

**THE INCLUSIVENESS OF CULTURE ECONOMY IN PROMOTING THE GROWTH OF
EAST COAST ECONOMIC REGION. CASE STUDY : KELANTAN MALAYSIA**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

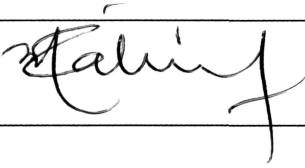
BY :

**ASSOC. PROF. DR. FATIMAH YUSOF
TUAN HJ FAIZUL HJ. ABDULLAH
PROF. DR. DASIMAH OMAR
ASSOC. PROF. DR. HAZLINA HAMDAN
EN. ISHAK CHE ABDULLAH**

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1. Letter of Report Submission

BORANG TAMAT PROJEK GERAN PENYELIDIKAN

BAHAGIAN A : MAKLUMAT KETUA PROJEK	
Nama	PROF MADYA DR FATIMAH BINTI YUSOF
Alamat Pusat Tanggung Jawab (PTJ)	Pusat Pengajian Perancangan Bandar dan Wilayah Fakulti Senibina, perancangan dan Ukur
Tajuk Projek:	The Inclusiveness of Culture in Promoting the Growth of East Coast Economic Region
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5. Report

5.1 Proposed Executive Summary

(Original proposal – 300 words) – 1 page only

The relevance of cultural activities in determining the innovation capacity of localities, and eventually their growth potential, has been a focus of interest for national policy makers. Strong correlation between cultural activities and economic growth is fundamental because it affects the creation of strategy for regional economic development. The direction of causality and the degree of simultaneity remain to a large extent to be determined empirically. Kelantan in particular is known as the cradle of Malay culture is famed with its unique cultural diversity. Encompasses of dikir barat, mak yong, wayang kulit and handicraft product such as songket, batik, silver and wood carving; its cultural product has increased steadily due to the demand in national and international trade. This has major implications not only for intellectual property rights and the wider question of cultural identity and ownership, thus secure returns on its cultural exports but also to retain its highly culture skill and indigenous talent. On the other hand, the policy and promotions of cultural regulation in Kelantan were minimal and developed years before the growth of the industries. As such these industries are ill equipped to meet present challenges. It is therefore, important to have a robust evidential base such as cultural mapping document that draws on statistical sources of cultural sector. There are also complex inter dependencies between the public and private spheres that go along beyond dualism, which in future will impact upon cultural policy aspiration. Frameworks that are limited to a dualism approach will soon become inadequate. Therefore, this study is aim to provide an empirical description of cultural activities with special reference to the cultural skills and local innovation capacity in Kelantan using variety of measures. The findings will shed light on the geography of skills, its distribution, the level that of innovation capacity, and the effects of cultural activities with the location of industries and other regional outcomes. The expected outcomes from the study will help urban and regional planners/ geographers indicate the importance of cultural economy in associated with diversity and quality of place.

5.2 Enhanced Executive Summary

The production of culture in economic and urban landscape has received much attention within geography realm. The contribution of culture such as art, food, craft, design, textile and fashion can be preserved as a source of inspiration to produce new innovative products, added value and competitive advantage of a region. On the other hand, cultural economic geography is also about how people and their culture interact with their environments, how goods, services and ideas move across space, enriching reputation and skills of the local. Thus, this paper intends to provide framework for a global understanding of cultural economic geography in the East Corridor Economic Region, particularly in Kelantan State, Malaysia. It will discuss the structure and discourses embedded in the ECER Development Plan in changing the cultural production and of cultural work; and, the 'culturalisation' of the economy. This paper will also review the culture landscape and performance of Kelantan's local communities across times and space, how they create skills, values and landscape for their complete places and lives, yielding place that provides economy. Finally, the paper will explore issues associated with the local cultural innovation; in particular, re-positioning of the cultural economy in relation to its production/consumption, and the economic /socio-cultural.