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PIONEERING EDUCATIONAL PERSPECTIVES

Series 2025

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Preface

Pioneering Educational Perspectives: Series 2025 is a collection of thought-provoking insights and research contributions exploring contemporary educational trends and practices. This eBook presents a diverse range of perspectives on innovative teaching methodologies, digital learning strategies, and transformative approaches in education. Designed to serve as a resource for educators, researchers, and practitioners, it aims to inspire meaningful discussions and advancements in the field. Through carefully curated chapters, this publication offers fresh ideas and practical solutions to enhance learning experiences in an ever-evolving educational landscape.

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EAT SABAH AUTHENTIC

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ABSTRACT
Sabah's rich culinary heritage, rooted in diverse cultures, is at risk of fading as traditional dishes remain underappreciated by both younger generations and tourists. EatSabahAuthentic aims to address this issue by creating an online platform that promotes and preserves lesser-known Sabahan cuisine. The platform seeks to raise awareness about these dishes' cultural and nutritional value while supporting local food vendors by increasing demand. What sets EatSabahAuthentic apart is its focus on underrepresented Sabahan dishes and its use of an interactive map, guiding users to food hubs offering authentic culinary experiences. Additionally, the platform highlights the health benefits of traditional foods, promoting them as healthy dietary choices. By preserving Sabahan culinary heritage, enhancing tourism, and promoting healthy eating habits, EatSabahAuthentic benefits both society and local food producers. The platform also has commercialization potential through partnerships with local businesses, targeted advertising, and curated food tours. With the potential to scale beyond Sabah, EatSabahAuthentic offers a global audience the chance to explore authentic culinary experiences, contributing to both cultural preservation and economic growth.

KEYWORDS: Sabahan cuisine; Culinary heritage; Traditional foods; Local food vendors; Cultural preservation

PROBLEM AND OBJECTIVE
The affluent culinary legacy of Sabah, grounded in its varied cultural traditions, is at risk of being eclipsed and ignored, especially by the younger population and visitors. This problem arises from insufficient awareness and enjoyment of indigenous Sabahan cuisine, jeopardizing the preservation of cultural legacy and economic prospects for local food producers. Ramli (2023) elucidates the interaction of cultural legacy, individual health beliefs, and social factors, hence enhancing the comprehension of dietary selections within ethnic communities. The declining awareness and appreciation for traditional Sabahan cuisine presents a substantial risk to the preservation of cultural heritage and the economic prospects for local food producers (Razali et al., 2021). Ariffin asserts that cultural legacy can function as a novel economic form of social capital, producing revenue via tourism and local food markets (Ariffin, 2023). To address this problem, EatSabahAuthentic is developed as an online platform with the following objectives:

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1. To preserve Sabahan culinary heritage by documenting and promoting traditional dishes.
2. To enhance awareness of the cultural and nutritional value of these dishes among locals and tourists.
3. To support local food vendors by increasing demand for and visibility of these authentic foods.

DESIGN DESCRIPTION

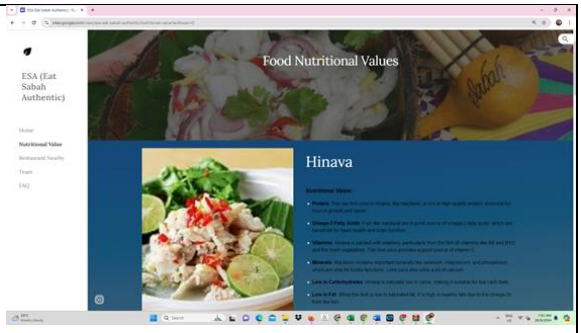
EatSabahAuthentic is an interactive digital platform designed to bridge the gap between traditional Sabahan cuisine and modern users. The platform features a comprehensive database of lesser-known Sabahan dishes, educational content on their cultural and health benefits, and an interactive map to guide users to food hubs and vendors. This integration allows users to discover and experience authentic dishes, learn about their origins, and explore their nutritional advantages. By providing detailed information and direct access to local vendors, EatSabahAuthentic fosters a deeper connection between users and Sabahan culinary traditions.

VISUALS

The idea of collecting and gathering all varieties of Sabah Authentic food has been transformed into a website (https://sites.google.com/view/esa-eat-sabah-authentic/home). This website stores all of Sabah's authentic delicacies and serves as a directory and information hub for visitors. Furthermore, this website has highlighted the nutritional value of each cuisine, which can assist users understand the health benefits and promote appropriate eating choices. The website also includes a list of food outlets to make it easier for users to find and try authentic food.

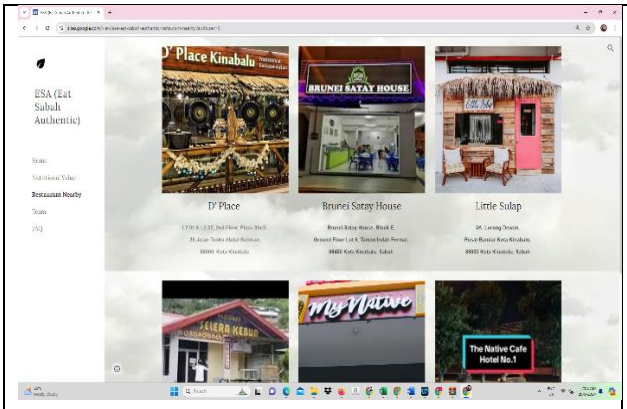


A page in the website showcasing all varieties of Sabah traditional cuisine.



The page displaying each cuisine with the nutritional values.

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Listing of establishments that offer native Sabah cuisine in the website.	MyIPO registration (ESA) Eat Sabah Authentic

NOVELTY AND UNIQUENESS

The novelty of EatSabahAuthentic lies in its dual approach of preserving cultural heritage and promoting healthy eating through a digital platform. Unlike existing solutions that focus solely on popular or mainstream cuisines, this platform highlights underrepresented Sabahan dishes, combining cultural education with practical guidance. The interactive map feature differentiates it from other culinary platforms by offering a unique, location-based discovery experience. This approach not only educates users about traditional foods but also directly supports local vendors, enhancing the overall culinary landscape of Sabah.

BENEFITS TO MANKIND

EatSabahAuthentic preserves Sabahan culinary heritage, supports local food vendors, and promotes healthy eating habits. By raising awareness and appreciation for traditional dishes, the platform helps safeguard cultural traditions and provides economic benefits to local producers. Additionally, the emphasis on nutritional value encourages healthier dietary choices, contributing to improved quality of life.

COMMERCIAL POTENTIAL

EatSabahAuthentic has significant market potential by leveraging partnerships with local businesses and offering targeted advertising opportunities. The platform's scalability extends beyond Sabah, appealing to a global audience interested in authentic culinary experiences. This commercial strategy includes curated food tours and digital marketing, creating a robust business model that supports cultural preservation while driving economic growth.

CONCLUSION

EatSabahAuthentic represents an innovative solution to preserving and promoting Sabahan culinary heritage through a digital platform. Its unique combination of cultural education, interactive mapping, and focus on underrepresented dishes offers significant benefits to both local vendors and users. Future directions for the platform include expanding its reach to other regions and enhancing its features to further support and celebrate traditional cuisines.

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