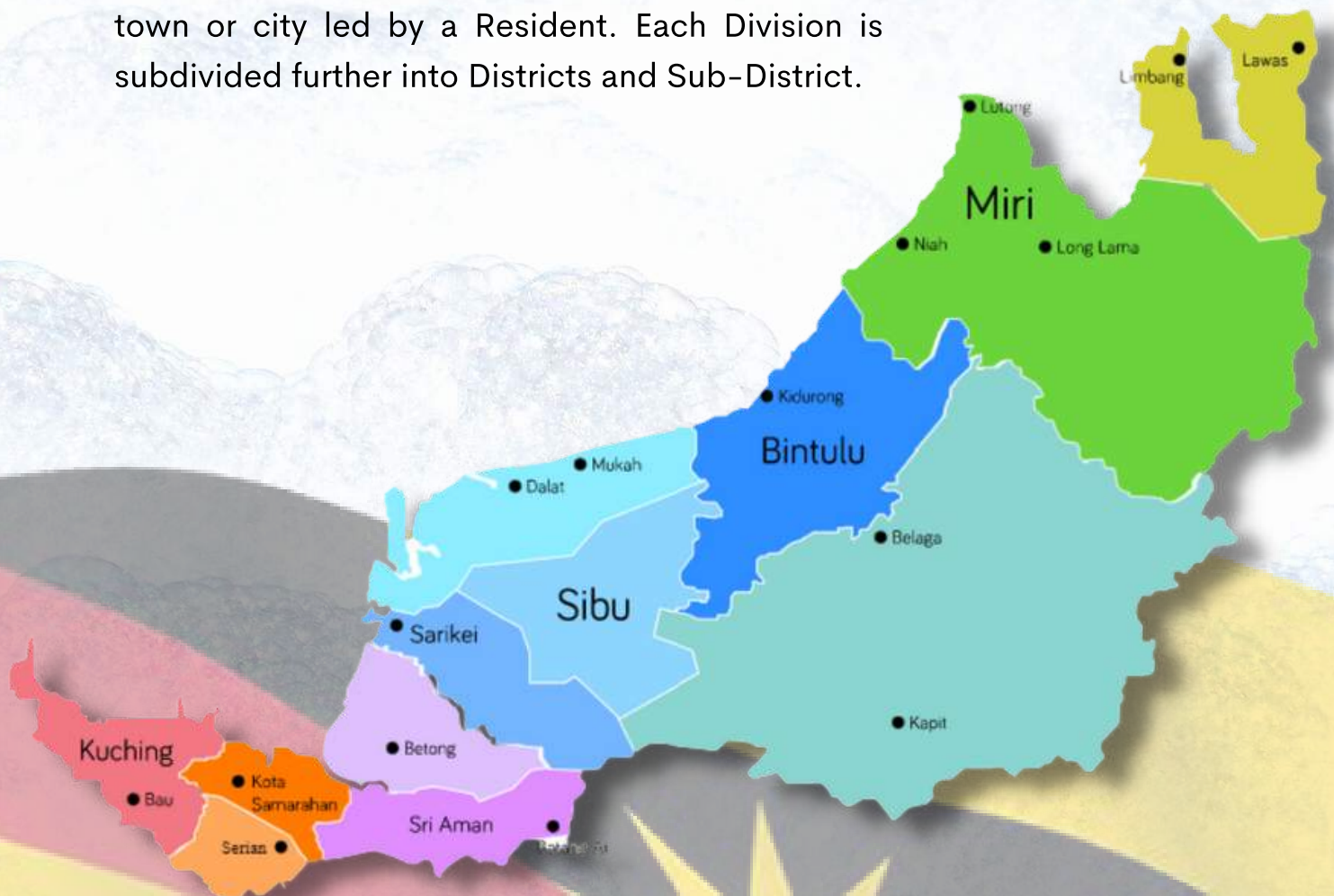


Figure 1.1: Sarawak's Division



## 1.3.1 Kuching Division

Kuching Town was upgraded to the status of a city on August 1, 1988, and was divided into Kuching City North and Kuching City South to allow for better city administration and growth. Kuching served as the administrative capital of Sarawak under the Sultanate of Brunei, the White Rajahs of Sarawak, and the British Colonial administration until Sarawak joined the Malaysian Federation in 1963. Kuching's rich history is on display throughout the city, as evidenced by the presence of historical landmarks such as the Old Court House, Astana, and Fort Margherita, which are dotted throughout the city's landscape. The name of this city was given by Charles Brooke, the second Rajah of Sarawak in 1872.

On both sides of the Sarawak River, this dynamic city blends old and modern, with a historic city center giving way to residential neighborhoods. Besides, its culturally varied population mirrors the ethnic makeup of Sarawak, with the main groups being the Iban, the Malay, the Chinese, and the Bidayuh.

Kuching Division is also a popular tourist destination, boasting attractions such as historic old Kuching, the Damai Beach Resorts, exquisite tropical islands, the Fairy and Wind Caves, Borneo Highlands Resort, world-class golf courses, five national parks, two wildlife rehabilitation centers, and numerous nature reserves.



Figure 1.2: Sarawak's River



## **1.3.2 Samarahan Division**

Kota Samarahan was previously known as a tiny seaside hamlet by Sarawak residents until it was transformed into a lively town with contemporary facilities and its own administrative headquarters of the Samarahan Division. Recent improvements have altered the peaceful town's environment, after the construction of the 25-kilometer road connecting Kota Samarahan and Kuching. Additionally, Kota Samarahan has become the main educational hub for two accredited universities: Universiti Malaysia Sarawak (UNIMAS) and Universiti Teknologi Mara (UiTM). The Sarawak General Hospital Heart Centre is also located in Kota Samarahan, servicing the medical needs of people in both Kuching and Kota Samarahan.

Besides, Kota Samarahan also serves as a gateway to Indonesia, with a major land border crossing at Tebedu (Malaysia's first inland port). Previously, the Samarahan Division was divided into four administrative districts which are Samarahan, Asajaya, Serian, and Simunjan. However, on April 11, 2015, the Serian District was separated to create a new Division.

## **1.3.3 Serian Division**

Serian's history may be traced back to the remains of an iron bridge, which was constructed by Japanese troops during their occupation of Sarawak during World War II. The bridge, which spans the Sadong River in Serian and is still visible today, was built in the late 19th century. The Serian Division is comprised of the districts of Serian and Tebedu, as well as the Siburan sub-district.

Serian is famous for its durians, often regarded as the finest in Sarawak. This led the Serian District Council to build a massive monument to this "king of fruits" in the market square's center. Besides, there are a few waterfalls in Sarawak's Serian District. The most renowned is Rachan Waterfall, which is situated about 5km from Serian town and is readily accessible by road. The majority of the people in Serian are Bidayuh, followed by other significant ethnic groups, which are Iban, Chinese, and Malay.



### 1.3.4 Sri Aman Division

Sri Aman, formerly known as Simanggang, has its own set of historical tales going back to the Brooke government. Fort Alice, which was constructed in 1864 after the Sarawak Rajah's victory against Rentap, is one of the historical buildings that have borne witness to Sri Aman's history. The fort controlled the Lupar River, suppressed piracy and enslavement, encouraged commerce, and increased the Rajah's power. The fort is now a museum, exhibiting old antiques and artifacts.

Sri Aman Division has probably the biggest agricultural development potential, producing rice, pepper, vegetables, timber, rubber, and oil palm. Engkilili, Lingga, Pantu, and Lubok Antu are among the smaller townships. Sarawak's first large-scale commercial oil palm plantation was established here in 1976, and Batang Ai is home to Sarawak's first hydroelectric facility.

### 1.3.5 Betong Division

Betong is the name of Sarawak's newest division, which was established in March 2002 and named after the town of Betong. Betong has played a major part in Sarawak's history since it was the site of many demonstrations against the Brooke government during that period. Fort Lily was built 164 years ago during the Brooke period to resist assaults by the Iban warrior Rentap and his companions. The fortress also functioned as an administrative center and a police station in Betong.

Betong is made up of the districts of Betong and Saratok. The majority of the people are Malay and Iban, with a few Chinese. Betong is mostly an agricultural region, with timber, oil palm, rubber, hill rice, pepper, and fisheries all playing significant roles. Kabong, Roban, Saratok, Budu, Meludam Pusa, Debak, and Spoah are smaller townships of Betong. The district of Spoah has become the home of the annual Pesta Ikan Buntal (puffer-fish festival). Pesta Ikan Buntal, introduced almost a decade ago, has benefited traditional fishermen in the division. Over the years, the festival has raised public awareness of *ikan buntal*, and more people are willing to consume the poisonous fish now as long as it is cleaned and prepared properly by the people of Spoah.



### **1.3.6 Sarikei Division**

Throughout the Brooke government's tenure, the people of Sarikei demonstrated a strong resistance to Brooke's authority, as shown by many clashes with the Brooke administration, including the burning of Sarikei and the Julau Expedition. These conflicts resulted in the formation of Sarikei as a new division, a move motivated by security concerns. Sarikei became Sarawak's second smallest division, centered on the busy riverine port of Sarikei, and is split into the districts of Sarikei, Meradong, Julau, and Pakan.

Sarikei is a mainly Iban town with a Melanau, Malay, and Chinese population. It has become the biggest producer of pepper in Sarawak, followed by rice, oil palm, rubber, market gardening, and forestry. Besides, Sarikei is renowned across Sarawak for its exceptional pineapples and pomelos, while Bintangor is famed for its green-skinned oranges.

### **1.3.7 Sibü Division**

Sibu is Sarawak's third-largest city, and it comprises the subdistricts of Kanowit and Selangau. It is located on the banks of the Batang Rejang, Malaysia's longest river. Much of Sibu's history is still visible today, as tourists may walk through the back streets of Sibu town and discover ancient store buildings that are still in operation. When the Chinese first came to Sibu, these streets were the first settlements or commercial centers for them. There are some surviving structures, fashioned in traditional architecture, that reflect the people's culture and way of life that has endured through centuries. The majority of the population is made up of Chinese, Iban, Melanau, and Malay.

A significant portion of the economy of Sibu is based on the timber sector, downstream processing, shipbuilding, agriculture, and plantation. Besides, Sibu, like other Malaysian states and cities, is a foodie paradise with its own must-try local specialties.



### 1.3.8 Kapit Division

Sarawak's biggest division is governed by Kapit, a town located three hours upriver from Sibuan by express boat and only accessible by river or air. Other towns include Song and Belaga, both of which are district centers. Song is the first stop on the boat express to Kapit. It became a good starting place for viewing the Katibas River's Iban longhouses. Its population is majority Iban, with many Orang Ulu in the upriver areas, as well as Chinese, Malays, and others. Kapit's main economic activities are timber, coal mining, and agriculture (oil palm, rubber, rice, and pepper).

Kapit's colourful and illustrious history goes all the way back to the time of the White Rajahs, who constructed Fort Sylvia Kapit in 1880 to keep the Iban from moving upriver and assaulting the Orang Ulu villages. Today, the fort still exists and has been turned into a museum, which has a variety of exhibits, including cannons, documentation, and treasures from the past period. Kapit was also a site of Chinese migration, who contributed to Kapit's architecture by constructing the Hock Leong Tieng Temple in 1889. The temple is currently one of Kapit's oldest historic structures and a significant tourist destination.

### 1.3.9 Mukah Division

Mukah, a historic trade, and fishing port, is first mentioned in the Majapahit chronicles when a town called "Melano" paid homage to the empire. The area subsequently became a part of the Brunei empire until being acquired by the Kingdom of Sarawak in 1869. The Melanau are Mukah's earliest known indigenous people, and their vibrant culture endures to this day. The Mukah Division encompasses the districts of Dalat, Matu, Daro, and Mukah, and is centred on the

Mukah's specialty dish is Umai, a raw fish with shallots, lime juice, and chilies. It was developed by Melanau fishermen who were reluctant to cook on their fishing boats due to the risk of fire. Other local favorites include sago worms and *lameh*, which have helped Mukah establish itself as Sarawak's main sago-growing area. Besides, the lively cultures of the varied people (Melanau, Iban, Malay, and Chinese), the yearly Kaul festival, and the beautiful rural villages (Old Mukah, Oya, and Dalat) all contribute to the region's rapid development as a tourist destination.



### 1.3.10 Bintulu Division

Bintulu, which was formerly a part of Brunei, started as a village with a few Chinese store houses nearby, all of which have now been demolished. Bintulu made its imprint on Sarawak history in 1867 as the site of the State Legislative Assembly's meeting held, before being recognized for its economic potential after the discovery of huge offshore natural gas deposits. The Bintulu Division is comprised of the Bintulu, Tatau, and Sebauh Districts. Bintulu was formed from the indigenous community term "Metu Ulu", which means "picking up heads" and refers to an incident that occurred near a river. Metu Ulu was the name of the river. The majority of the population is Iban, Chinese, Melanau, and Malay. There are other ethnic mixes as well, which include Kedayan, Kenyah, Bidayuh, and Punan.

Bintulu became Sarawak's principal centre for heavy industry. To the east of the main town, the port area is home to the Petronas Liquefied Natural Gas (LNG) Complex, the world's biggest single-site liquefied natural gas production facility, as well as the world's first Shell Middle Distillate Synthesis plant. The Samalaju Industrial Park has become the home to energy-intensive businesses. Bakun and other hydropower facilities will supply abundant electricity to the Samalaju Industrial Park, which will include an aluminum smelter, a manganese smelter, and a ferro silicate factory.

Apart from the industrial sector, the town is known across the state for making the finest 'belacan' (shrimp paste). Additionally, the region's longest-running kite festival takes place each year at an old airport that was formerly renowned as Malaysia's closest airport to a settlement.



### 1.3.11 Miri Division

Miri Division became Sarawak's second biggest division, which includes the districts of Miri and Marudi. Miri was originally a quiet fishing village until the discovery of oil transformed it into the thriving centre stage for Malaysia's petroleum sector that it is today. Due to Miri's historical significance as the cradle of Malaysia's petroleum industry, much of the city's history is intertwined with oil and gas production. In Miri, one of the most famous monuments is the 'Grand Old Lady', which was the site of the world's first oil well discovery, which occurred in 1910.

Miri is a favourite weekend getaway destination for Bruneian. Niah-Suai, Sibuti, Beluru, upriver Marudi and Long Lama, and the distant Bario Gateway to the Kelabit Highlands are other settlements. Apart from that, Miri has world-class tourist attractions such as a UNESCO World Heritage site (Mulu National Park), the birthplace of civilization (Niah National Park), white sand beaches, and the Iban and Orang Ulu cultures of the Baram, Sarawak's second longest river. Miri also boasts Sarawak's highest mountain (Gunung Murud, 2423 m), largest natural lake (Loagan Bunut National Park) and most spectacular waterfall (Julan Falls, Usun Apau).

### 1.3.12 Limbang Division

This northernmost division, which includes the Limbang and Lawas Districts, is governed by the tiny port and trade centre of Limbang, which is situated on the short strip of land that separates Brunei from Malaysia. Limbang is also the administrative centre for the northernmost Division. Limbang has historically been a point of conflict between the Brunei Sultanate and the White Rajahs of Sarawak, with the Brunei Sultanate having to surrender the region in 1890.

Limbang's geographical position wedged between two sections of Brunei, and most transportation connections between Limbang and the rest of Sarawak must pass through Brunei due to the district's underdeveloped interior. The other main settlements are Lawas, which serves as the road entrance to Sabah, and the small highland township of Ba'Kelalan, the home of the Lun Bawang tribe. Long Semadoh is delighted to be known as "Malaysia's most beautiful village".

Both Limbang and Lawas may be reached by flight or through Brunei's excellent roads. The majority of the population is made up of Malay, Kedayan, Iban, Chinese, and Orang Ulu people. The economy is based on border trade with Brunei, timber, fisheries, aquaculture, agriculture (mostly oil palm and rice), and market gardening.



# ACTIVITY

1. The **first** white Rajah of Sarawak is:

- A. Charles Brooke                      B. James Brooke
- C. Charles Anthony Brooke      D. James Vyner Brooke

2. How many divisions are there in the state of Sarawak?

- A. 10                                      B. 11
- C. 12                                      D. 13

3. Sarawak is also derived as:

- A. Land of the Land Dayaks      B. Land of the Sea Dayaks
- C. Land of the Hornbills          D. Land below the Wind

4. The system of equality is practised by the local ethnics in Sarawak. How many ethnic groups are there in Sarawak?

- A. 24                                      B. 25
- C. 26                                      D. 27

5. Which division is described as the largest city and has become the capital of Sarawak?

-----

6. Who is the first Chief Minister of Sarawak?

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# CHAPTER 2

## SARAWAK PEOPLE AND CULTURES

### Topic Learning Objective

At the end of the chapter, students will be able to:

- Explain information on Sarawak's Land Dayak Community
- Explain information on Sarawak's Sea Dayak Community
- Describe information of Sarawak traditional Arts and Crafts





## 2.0 Sarawak Population

Sarawak is the largest state in Malaysia. Its population now reaches 2.82 million people based on a census conducted nationwide in 2020. Sarawak is home to more than 40 ethnic groups, each with its own language, culture, and way of life. In comparison to its Peninsular equivalent, Sarawak's demography is quite diverse and unique. This book, will focus on two Dayaks ethnicities, which are the Iban ethnic (Sea Dayaks) and the Bidayuh Ethnic (Land Dayaks).



Source: Sarawak Tourism Board

Figure 2.1: Iban Long House



Figure 2.2: Bidayuh Baruk



## *2.1 The Iban Ethnic (Sea Dayak)*

With 798,060 people, or 28.3% percent of the overall population, the Iban are Sarawak's largest ethnic community. They migrated to Sarawak from West Kalimantan, Indonesia, about the 15th century, and were known as 'Sea Dayaks'. The Batang Ai region of Sarawak's Sri Aman Division was the first place they settled. They moved eastward from there, across the upper reaches of the Katibas, a tributary of the huge Rejang river, and deep into Kapit Division's interior. They later settled in Kuching, Lundu, Sibul, Bintulu, Miri, Limbang, and Lawas, among other places. Today, the Iban may be found all around Sarawak, but they are largely concentrated in the state's lowland and river valley regions. It is believed that the Kayan, Melanau, and other lesser sub-tribes fought the Rejang Iban. Rajah Charles Vyner Brooke, who was present in Kapit town in 1924, witnessed elaborate peace-making activities, which included the slaughter of pigs. The Ibans' penchant for headhunting and piracy posed a persistent threat to the Brooke dynasty. However, Rajah James Brooke's actions as Sarawak's first White Rajah were criticised for crushing legitimate independence aspirations. In the early 1930s, Vyner Brooke forbade headhunting expeditions against an Iban revolt led by Asun of Entabai Kanowit.

### **2.1.1 The Iban Language**

Unlike other ethnic groups in Sarawak, the Iban speak a single language, Bahasa Iban (Iban language), which is closely linked to Malay and likely shares a similar ancestor. Despite regional differences in vocabulary and accent, all Iban are able to understand one another's speech. Districts such as Baleh (Kapit), Betong, Sri Aman, Saratok, Lubok Antu, Pelagus (Kapit), Pakan, and Julau are among the rural locations where the language is mostly taught to pupils. Only a few schools in major cities, such as Kuching, offer Iban language instruction. This is owing to a scarcity of Iban-speaking teachers. Students in Forms 5 and 3 have the option of participating in extracurricular activities. Students in Forms 5 and 3 are permitted to include the Iban language in their SPM and PT3 exams. Table 2.0 shows some of the Iban language examples (the comparison between the Iban language and Bahasa Malaysia).



English	Bahasa Iban (Standard Iban)	Bahasa Malaysia
I am / I	Aku	Saya
You	Nuan / Dek	Kamu
His/Her	Iya	Dia
They	Sida iya	Mereka
No	Enda	Tidak
See	Meda	Lihat
Father	Apai	Ayah
Mother	Indai	Ibu
Run	Belanda	Berlari
Eat	Makai	Makan
Drink	Ngirup	Minum
Sleep	Tinduk	Tidur
Tomorrow	Pagila	Esok
Good	Manah	Baik
Not Good	Enda Manah	Tidak Baik
Do not/No	Nadai	Tiada

Table 2.0 The comparison between Iban language and the Bahasa Malaysia.

Some of the examples to use the Iban language such as below:

- i. Where are you?  
Dini nuan? (Standard Iban)
- ii. How are you?  
Nama berita nuan? (Standard Iban)
- iii. Have you eaten already?  
Nuan udah makai? (Standard Iban)
- iv. Let's go to sleep.  
Aram tinduk. (Standard Iban)
- v. What are you doing?  
Nama di-adu nuan? (Standard Iban)

The Iban can be divided into several sub-ethnic groupings, each of which has its own dialect. The Saribas dialect, primarily Betong and Saratok, is the most formal, intermediate, and working dialect. Balau, Sebuyau, Ulu Ai, and Rejang are among the Sarawak dialects that are mutually intelligible.



## 2.1.2 Iban Alphabet

Dunging Anak Gunggu (1904–1985), a Malayo–Polynesian language spoken in Malaysia, Indonesia, and Brunei, developed the Dunging alphabet as a replacement for writing Iban between 1947 and 1962. It is a syllabic system that initially consisted of 77 characters that represented vowel and consonant combinations. Dunging taught his script to many of his nephews, but other members of his tribe, who were mostly illiterate, showed little interest. Dunging had whittled down the script to 59 symbols by 1962. He was approached and offered the opportunity to teach the script at a Betong school, but he refused. Since then, there have been other failed attempts to resurrect the script. Bagat Nunui, Dunging's adopted son, compiled information about the script into a manuscript in 1990, but it was never published. Dr. Bromeley Philip, an associate professor at Sarawak's Universiti Teknologi MARA (UiTM), began teaching a course in the script in 2011.

The alphabets are shown as per the photo below:

IBAN ALPHABET									
ALPHABETICAL AND SYLLABIC LOGOGRAMS									
𐄎	is	ᵢ	it	ᵇ	ao	△	a	𐄏	la
𐄐	cha	ᵇ	oi	𐄑	oh	𐄒	uw	𐄓	ein
𐄔	op	ᵍ	A	𐄕	ah	𐄖	il	𐄗	ba
ᵍ	sa	ᵉ	ja	𐄙	ut	ᵇ	i	𐄚	ong
ᵇ	or	𐄛	ga	𐄜	ai	𐄝	ra	𐄞	eix
𐄟	ya	𐄠	ok	𐄡	ak	𐄢	ap	𐄣	eig
𐄤	ma	ᵢ	E	𐄥	nga	𐄦	ta	ᵇ	ir
𐄧	nya	𐄨	pa	𐄩	leng	𐄪	na	𐄫	ang
𐄬	om	𐄭	am	𐄮	an	ᵍ	da	𐄯	oug
𐄱	au	𐄲	as	ᵢ	un	ᵇ	at	𐄳	R
ᵇ	us	ᵍ	ieh	ᵍ	ek	𐄜	ul	𐄞	o
𐄟	ka	𐄡	iem	𐄣	ip	𐄥	eng		

Copyright © Dunging ak Gunggu

Source: Dunging Anak Gunggu (Dunging Alphabet)

It is still uncommon to see this alphabet in use. However, there are already attempts underway to educate people about the Iban alphabet. The launch of "The Iban Alphabet," a reference book that describes the Iban alphabet as presented by Dunging Gunggu. This book was released on June 20, 2012, by Associate Professor Dr. Bromeley Philip, an authority on Iban ethnic traditions. Dr. Bromeley is the grandson of Dunging, who was born in 1904 and improvised the 59 characters of the Iban alphabet into computer typefaces. Dunging Gunggu, who was regarded as a genius at the time, died on June 20, 1985, at Nanga Ulai, Rimbas, Debak in Betong, after a protracted fight with a severe illness.



## 2.1.3 Iban Culture and Custom

The Iban are hill-rice (padi) farmers by tradition, employing shifting cultivation methods. The practise of longhouse living, in which a series of separately owned family dwellings (bilek) are united one to another to make a single structure ranging from a handful to as many as sixty, is the primary feature of Iban social organisation. Each bilek is home to a family unit that is financially self-sufficient and crops its own land. Longhouses were traditionally constructed on stilts using wood, but they are progressively being replaced by two-story concrete structures that resemble terraced houses.

In the past, the majority of Iban were pagans, and ritual was ingrained in their daily life. Religious festivals were conducted for nearly any auspicious event, with techniques like bird augury, reading animal entrails, and many others. The majority of Ibans have now converted to Christianity (Catholic, Anglican, Methodist, and Borneo Evangelical Mission). Some of them, however, continue to practise their animistic beliefs to this day, such as performing the miring (offering ceremony) and summoning ancient gods for assistance, since they see a little conflict between their ancient beliefs and the Christian religion.

## 2.1.4 Iban Art, Festival and Traditional Dance

The majority of Ibans observe Christian holidays such as Christmas, Good Friday, and Easter. Gawai Dayak, Gawai Burong (bird festival), and Gawai Antu are among the traditional celebrations (spirit festival). Regardless of their religious beliefs, the Iban help one another during the Gawai and Christmas celebrations, which are both widely observed in most families.

The traditional dance performance of the Iban culture is called "Ngajat" and has been passed down through generations. This dance is presently practised to commemorate the most important harvest festival in Sarawak, which is Gawai Dayak. The dances may be performed at many types of formal occasions as well. During Gawai Dayak, it is used to welcome and entertain guests to the longhouse. Iban men and women perform *ngajat* differently. The *ngajat* dance requires a great deal of accurate body rotation. Males' performances are more focused on fierce expressions, portraying a man about to fight battles. Women's *ngajat* is characterised by delicate, elegant motions and rotations. The *ngajat*, is performed accompanied by the taboh and gendang, the Ibans' traditional music.



## *2.2 The Bidayuh Ethnic (Land Dayak)*

With a population of 204,000 people, the Bidayuh are Sarawak's fourth-largest ethnic group, accounting for 8% of the state's population. They were known as Land Dayaks throughout the Brooke and Colonial periods (The Dayak, or people, of the hill country). Although some tales claim lineage from the Srivijaya and Majapahit Empires of Java, they are thought to be Borneo natives, hailing from the interior of West Kalimantan. According to their own oral history, they arrived in Sarawak between 1,200 and 2,500 years ago. Some researchers, on the other hand, believe that the exodus began in the mid-14th century.

The Land Dayak of Sarawak and Kalimantan were not considered as different until the political demarcations carried out by the Brookes and the Dutch in the 1830s and 1840s. The Land Dayak of Sarawak, on the other hand, were divided from their Kalimantan counterparts after the establishment of legal borders.

Sarawak's Bidayuh consists of the Bukar-Sadong, Biatah, Bau-Jagoi, and Salako-Lara ethnic groups, which are essentially divided by language (see below). The Bukar-Sadong of Serian District came from Retoi, while the Salako-Lara of Penrissen and Padawan districts came from Batang Kapuas and settled in Tanjong Datu. The Bidayuh are a peaceful tribe who have lived a nomadic existence, constantly being harassed by Malays of high rank, Iban headhunters, and pirates. Despite these lengthy and difficult trials, the people were able to maintain their lowland homes until Rajah Sir James Brooke brought peace to Southwest Sarawak in 1841. Bidayuh can now be found in the districts of Lundu, Bau, Kuching, and Serian.



## 2.2.1 Bidayuh Culture and Customs

The Bidayuh are traditional hill paddy farmers who also raise pigs and chickens for their personal food and develop income crops such as pepper, rubber, fruits, vegetables, and oil palm. Hunting was once popular, but due to population growth and a scarcity of wildlife, it is no longer a viable source of protein. Along with their Malay neighbours, some Salako-Lara Bidayuh from the Lundu area engage in coastal fishing.

Although a few traditional longhouses exist, replete with a panggah or head-house, a fortified place of safety in times of conflict, the bulk of Bidayuh live in villages made up of individual wood and brick houses. A headman reigns supreme over each community or longhouse. Beyond the village or longhouse, the community is represented at the local district and divisional levels by three ranks of tribe chieftains: Penghulu, Pemanca, and Temenggong.

Due to past isolation, multiple locations of origin, and distance between villages, the Bidayuh do not share a single language. They have four major language groups (Biatah, Singai-Jagoi, Bukar-Sadong, and Salako-Lara), seven major dialects, and around 30 subdialects instead. As a result, Bidayuh from various geographical areas are frequently forced to speak in Malays or English. The Bidayuh used to have a largely animistic religious system with Hindu-Buddhist influences. The majority of people now are Christians, generally Catholics, Anglicans, or Seventh-Day Adventists, and only a few have converted to Islam or Baha'ism. As a result, the majority of people observe all of the major Christian festivals, as well as Gawai Dayak, which is usually the social highlight of the Bidayuh calendar. Nonetheless, certain traditional customs persist, and a handful of villages in the Bau-Singai region continue to celebrate the yearly rice festival, known as Gawai Sa'wa.

This is a shamanistic ritual to pacify the spirits of the plants and animals in preparation for a bountiful harvest. There are shamans, priestesses, trance dancers, and musicians in each village's ritual.



## 2.2.2 Bidayuh Arts, Culture and Traditional Dance

The Bidayuh culture, arts, and crafts are unique and diversified. They are experts in the use of bamboo as an engineering material as well as an artistic medium. Bamboo is used to build bridges, ladders, staircases, and even entire longhouses, and bamboo pipes are used to carry freshwater to outlying towns. Bamboo carving is a popular form of artistic expression, and the quality of the work is very excellent.

Flutes, blowpipe quivers, and smoking pipes are all popular products. While bamboo carving is a man's domain, Bidayuh women are renowned for their basket weaving skills, producing high-quality baskets, mats, backpacks, and household items.

Traditional Bidayuh dance involving two male dancers, known as '*Rejang Beuh*' in Biatah dialect, '*Langiin*' Bukar-Sadung or '*Tigal Bitagi*' or '*Sigar Bouh*' in Bau-Jagoi. The dance began when the King of the Pleiades ordered a Bidayuh mythical hero, Madu Sawan, to combat the fabled bird of the sky known as Tingkilang Ramang (The Eagle Spirit). This was done to determine who had the right to marry the King's daughter, Dara Buda. They began to dance gracefully towards one other from opposite ends of the veranda, gliding gracefully in various styles and motions to the slow and steady beat and rhythm of the gongs and drums. When they meet, they swoop down in a fast manner, as if they are fighting. During each of these tense encounters, invisible deadly snakes and insects emerge from Madu Sawan's pockets and attack Tingkilang Ramang until he passes out. Tingkilang Ramang lost the battle, and Madu Sawan was proclaimed Dara Buda's rightful husband.

Music and dancing play a vital role in ceremonial life, and the Bidayuh are known for their mastery of the Agung, a collection of massive brass gongs that produce complex melodies and rhythms. Multiple leg rings, which many elderly ladies still wear as a sign of rank and wealth, are another prominent usage for brass. Traditional motifs play a prominent role in contemporary Bidayuh art, and many of Sarawak's best modern painters are Bidayuh.



## 2.2.3 Bidayuh Language

The Bukar & Sadong language Bidayuh is unique to the Serian Bidayuhs and is incomprehensible to Bidayuhs from other districts. Here are some examples of Serian dialect distinctions, along with their English and Malay equivalents.

English	Malay	Bukar - Sadong	Bau – Jagoi	Siburan / Padawan	Lundu (Salako)
Father	Bapa	Amang	Sama	Sama	Apak / Bapak
Mother	Ibu	Ande / Ayang	Sino	Sendo	Inuk/Indok/ Umak
You	Awak /Kamu	Amu / Akam	Mu-u / Ingan	Ku-u / Kaam	Ika / Ikayu
I / Me	Saya	Aku	Oku	Eku	Aku
Food	Makanan	Pima-an	Pinguman	Pimaan	Pamakanan
Rice	Nasi	Songkoi / Sungkoi	Tubi	Tubi	Nasik

Table 2.1 Types of Bidayuh ethnic group dialect.

Even though the Salako and Lara cultures are categorised as "Bidayuh" by the Malaysian government, they have little resemblance to other Bidayuh groups, and their oral traditions claim different migration and descent histories. In terms of linguistics, the Salako are members of the Malayic Dayak family of languages (the same family as the Iban). Although the Lara is considered to be more closely connected to the Bidayuh (Jagoi-Singai), they speak a language that is nearly incomprehensible to the Bidayuh but belongs to the same linguistic family tree as the Land Dayak. Their customary rituals and customs are also distinct from those of the other Bidayuhs (all Bidayuhs share almost the same ritual and customary rights).



## 2.3 Sarawak Traditional Arts and Crafts

### 2.3.1 Iban Pua Kumbu Textiles

The handwoven warp ikat textile of the Iban, the "pua kumbu," symbolises the essence of Iban culture. These fabrics, woven on a backstrap loom by interlacing parallel longitudinal threads called the warp with lateral threads called the weft, play a significant part in the Iban's rituals and culture, which extend back over 40 generations. Weaving is both complicated and intricate in nature. It takes three months to complete a two by four feet piece.

Iban weavers create the patterns they weave; men keep out of the "women's business" of textile production. The component designs on a *pua kumbu* have individual names of plants, animals, mythological personages, even meteorology. The finished work of art is given a name that is derived from the creator's understanding of his people's history, personal experience, or dreams. Natural dyes made from the roots and stems of Engkudu (*Morinda Citrifolia*) and the leaves of the indigo plant Tarum (*Marsdenia tinctoria*) are the most common dyes used, giving the distinctive reddish-brown and black tones of the textiles.

The Iban Pua Kumbu is the greatest from Rumah Garie, Sungai Kain, of Ulu Kapit district. They work with both traditional hand-spun cotton and silk, and only natural colours are used. As a reward, the community was awarded the UNESCO Crafts Prize in 1998, and its textiles now hold the UNESCO-ASEAN Handicraft Promotion and Development Association (AHPADA) Craft Seal of Excellence, which recognises exceptional craftsmanship.



Figure 2.3: Pua Weaving



## 2.3.2 Beads and Beadwork

Beads were among the first items imported into Sarawak. Pendants and bracelets made of beads have been worn and loved for generations, and they are still in high demand today. Stone and glass beads have been gathered and cherished by the Indigenous people of Sarawak for hundreds of years. Beads from India, China, West Asia, Venice, and Bohemia are greatly prized by families that are fortunate enough to own such a family heirloom. Lun Bawang women in Long Tumah, northeast Sarawak, have been making opaque glass beads out of clay since the 1980s. Today's production contains a high proportion of imitation beads associated with indigenous cultures, but the beadmakers are expanding into 'fancy beads' of contemporary colours and patterns. Women produced the majority of beaded crafts and accessories.

For centuries, the indigenous people of Sarawak have been linked with beading, which they use for both personal decorations and for ceremonial reasons. Traditionally, the Orang Ulu have been regarded as the masters of this craft. Their elegantly finished headbands, sashes, hat blazes, and hat tops, vests, bracelets, belts, loincloth tails, and seat mats were part of the traditional costume of aristocrats.



Source: *Going places* issue of May 2006

Figure 2.4:  
A Kenyah girl wearing a beaded headband and heavy earrings, considered to be a sign of beauty

Figure 2.5:  
A Kelabit woman wearing beaded cap and necklace, and ear weights.



Source: *Going places* issue of May 2006

Figure 2.6:  
A Nine-strand Orang Ulu belt of mainly top value beads.



### 2.3.3 Traditional Crafts- Basketry & Mat

Creating baskets and mats out of forest fibres is a skill that is shared by all Sarawak people. Due to the fact that rice farming is the primary occupation of the rural population, various types of baskets are produced for particular purposes, such as pre-sowing ceremonies, sowing, harvesting, winnowing, and storing rice. Others are used to transport food, collect jungle plants, or even as fish traps.

Rattan, often known as Malacca cane, is a strong and flexible material that is widely used. Orchid stems, bamboo stems, tree bark may all be combined or used individually to weave mats and containers. Sarawak's basketry extends to the weaving of exquisite mats. The nomadic Penan's mats are reported to be waterproof. The bidayuh utilize basketry methods to make sun hats, jewellery boxes, and a variety of tiny domestic goods.



Figure 2.7:  
The Iban women are deft weavers,  
turning rattan into baskets

Source: *Going places* issue of May 2004, photographs by HBL Network

### 2.3.4 Wood Carving

Woodcarving in Sarawak has traditionally been a male-dominated profession. The Kenyah, Kayan, Kajang, Punan, and other related minority tribes are Sarawak's most talented and artistic carvers, creating a broad range of exquisite wood carvings, ranging from massive burial structures to tiny hornbill ivory ear pendants. Additionally, they are also well-known for constructing sturdy longhouses and longboats. Each carving is a reflection of the artist's creative skill and spiritual traditions. The selected tools used for carving are an adze, an axe and a collection of penknives.



## 2.3.5 Traditional Arts- Tattooing

Sarawak's indigenous tribes, particularly the Iban, Kayan, and Kenyah, use body tattooing for aesthetic purposes. Among the Iban, young males were tattooed as a sign of maturation. They would receive the *bungai terung* (eggplant flower) tattoo on their shoulders before leaving their village for education and wealth. According to the legend, the *bungai terung* is believed to guard and guide the men while they are on their journey. The Iban men would get more tattoos as they progressed through life, marking the various experiences they had. Their body becomes part of their journal entries. Some believe that the spirits also have a part in advising the Ibans on which tattoo to acquire and where to obtain it. Iban women would also receive tattoos to recognize the many talents they had learned throughout the course of their lives. The *Pala Tumpa*, which translates as "head of bracelets," is one of the most famous tattoos women would receive. The *Pala Tumpa* tattoos were in the form of centipedes or scorpions, which were thought to ward off bad spirits. Besides, tattoos are also common among the Kayan, Kenyah, and Kelabit people. Both women and men are tattooed. An aristocratic woman's arms were adorned with intricate patterns from her fingertips to her elbow, and exquisite decorations on her legs from below the knee to the upper thigh. They called it as "tedek". The completion of these tattoos was required in order for the girl to be considered suitable for marriage.



Source: *Going places* issue of November 2001, photographs by Sharkawi Che Din

Figure 2.8  
*The Art of Iban Tatoo*



Figure 2.9  
*bungai terung tatoo (eggplant flower)*



# ACTIVITY

1. Identify the festival celebrated by Iban Community?

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2. Complete the following sentence by using the Iban language.

a. How are you? \_\_\_\_\_

b. Where are you? \_\_\_\_\_

c. Where do you come from? \_\_\_\_\_

3. Describe the uniqueness of the Iban traditional dance.

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4. Identify the types of crafts that created by Bidayuh Community.

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5. Determine the four ethnic divisions of the Bidayuh ethnic group.

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6. Explain the functions of the Bidayuh *Baruk* design from the earliest days.

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# CHAPTER 3

## SARAWAK NATURE ATTRACTIONS

### Topic Learning Objective

At the end of the chapter, students will be able to:

- Describe information of Sarawak National Parks
- Describe information of Sarawak Waterfalls
- Describe information of Sarawak Highlands





### *3.1 Sarawak National Park*

Sarawak is a stunning natural wonderland with towering hills, enormous cave systems, a high degree of biodiversity, with 70 percent of the area covered in rainforest. Its flora and fauna are unique, with several entirely new plant and animal species discovered. Visitation has been demonstrated to be strongly linked to motivation, attraction, and retention. Eco-conscious tourists can explore Borneo's rainforest, observe rare wildlife, and see some of Sarawak's most breathtaking treasures by visiting the natural parks and nature reserves.

Sarawak's native cultures have long been popular tourist attractions, along with adventure, and nature has recently become the focus of Sarawak tourism. Bako National Park, Batang Ai National Park, Mulu National Park, Lambir National Park, Niah National Park, Similajau National Park are among the well-known National Park to visit in Sarawak.





### 3.1.1 Bako National Park (Kuching Division)



Figure 3.1:  
Bako Sea Stack



Figure 3.2:  
Bako's Mangrove Forest Trail



Figure 3.3:  
*Probosis Monkey*

Bako is one of Sarawak's top wildlife viewing locations. It is Sarawak's oldest and one of Southeast Asia's smallest national parks. Bako National Park was established in 1957 as a protected nature reserve and has since become a home for wildlife species such as proboscis monkeys, long-tailed macaque, bearded pigs, and flying lemurs.

This national park has nearly every type of Bornean flora, as well as numerous animals, beaches, hiking routes, jungle streams, and waterfalls. A rock feature known as a sea stack was sculpted by the waves and has become one of the Bako's trademarks. Teluk Pandan Kecil, often known as Bako's beautiful beach, is home to the rock formation.

Besides that, Bako is a great spot to do jungle trekking, hiking, or camping for the night. It features a large trail system with 16 color-coded jungle paths that provide a range of selected trekking opportunities. In addition, visitors may observe a variety of bird species. Serious bird watchers can bring along their binoculars when doing their jungle trekking activities.



### 3.1.2 Batang Ai National Park, Sri Aman Division



Figure 3.4:  
The landmark (Tilapia) of Batang Ai

Batang Ai National Park is mostly populated by Iban people. This park opened in 1991. Batang Ai National Park is most recognized for having the highest density of wild orangutans in Borneo (1.7 per square kilometer), along with gibbons, white-fronted langurs, maroon langurs, and hornbills. Among the attraction are the world-famous trekking trails that explore the Orangutan habitat. Iban communities take an active role in conservation management and daily activities. Additionally, the park has an Orangutan Study Excellence Centre, which allows institutions and individuals to undertake research on orangutans.



Figure 3.5:  
Lake of Batang Ai



Figure 3.6:  
Hatchery and Nursery of Tilapia

Aside from being home to a variety of endangered species, Batang Ai National Park also serves as a water catchment area, with a large artificial lake built to complement the Batang Ai Hydroelectric Dam. This massive lake stretches from Engkari to the Ai Valleys, making it a visually appealing location with nice surroundings.



### 3.1.3 Similajau National Park, Bintulu Division



Figure 3.7:  
The entrance to the registration office



Figure 3.8:  
Hanging Bridge to get to the Golden Beach



Figure 3.9:  
The signboard of the Similajau trails

Similajau National Park, which is approximately 30 kilometres northeast of Bintulu, offers much more than just gorgeous beaches; it also has a variety of wildlife. This National Park has become the main attraction for tourists visiting Bintulu City.

The dry season (February to October) is the best time to visit since the emerald green waters are perfectly clear and ideal for swimming. In addition to the 185 bird species found in the park, which include hornbills and sea eagles, the park is also home to 24 mammal species, which include wild boars and macaques. The green turtle, which deposits its eggs on the beaches, the estuarine crocodile, which can grow up to 6 metres in length, and the tiny, narrow-nosed fake gharial are all examples of unusual reptiles found in this park. Fortunately, since the major hiking route follows the coastline, tourists are never far from the main sights. The shortest path is Teluk Paduk (1.2km), which takes 40 minutes to hike. The Golden Beach trail (10km) is the longest and takes at least 4 hours to complete.



### 3.1.4 Mulu National Park, Miri Division

Mulu National Park is the most well-known of Sarawak's Natural Parks. It is famous for its limestone karst formation, and it has become the world's most researched tropical karst area. In November 2000, Mulu has successfully declared a World Heritage Site. Gunung Mulu (2376 metres), Gunung Api (1750 metres), and Gunung Benarat (1858m) are the three mountains that dominate Mulu.

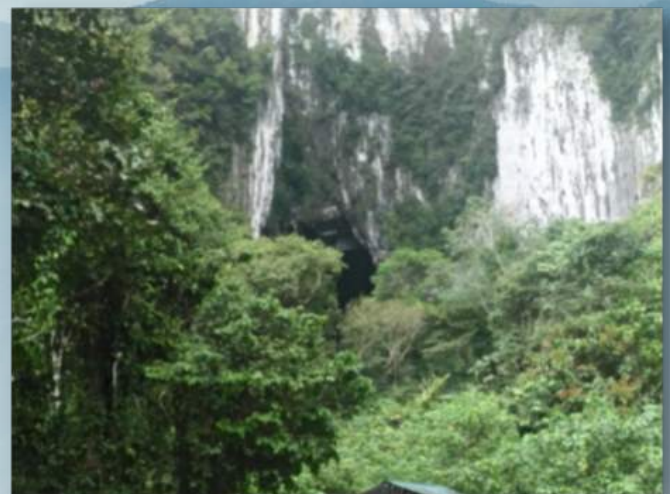
Deer Cave, Clearwater, The Pinnacles Trail, Mulu Skywalk, and Gunung Mulu Summit Trek are some of the most popular attractions in Gunung Mulu National Parks. There is a diverse range of fauna on Mulu, including a large number of animals and birds as well as reptiles and amphibians, along with fish, insects, and other invertebrates. Every evening near sunset, tourists are able to witness millions of bats rush out the cave entrance in searching for insects and fruit.

The park has a lot to offer, such as the world's longest tree-based canopy walk, guided trails, and longboat excursions to secret valleys and longhouse communities, as well as advanced caving expeditions for experienced cavers.



*Source: Sarawak Tourism Board (2021)*

Figure 3.10:  
The Limestone Karst Formation



*Source: Sarawak Tourism Board (2021)*

Figure 3.11:  
The Deer Cave's mouth, where the bats emerge



### 3.1.5 Niah National Park, Miri Division

Niah National Park, which encompasses 3183 hectares of rainforest and limestone hills, was established in 1974. This National Park's most famous claim to fame is that it was once one of the cradles of civilization. Until relatively recently, there is prove of human occupancy in this cave. Swiftlet nests may also be found in Niah Caves. The bamboo poles are carefully places, and the cave ladders are buried vertically. Birds nest collectors will scale bamboo ladders in order to gather bird nests. At the end of the day, visitors may see the swiftlets fly back into the cave.



Figure 3.12: The signboard of Niah's trails



Figure 3.13: Niah Great Cave, archeological site

### 3.1.6 Lambir Hills National Park, Miri Division



Figure 3.14: The signboard of Lambir's trails

Lambir Hills National Park, located 30 minutes from Miri, is likely the most complex and varied forest ecosystem on earth, with the greatest documented degree of plant biodiversity. It has 6952 hectares of great hiking trails, beautiful jungle pools, and waterfalls, as well as 237 different species of birds, flying squirrels, wild pigs, gibbons, several types of monkeys and deer, and an unimaginable number of insects and other invertebrates. Lambir's major attraction for visitors is its interesting selection of forest walks. The majority of Lambir's trails are interconnected, making it simple to complete several in a single day. The shortest, easiest, and the most popular trail is the Latak Waterfall Trail.



## 3.2 Sarawak Waterfall

### 3.2.1 Julian Waterfall



Source: Sarawak Tourism Board

Figure 3.15: Julian Waterfall, Usun Apau

Julan Waterfall is located in the Usun Apau National Park. Sarawak's tallest waterfall, with a spectacular 300-metre drop from a cliff on the plateau into a lush green forest underneath it. The Usun Apau is one of Borneo's major plateaus, which, together with the rivers and valleys that cut through them, constitutes the ancestral homeland of the Orang Ulu tribes, including Kayan, Kenyah, and Penan. This dense forest, which is often referred to as "the Garden of Eden", is not an easy journey to travel. It takes some effort to travel to the Western Julian Waterfall. The plateau of Usun Apau can only be reached after a long trip via four-wheel drive routes and many hours of hiking. The paths are barely traveled by visitors and only a few locals know how to navigate them.

The exposed tree roots and leeches that grabbed onto the skin made the paths much more difficult and challenging. The waterfalls should be made more accessible to hikers by creating more accessible routes across the unique environments. With the improved pathways, the Julian Waterfalls have the potential to become one of the most popular tourist destinations in the state, generating additional economic opportunities.



### **3.2.2 Jangkar Waterfall**

The Jangkar Waterfall is a multi-level waterfall that is located in a thick forest near the Indonesian border. It is a real natural wonder, complete with massive rocks, steep waterfalls, and emerald-green jungle pools. There are 23 levels, with the most stunning ones being levels 1, 2, and 7. An overnight trip is required to reach the summit (and return). Tourists can have a great chance to spend the whole day strolling from one to the other, pausing to cool down in the refreshing waters and taking in the breathtaking scenery. Located at the base of the main waterfall is a large pool that is ideal for swimming. Jangkar Fall can be reached by vehicle from Lundu through Kampung Jantan, and approximately 30 minutes by car from the town of Sematan.

### **3.2.3 Keluan Waterfall, The Three Sisters**

The Keluan Waterfall, popularly known as The Three Sisters, is situated in Long San, Ulu Baram, Miri, Sarawak. It is surrounded by a magnificent, huge basin, breathtaking scenery, and a tranquil atmosphere. It has become another natural wonder that has the ability to draw both local and international tourists.

The Three Sisters Keluan Waterfall, which has started to acquire prominence, would take approximately four hours to drive down the timber road from Miri city. It is advisable to use a four-wheel drive to go to the destination. Previously, only the locals and a few explorers were aware of the waterfall. The Three Sisters Keluan Waterfall is notable for its deep pool that is "fed" by three waterfalls, and it has become a popular tourist attraction in Sarawak.

### **3.2.4 Tekiwit Waterfall**

Tekiwit Waterfall also referred to as Segah Selaan Waterfall. It takes almost six hours away by four-wheel drive vehicle from Lapok Town. It has grown in popularity not just among residents, but also among visitors from other areas of the nation, including neighbouring Brunei. Tekiwit Waterfall not only provides lush green scenery but also a range of outdoor activities for people who want to get back to nature. The main attraction is the waterfall, which is about 100 metres high, however, most tourists look forward to the relaxed lifestyle, which is simple, entertaining, adventurous, and yet peaceful. Apart from hiking and admiring the waterfall, tourists may participate in other indigenous activities, such as fishing and searching for jungle produce.



## 3.3 Sarawak highland

### 3.3.1 Bario Highland

Bario is situated in the heart of the Kelabit Highlands on the northeast side of Sarawak, very near to the Indonesian Kalimantan International border. Bario lies at around 1200 m (3937ft) above sea level on the eastern border of Taman Negara Pulong Tau National Park. It serves as the primary town for the indigenous Kelabit people in the Kelabit Highlands. Twin Otter flights operate on a regular basis between Bario Airport to Ba'kelalan, Marudi, and Miri.

The well-known Bario rice is produced in these highlands. Bario rice is a type of rice that is famous for both its texture and flavour. It is one of the most important crops produced in the Bario valley, and it is grown locally in wet paddy fields across the valley. Apart from Bario rice, Bario is also a small village where local families take turns to create the renowned Bario Salt. It takes about 15-20 minutes' walk before reaching a hut where the salt is processed and produced. A local guide is needed to assist the journey, and we are able to testify the process of producing Bario Salt and also purchase it directly from the producers. The locals rely mostly on agriculture, and Bario is best known for its rice and salt, followed by other well-known local produce like pineapple, another town signature crop. Because they are produced without the use of fertilisers, the pineapples grown here are naturally sweet.



Figure 3.16: View from *Bukit Korea*



Figure 3.17: Bario Pineapple Field



Figure 3.18: Bario Paddy Field



Figure 3.19: Bario Salt Processing



Figure 3.20: Bario Salt



Furthermore, nothing surpasses learning about and comprehending Kelabit culture in Bario, one of the perfect times to do it is during the Pesta Nukenan or Bario Food Festival, which is held every August. Locals, on the other hand, may organize a traditional Kelabit dinner with a traditional Kelabit cultural dance in one of the longhouses.

### 3.3.2 Ba'kelalan Highland

Bakelalan is the largest town in the northern highlands of the Lun Bawang. The name Ba'Kelalan is derived from the Kelalan River and the Lung Bawang term ba', which means rice field. The town is well-known for its musicians and their "bamboo bands." Bakelalan is a town situated in the Kelabit Highlands in northeastern Sarawak Borneo, about 1000 metres above sea level. Due to its remote position, Bakelalan has become more popular as a tourist destination for trekking. Some longhouses are still in use, and new ones are being constructed, but the majority of locals now live in individual cottages, with many providing homestay options to tourists. There are two ways to reach Bakelalan. The first option is to fly by MASWings Twin Otter from Miri or Lawas. The second alternative is to go by land along an old logging road from Lawas town. Road conditions may be particularly poor during the rainy season, and the trip takes at least six hours.



Figure 3.21: Picture of view of Buduk Nur village in Bakelalan in Limbang Division, Sarawak



One of the major natural indigenous businesses here is the production of highland salt, commonly known as Bakelalan salt. The origins of Bakelalan salt may be traced back hundreds of years when hunters observed animals sipping water from a salt spring. There are three salt processing sites in Ba'kelalan, the most famous of which being Buduk Bui, where tourists are taken to see the salt manufacturing process.



Figure 3.22: Ba'kelalan Salt Processing

Besides salt processing, Bakelalan farmers are also engaged in initiatives to improve the environmental friendliness of rice farming. They produced padi harvests without the use of chemicals through a process called System of Rice Intensification (SRI). According to Alicia Ng of the WWF's senior programme, community engagement, and education office, the SRI method was proven to be sustainable because it utilised fewer rice seedlings and less water during their growth cycle, as well as facilitated easier transplantation of young seedlings, more effective weed control, and more fertile soil conditions due to the use of organic fertilizer. The majority of people are padi farmers, but some engage in tourism-related businesses like offering homestays. The community is in the process of expanding different eco-tourism-related activities.



Figure 3.23: Ba'kelalan Paddy Rice Field



# ACTIVITY

1. Identify the following activity that can be done in the National Park.

- |               |                  |
|---------------|------------------|
| A. Snorkeling | B. Scuba Diving  |
| C. Hunting    | D. Bird Watching |

2. Which of the National Park is well known for Bird Nest Industry?

- |                            |                       |
|----------------------------|-----------------------|
| A. Similajau National Park | B. Mulu National Park |
| C. Niah National Park      | D. Bako National Park |

3. Identify the National Park that is listed under UNESCO World Heritage Site.

- |                       |                         |
|-----------------------|-------------------------|
| A. Mulu National Park | B. Bako National Park   |
| C. Niah National Park | D. Lambir National Park |

4. Bako National Park is categorized as the one of the oldest National Park in Sarawak.

- |         |          |
|---------|----------|
| A. True | B. False |
|---------|----------|

5. What are the major attractions of Bario Highland?

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6. What is the major tribe that lives in the Bakelalan Highlands?

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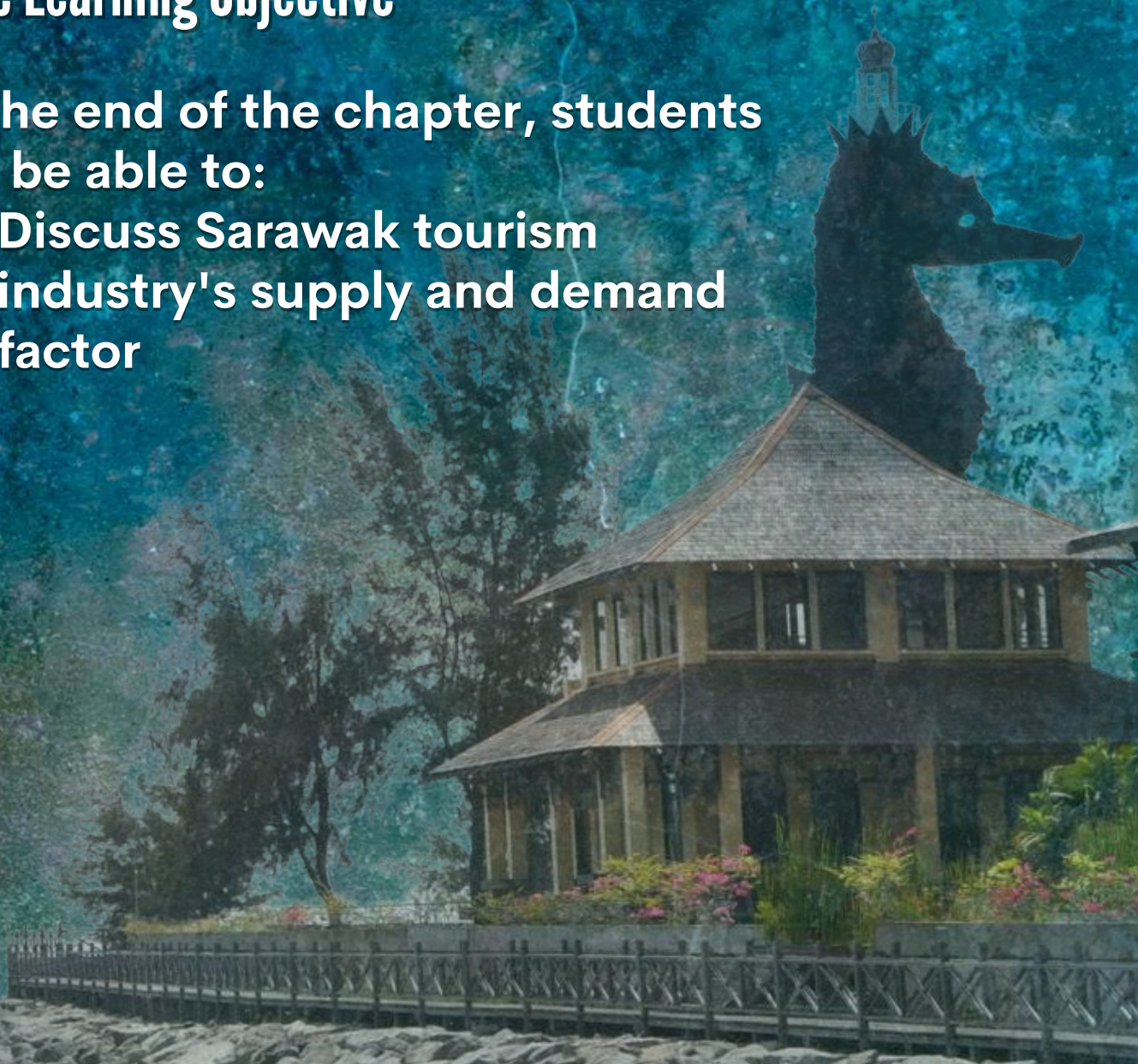
# CHAPTER 4

## TOURISM SUPPLY AND DEMAND

### Topic Learning Objective

At the end of the chapter, students will be able to:

- Discuss Sarawak tourism industry's supply and demand factor





## 4.1 Tourism Supply

Given that tourism is a combination of activities, services, and industries that provide a travel experience, it is critical to identify and classify its supply components. The quantity and quality of these determine the success of tourism in any area.

There are **four main types** of tourism supply components.

### a. Natural resources and environment

This is the basic indicator of supply since it refers to the natural resources that are accessible for tourists to utilize and enjoy. The element that falls under this category includes the air and climate, the state's physiography, landforms and landscape, flora and fauna, lakes and rivers, and beaches.

### b. Build Environment

The built environment is divided into two components which include the *infrastructures* and *superstructure* of the destination. The **infrastructure** of tourism destinations is important to serve the need for tourism in the area that has been created by humans. The built infrastructure includes roads, sewage systems, communication networks, and many commercial facilities (including hyper malls, supermarkets, and retail stores) that have been put in place to meet the needs of local demand. In contrast, a destination's tourism **superstructure** includes those facilities that have been developed to respond to the demands of the tourists and visitors. The primary examples are airports, railroads, roads, drives, parking lots, parks, marinas, and dock facilities, bus and train station facilities, resorts, hotels, inns, and motels, restaurants, shopping centres, places of entertainment, museums, stores, and related structures. Due to their unique tourist orientation, the features of tourism superstructure components are mostly dictated by visitor wants rather than the local desires, despite the fact that locals often seek many advantages from particular tourism superstructure components.

Attention must be paid to this aspect since individuals often travel in order to immerse themselves in an environment that is completely foreign to them. Interior design should be both engaging and aesthetically pleasing. Accommodation buildings need both local decor and atmosphere in addition to comfort.



### **c. Operating Sectors:**

The tourism industry's operational segments reflect what many people see as "tourism". Transportation becomes the essential component because the visitor cannot access and enjoy the natural and constructed environment without transport. The transportation sector comprises airplanes, cruises, taxis, limousines, cars, and so on. Tourists need a place to stay and eat, thus the lodging and foodservice sectors are critical supply components. People travel for the purpose of seeing the attractions. There would be minimal need for all other tourism services such as transportation, lodging, food, and so on if there were no attractions attracting visitors to the destinations.

It is the responsibility of the operating sectors to create and provide tourists with services and experiences with a spirit of hospitality, ensuring that their customers' journeys are enjoyable and rewarding.

### **d. Spirit of hospitality and cultural resources**

There is a social foundation that underlies all of the above physical components of the constructed infrastructure and superstructures, which is the destination's culture. It includes the local language, cuisine, traditions, and faiths, as well as their work and leisure-related behaviours. The people and cultural richness of an area are what make it feasible for a destination to be a successful tourism destination. Examples include the welcome spirit of travel and tour company and agency, the local's attitude toward tourists, politeness, friendliness, genuine interest, desire to serve, and get to know guests better. The following are also considered as cultural resources in any area which includes the local fine arts, literature, history, music, theatrical art, dance, shopping, sport, and many other activities.



## 4.2 Tourism Demand

Economists define demand as a schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during some specified period of time. More precisely, the desire to travel to a certain place is an of the individual's **propensity** to travel and the **resistance** of the connection between the places of origin and the destination.

**Propensity** may be defined as an individual's desire to travel, the types of travel experiences that they perceive, and the locations they select. Obviously, a person's propensity to travel is heavily influenced by his or her psychographic profile and travel motive. Additionally, a person's socioeconomic position (demographics) has a significant impact on the propensity.

On the other hand, **resistance** is a function of the relative attraction of different locations. This variable is dependent on a number of other factors, including economic distance, cultural gap, the cost of tourist services at the destination, the impact of advertising and marketing, and seasonality.

- **Economic distance** is measured in terms of the amount of time and money required to travel from the origin to the destination area and back. The greater the economic distance between the two locations, the more the resistance to that destination, and therefore the lower the demand. Conversely, if the travel time or cost between any origin and destination location can be decreased, demand would rise.
- **Cultural gap** refers to the degree to which the tourist's home country's culture differs from the host country's culture. Generally, the bigger the cultural gap, the stronger the resistance.
- The higher the **cost of services** at a destination, the higher the resistance to travel to the destination will be and, therefore, the lower the demand.
- The higher the quality of service at a destination, the lower the resistance will be for travel to a destination. The quality evaluation is a very subjective process, and what is considered high quality by one tourist may not be considered high quality by another. As a result, a tourist area's image must be thoroughly projected.
- **Seasonality** has a clear impact on demand. The relative appeal of a certain location will vary according to the season during which vacation is scheduled.



Demand, without doubt, is the fundamental measure of any area's success in attracting visitors. All planning activities are ultimately intended to increase or control demand. Marketing programs are aimed at increasing demand, sometimes at certain periods during the year, and/or to attract particularly identified market segments.

Citizenship	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	G. Total
Singapore	2,615	3,053	3,356	3,048	4,669	6,879	3,594	3,459	3,593	3,309	3,593	5,644	46,812
Australia	1,614	1,114	1,123	1,580	1,114	1,407	1,871	1,209	1,432	1,213	1,353	1,851	16,881
N. Zealand	389	246	321	320	350	412	442	420	357	294	278	470	4,299
Canada	652	743	698	652	708	780	519	651	563	658	636	774	8,034
U. Kingdom	1,812	2,147	2,476	2,732	2,774	2,428	5,119	3,395	2,192	2,725	1,913	2,481	32,194
Hong Kong	4	41	21	3	6	9	7	8	16	6	12	25	158
Sri Lanka	70	88	93	100	65	65	103	148	113	97	111	117	1,170
Bangladesh	130	199	213	149	125	125	179	172	217	164	179	170	2,022
India	1,865	1,811	2,127	2,122	2,342	2,373	2,497	2,311	2,337	2,209	2,292	2,505	26,791
Brunei	86,685	96,045	122,093	90,921	112,727	112,967	105,457	108,505	128,625	91,914	101,377	138,701	1,296,017
USA	618	748	814	607	745	767	1,095	863	757	622	683	1,023	9,342
China	3,205	3,669	3,109	3,055	3,195	3,141	3,809	3,594	3,239	3,057	3,242	3,618	39,933
Russia	163	129	136	174	144	105	197	127	150	133	158	151	1,767
Latin America	105	130	83	74	99	168	116	118	118	68	55	100	1,234
Arabs	288	192	219	296	226	291	373	337	279	296	279	318	3,394
Germany	381	479	598	582	495	453	756	875	597	508	402	407	6,533
France	263	335	411	566	437	461	1,199	1,269	558	411	182	233	6,325
Nor/Swe/Den/Fin	237	285	252	289	159	251	417	275	289	265	186	178	3,083
Belg/Lux/Net	450	511	551	761	536	722	2,207	1,208	881	643	339	289	9,098
Europe	752	989	991	1,032	813	845	1,873	3,169	1,496	998	790	874	14,622
Philippines	3,905	5,245	5,269	4,652	5,358	5,674	5,535	5,490	5,751	4,922	5,501	5,936	63,238
Thailand	835	1,136	1,027	1,040	912	1,128	1,249	1,067	1,155	1,073	1,193	913	12,728
Taiwan	749	751	698	659	637	798	1,259	1,252	808	685	880	828	10,004
Indonesia	35,450	32,178	26,675	28,410	29,364	39,906	43,834	34,595	32,553	33,381	31,511	50,604	418,461
Pakistan	268	344	277	289	176	287	336	300	290	209	231	421	3,428
Japan	628	758	805	763	746	714	888	1,276	1,025	697	977	814	10,091
South Korea	1,338	931	841	807	681	905	865	935	980	721	971	845	10,820
Others	1,528	1,629	2,080	1,890	1,580	1,956	2,354	2,567	2,302	2,085	2,020	1,974	23,965
<b>T. Foreigner</b>	<b>146,999</b>	<b>155,926</b>	<b>177,357</b>	<b>147,573</b>	<b>171,183</b>	<b>186,017</b>	<b>188,150</b>	<b>179,595</b>	<b>192,673</b>	<b>153,363</b>	<b>161,344</b>	<b>222,264</b>	<b>2,082,444</b>
Pen. M'sia	145,447	111,320	100,676	117,066	95,256	177,168	94,524	97,009	171,055	158,190	161,891	174,896	1,604,498
Sabah	68,888	69,242	141,988	89,739	58,974	69,387	64,809	61,526	87,375	84,531	89,704	89,314	975,477
<b>T. Domestic</b>	<b>214,335</b>	<b>180,562</b>	<b>242,664</b>	<b>206,805</b>	<b>154,230</b>	<b>246,555</b>	<b>159,333</b>	<b>158,535</b>	<b>258,430</b>	<b>242,721</b>	<b>251,595</b>	<b>264,210</b>	<b>2,579,975</b>
<b>Grand Total</b>	<b>361,334</b>	<b>336,488</b>	<b>420,021</b>	<b>354,378</b>	<b>325,413</b>	<b>432,572</b>	<b>347,483</b>	<b>338,130</b>	<b>451,103</b>	<b>396,084</b>	<b>412,939</b>	<b>486,474</b>	<b>4,662,419</b>

Source: Ministry of Tourism, Arts, and Culture Malaysia (Sarawak), updated 13th Jan 2020

Table 4.0: Visit Arrival into Sarawak year 2019

The promoting campaign of Visit Sarawak Year 2019 has been a great deal about expressing the growth potential of the state's tourism industry with the tagline **"Sarawak, More to Discover"**. It emphasises the destination as a richness of culture, adventure, nature, cuisine, and festivals found nowhere else in the world. With the launch of the campaign, there has never been a better moment to visit this magnificent and unique location, which has 37 national parks, 14 natural reserves, numerous attractions and activities, and rich history of culture and tradition. According to the statistics of visitor arrival into Sarawak in the year 2019, it showed the majority of international visitors are coming down from Brunei to Miri, followed by Indonesia and Philippines. Sarawak received great support as well through domestic travelers. The statistic showed a great number of visitors from peninsular Malaysia travel to Sarawak.



Citizenship	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	G. Total
Singapore	4,482	1,865	916	1	3	2	18	7	33	19	14	3	7,363
Australia	2,750	867	355	2	2	9	19	4	17	15	8	4	4,052
N. Zealand	498	170	102	0	0	0	7	3	3	2	1	1	787
Canada	904	565	238	2	5	1	5	4	1	2	0	3	1,730
U. Kingdom	2,339	1,834	933	2	30	31	24	19	35	24	14	15	5,300
Hong Kong	22	11	3	0	0	1	10	1	0	0	0	0	48
Sri Lanka	79	89	43	0	0	2	9	16	10	19	6	5	278
Bangladesh	183	216	67	2	18	42	43	22	30	18	13	5	659
India	2,376	2,476	981	161	188	312	334	300	352	324	140	101	8,045
Brunei	88,212	59,191	30,248	283	340	410	346	205	332	352	324	373	180,616
USA	998	365	116	1	3	8	15	4	14	5	1	3	1,533
China	3,418	1,168	682	150	259	193	194	258	335	116	189	231	7,193
Russia	187	74	74	4	2	2	6	4	12	3	0	0	368
Latin America	154	100	42	0	3	0	0	1	6	2	0	1	309
Arabs	302	299	118	49	41	21	7	10	35	24	1	50	957
Germany	527	623	444	0	2	0	3	2	0	1	7	2	1,611
France	270	324	159	0	9	0	12	0	1	0	0	0	775
Nor/Swe/Den/Fin	263	396	146	0	4	9	7	4	3	3	1	0	836
Belg/Lux/Net	471	209	89	0	1	0	0	0	2	0	0	0	772
Europe	1,006	700	295	3	11	22	5	3	9	4	2	5	2,065
Philippines	5,485	3,494	1,787	372	252	409	563	467	400	428	146	269	14,072
Thailand	1,024	925	540	146	164	169	183	166	115	122	27	51	3,632
Taiwan	1,055	685	98	14	14	1	9	20	42	4	15	3	1,960
Indonesia	49,766	30,856	16,158	637	548	886	1,329	1,082	1,158	942	546	472	104,380
Pakistan	368	384	170	5	1	3	17	8	26	7	8	4	1,001
Japan	865	708	272	0	0	7	21	8	34	4	11	7	1,937
South Korea	1,620	660	134	10	11	13	47	16	46	28	15	8	2,608
Others	2,080	2,021	1,157	219	304	456	446	394	564	499	137	140	8,417
<b>T. Foreigner</b>	<b>171,704</b>	<b>111,275</b>	<b>56,367</b>	<b>2,063</b>	<b>2,215</b>	<b>3,009</b>	<b>3,679</b>	<b>3,028</b>	<b>3,615</b>	<b>2,967</b>	<b>1,626</b>	<b>1,756</b>	<b>363,304</b>
Pen. M'sia	172,124	132,871	78,583	3,593	8,118	14,810	39,864	27,508	47,898	8,889	6,899	5,363	546,520
Sabah	75,948	67,022	38,249	4,425	6,399	12,481	29,112	13,620	26,174	6,482	4,837	5,299	290,048
<b>T. Domestic</b>	<b>248,072</b>	<b>199,893</b>	<b>116,832</b>	<b>8,018</b>	<b>14,517</b>	<b>27,291</b>	<b>68,976</b>	<b>41,128</b>	<b>74,072</b>	<b>15,371</b>	<b>11,736</b>	<b>10,662</b>	<b>836,568</b>
<b>Grand Total</b>	<b>419,776</b>	<b>311,168</b>	<b>173,199</b>	<b>10,081</b>	<b>16,732</b>	<b>30,300</b>	<b>72,655</b>	<b>44,156</b>	<b>77,687</b>	<b>18,338</b>	<b>13,362</b>	<b>12,418</b>	<b>1,199,872</b>

Source: Ministry of Tourism, Arts, and Culture Malaysia (Sarawak), updated 12th January 2021

Table 4.1: Visit Arrival into Sarawak year 2020

The above shows the statistics of visitor arrivals into Sarawak year 2020. The data was retrieved from the website of the Ministry of Tourism, Arts, and Culture Malaysia (Sarawak). The number of visitors has dropped drastically in March 2020 due to the outbreak that hit the country at the beginning of the year 2020. Since then, the tourism economy has been heavily hit by the coronavirus (COVID-19) pandemic. It leads to the potential growth of the tourism sector becoming uncertain. Domestic tourism is helping to soften the blow, at least partially, and the government has slowly taken action to restore and reactive the sector. Sarawak is still very fortunate to have a large protected environment with stunning natural resources, as well as a varied ethnic and cultural history. These natural and cultural features have given Sarawak a competitive edge as a tourism destination.



# ACTIVITY

1. Identify the tourism products needed for a destination.

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2. Provide three examples of the **infrastructure** of a tourism destination.

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3. Provide three examples of the **superstructure** of a tourism destination.

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4. Determine the factors that influence travel demand.

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5. Discuss the importance of the *spirit of hospitality* to be implemented in the tourism service.

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# Summary

The states' beautiful natural resources, which consist of mountains, jungles, rivers, caves, and coastline, are home to numerous distinct ecosystems. Sarawak is a wildlife lover's dream, with everything from colourful birds seen in metropolitan gardens to iconic species like orangutans, Proboscis Monkeys, saltwater crocodiles, and marine turtles. Its diverse plant life includes the world's largest and longest blooms, the rafflesia and amorphophallus, as well as hundreds of exotic orchid species. All of this magnificent flora and fauna may be seen and appreciated in their natural settings, owing to the state's extensive network of protected areas. This includes the famous Mulu Caves National Park, a UNESCO World Heritage Site featuring the spectacular Mulu Caves; the archaeological wonders of Niah National Park, one of the birthplaces of modern man; and the seven distinct ecosystems of Bako National Park, home of the bizarre Proboscis Monkey.

On the other side, Sarawak is a state defined by its culture. Indigenous and colonial traditions coexist with contemporary creative methods to create exquisite arts and crafts, lively musical and artistic performances, and ethnically influenced modern architecture. Among them are the Iban's *pua kumbu* textiles, the Orang Ulu's beading, and music, and the Bidayu and Penan's basketry.

Numerous events and festivals in Sarawak are based on the local sporting traditions, ranging from the historic Sarawak Regatta, Pesta Selangau, Sarawak Adventure Challenge, Sarawak Spartan Race and so on. Others are based on religious and spiritual traditions, such as Gawai Dayak, the harvest festival of the Iban and Bidayuh, Hari Raya, which marks the end of the Muslim fasting month of Ramadhan, Chinese New Year, and the Melanau's Kaul festival, which commemorates the Melanau's affinity with the sea. Besides, there are events that mainly focus on culture. The Rainforest World Music Festival is recognised as one of the top 25 ethnic music festivals in the world, while the Borneo Jazz Festival in Miri is quickly establishing itself with star-studded lineups.





Sarawak is also a welcoming destination for all kinds of visitors. Accommodation options vary from 5-star modern and luxury hotels to family-run homestays, as well as beach resorts, hill resorts, golf resorts, jungle lodges, and lakeside retreats, many offering spas and traditional therapies. With a brand new international conference centre named Borneo Convention Centre Kuching (BCKK), which has become the first dedicated convention and exhibition centre in Borneo, well-equipped hotel conference facilities, and even remote jungle lodges that are suitable for team building and corporate retreats, are used to cater for the needs and demand of domestic and international business travellers to organise meetings, incentives, conferences and exhibitions in Sarawak.

The state's well-equipped and affordable medical facilities make it a healthy destination to visit. Sarawak consists of contemporary hospitals and specialised medical and dental clinics located in all major cities. There are three health care facilities registered with the Malaysia Healthcare Travel Council (MHTC). These are the private Normah Medical Specialist Centre, Borneo Medical Centre (Kuching), and Borneo Medical Centre (Miri) for the year 2021.

Quality of life in Sarawak is one of its principal attractions. Private local and international schools are located across the main cities, utilities operate efficiently. Shopping and nightlife in urban areas are surprisingly cosmopolitan, with huge purpose-built malls and supermarkets brimming with imported products displaying renowned brand names and globally recognised logos.

Sarawak is, above all, a safe destination. Crime is minimal, the population is tranquil and law-abiding, drug addiction is low, and civil unrest is unheard of. Additionally, despite the fact that Sarawak is home to the majority of the world's major religions, it is renowned for its religious harmony; mosque, temples, and churches coexist alongside one another, and people of different religions even celebrate one another's holidays through the endearing custom of "open house".



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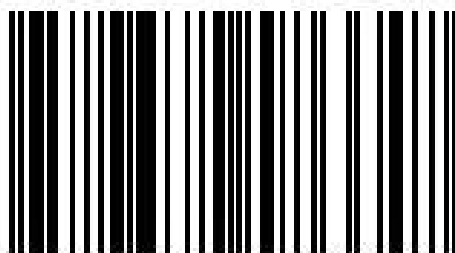
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