

DESIGN THINKING FOR RESPONSIBLE TOURISM

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PREPARED BY



ORGANISED BY



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Group Presentation



INTRODUCTION

Design Thinking is an approach to problem - solving that places issues, and how they are framed and experienced, at the centre of concern. It can empower tourism by helping to diagnose the problem, fully appreciate its complexity, understand the causes and consequences from different angles and perspectives, and build empathy with different stakeholders, which can include consideration of nonhuman interests, like Nature, i.e. wildlife, forests, rivers, ecosystems, and so on. It allows for collaborative and interdisciplinary engagement, where challenges are reframed so that innovative solutions might be uncovered, and collaborative, shared solutions built.

This Design Thinking for Responsible Tourism Program will teach participants how to apply the tools, knowledge and methodology of Design Thinking to identify, define and resolve challenges and issues affecting the organization with regard to promoting and propagating Responsible Tourism.

INTRODUCTION

The goal is to develop confident and creative design thinkers to:

- Embrace an experimental attitude to iteratively discover what is useful, feasible and viable to address problems with a user-centric mindset; and
- Help build a culture that promotes, accelerates, and sustains innovation to create and uncover opportunities that can benefit the organization.

The training course comprised the following three parts:

- Two half-day online face-to-face sessions to impart knowledge and understanding via lecture and case studies; and
- One-week practical group project, in which the participants were required to identify a prevailing issue or challenge related to their organization. The participants were supported through online feedback and guidance for their group projects.

DTTG KUCHING



DEBO GROUP



ANCIENT
GUNUNG NGELI

MERANDO



RESTOUR



DTTG KUCHING

DEBO



Group Members

Monalissa Mariah
Brain

Jasper anak
Robin

Mohd Syafiie Bin
Haji Ahmad

Jiferiyo anak
Kitok

Current Problem

Local Community Tourism Awareness and Involvement

Capability

Lack of resources for Start-Up

Creativity

Ideas and strategy for boosting economy, tourism and culture

Knowledge

Information and skills

Teamwork

Local Community effort



How Might We Help Lundu Community to have greater awareness and support for different aspects tourism industry?



_____ to
(target User)

_____ ?
(insights from your "Say / Do / Think / Feel" chart)

Objective

To improve / increase / expose Lundu community's income and skills in the tourism industry

DESIGN THINKING APPROACH

Empathize

Lundu Community Summary of:

- Knowledge
- Resources
- Creativity
- Teamwork

Define

Summary of considerations:

- Tourism development
- Community involvement
- Promoting their unique culture and heritage
- Facilities improvement

Ideate

Prototype

Test

- Identify potential village and providing assistance and advice
- Summary of requirements:
 - Courses / Trainings
 - Providing Facilities / Inputs / Schemes / Equipment
 - Festivals / Events

What is the Proposed Solution?

Government and non government agencies involvement

1. RANDAU with Community / Walkabout



What is the Proposed Solution?

Government and non government agencies involvement

2. Meetings and make a collaborative effort with relevant government agencies / non-governmental agencies for proposed needs.

- Resident Offices
- District Offices
- Local Councils (Majlis Daerah Lundu)
- Ministry of Tourism, Creative Industry, and Performing Arts Sarawak
- Ministry of Youth, Sports and Entrepreneur Development Sarawak
- Sarawak Tourism Board
- Sarawak Forestry Corporation
- Centre of Technical Excellence Sarawak (CENTEXS)
- Sarawak Economic Development Corporation (SEDC)
- Sarawak Craft Council



What is the Proposed Solution?

Provide Courses / Trainings / Schemes



What is the Proposed Solution?

3. Create a Monitoring Unit from each agencies to make sure that the objectives of the project is achieved. Monitor Progress (Annually) – by requiring owner to provide monthly income and production.



What is the Proposed Solution?

4. Gather inputs / feedback through interview & questionnaires (face-to-face, google form, emails, telephone calls)

- To justify whether the objective is achieved
- Participants / Pengusaha
- Tourism



What are the expected Benefits & Outcome?

- Increase sources of income for Lundu community
- Introduce diversity of Ethnics and Culture groups of different races in Lundu such as Malays, Iban, Chinese, Bidayuh Jagoi, Rara and also Salako's
- Improve skills and knowledge of the communities
- Communities will be interested to joint ventures in promoting their products, places and cultures to welcome people or tourists

What Resources are required & Support Needed to adopt/implement solution?

1. Courses / Training (Advertising / Marketing, Packaging / Branding / Handicrafts / Hospitality Management / Business Management, etc)
2. Government and Non-governmental agencies involvement / collaboration for collective information (Promoting, Guiding, Monitoring, Planning, etc)
3. Scheme / Equipment / Facilities Aids



DTTG KUCHING

ANCIENT GUNUNG NGELI

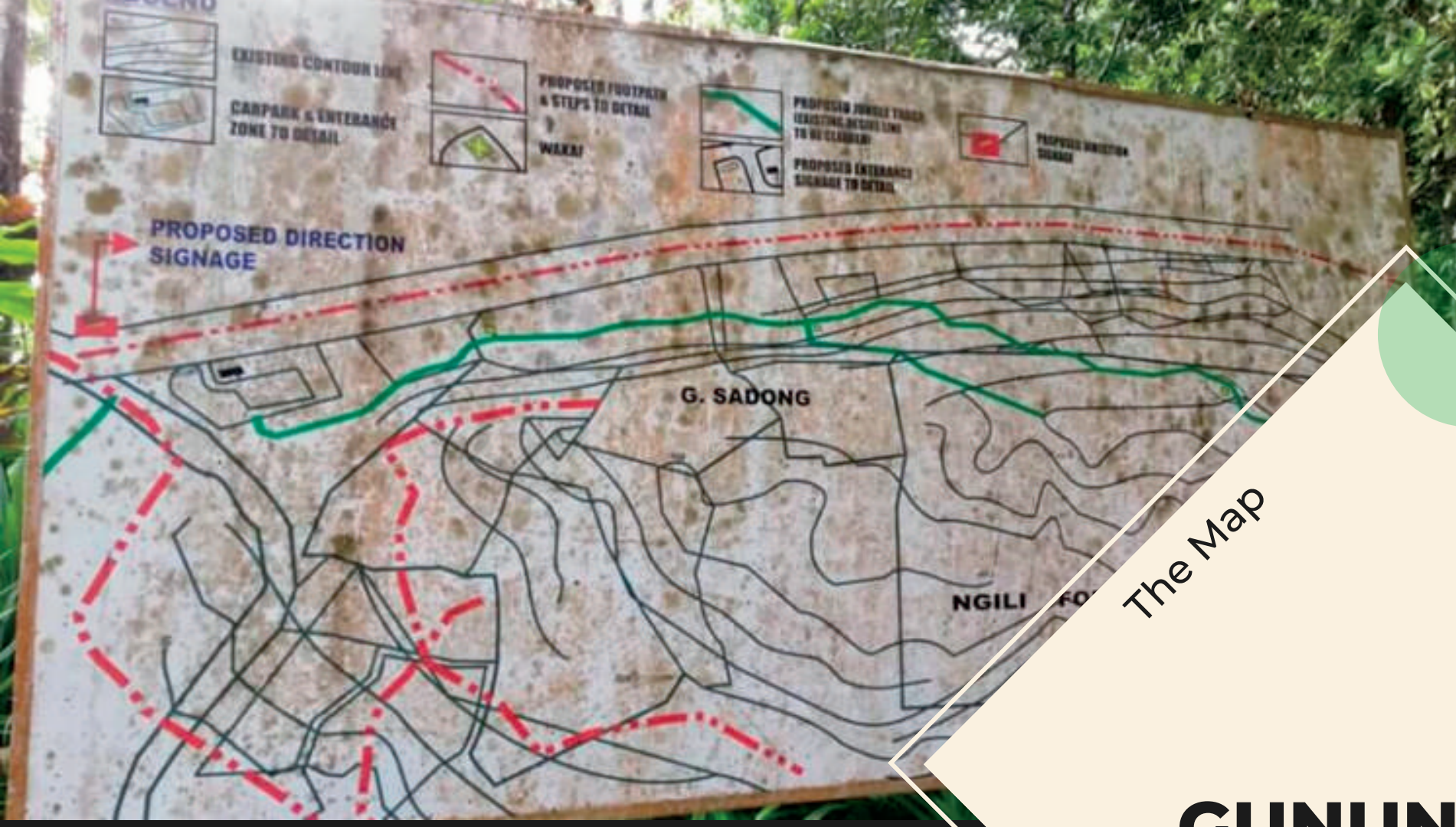
MOHD. RIZAL BIN ZAKARIA

MALISA BINTI BASMAWI

JANFYTRIA BINTI ABU BAKAR

GUNUNG NGELI SIMUNJAN

- ✓ Height : 340 metres above sea level.
- ✓ Access : 1 and a half hour drive from Kuching
- ✓ Hiking-wise : Average hike (around 45 mins to 1 hour to reach to the top (puncak peninjau) via slippery trail. Trail going down is through some private land
- ✓ Uniqueness : Historical value (remains from coal mining era of the British & the Japanese – called Lubang 8)
- ✓ Notably mentioned by Mr. Alfred Russell Wallace, a British traveler cum naturalist in his book, The Malay Archipelago when he visited Gunung Ngeli in 1856.
- ✓ Rich in its flora and fauna (lots of rare herbs and plants are found here.
- ✓ Good spot for extreme sports such as motorcross.



The Map

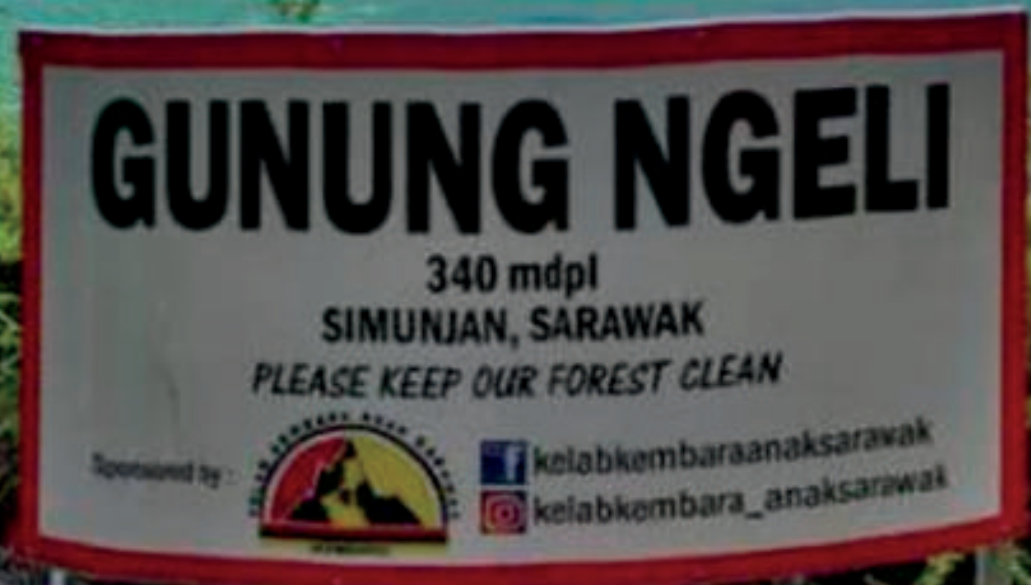
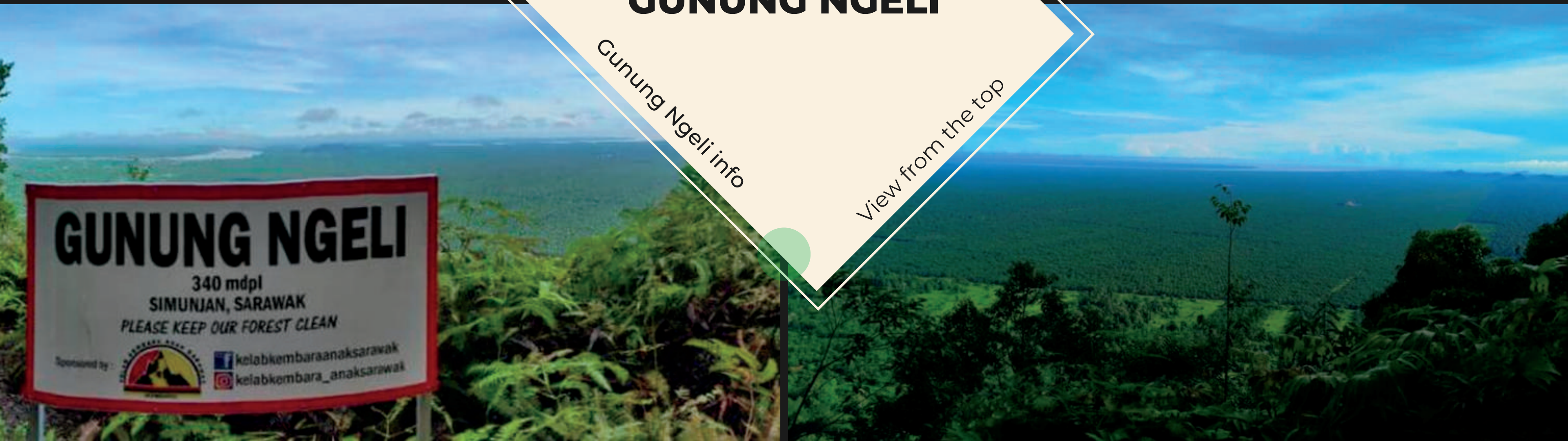


Entrance

GUNUNG NGELI

Gunung Ngeli info

View from the top



WHAT IS THE CURRENT PROBLEM?

Lack of information for end user (tourists / students / hikers)

Lack of active engagement from various stakeholders

Lack of understanding and expectations from potential visitors as to match their interest and address their concerns

Lack of marketing initiative

Lack community readiness

Poor accommodation and basic necessities

HMW Question

How Might We help / encourage / **SUPPORT**
(circle one!)

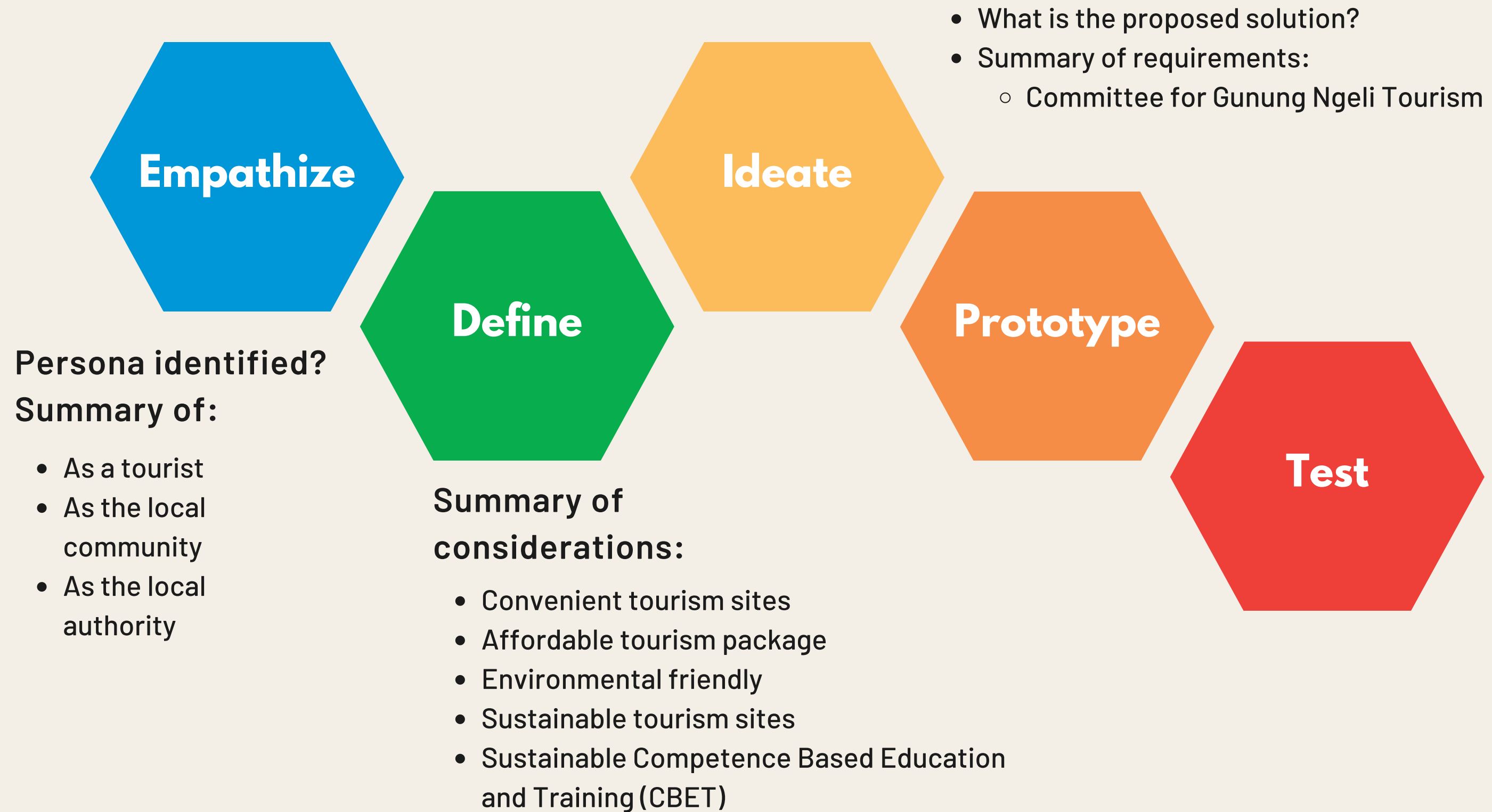


Gunung Ngeli community to
(target user)

manage the Gunung Ngeli tourism site ?

(insights from your "Say / Do / Think / Feel" chart)

DESIGN THINKING APPROACH



WHAT IS THE PROPOSED SOLUTION?



What are the expected Benefits & Outcome?

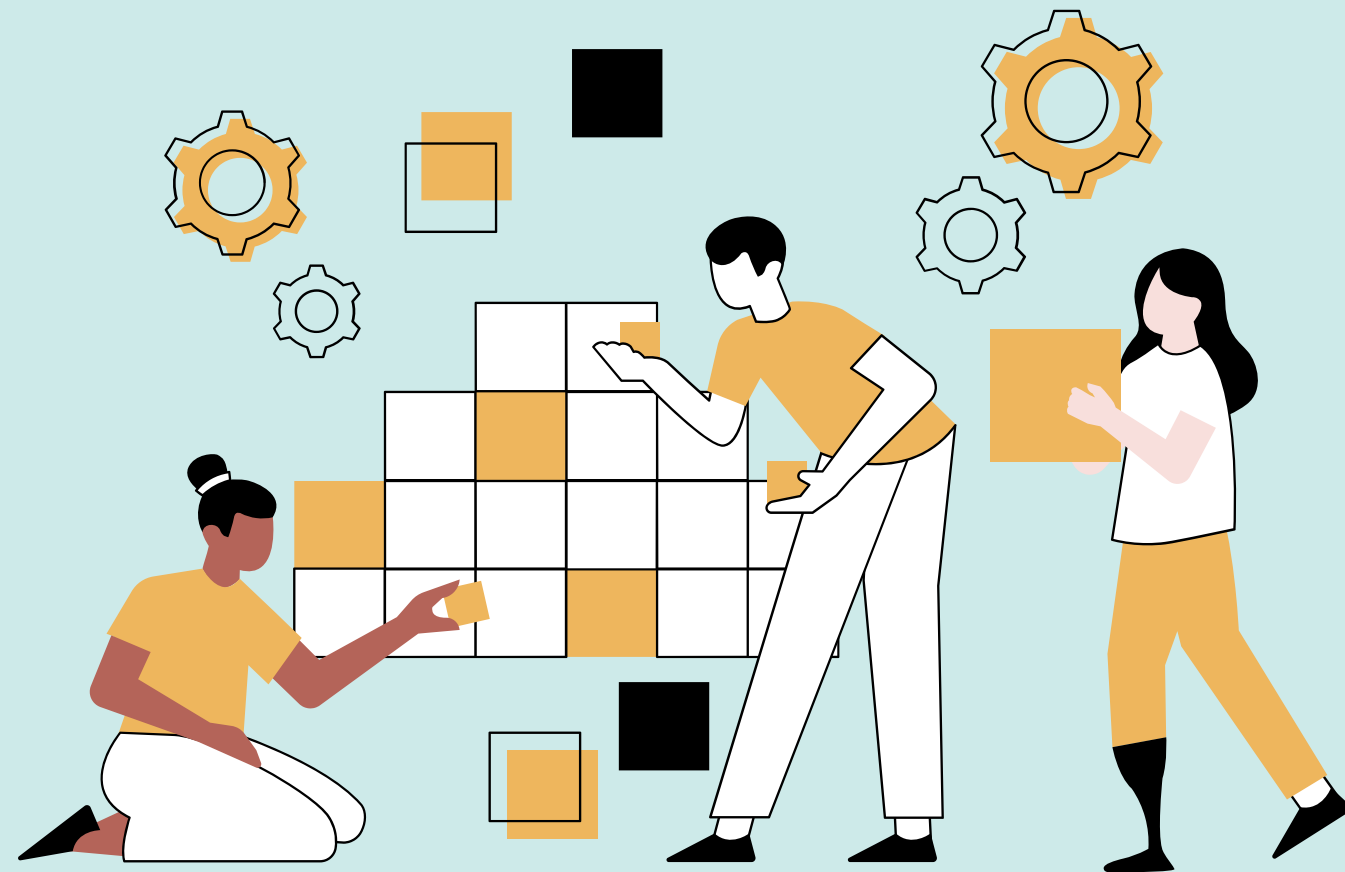


**What Resources are
required & Support
Needed to
adopt/implement
solution?**



Design Thinking for Responsible Tourism

Merando



DTTG KUCHING

Rais bin Ahmat


Louis Andria anak Barieng

Mohammad Hadi bin Bolhen

Chua Wey Lin

Hasanah binti Bujang

Khairunisa binti Taher



What is the Current Problem?

Communities lack of awareness and interest in the Tourism Sector



HMW QUESTION

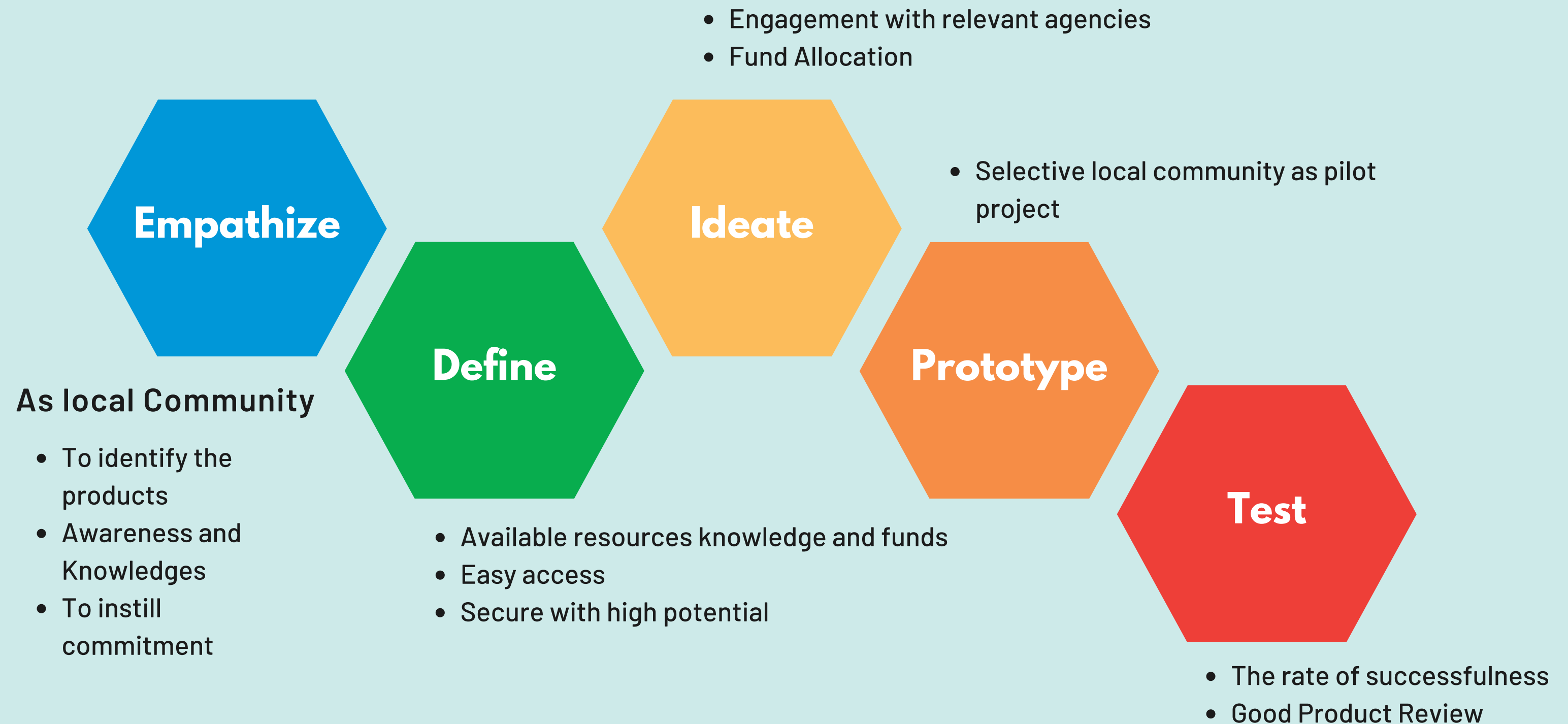
How Might We ~~help / encourage~~ / support

(circle one!)



The local community to acquire relevant knowledge and expertise to develop and market their products and services for the tourism industry?

Design Thinking Approach



What is the Proposed Solutions?

Engagement with local
community

Selecting Tourism
Product

Training and fund
allocation

Marketing of tourism
product

Evaluations

What are the expected Benefits & Outcome?

To have a potential
tourism product

Generate income
for the community

Empowering the
community to be
independent

What Resources are required & Support Needed to adopt/implement solution?

Information and training from relevant agencies

Funding from relevant agencies

Strong support and commitment from the community



DTTG KUCHING




RESTOUR

Rafidah Bt Ahmad Shafiee

Jusfariza Bt Fandy

Angela Anak Thomas



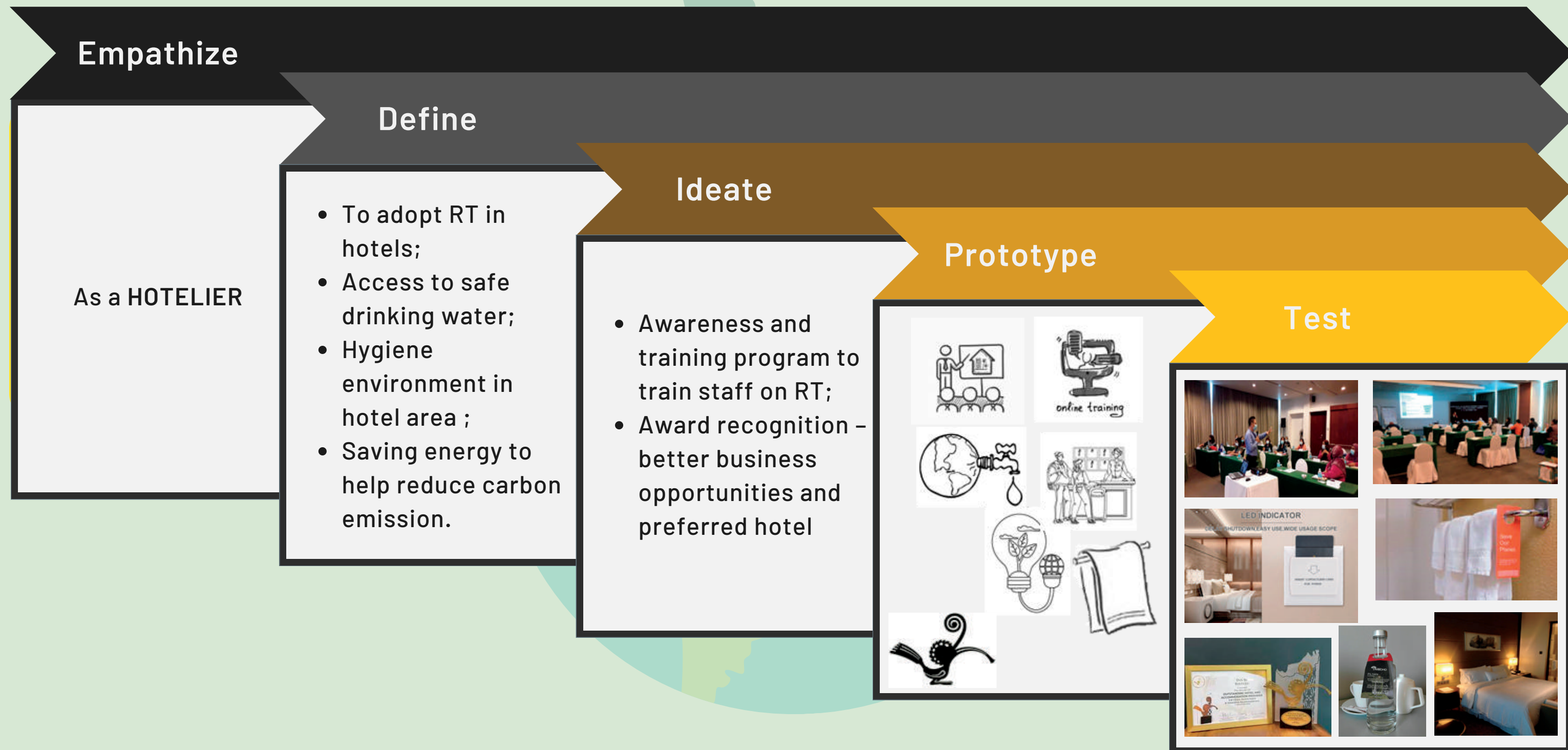
**What is the
Current
Problem?**

How to promote
greater awareness and
adoption of RT among
hoteliers in Sarawak
where it will make
good business sense
for them

HMW Q?



DESIGN THINKING APPROACH



DESIGN THINKING APPROACH

- To design customized training programs to train staff on RT and share insights and examples on how they can be adopted and implemented

Collaborate with Business Associations in Sarawak



- To recognize those hoteliers who have successfully implemented RT-related practices. The publicity will do good for those who have done well, where they can expect better recognition and business opportunities.

Establish annual national awards



- Hoteliers who may have innovative ideas to transform and adopt RT in their business
- The funding can be open to all and ideas are evaluated and supported based on merit by a panel. Those successful projects can be used to share good practices to others so as to inspire and encourage them to change.
- Eg: . implementing water quality monitoring sensors, conversion to alternative energy such as implementation of solar panels, contactless taps and flushing systems, especially in this COVID situation to reduce transmission, etc

Provide Funding/ support



WHAT ARE THE EXPECTED BENEFITS & OUTCOME?



- Improvement in health due to reduction in water borne diseases.



- Reduction in pollution, saving the environment & tackling climate change.



- Improve the image and reputation of Sarawak as a preferred tourist destination.




- Enable hoteliers to better differentiate themselves by maintaining high standard and quality of service for the benefit of tourists and the hotel workers, who would prefer to visit and work there respectively.



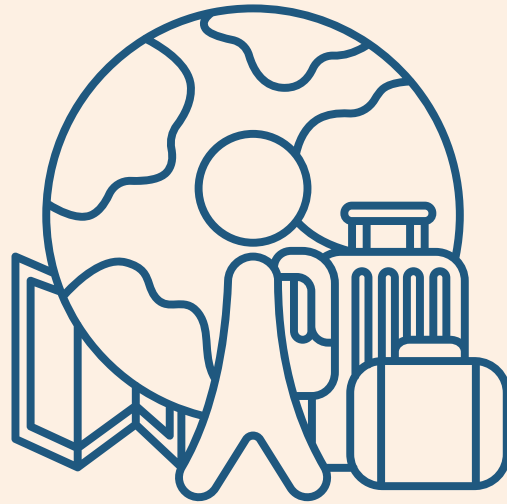
- Avoid unnecessary penalties and bad publicity due to breaches in public health and safety.

RESOURCES & SUPPORT REQUIRED TO ADOPT/IMPLEMENT SOLUTION

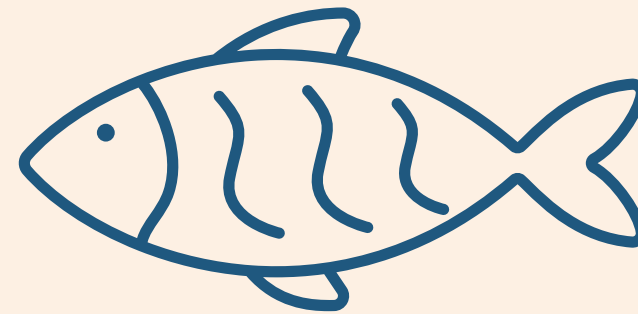


<p>Develop staff knowledge and skills</p>	<ul style="list-style-type: none">• It is important to develop staff who are knowledgeable in RT so they can help propose new ideas to change existing or introduce new processes and services accordingly
<p>Support / Funding</p>	<ul style="list-style-type: none">• Support given to those who would like to transform their hotel to RT concepts• Eg: Funding, expert advice, training
<p>Collaborate with Government agencies and NGOs</p>	<ul style="list-style-type: none">• Support from gov bodies / agencies.• E.g: MOTAC / STB / MTCP / LC/MLGH• To collaborate with MAH / MyBHA

DTTG SIBU



**JULAU TOURISM
CREW**



IKAN LAJUNG



KAMPUA SPESIAL

DTTG SIBU

JULAU PHILANTHROPY'S TRAIL

Khalid bin Andong

Muhammad Muqaddim bin Samsuddin

Philomina Anak Kudang

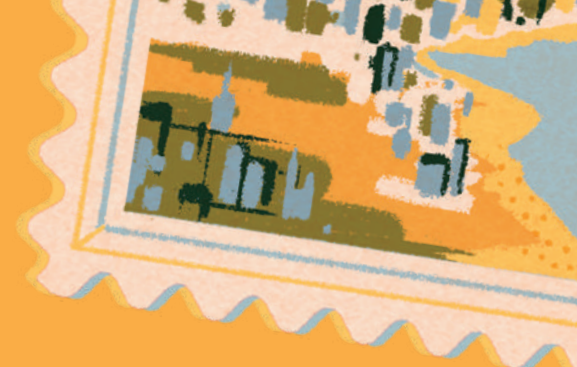
Tagline: Come and be part of Julau VIP!



What is the current problem

- Julau is a remote/rural district that still has its preserved/undisturbed nature.
- The infrastucture is very basic and minimal
- There are plenty beautiful places that aren't connected by road and separated from outside world. For example, Lanjak Entimau which can only be reach by river transport (Perahu Panjang). There are many natural waterfalls and beautiful sceneries not accessible yet due to lack of infrastructure (road).
- The farmers are unable to bring out their products such as Durians, other fruits to the market at Pekan Julau.
- Public Health Services / Delivery are still done using Flying Doctor Services to reach these remote places.

I know, but you're so
long ago. I had to watch
it so
But it looks so
quite a scene



Focus

- Due to the problem above, we need to supply basic infrastructure to this area in addition to the government projects in Julau.
- These will expedite the development and social economic impact in Julau.
- These projects will be the catalyst for other development sectors
- At the same time, to encourage philanthropist to collaborate, participate or contribute in the development of Julau district. We will provide remembrance or statue which will honor their contributions that can be proud of.
- Instead of waiting for government funded projects, we will use this new approach to complement the development that the local residents need.
- This will encourage the bloom of small businesses such as homestay provider, transportation (river and land), creation of tourist center (guide), handicraft manufacturing, jungle products (herbs/foods-local cuisines), gardening
- Development of cultural understanding through giving training or briefing to the tourist about the local heritage with minimal charge.

Potential Benefits

01

Connectivity problems between remote areas can be reduced. Thus, it will boost the local economy

02

Provide better facilities not only for tourist but for the local as well

03

Provide clean, healthy and scenic environment (Green Project) with proper sanitation and better living conditions.

04

This project will ensure minimal effects towards the environment.

Stages of Project



HMW Question

How Might we help / encourage / support
(circle one!)




Local Community

(target user)

- To improve the infrastructure for local residents that are suitable for tourism in our district
- To support local businesses and create employment, especially for rural youth

Prototype

- 
1. Road Linkage
 2. Jetty towards the river
 3. Safe Camping Site
 4. Public Toilets
 5. Jungle Trekking's trails
 6. River Beautifying and Cleaning
 7. Landmarks which honor the contributors
 8. Seasonal Tourism (Durian and Fruit Farm)
 9. In land Angler's Dream Spot
 10. Offroad Driving Trip
 11. Julau Philantrophy's Map (suggestions)

What is the Proposed Solution?

1

To do joint venture with contributor, by helping them conduct / construct the project of the infrastructure. The contributor can come and assess the project together during the pre-construction / mid-construction / post - construction. They will be given the opportunity to inaugurate the infrastructure with the local VIP once it's finished.

Sarawak Tourism Board can help match Julau District Office with philanthropies or company with CSR. The District office will brief potential philanthropies or contributor about the projects and cost.

2

3

The District office accept any amount of contribution but will give opportunity to contributor to inaugurate the projects.





What are the expected Benefits & Outcome

- **Connectivity problems between remote areas can be reduced. Thus, it will boost the local economy**
- **Provide better facilities not only for tourists but for the local as well**
- **Provide clean, healthy and scenic environment (Green Project) with proper sanitation and better living conditions.**
- **This project will ensure minimal effects towards the environment.**
- **It will help in spiritual satisfaction of the contributor. Other's happiness, is your happiness!**



What resources are required & support needed to adopt / implement solution?

1

Sarawak Tourism Board can help Julau District Office to match with potential CSR company and other philanthropist who are willing to participate and contribute to the development of Julau

2

Sarawak Tourism Board can help Julau District Office to match with potential company to promote Julau District and must benefit the people of Julau most

***Come and be
part of Julau
VIP!***

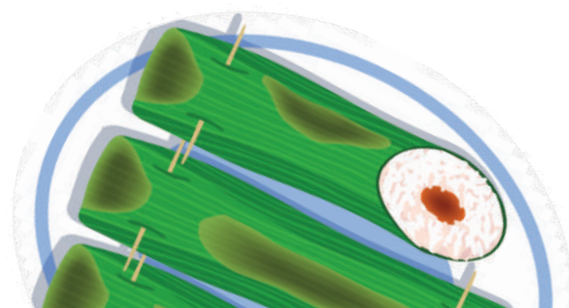
Tagline proposed

DTTG SIBU



Kampua Spesial

*Alison binti Buda
Kok Swee Seng
McCrea Joseph*



What is the Current Problem?

The purpose of the project is to improve packaging for Pulut Panggang and Kompia in Sibu which can be used by food vendors to improve the food quality, preservation, practicality and branding



Kompia & Pulut Panggang

Kompia and Pulut Panggang are perishable food, usually consumed after returning home and is durably packed.

Food is closely tied to culture and a lot of specialties are difficult or impossible to find elsewhere

Foods are usually a major or secondary attraction for tourist and they help to improve tourists' satisfaction

What is the Current Problem?

Tourists' experience with food souvenirs is not only valuable those in the souvenir trade, but also important for local tourist agencies to have satisfied tourists and develop local competitive advantage

Taste, quality, practicality, price and design of packaging are factors that influence the food souvenir buying among tourist

Packaging does not only function as wrapping / grouping products, but it also facilitate transporting of products by protecting the integrity of the product contained.

Packaging has to be easy to carry, light, less spacious and aesthetically attractive



HMW Question

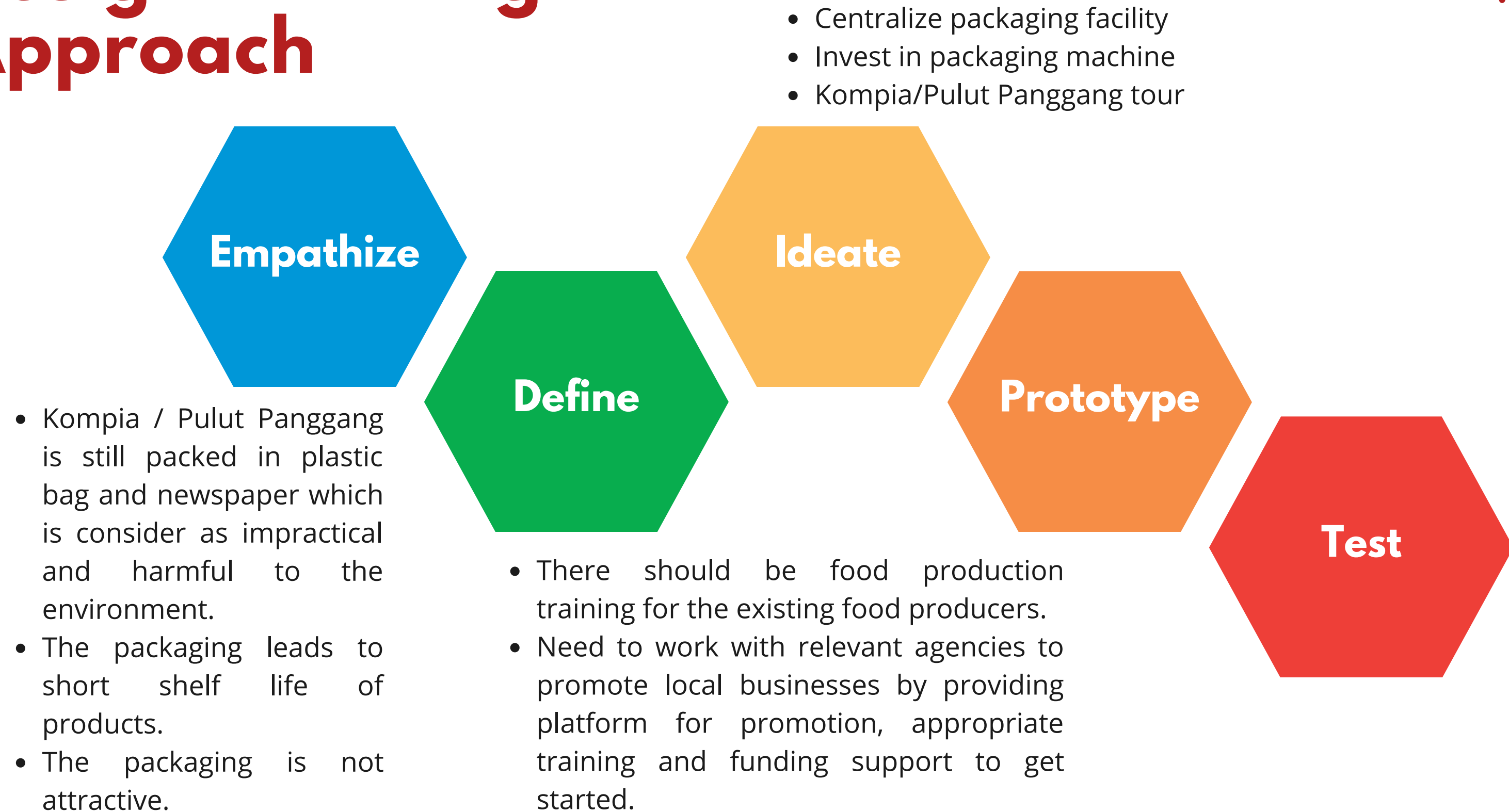
How Might We help / encourage / **Support**
(circle one!)



the local businesses and people to
(target user)

better promote and market the authentic foods of Sibu ?
(insights from your "Say / Do / Think / Feel" chart)

Design Thinking Approach



Proposed Solutions

RESEARCH AND DEVELOPMENT (R&D) OF PRODUCTS

- Collaboration with University of Technology Sarawak for product development
- Collaboration with Ministry of International Trade, Industry and Investment (MINTRED) / Sarawak Tourism Board for platform of product promotion
- Create centralized packaging

What are the expected Benefits & Outcome?



What Resources are required & Support Needed to adopt/implement solution?

Political Leader

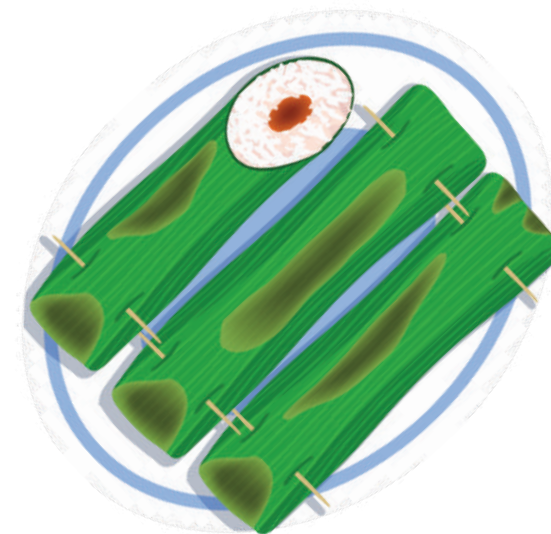
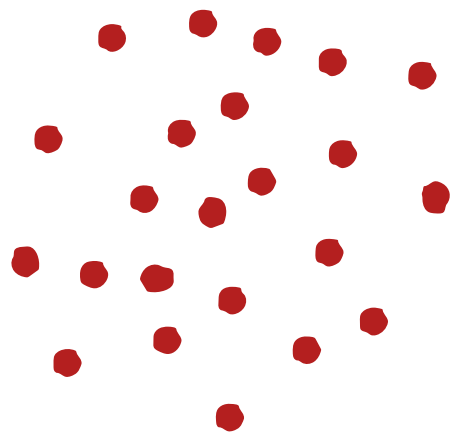
- Connect with local businesses and can influence/persuade the food producers to grow in their businesses
- To provide platform for marketing and promotion

Financial Resources

- Research Grant/Product Development Grant from
- Ministry of Tourism, Creative Industry & Performing Arts Sarawak
- Ministry of International Trade, Industry and Investment (MINTRED)
- Sarawak Tourism Board

Human Resources

- Expertise from agencies and academia for research and development of products
- Expertise in marketing and promotion of product



IKAN LAJUNG

Teng Ming Min
Sylvia Lau
Anyie Awing
Casseylia Benet





What is the Current Problem?

The purpose of the project is to enhance accessibility to local tourist spots by leveraging essential information of tourism places and enhance reputation of local tourism players and strengthen cooperation with various agencies.



HWM Question

How Might We help / encourage / **SUPPORT**

(circle one!)



the local businesses and people

to

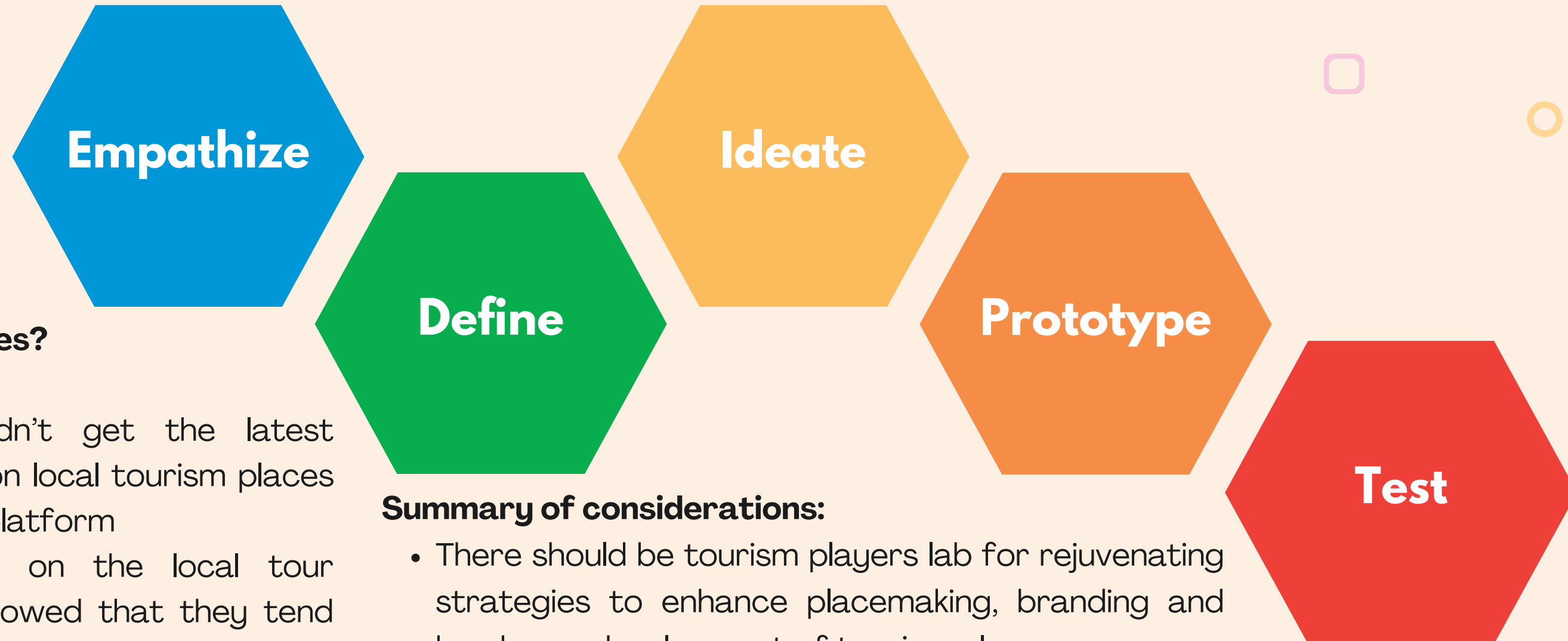
(target user)

better promote accessibility to tourism places of Sibu?

?

(insights from your "Say / Do / Think / Feel" chart)

Design Thinking Approach



- Incentive for inbound businesses
- Localise B to B within Sarawak tour operators
- Incentive for licensed guides to promote local tourism

Persona identifies?

Summary of:

- Tourist couldn't get the latest information on local tourism places on the right platform
- Observations on the local tour operators showed that they tend to promote outbound tour packages.
- Local public transportation providers didn't include accessibility to tourism places.

Summary of considerations:

- There should be tourism players lab for rejuvenating strategies to enhance placemaking, branding and hardware development of tourism places.
- Need to work with relevant agencies to promote local businesses (tour) by providing platform for promotion, appropriate training and funding support to get started.

What is the Proposed Solution?



**Research and Development (R&D)
of Products**

- Collaboration with **SARAWAK TOURIST GUIDES ASSOCIATION** for tourism packages development
- Collaboration with Ministry of Transport, Sarawak / Ministry of International Trade, Industry and Investment Sarawak / Sarawak Tourism Board for platform of product promotion

What are the expected Benefits & Outcome?

For tourists to easily move around to tourism places

Upgrade transport system and directional signs

Uphold professionalism of licensed local tour guides

Enhance uniqueness of Tourism Places by Rebranding

What Resources are required & Support Needed to adopt/implement solution?

Political Leader

- Connect with local businesses and influence/persuade the tour operators to grow in their businesses
- To provide platform for marketing and promotion

Financial Resources

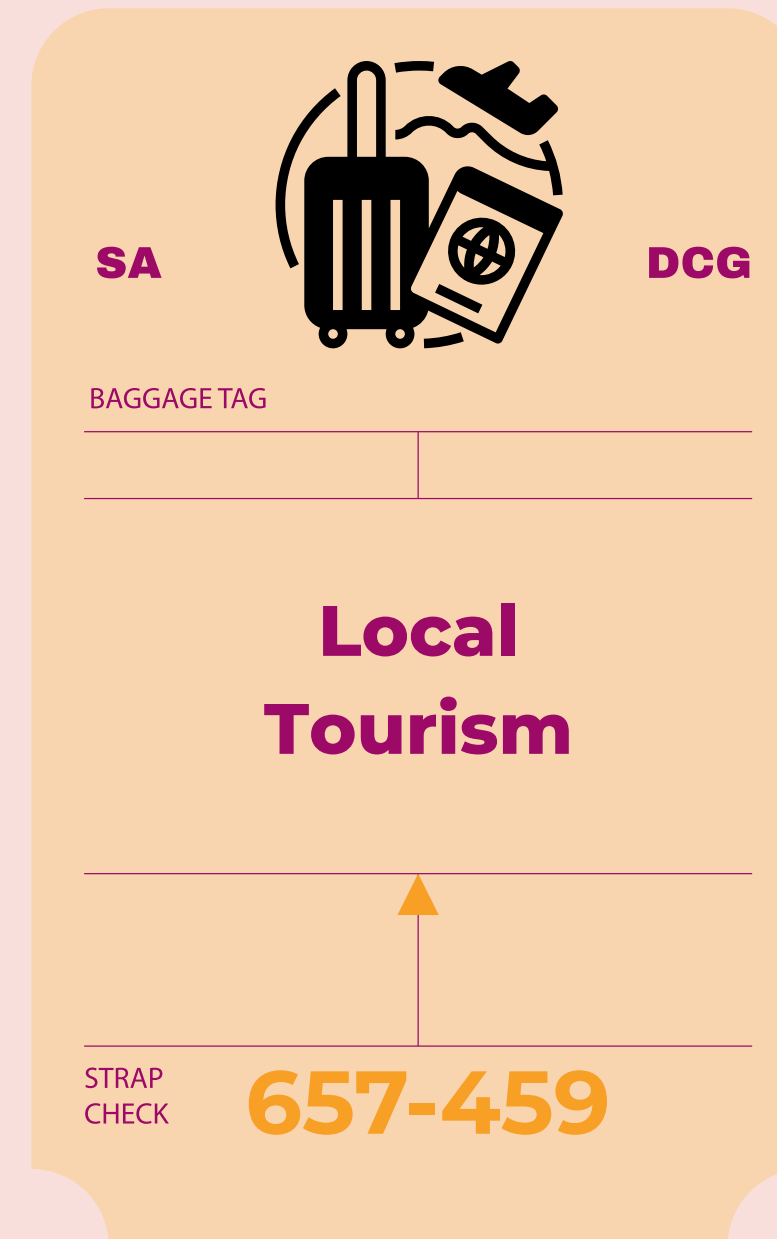
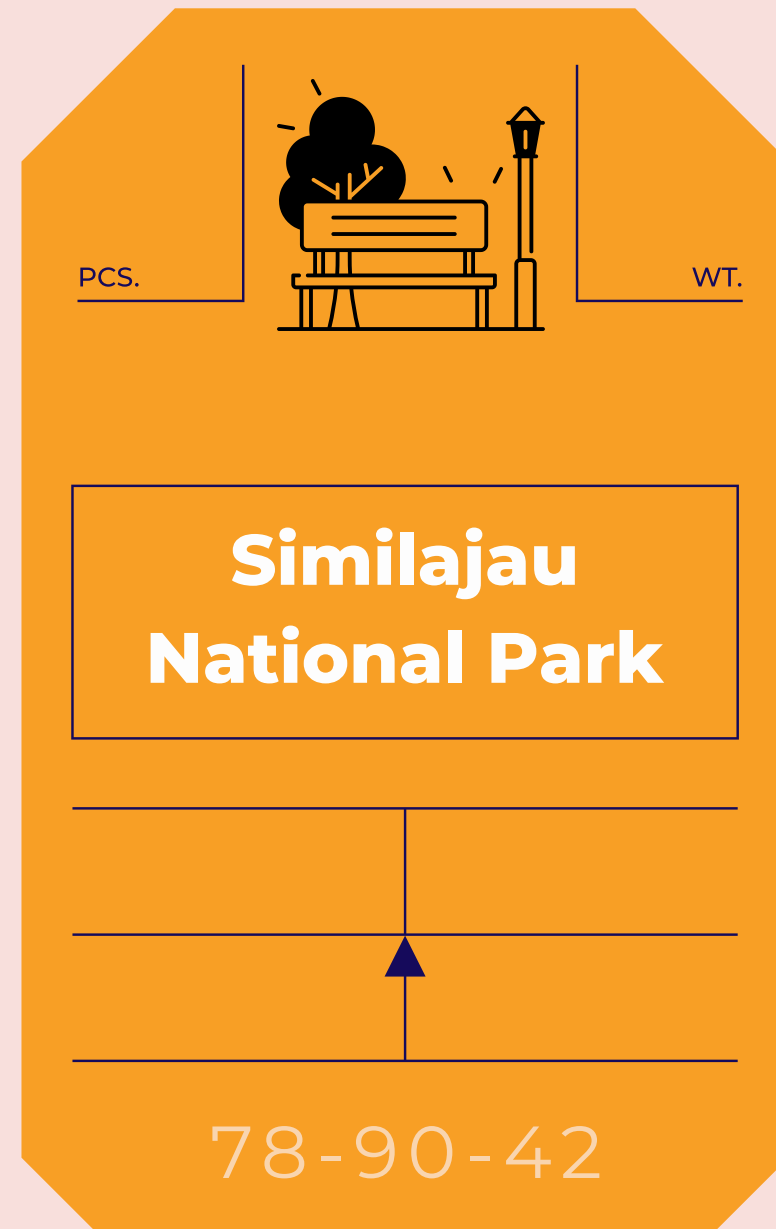
Research Grant / Product Development Grant from

- Ministry of Tourism, Creative Industry & Performing Arts Sarawak
- Ministry of International Trade, Industry and Investment Sarawak (MINTRED)
- Sarawak Tourism Board

Human Resources

- Expertise from agencies and academia for research and development of products
- Expertise in marketing and promotion of product

DTTG MIRI



Similajau National Park

DTTG MIRI

Pentadbiran Bahagian Bintulu

- Catherine Anak Sayu
- Winnie Anak Dian
- Frances Sherri Lia Jilan
- Sylvester Anak Stanley Geramong
- Nur Fadzilah Binti Narudin



Similajau National Park

Imagine 25 miles of golden beaches on the South China Sea, fringed with whispering casuarinas and coconut palms. You do not have to imagine it; you can see the real thing at Similajau National Park with its long, deserted sandy beaches, geological formations and rainforest treks.



Introduction



- Similajau National Park is just 30 kilometers northeast of Bintulu and offers far more than just wonderful beaches. Guides will take you along jungle trails such as View Point Trail, Turtle Beach and Golden Beach to where the huge estuarine or salt-water crocodiles and often bask in the sun.
- The park is home to 185 species of birds, among them hornbills and sea eagles and also 24 species of mammals, including wild boars and macaques. Add coastal and river cruisers to the other attractions and you can see why Similajau National Park is such a popular destination for nature lovers.

Introduction

Sarawak Forestry Corporation (SFC) is a statutory body of the Sarawak Government formed under Sarawak Forestry Corporation Ordinance, 1995. The main functions are:

- to manage Totally Protected Areas (TPAs)
- to conserve Biodiversity of Sarawak

We have been entrusted to protect the wildlife of Sarawak, particularly the totally protected and protected species. In doing this, we are governed by National Parks and Nature Reserves Ordinance 1998 and Wild Life Protection Ordinance, 1998.



What is the current problem?

01

Lack of awareness and promotion of Similajau National Park

02

Poor service affecting the convenience and comfort of visitors

03

Facilities are not well maintained, contributing to poor visitors' experience

04

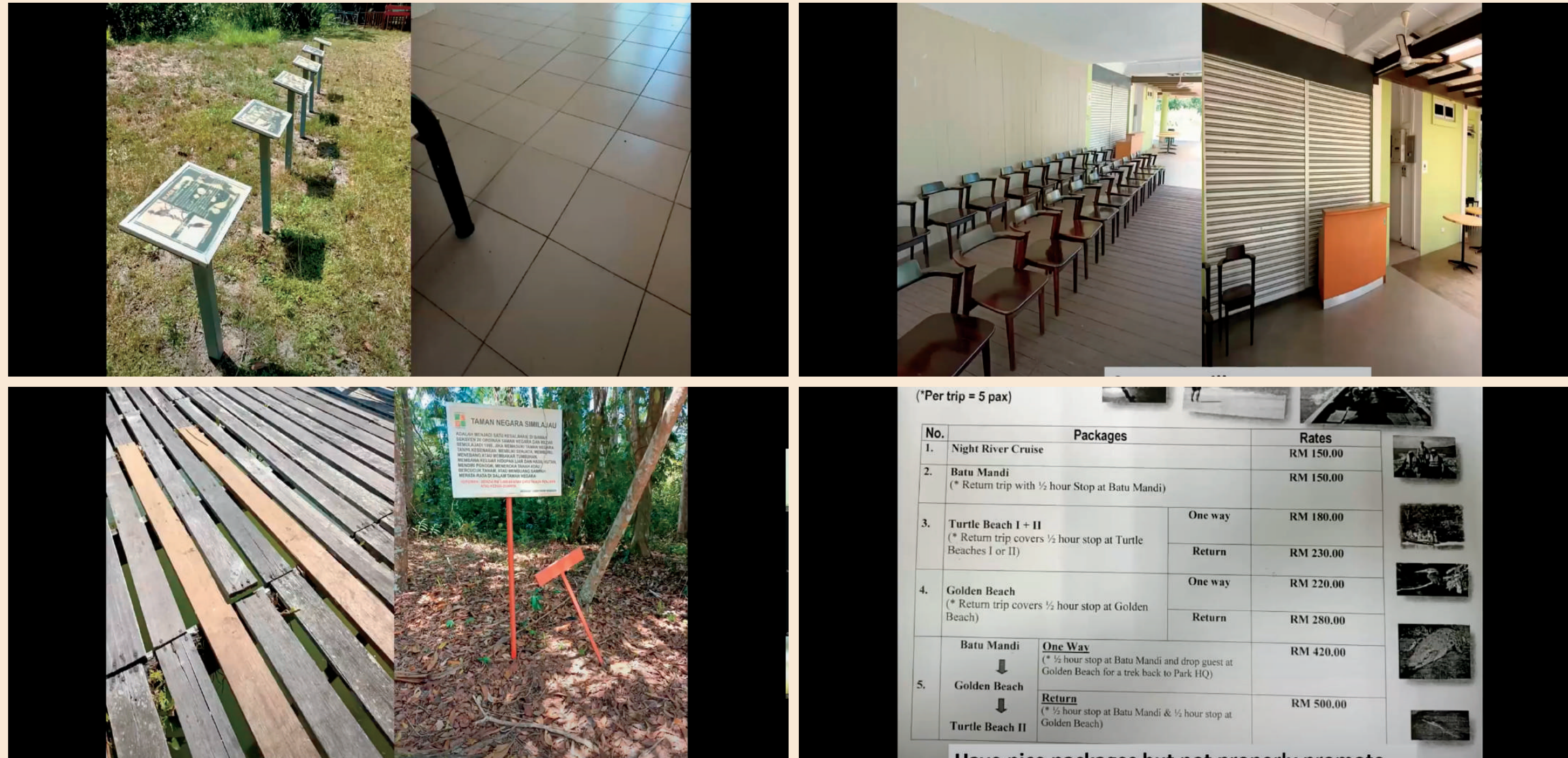
The environment is not properly maintained to be clean and green



What is the current problem?



What is the current problem?

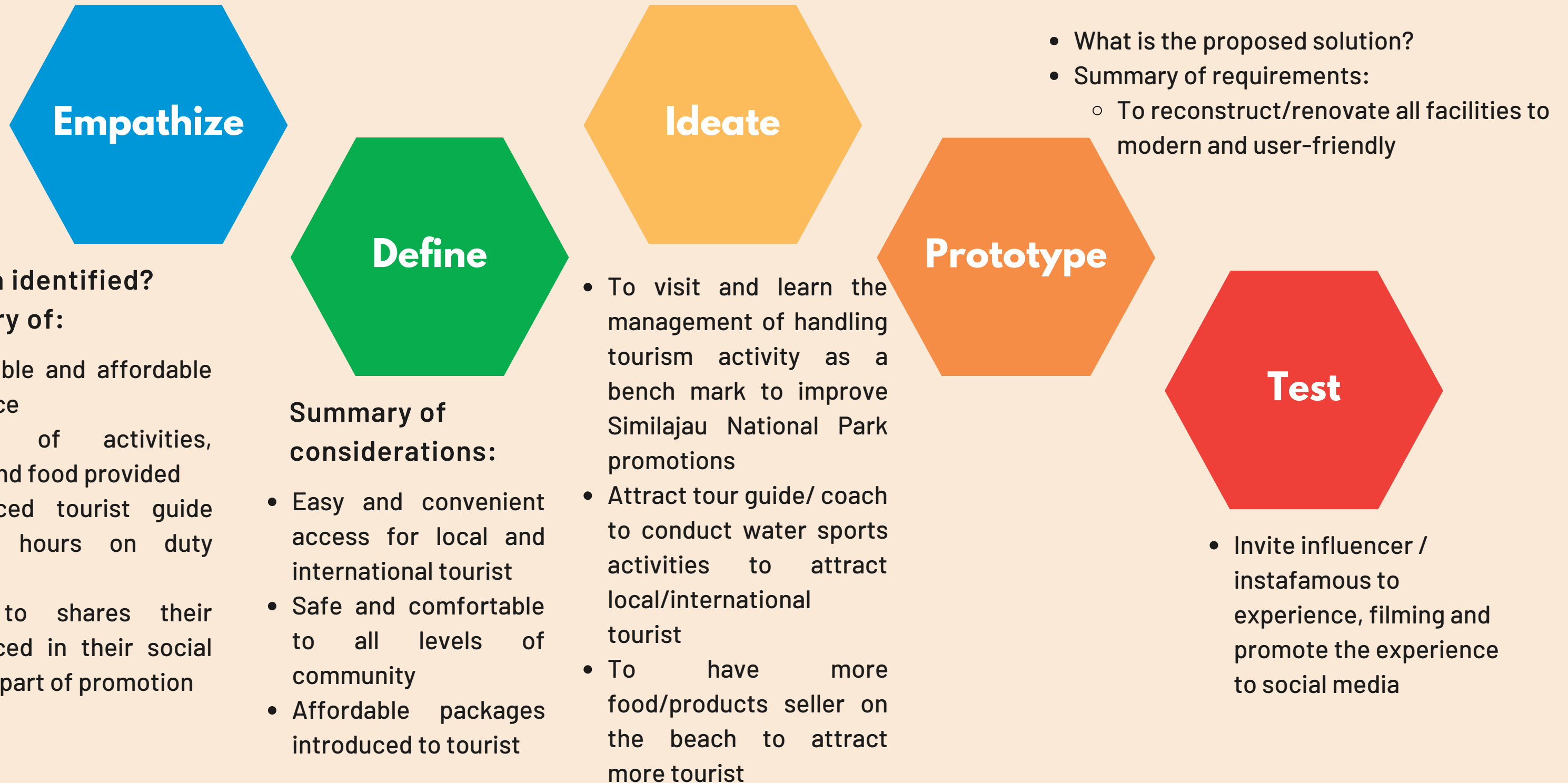


HMW Question

How Might We help

**to improve their services and facilities to
enable Similajau National Park to be an
attractive tourist attraction and
destination?**

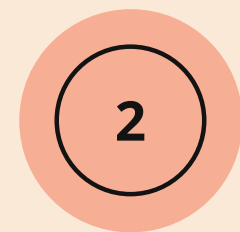
Design Thinking Approach



What is the Proposed Solution?



Do scheduled maintenance



Do more renovation / reconstruct on the facilities to get an updated design which attracts locals and international tourists

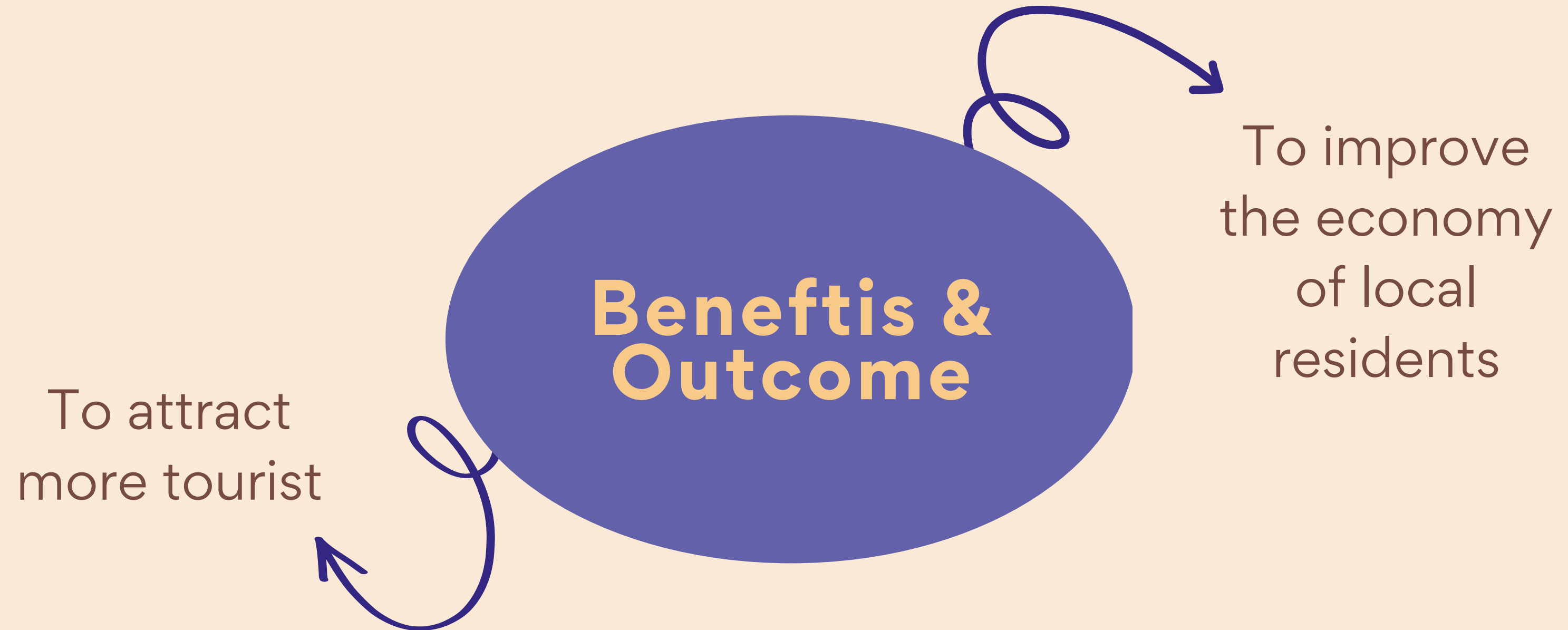


To improve telecommunication service to support Similajau National Park (part of important essential to get free review from tourists direct to social media)



Local government or national park caretaker to be less strict on imposing license to food provider/seller. (To attract more local sellers on local food products) more varieties on food options

What are the expected Benefits & Outcome?



What Resources are required & Support Needed to adopt/implement solution?

- Support from Sarawak Tourism Board / Local Authority / Government / NGO / Local residents / travel agencies / Influencer
- We need in terms of :
 - funding to maintain the facilities
 - expertise / consultation in this field
 - to make sure travel agencies to include Similajau National Park in tourism package / travel map
 - help to do more promotion on this Similajau National Park
 - telecommunication service in Similajau National Park to be upgraded

What Resources are required & Support Needed to adopt/implement solution?

- We also want to highlight other things in Bintulu that also have common problem:
 - Stone Memorial Monument
 - Airport Bintulu
 - Batu Rasak Kampung Penan Muslim Batu 10 (new tourism product)
 - Pantai Batu Gajah (new tourism product)
- We need help in term of expertise, funding, promotion

Other Examples



Stone Memorial Monument – No Maintenance, Water fountain not functioning, propose to add on lights to make it more attractive

Other Examples



Need big signboard such as “I love Bintulu” to attract people to come and take picture here. Maybe can put food stalls because the space is still big

Other Examples



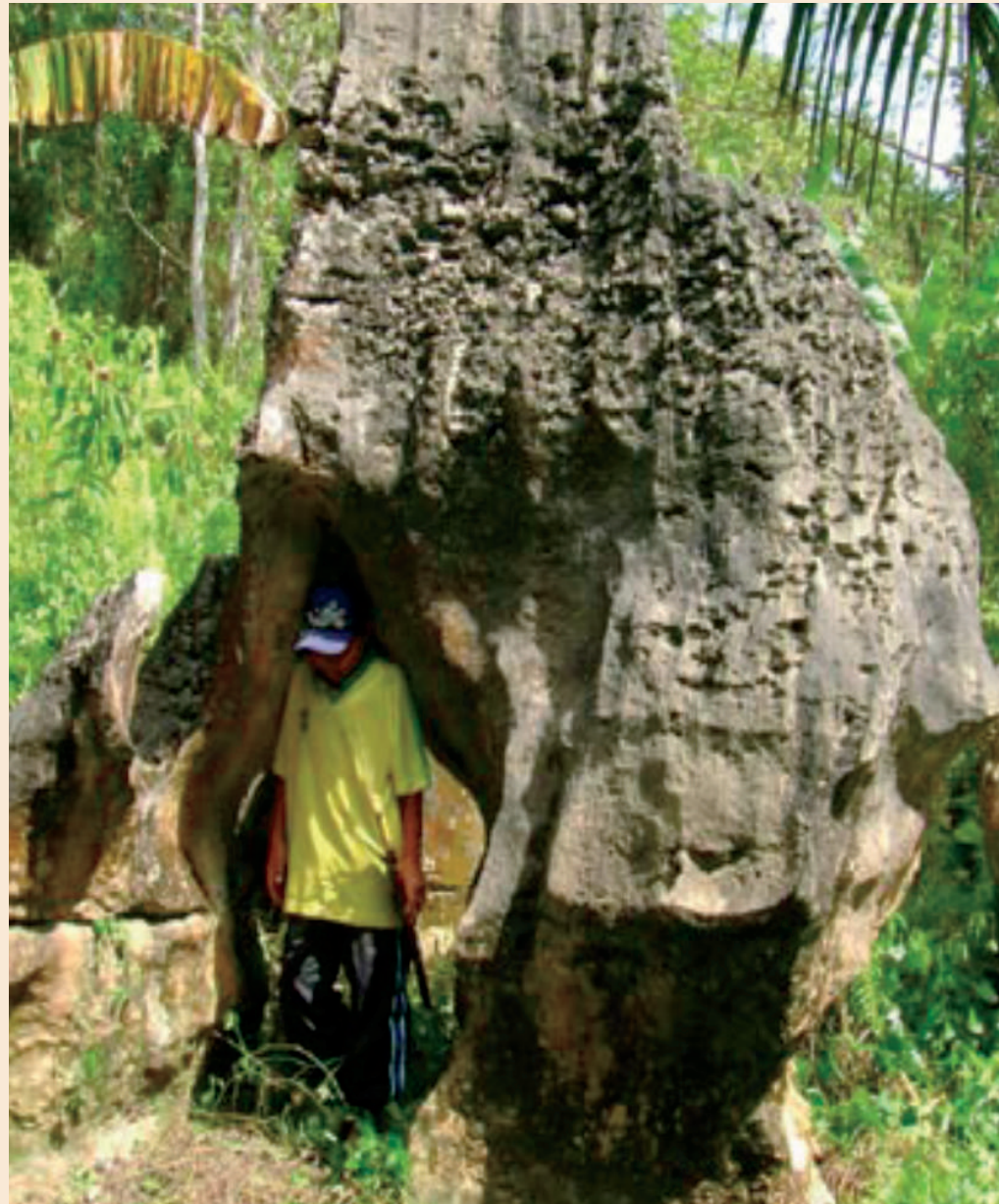
Airport Bintulu - The grass is not cut / trim. First impression of the tourist is important.

Other Examples

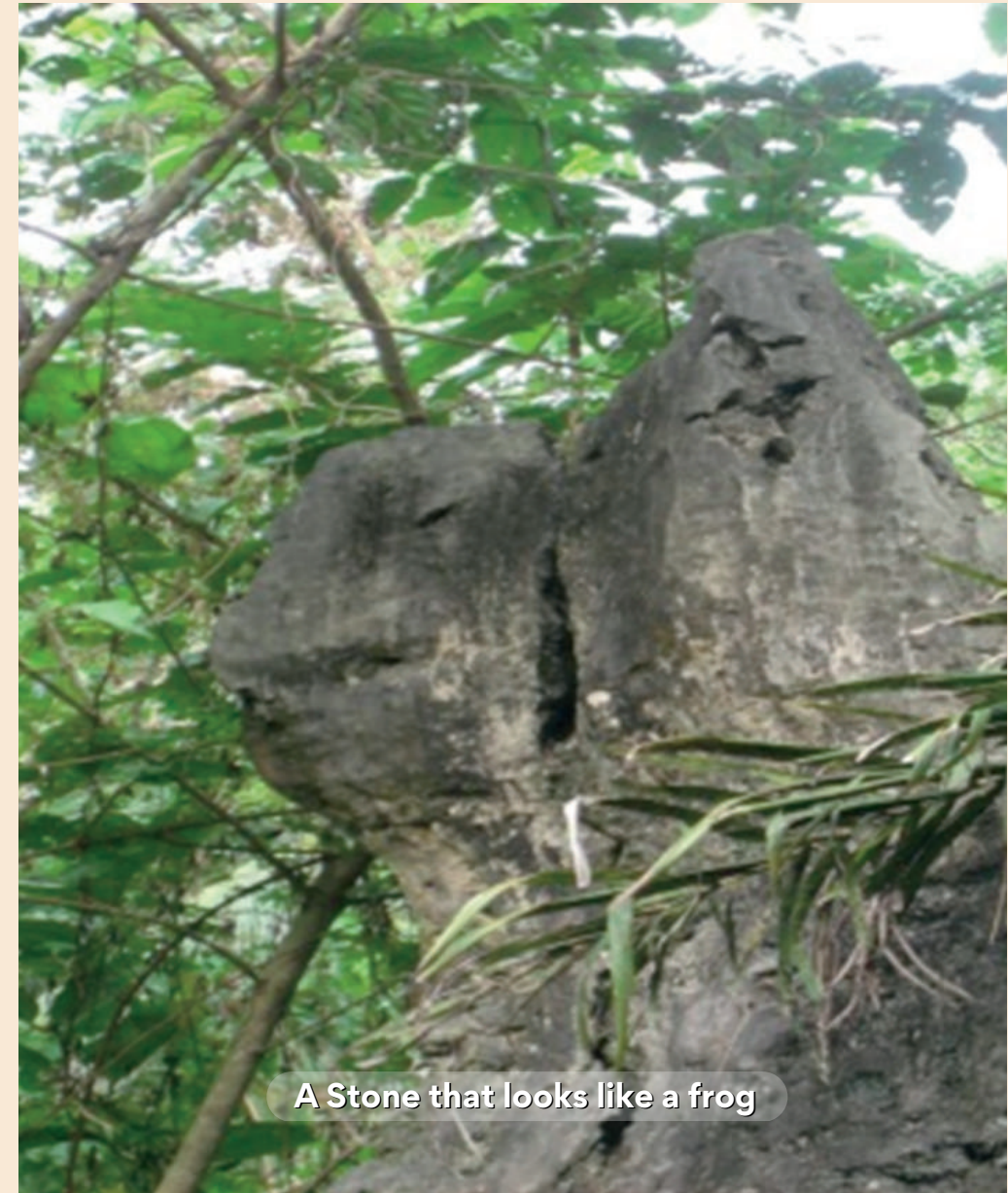


Airport Bintulu – Need to improve the landscape

Other Examples



A Stone that looks like a camel



A Stone that looks like a frog

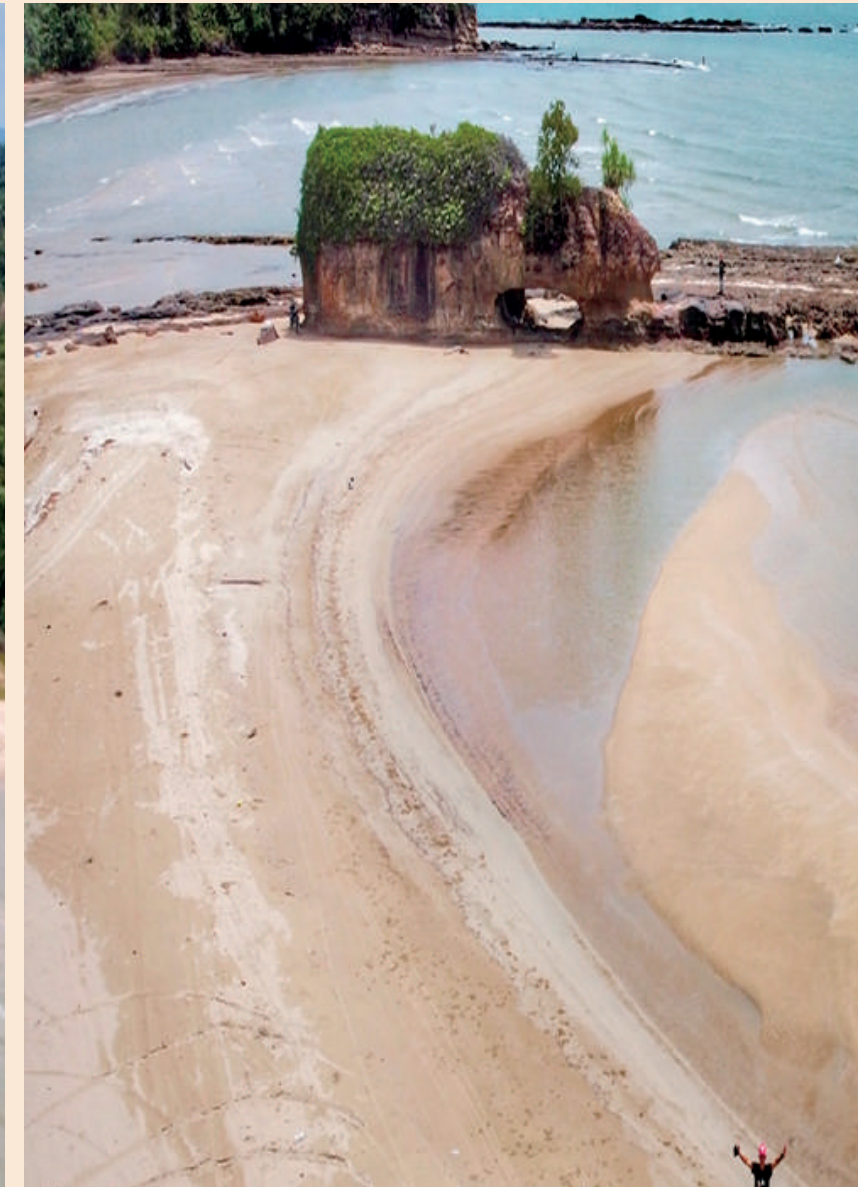
Batu Rasak Kampung Penan Muslim Batu 10 – Still not establish. It has potential to attract tourist. A lot of stones look like, for example, chair, tiger, frog, camel etc

Other Examples



The roads are quite small and bus cannot enter this area. There is no road access.

Other Examples



Pantai Batu Gajah – not yet establish- new tourism product in Bintulu – stone looks like elephant

Other Examples



Pantai Batu Gajah – There are no road access

DTTG MIRI

LOCAL TOURISM

*James Jam Anak Jolly
Subis District Office*





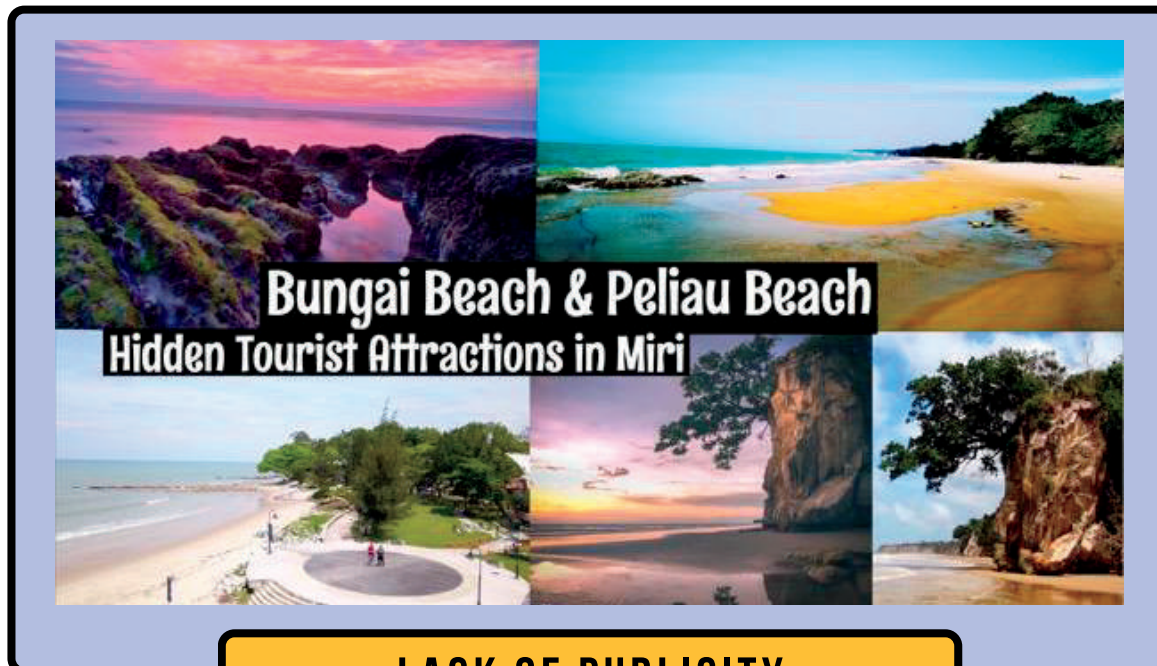
Current problems



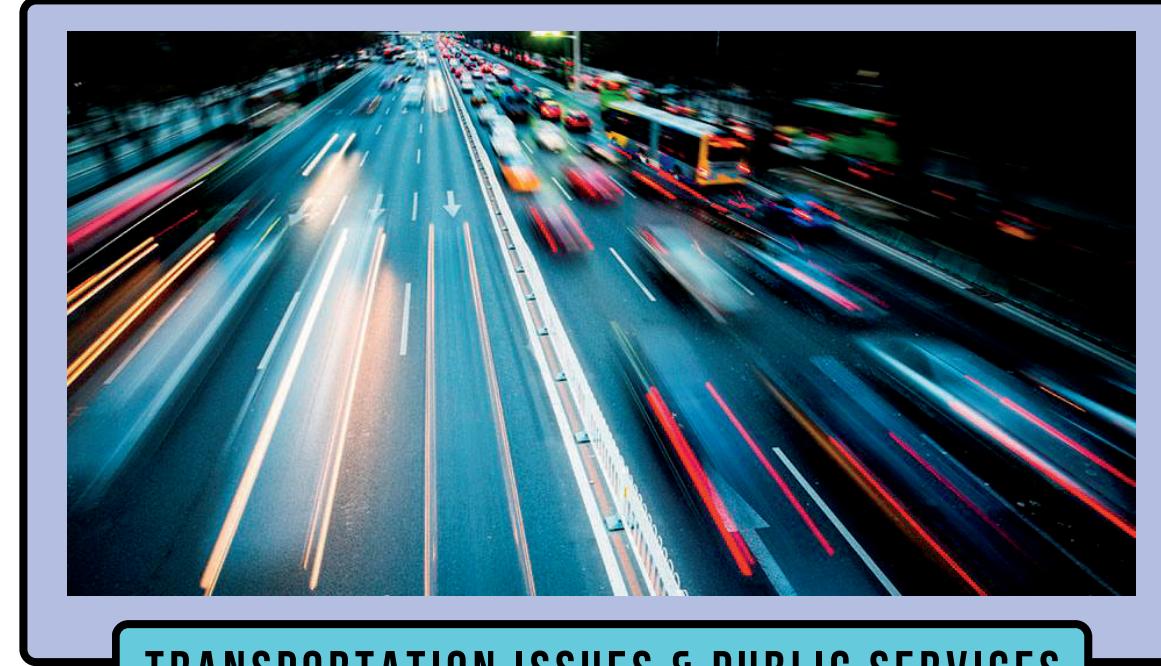
LACK OF AVAILABLE ACCOMODATIONS



LACK OF SMALL SCALE COTTAGE INDUSTRIES



LACK OF PUBLICITY



TRANSPORTATION ISSUES & PUBLIC SERVICES

**HMW
QUESTION**

How Might We support

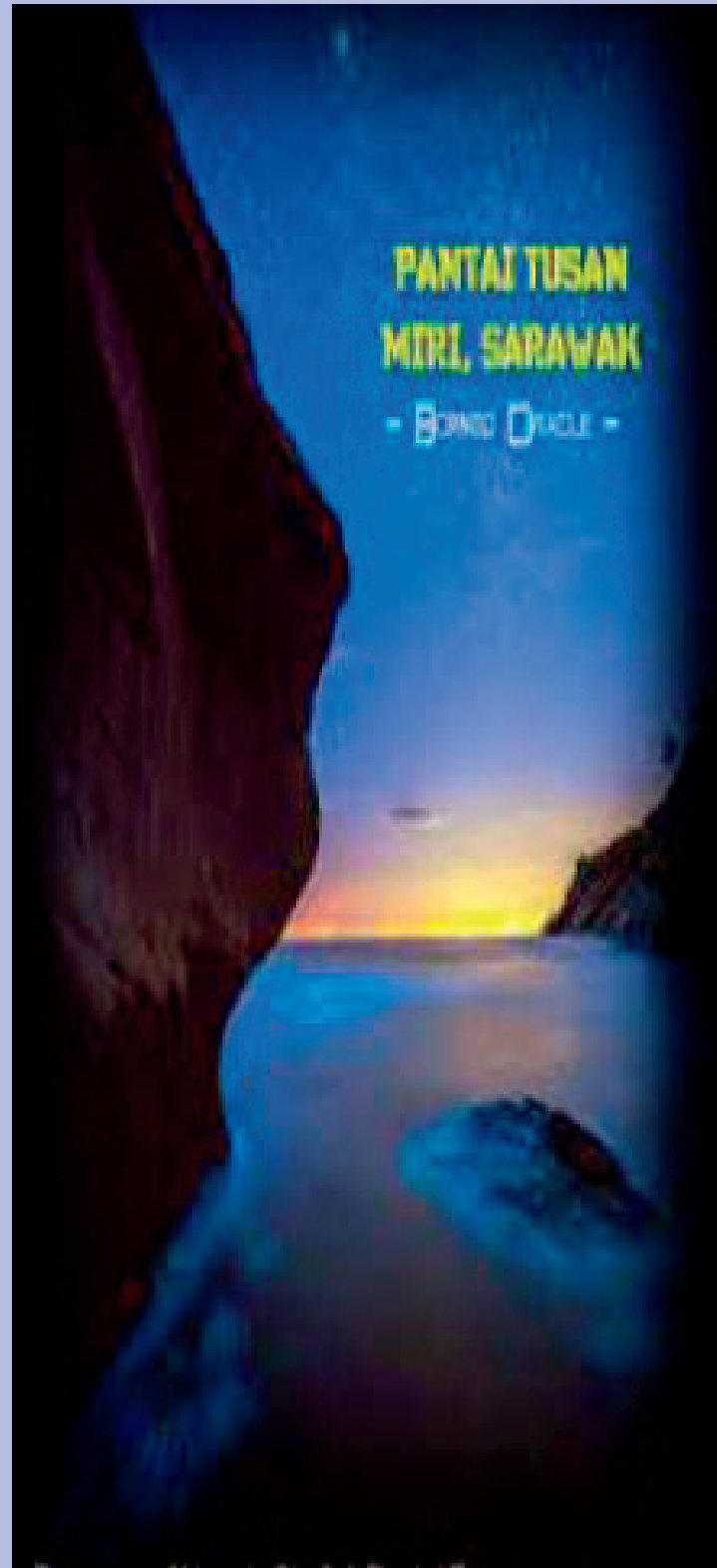


Local Community

to

support local tourism development in Subis ?

(insights from your "Say / Do / Think / Feel" chart)



PROPOSED SOLUTIONS

Local communities should provide more homestays and support the government efforts in promoting tourism

Local communities should be encouraged and the government should assist them in open up a small scale cottage industry. The focus should be on local cuisines and handicrafts

Improve readily available public transport, public services and provide tourism information center

Local communities together with relevant NGOs and the government should progressively promote all interesting places available around the area

Benefits & Outcomes

01

Provide more readily available homestays / resorts / lodging houses for tourists

02

Small scale cottage industries attract more tourists with the uniqueness of local cuisines and handicrafts, This will indirectly boost up local's community income

03

Widely promote and offer special tourist packages to attract more tourists and make their journeys much easier and safer

04

Well managed and readily available public transports can attract more tourists to come. Fully equipped infrastructures and helpful tourist information center will convince those to come.

Resources Required & Support Needed



Leadership & Capacity
Building Training

DESIGN THINKING FOR RESPONSIBLE TOURISM

DTTG KUCHING, SIBU, MIRI