UNIVERSITI TEKNOLOGI MARA
Cawangan Sarawak
Kampus Mukah

N57 TELLIAN

INDUSTRIAL REPORT FOR TELLIAN COMMUNITY PROJECT

2021 - 2026



Corporate Communication Unit,
UiTM Sarawak Branch,
Mukah Campus

TELLIAN COMMUNITY PROJECT

INDUSTRIAL REPORT

(2021 – 2026)

Perpustakaan Negara Malaysia

Kuala Lumpur

2026

Copyright

Copyright ©2026 by Corporate Communication Unit,
UiTM Sarawak Branch Mukah Campus

All rights reserved. No part of this work covered by the copyright herein may be reproduced, transmitted, stored, or used in any form or by any means whether graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitalising, taping, web distribution, information networks, or information storage and retrieval systems without written permission.

e-ISBN: 978-629-92881-0-7
Published Date: 1 November 2026

Published by
Corporate Communication Unit
Universiti Teknologi MARA
Sarawak Branch Mukah Campus
K.M 7.5 Jalan Oya
96400 Mukah, Sarawak

PUBLICATION CREDITS

Published in 2026 by
Corporate Communication Unit
Universiti Teknologi MARA
Sarawak Branch Mukah Campus
K.M 7.5 Jalan Oya
96400 Mukah, Sarawak

Printed by
Bao Enterprise
e-ISBN: 978-629-92881-0-7
Copyright: CRLY2026Q0752

YB Royston Valentine
Patron

Dr. Yussri Sawani
Advisor

Dayang Hummida Abang Abdul Rahman
Chief Editor

Siti Faridah Kamaruddin
Publication Coordinator

Authors: Hj. Ahmad Faisal Hj. Mahdi, Dr. Francesca Enchang, Siti Farah Lajim, Dr. Yusman Yacob, Dayang Hummida Abang Abdul Rahman, Dyg Siti Zahrah Abg Abdillah, Noor Emma Shamsuddin, Nur Nadia Qausar Juhari, Siti Faridah Kamaruddin, Agnes Kanyan, Gloria Panit, Ikhwan Naguib Jusoh, Pressca Neging, Carolin Ann Enchas, Joycelyne Nyandang, Khairil Anwar Masri

Editors: Siti Faridah Kamaruddin, Nur Nadia Qausar Juhari, Stefanie Natasha Rich Joseph, Cindy Robert, Fakhira Jafri, Shirley Clare Jeri

Nur Ain Abu Bakar
Formatting

Dr. Ting Hie Ling
ISBN Application

Dr. Francesca Enchang
Printing Coordinator

Erickson Gravesent Muzidi
Layout Design

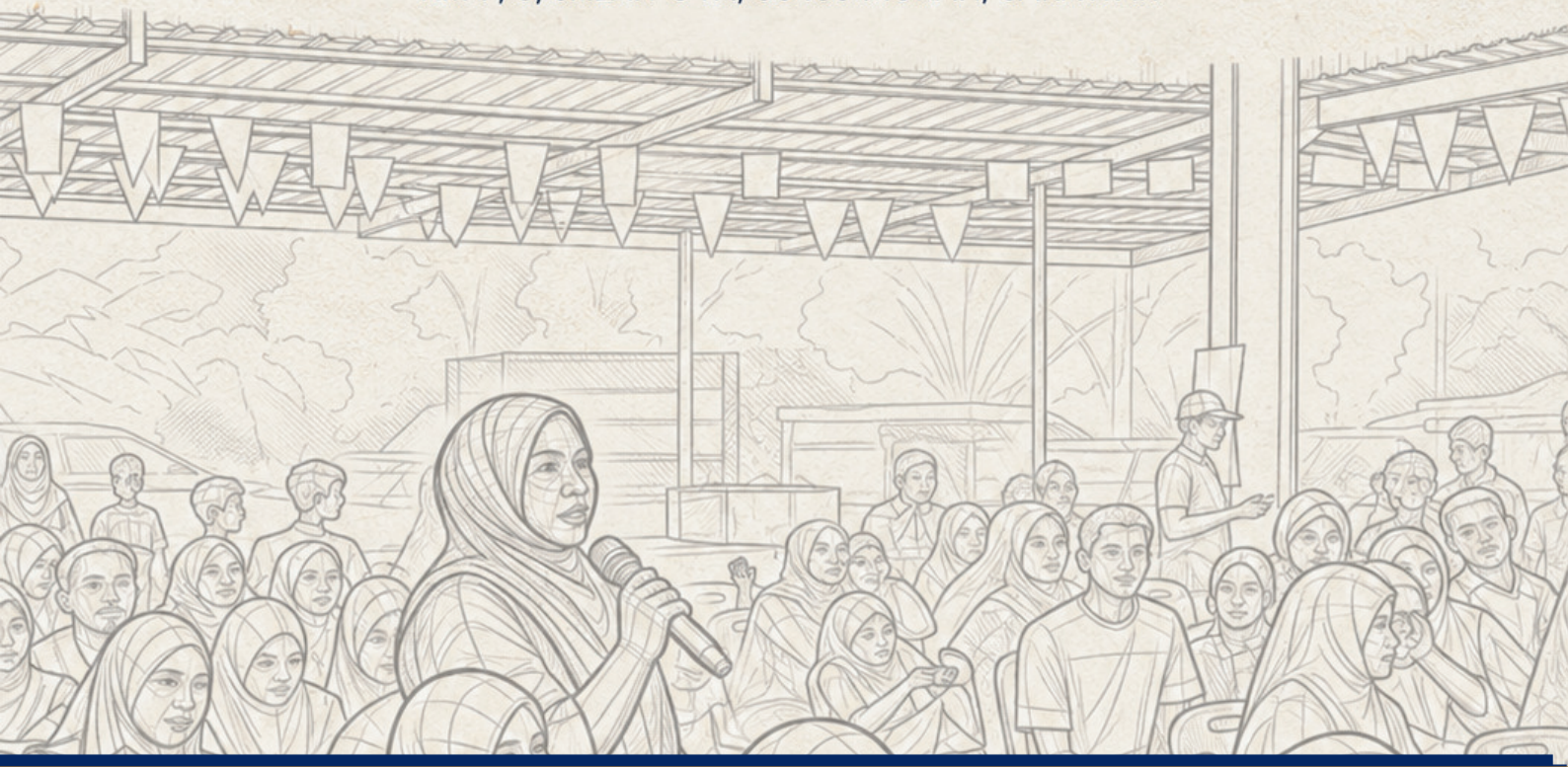
CHAPTER 1

COMMUNITY AWARENESS AND READINESS PROGRAMME

Prepared By:

HJ. AHMAD FAISAL HJ. MAHDI
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN SARAWAK
KAMPUS SAMARAHAN I,
JALAN MERANEK, 94300 KOTA SAMARAHAN, SARAWAK

DR. FRANCESCA ENCHANG
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN SARAWAK
KAMPUS MUKAH,
KM 7, 5, JALAN OYA, 96400 MUKAH, SARAWAK



1.0 PROGRAMME PURPOSE

The programme aimed to enhance the knowledge and skills of local entrepreneurs and prepare them to embark on business activities, particularly through the initial development of an entrepreneurial mindset. It also sought to cultivate motivation, resilience, and a strong sense of identity among entrepreneurs in Mukah while providing them with opportunities to manage their businesses in a more focused, structured, and guided manner.

2.0 PROGRAMME INTRODUCTION

The Community Development through Ecotourism and Entrepreneurship Programme for the Tellian area was held at the Tellian Multipurpose Hall in Mukah and organised by Universiti Teknologi MARA (UiTM), Sarawak Branch Mukah Campus, in collaboration with the N.57 Tellian Community Service Centre.

The Community Awareness and Readiness Programme was one of eight programmes conducted as part of a structured programme series. Implemented over two days, the programme focused on strengthening community awareness and readiness. Its primary objective was to enhance the participants' entrepreneurial knowledge and skills in preparation for upgrading their businesses from small-scale trading activities to formally registered sole proprietorships.

The first day of the programme was officially launched by Mr. Royston Valentine, the State Legislative Assembly Member for N.57 Tellian. The event was also attended by representatives from several government agencies, including the Mukah District Office, the Dalat and Mukah District Council (MDDM), and the Malaysian Agricultural Research and Development Institute (MARDI).

Community leaders, project coordinators, and participants from Kampung Tellian also attended the programme. A total of 62 participants from the Tellian area were selected to take part. They were strongly encouraged to continue participating in the other five programmes, as the overall community development initiative was scheduled to be implemented over a period of two years. Eight guest speakers contributed to the programme. They comprised of lecturers from UiTM Sarawak Branch Mukah Campus, representatives of government agencies, and UiTM alumni entrepreneurs.

Through the guidance provided by these experienced speakers, participants gained valuable knowledge and practical exposure in several areas, including business registration, fundamental entrepreneurship principles, marketing, business operations, and the use of the Gooino application. The application was developed for collective use following the completion of the overall Community Development through Ecotourism and Entrepreneurship Programme.

Table 1: List of Speakers and Topics

Speakers	Organisation/Affiliation	Introductory Topic
Shafrie Bin Saili	Mukah District Office	Business Registration Procedures
Zamrah binti Abdullah	Dalat and Mukah District Council (MDDM)	Business Licence Application Procedures
Ahmad Faisal bin Mahdi	UiTM	• Establishment and Registration of Cooperatives • Fundamentals of Management
Siti Farah binti Lajim	UiTM	Fundamentals of Marketing
Noor Emma binti Shamsuddin	UiTM	Fundamentals of Business Operations
Juriah Japar	UiTM	Fundamentals of Financial Record-Keeping
Pengiran Saifudzin Pengiran Mahtar	UiTM	Introduction to the Gooino Application
Muhammad Aizat Ajji	UiTM Alumni Entrepreneur	Entrepreneurial Success-Sharing Session: Suzie Chakoi

3.0 OBJECTIVES

The objectives of the programme were to:

- develop ecotourism and entrepreneurship initiatives;
- diversify the income sources of rural entrepreneurs by strengthening their knowledge of business fundamentals;
- provide entrepreneurs with exposure to the digital business environment; and
- develop rural entrepreneurs with a focus on ecotourism-based enterprises.

4.0 RESEARCH METHODOLOGY

4.1 STUDY PARTICIPANTS

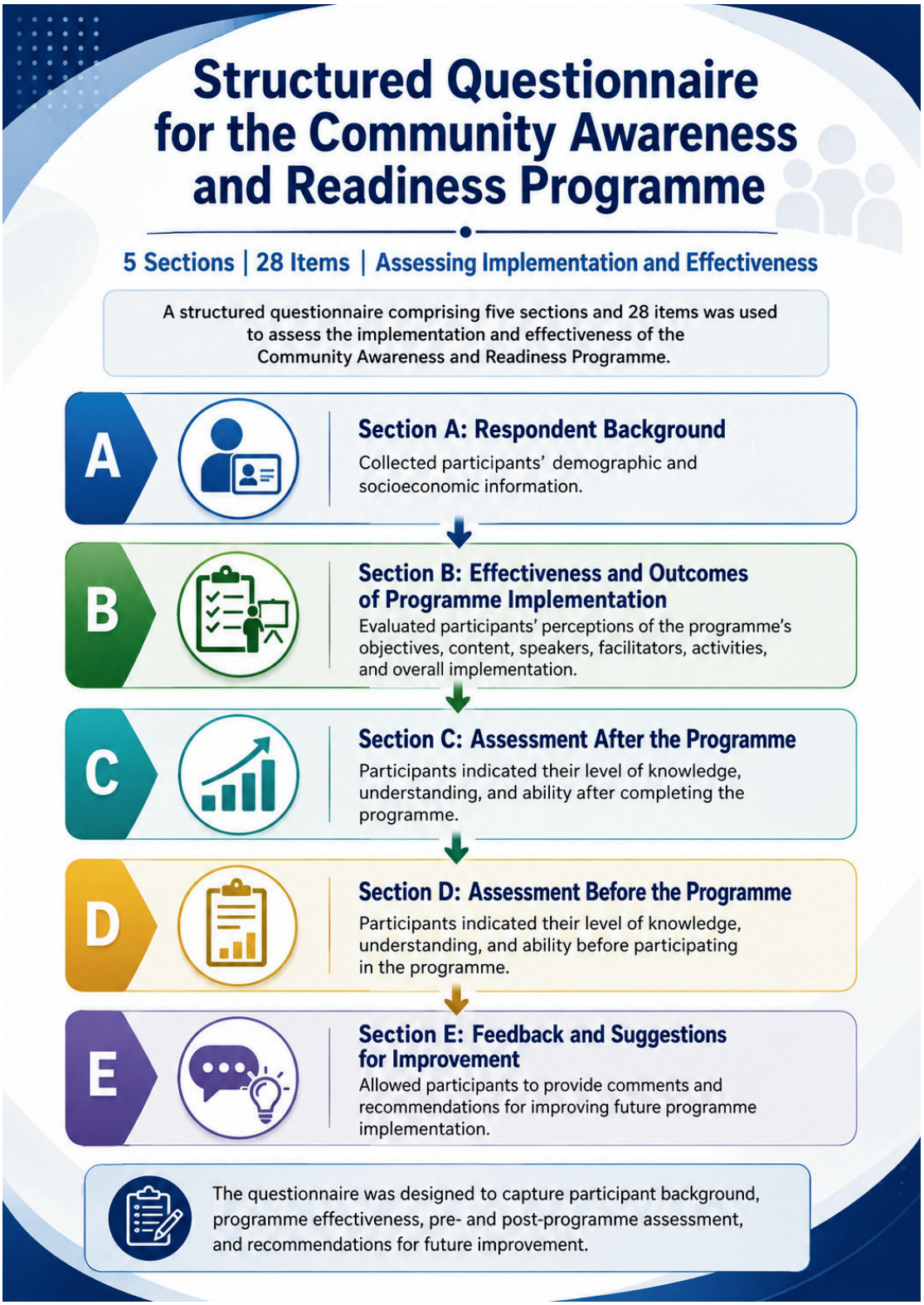
The study participants attended the Community Awareness and Readiness Programme held on 21–22 January 2022 at the Tellian Multipurpose Hall. A total of eight speakers from the District Office, District Council, industry, and UiTM contributed to the programme. Following the completion of the programme, an online impact assessment survey was distributed to evaluate its implementation. All participants responded to the survey. A detailed distribution of the respondents is presented in Table 2.

Table 2: Distribution of Study Respondents

Category	Respondent Group	Percentage (%)
Gender	Male	23.5
	Female	76.5
Age	21–30 years	14
	Above 31 years	86
Income	Below RM500	3.9
	RM501–RM1,500	88.3
	RM1,501–RM3,000	5.8
	Above RM3,001	2

4.2 RESEARCH INSTRUMENT

A structured questionnaire comprising five sections and 28 items was used to assess the implementation and effectiveness of the Community Awareness and Readiness Programme. The questionnaire was organised as follows:



Of the 28 questionnaire items, 22 were designed to measure the programme's effectiveness, outcomes, and impact on the participants. The items in Sections B, C, and D were rated using a five-point Likert scale ranging from 1 to 5. The data obtained were subsequently analysed and presented using descriptive statistics.

5.0 STUDY FINDINGS

The data were analysed using the Statistical Package for the Social Sciences (SPSS), Version 25. The evaluation focused on two aspects: the effectiveness of the programme and the participants' level of understanding of the programme.

Table 3: Evaluation of Programme Effectiveness

Item	Strongly Agree (%)	Agree (%)	Uncertain (%)	Disagree (%)
Relevance of the programme objectives	46.2	50	3.8	–
Programme content	46.2	48.1	5.8	–
Speakers' expertise in delivering knowledge	53.8	36.5	9.6	–
Facilitators' competence in ensuring the smooth implementation of the programme	48.1	42.3	7.7	1.9
Effectiveness of the activities conducted	46.2	48.1	5.8	–
Overall evaluation of the programme	59.6	36.5	3.8	–

Based on Table 3 presented above, the participants were generally highly satisfied with the Community Awareness and Readiness Programme. The facilitators' competence in ensuring the smooth implementation of the programme was the only aspect that recorded a small level of participant dissatisfaction, with 1.9% of respondents indicating that they disagreed, which was attributed to minor technical issues encountered during participant registration

Table 4: Participants' Level of Understanding of the Programme

Statement	Before: Strongly Disagree (%)	Before: Disagree (%)	Before: Uncertain (%)	Before: Agree (%)	Before: Strongly Agree (%)	After: Strongly Disagree (%)	After: Disagree (%)	After: Uncertain (%)	After: Agree (%)	After: Strongly Agree (%)
I am interested in the knowledge and skills presented during the programme.	5.8	1.9	50	28.8	13.5	–	–	11.5	42.3	46.2
I possess knowledge and skills in the relevant field.	3.8	13.5	44.2	28.8	9.6	–	1.9	17.3	50	30.8
I am able to apply the knowledge and skills acquired in my daily work.	3.8	7.7	34.6	34.6	19.2	–	–	13.5	46.2	40.4
I am able to share the knowledge and skills acquired with colleagues or other individuals.	3.8	3.8	40.4	38.5	13.5	–	–	9.6	55.8	34.6
I am able to teach the knowledge and skills acquired to colleagues or other individuals.	3.8	3.8	48.1	32.7	11.5	–	–	17.3	55.8	26.9
I am able to continuously disseminate the knowledge and skills acquired to the wider community.	3.8	3.8	42.3	36.5	13.5	–	–	15.4	44.2	40.4

The analysis of the assessments completed by participants throughout the two-day Community Awareness and Readiness Programme produced highly encouraging results as shown in Table 4. Assessments conducted before the programme on the first day and after its completion on the second and final day demonstrated a marked improvement in participants' acquisition and acceptance of the knowledge delivered by the speakers.

The percentage of participants who selected "Uncertain" decreased significantly from approximately 40–50% before the programme to 9–17% after the programme. This substantial reduction provides clear evidence of the programme's effectiveness. Furthermore, responses under the "Strongly Disagree" and "Disagree" categories were almost entirely eliminated following the programme, indicating a considerable improvement in participants' knowledge, understanding, and confidence.

6.0 RECOMMENDATIONS FOR IMPROVEMENT AND PARTICIPANTS' FEEDBACK

Based on the impact assessment questionnaires distributed, participants proposed several recommendations to strengthen the implementation of the programme. The key recommendations and feedback provided were as follows:

- incorporate more practical, hands-on training, including direct assistance with business registration and licence applications;
- extend the duration of the programme to allow for more detailed explanations and a deeper understanding of the topics covered; and
- use a language that is more accessible to the local community, as Malay is not the primary language of communication among many members of the Melanau community in Mukah.

7.0 CONCLUSION

Overall, the Community Awareness and Readiness Programme had a positive impact on participants from the Tellian community in Mukah. It also provided a strong foundation for the implementation of subsequent programmes under the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian area, Mukah. The structured implementation of the programme successfully achieved its objectives and delivered meaningful benefits to the participants and the wider Tellian community.

8.0 APPENDICES



Figure 1: Participants of the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian Area, Mukah



Figure 2: A speaker delivering a briefing to the programme participants



Figure 3: A question-and-answer session between the speaker and the participants



Figure 4: Speakers in a group photograph with participants of the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian Area, Mukah

Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan

KAWASAN TELIAN, MUKAH

Disediakan oleh: Ahmad Faisal Mahdi, Agnes Kanyan, Siti Farah Lajim & Noor Emma Shamsuddin





Pada 21 – 22 Januari 2022 bertempat di Dewan Serbaguna Tellian Mukah, UiTM Cawangan Sarawak Kampus Mukah dengan kerjasama Pusat Khidmat Masyarakat N.57 Tellian telah menganjurkan Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan Kawasan Tellian, Mukah. Program ini dilaksanakan selama dua hari dengan memfokuskan pada kesedaran & kesediaan komuniti dengan objektif untuk meningkatkan pengetahuan dan kemahiran usahawan sebagai persediaan untuk menaik taraf perniagaan daripada penjaja kepada pemilikan tunggal.

Program pada hari pertama telah dirasmikan oleh Encik Royston Valentine, wakil rakyat DUN Tellian N.57, yang turut dihadiri agensi – agensi kerajaan seperti Pejabat Daerah Mukah, Majlis Daerah Dalat dan Mukah (MDDM), dan MARDI. Majlis juga turut disertai oleh ketua-ketua masyarakat, penyelaras projek dan para peserta yang terdiri daripada penduduk Kampung Tellian. Seramai 62 orang peserta telah dipilih untuk mengikuti program ini yang terdiri daripada penduduk kawasan Tellian. Selain itu, mereka juga amat digalakkan untuk meneruskan penyertaan dalam 5 program yang lain di mana program pembangunan komuniti ini akan berlangsung selama 2 tahun.

Lima orang penceramah jemputan dari kalangan pensyarah UiTM Cawangan Sarawak Kampus Mukah, wakil – wakil agensi kerajaan dan usahawan alumni UiTM telah terlibat menyempurnakan pengisian program. Hasil daripada bimbingan penceramah- penceramah yang berpengalaman ini, para peserta telah memperolehi pelbagai manfaat seperti pengetahuan berkenaan pendaftaran perniagaan, pendedahan tentang asas keusahawanan, pemasaran, operasi dan juga penggunaan aplikasi Gooino yang dibangunkan untuk kegunaan bersama setelah tamat keseluruhan program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan ini.

Figure 5: Coverage of the programme in the Inou Dengah Online Bulletin, Issue 1, 2022

Community Development through Ecotourism and Entrepreneurship Programme Tellian Area, Mukah

Prepared by: Hj. Ahmad Faisal Hj. Mahdi, Agnes Kanyan, Siti Farah Lajim, and Noor Emma Shamsuddin

On 21–22 January 2022, Universiti Teknologi MARA (UiTM), Sarawak Branch, Mukah Campus, in collaboration with the N.57 Tellian Community Service Centre, organised the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian area, Mukah. The two-day programme focused on strengthening community awareness and readiness. It aimed to enhance the participants' entrepreneurial knowledge and skills in preparation for upgrading their businesses from small-scale trading activities to formally registered sole proprietorships.

The programme was officially launched on its first day by Mr Royston Valentine, the State Legislative Assembly Member for N.57 Tellian. Representatives from several government agencies were also present, including the Mukah District Office, the Dalat and Mukah District Council (MDDM), and the Malaysian Agricultural Research and Development Institute (MARDI). The event was also attended by community leaders, project coordinators, and participants from Kampung Tellian. A total of 62 residents from the Tellian area were selected to participate in the programme. They were also strongly encouraged to continue their participation in five other programmes under the community development initiative, which would be implemented over a period of two years.

Five guest speakers contributed to the programme, comprising lecturers from UiTM Sarawak Branch, Mukah Campus, representatives of government agencies, and UiTM alumni entrepreneurs. Through the guidance provided by these experienced speakers, participants gained valuable knowledge and exposure in areas such as business registration, entrepreneurship fundamentals, marketing, business operations, and the use of the Gooino application. The application was developed for collective use following the completion of the overall Community Development through Ecotourism and Entrepreneurship Programme.
Excerpted from: https://ir.uitm.edu.my/id/eprint/118096/1/118096.pdf

English translation of the news excerpt can be found below.

Malaysian Journal of Social Sciences and Humanities (MJSSH) (e-ISSN : 2504-8562)
2024, Volume 9, Issue 10, e002955
DOI: https://doi.org/10.47405/mjssh.v9i10.2955

RESEARCH ARTICLE

Assessing Mukah Community's Readiness Participation in the Ecotourism Industry

Ahmad Faisal bin Mahdi[1*]

[1]Faculty of Business and Management, Universiti Teknologi MARA Sarawak, Kampus Mukah, 96400 Mukah, Sarawak, Malaysia.
Email: faisalmahdi@uitm.edu.my

CORRESPONDING AUTHOR (*):
Ahmad Faisal Mahdi
(faisalmahdi@uitm.edu.my)

KEYWORDS:
Ecotourism
Readiness
Rural community

CITATION:
Ahmad Faisal Mahdi. (2024). Assessing Mukah Community's Readiness Participation in the Ecotourism Industry. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 9(10), e002955. https://doi.org/10.47405/mjssh.v9i10.2955

ABSTRACT

Ecotourism is a distinct category within the broader tourism sector. Ecotourism is an excellent option for enhancing local socioeconomic circumstances and generating economic activity that positively impacts the national economy. The involvement of local communities, specifically rural youth communities, in ecotourism activities can offer employment prospects such as serving as nature guides, engaging in business ventures within the ecotourism industry, benefiting from the activities and products of ecotourism, and fostering social connections and local income growth. However, an essential determinant of the effectiveness of tourist development programs is the level of readiness within the community to engage in these ecotourism activities. The objective of this essay is to evaluate the preparedness of the local community in Mukah for the implementation of ecotourism activities. The study was carried out as part of the community program. A total of 62 respondents originated from the surrounding communities of Mukah, Sarawak. The findings indicated that most participants had neither attended nor received any kind of training in nature guiding. Although most respondents initially did not engage in ecotourism activities, a significant number of them showed a newfound interest in becoming nature guides and stated a readiness to pursue relevant courses in the future after enrolling in the program. It indicates that a significant proportion of young people participating in this program had the necessary readiness to engage in local ecotourism initiatives.

Contribution/Originality: This study contributes to the existing literature by offering a wider spectrum of community participation in the ecotourism industry. The study is one of the very few studies that have investigated the rural area acceptance of involvement in the ecotourism industry among native communities in Sarawak.

© 2024 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

Figure 6: Publication of the Study on the Community Awareness and Readiness Programme



ISBN 978-629-92881-0-7