



FPHP HOT & TOUR BULLETIN



HIDDEN GEMS; MY HOMETOWN

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**Faculty of Hotel & Tourism
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Universiti Teknologi MARA
Cawangan Pulau Pinang
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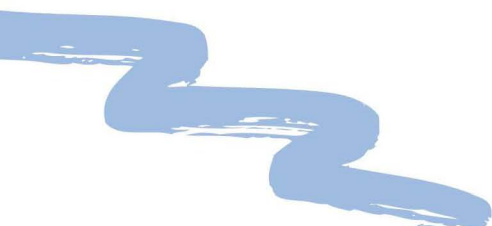
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FROM KAMPUNG ROOTS TO UNIVERSITY TOWN: THE UNIQUE GROWTH OF PERMATANG PAUH

by

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Johanna Adlin Ahmad, Irina Mohd Akhir & Rabiatur Adawiyah Ab Rahman



Before the establishment of UiTM in Permatang Pauh, the town was known for its strong local community and traditional Malay *kampung* (village) atmosphere. Permatang Pauh is situated in the Seberang Perai region of Penang, an area historically characterized by agricultural activities and village lifestyles, with many residents engaged in rice farming and small-scale businesses. The town's name, "Permatang Pauh," itself reflects its rural roots, with "permatang" referring to ridges or raised areas in rice fields, hinting at the area's agricultural past.

As urbanization gradually increased, Permatang Pauh maintained much of its traditional heritage, including its iconic *rumah kampung* architecture and communal village life. This strong community-oriented culture provided a foundation for harmonious development when UiTM's Permatang Pauh campus was established in 1996.

The university's presence has since contributed to the town's growth, creating an educational hub while allowing the local culture and heritage to thrive alongside modern advancements.

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With a broad range of programs and a diverse student body, UiTM not only enriches the local academic environment but also stimulates economic growth in the area. The influx of students and faculty supports local businesses and services, from housing and transportation to dining and retail. This has led to an expansion of facilities and infrastructure, as the community adapts to meet the needs of its growing university population.

The presence of UiTM also brings cultural and educational events to Permatang Pauh, further integrating the university into the fabric of town life and providing opportunities for local residents to engage with the academic community. As a university town, it hosts multiple educational institutions, drawing students and educators from diverse backgrounds, fueling local businesses, and enhancing the town's economic prosperity. This student-driven economy boosts sales for local shops, eateries, and services, creating a thriving marketplace that directly benefits the town's residents.



Despite this growth, Permatang Pauh proudly retains its *kampung* (village) heritage. Traditional *rumah kampung* (village houses) are a hallmark here, with their timeless raised wooden structures standing alongside modern developments. The presence of these traditional homes, surrounded by greenery, reminds residents and visitors alike of the town's historical roots while enhancing the unique ambiance of this modern yet culturally rooted area.

During the rainy season, the *kampung* spirit comes alive by the riverbanks, as families gather to fish a cherished tradition enjoyed by all ages. This scene, where both young kids and lifelong residents come together, symbolizes Permatang Pauh's unique balance: a town thriving in development yet deeply anchored in tradition. Through its continued cultural preservation, vibrant community life, and robust economy, Permatang Pauh offers a beautiful example of how progress and heritage may live together in harmony.



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