

# **Tourism And SME Businesses Opportunity In Lenggong Valley World Archaeological Heritage Site Malaysia**

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*Tourism and Small and Medium Enterprises (SMEs) have been proven to have impact on economic country development. In order for tourism to be advantageous in terms of economic development, income earning, poverty diminution, and improving rural livelihoods, it should be associated with the local economic activities. Business activities in tourism or tourism SMEs are typically involved with activities providing demands and needs of tourists such as food, accommodation, transportation and other necessities. The objective of this study is to understand the potential of tourism activities and SMEs businesses opportunity in Lenggong Valley, Perak. The declaration as World Archaeological Heritage Site by United Nations Educational, Scientific, and Cultural Organization (UNESCO) has opened a huge opportunity for Lenggong Valley to be a world attractive tourism site for its historical value and natural resources. With high level of local community readiness, tourism and SMEs in Lenggong Valley has the potential to be developed. Nonetheless, all the stakeholders must be able to apply appropriate strategy and tactics in order to make Lenggong Valley become a marketable and attractive place for both local and international tourists.*

**Key words:** business activity, small and medium enterprises (SMEs), heritage tourism

## **Introduction**

Small and Medium Enterprises (SMEs) has been believed to be the backbone for an economic country development. In Malaysia, according to The 2011 Census of Establishment and Enterprise (Census) SMEs accounts for 645,136 or 97.3% of SMEs of total business establishments in the five economic sectors, namely agriculture, mining and quarrying, manufacturing, construction and services as compared to only three sectors which were covered in the census of 2005, namely agriculture, manufacturing and services. The Census results also show that SMEs are a key source of employment compared to large enterprise, providing jobs for over 3.7 million workers and accounting for 52.7% of total employment. Our sixth Prime

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Minister of Malaysia, Dato' Sri Mohd Najib Tun Haji Abdul Razak has also commented about the importance of SMEs (SME Annual Report 2010/11, 2011):

*“Against a backdrop of an increasingly competitive environment and uncertain global economic landscape, the small and medium enterprises (SMEs) have continuously demonstrated resilience, perseverance and determination not only to succeed, but to become an important catalyst for Malaysia’s economic development towards attaining the nation’s aspiration in becoming a high-income economy in 2020.”*

In a time when large firms had not yet gained the powerful position in 1960s and 1970s, small businesses were the main supplier of employment and hence of social and political stability (Thurik & Wennekers, 2004). Heshmati (2001) supports that SME's play a key role in creating new job opportunities, generation of new ideas, and encouragement of entrepreneurial activity and are major contributor to the well-being of nations. In many aspects, business activities are the backbone for a country's growth and development. Malaysia's New Economic Model (NEM) had highlighted SMEs in a way to increase the turnover of domestic sector. Increasing the entrepreneurship chain and ecosystem are among the initiatives that carried out by government to create a competitive domestic economy.

Other than that, SME in tourism industry also would have a huge impact in Malaysia economic development. United Nations World Tourism Organisation's (UNWTO) has ranked Malaysia at the ninth place in the list of international tourist arrivals, with 24.7 million visitors from all over the world in 2011. World Travel & Tourism Council (WTTC) in their Travel and Tourism: Economic Impact 2012 Malaysia Report affirmed that the total contribution of travel and tourism to Malaysia GDP in 2011 was MYR125.4 billion, by which represented 14.8% of GDP. While the total contribution of travel and tourism to Malaysia's employment in 2011 includes jobs indirectly supported by the industry, were 1,559,000 jobs. The contribution represented 12.9% of total employment in Malaysia.

In order for tourism to be advantageous in terms of economic development, income earning, poverty diminution, and improving rural livelihoods, it should be associated with the local economies activities for example the agriculture and micro and small scale enterprises (Mshenga & Owuor, 2009). According to Avcikurt (2003), tourism is conventionally a small and medium- sized enterprises industry as in the fact that a large number of tourist facilities are run by small and medium- sized businesses.

Previous studies that have been focusing on interrelation between tourism and SMEs businesses activities are by Shaw (2004), Seppälä-Esser, Airey & Szivas (2009), Thomas, Shaw & Page (2011), which seem to focus more on hospitality or accommodation service (Mshenga & Owuor, 2009; Morrison & Teixeira, 2004; Andersson, Carlsen & Getz, 2002). Thus, based on the arguments that relate tourism with SMEs, it can be alleged that the success of tourism activities is depending on the micro, small and medium business activities that run in an area. In order to attain government's target to promote Lenggong Valley to the public whether domestically or globally, it is important to understand and observe the tourism activities and SME's in the area. Consequently, the objective of this study is to understand the potential of tourism and SMEs business opportunities in Lenggong Valley, Perak.

### ***Lenggong Valley as a World Archaeological Heritage Site Malaysia***

Lenggong Valley located in Hulu Perak has been declared as world heritage site by United Nations Educational, Scientific, and Cultural Organization (UNESCO). It is well-known as an archaeology site after Archaeological Research Centre of USM discovered human inhabitation in Bukit Bunuh Lenggong Valley which led to a conclusion that the site has one of the oldest prehistoric settlements in the world. It is believed that Bukit Bunuh was a home for early settler after excavations have discovered a Palaeolithic culture in the area. Another finding of “Perak Man” the oldest human skeleton dates to about 11,000 years before present, discovered in 1991. It was also found in Lenggong Valley, in a cave called Gua Gunung Runtuh. Lenggong Valley has been awarded the “Pre-historic Heritage Town,” indicating its importance as a rich source of natural success, heritage, and culture that has attracted different segments of travellers (PSDSP 2001–2020).

Nonetheless, Lenggong Valley is not only rich with its human civilization findings, but it is also a beautiful location to be visited. Lenggong Valley is surrounded by the greenery of Titiwangsa Ranges and Bintang Ranges which made it as a home for many species of flora and fauna. This area is found to be rich with natural habitat and green with rainforest plants that would definitely pledge unforgettable amazing scenery for tourists. Lenggong Valley is not only full of Tropical Rainforest asset but also nature attractions such as waterfalls cascade and caves. It has several beautiful waterfalls cascade such as Lata Randu and Lata Kekabu. Besides, it also has nearly 20 caves to be explored including the popular caves such as Gua Harimau, Gua Puteri, Gua Kajang, Gua Kelawar, Gua Teluk, Gua Asar.

Besides, Lenggong Valley is also known for its economic activities. The local community produces agro products such as “serunding”, “dodol”, preserved fishes, black paper spices, and also run activities of farming cattle and goats in a small scale which. It is also a home for the largest deer’s far in Malaysia. Lenggong Valley is also popular for its freshwater fish and fish preserved according to local tradition. These economic activities are supported by the local government by which Hulu Perak District Local Plan 2002-2015 had come out with the initiative to develop a concept of ‘one product one village’.

UNESCO declaration has opened a huge opportunity for Lenggong Valley to be a world attractive tourism site. Once Lenggong Valley obtained the title of UNESCO world heritage site, SMEs activities are more than just a way to earn income for Lenggong’s community, moreover the SMEs activities would be the backbone for the development in Lenggong Valley. Besides, this is also an opportunity for Malaysia to develop Lenggong as an attractive tourism site for its historical value and natural resources. Looking at the significant beneficial of nature that happened to be in Lenggong, there is a vast opportunity for tourism and SMEs development. The acknowledgment as tourism attractive site will increase the flow of tourist and therefore would increase income generation for local community.

### **Literature Review**

#### ***Small and Medium Enterprises (SMEs)***

SMEs have been defined in a broad way across countries, with 120 different economies covered all over the world. Certain countries used the term of MSMEs,

while others used the term of SMEs which also explain the Micro, Small, and Medium Enterprises. The variables used to define MSME or SMEs commonly include the total number of employees, assets, turnover, capital and investment; and these variables can be differentiated by industry in some cases (Kushnir, 2010).

In order to understand the importance of SMEs, Philip (2010) convince that SMEs induce private ownership and entrepreneurial skills, adjust quickly to the shifting market situations, create employment, vary economic activity, and make a large contribution to exports and trade. Besides, Jenkins (2007) adds that business activities of SMEs generate jobs, develops inter-firm linkages, allow technology transfer, create human capital and physical infrastructure, generate tax revenues for governments, and evidently tender a variety of products and services to consumers and other businesses. Jenkins also adds that each of these contributions has multiplier effects on development. According to Berry, Rodriguez & Sandee (2001), most of developing countries see the significance of SMEs for numerous reasons, such as their capability to grow larger, more productive units; their ability to invest and adopt new technologies; and their ability to adapt to new economic circumstances.

### ***Definition of SMEs in Malaysia***

The National SME Development Council (NSDC) which is the highest policy making authority on SME development in Malaysia has grouped Malaysia SME's into three groups which are Micro, Small, or Medium. NSDC also standardize the use of common definition of small, medium enterprises (SME's) in the manufacturing, agriculture, mining and quarrying, construction and services sectors based on two criteria, namely full-time employees or annual sales turnover.

Based on NSDC definitions, micro enterprise in the manufacturing sector is an enterprise with full-time employees of less than 5 people turnover less than RM250, 000. While Micro enterprise in the agriculture, mining and quarrying, construction and services sectors, are the enterprise with full-time employees of less than 5 people, and having sales turnover less than RM200, 000. A small enterprise in manufacturing sector is an enterprise with full-time employees of between 5 and 50 or with annual sales turnover of between RM250, 000 and less than RM10 million. On the other hand, a small enterprise within agriculture, mining and quarrying, construction and services sectors, are the enterprise with full-time employees of between 5 and 20, with the annual sales turnover of between RM200, 000 and less than RM1million. A medium enterprise in manufacturing sector is an enterprise that possess full-time employees of between 51 and 150 or with annual sales turnover of between RM10 million and RM25 million. Contrarily, a medium enterprise within agriculture, mining and quarrying, construction and services sectors sector are the enterprise that having full-time employees of between 20 and 50, with the annual sales turnover of between RM 1 million and RM5 million. Table 1 summarize the SMEs definition.

Table 1: Malaysia SMEs definition based on sector

<b>Sector</b>	<b>Manufacturing</b>	<b>Agriculture, Mining and Quarrying, Construction and Services</b>
<b>Based on full-time employees</b>		
<b>Micro</b>	Less than 5 employees	Less than 5 employees
<b>Small</b>	Between 5 and 50 employees	Between 5 and 20 employees
<b>Medium</b>	Between 50 and 150 employees	Between 20 and 50 employees

<b>Based on annual sales turnover</b>		
<b>Micro</b>	Less than RM250,000	Less than RM200,000
<b>Small</b>	Between RM250,000 and less than RM10 million	Between RM200,000 and less than RM1 million
<b>Medium</b>	Between RM10 and RM25 Million	Between RM1 million and RM5 million

Source: Department of Statistic, Malaysia (2011).

### ***Tourism***

Tourism research describes tourism as a motion or movement made by humans, as looking at the significant on the root of 'tour'. Often it has been acknowledged as activities of travel for recreational, leisure or business reasons. The most referable tourist definition has been defined by The International Dictionary of Tourism (1953) as a man with a desire for travelling out of its original area.

Tourism is a profitable business and a booming industry worldwide. Tourism is a significant contributor for economic development, creating employment opportunities in a large number of countries worldwide (de Kadt, 1979). Tourism development is one of the main sector and the largest and dynamically developing sectors of external economic activities (Mirbabayev & Shagzatova, 2006). Nevertheless, Jashveer et al. (2011) remind that tourism might induce negative impacts or even diminish the effectiveness of the positive side if the tourism is not well developed, planned and managed.

### ***Types of Tourism***

Based on the uniqueness and place attributes in Lenggong Valley, the potential tourism activities that can be promoted are such as rural tourism, heritage tourism, cultural tourism, archaeological tourism, agro-tourism, culinary tourism, natural tourism and ecotourism.

### ***Rural tourism***

MacDonald & Jolliffe (2003) define rural tourism as referring to a separate rural community with its own traditions, heritage, arts, lifestyles, places, and values as conserved between generations. Visitors visit these areas to be educated about the culture and to experience customs, tradition, natural sceneries, and historical attractions. Also, the visitors might get pleasure from other activities in a rural locale such as nature, general sightseeing, adventure, crafts, festivals, and sports. Dimitrovski, Todorović& Valjarević (2012) state that the rural areas have unique potential to attract tourists through building a connection between rural areas and their ethnic ,cultural, historic, and geographical roots. They also support the potential to develop rural tourism locally with the involvement of small and medium-sized companies and with no direct connection to these companies. Strategic planning and well development of rural tourism may help to generate new sources of money and employment, also it simultaneously can abolish social isolation and be a vital feature in resettling the country.

### *Heritage Tourism, Cultural Tourism, Archaeological Tourism*

Hoffman, Kwas and Silverman (2002) describe heritage tourism, or sometimes called as cultural tourism as “travel designed to experience the places and activities that authentically represent the stories and people of the past”. Apparently heritage tourism studies hold a broad variety of different themes which usually include the analysis of museums, landscapes, artefacts, and activities that concentrate on representing different aspects of the past (Halewood & Hannam, 2001). Heritage tourism is an element of heritage education; which is a way to share with the public about a prehistory story behind a particular area. Besides, heritage tourism lets visitors experience the past and allows them to feel the excitement of discovery through onsite visitation. Experiencing on site visitation is the best way to nurture appreciation of archaeological resources.

Besides that, archaeological tourisms clearly a part of heritage resources. Nevertheless heritage or cultural attraction is more than just museums, monuments, and archaeological treasures, they also include showplaces for natural wonders such as botanical gardens and aquariums as well as parks and preserves of natural resources that are dedicated to public enjoyment (Mansur, Ahmad & Mat (2011). Nuryanti (1996) add that heritage has been portrayed as the components of flora and fauna such as landscapes, wilderness, gardens, national parks, mountains, islands and rivers.

### *Agro-tourism*

Agro-tourism can be explained as leisure activities typically in rural areas organised by farmers or holders primarily employed in agriculture. According to López & García, (2006), agro-tourism targets at the most proficient utilization of an area's relative advantages, as well as the protection of natural and cultural environment as a crucial part of agro-tourist product, in a favour to encourage the sustainable rural development. Generally, agro-tourism involves small family or cooperative units that provide business activities such as accommodation, catering with local agricultural products or participation in agricultural or other rural outdoors activities. Hall & Jenkins (1998) add that the tourists of this tourism are typically tour with their family, tend to be educated and of primarily urban origin.

### *Culinary tourism*

In the meantime, culinary tourism is considered as an essential factor of the tourism experience. Culinary tourism refers to the activities of experiencing the food or drink of the country, region or area. According to McKercher, Okumus & Okumus (2008), dining out is common among tourists and food is believed to rank alongside climate, accommodation, and scenery are vital for tourists. This tourism activity advertises visitor attractions with unique and memorable food and drink experiences (Smith & Costello, 2009).

### *Natural tourism*

Each year, millions of people travel to see and experience natural environments. According to Deng, King & Bauer (2002), the term nature-based tourism is commonly applied to tourism activities based on the natural resources which remain

in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife, and cultural heritage. Priskin (2001) states such natural tourism activities in Western Australia include bushwalking, backpacking, camping and fishing, wildlife viewing, more adventurous uses of natural areas include, diving off-road driving and rock-climbing.

### *Ecotourism*

Ecotourism includes cultural and environmental tourism, and at the same time advantages to the local inhabitants should be an integral part of the activities. According to Orams (1995), the idea of ecotourism is most likely due to the extensive and growing interest in the natural environment and a corresponding acknowledgment of the significance of conserving natural environmental quality. Scheyvens (1999) claims that the increasing consumers' affluent demand for remote, natural and exotic environments have formed rise in ecotourism business enterprise, predominantly in developing countries. Generally, ecotourism engages with the dependability of tourism activities to the nature. Ecotourism also usually help to preserve the environment and sustain the well-being of local people.

### *Tourism SMEs*

Business activities in tourism or tourism SMEs typically involve the activities providing the demands and needs of tourists such as food, accommodation, transportation and other necessities. Tourism SMEs are usually managed by their owners, often married couples, with the term 'copreneurs' to represent the kind of family business (Main, 2002; Morrison, 2002; Wanhill, 2000). The owners are most likely having fully power over the firm's activities, wealth and decision-making. Othman & Harun (2011) categorize business activities in tourism into four; (1) the food and accommodation services, (2) retail and souvenir, (3) travel agent, transport and sport, and (4) others which represent other than as had been mentioned.

### *Significance between Tourism and SMEs*

Nevertheless, it is not merely the tourism would benefit the entrepreneurial activities in an area, but tourism and SMEs activities simultaneously benefit each other. The mutual significance between tourism and SMEs activities are (a) open opportunity for business activities, (b) employment chances, and (c) boosting local economic development.

#### a) Business Activities Opportunity

Archaeological Institute of America (AIA) (2007) states that tourism upholds the local retail businesses such as restaurants, hotels, local crafts and souvenir shops, while simultaneously creating various employment chances, includes the recruiting and training of guides and interpreters. Furthermore, UNESCAP (2005) also supports that tourism industry provides opportunities to local communities, comprises the poor to start a small business activity because the capital costs and barriers to entry in this sector are relatively low and can even be accessible.

#### b) Employment

A study done by Mbaiwa (2003) proves that the local people was employed in tourism-related businesses, such as retails, wholesales, handicraft and souvenir industry, transportation, airlines, and also in the provision of accommodation. Consequently this indicates that tourism contributes employments opportunity and

chances for the community to engage in entrepreneurial activities such as manufacturing, agricultural, service and construction-related businesses.

c) Local economic development

Archaeological Institute of America (AIA) (2007) states that the trip operators, national and local governments, and local communities share the revenue derived from tourism, including entrance costs and other related fees and taxes. Wanhill (2000) states that in developing nations tourism's economic purposes of increasing earnings, investment, foreign exchange, creating job occasions, and also reducing adverse social and cultural consequences are best promoted through enhancing micro and small enterprises.

**Methodology**

This is a preliminary study which examines the potential of tourism industry and SMEs opportunity in Lenggong Valley Perak. The data analysis will be based on secondary data, observation and interview. The secondary data includes a list of businesses registered by Majlis Daerah Lenggong, the Economic Cencus 2011 from Department of Statistic Malaysia, and also previous studies done in tourism and SMEs sectors. Observation method involved site visit to three district of Lenggong Valley which are Lenggong District, Temelong District and Durian pipit District. This observation includes researching, seeing and understanding the actual condition and opportunity may arise in tourism and SMEs. The interview method was made through meeting with few notable people in Lenggong Valley.

**Analysis And Discussion**

Research and site observation proven that Lenggong Valley is a special and unique tourism place. It offers both heritage and non- heritage tourism attractions. The heritage tourism attraction in Lenggong Valley would offer visitors an experience of on- site visit of artefacts, monuments and archaeological treasures. Heritage attractions also include the natural attraction such as the caves, the waterfall cascade, the rainforest, also the richness of flora and fauna. The beautiful scenery of Lenggong Valley which is surrounded by the rainforest of Titiwangsa Ranges and Bintang Ranges also would be the heritage attraction for visitors. While non- heritage tourism attraction in Lenggong involves the local community's activities such as business activities. Lenggong Valley is popular among Malaysian for its local product of preserved fish. Table 2 summarizes the heritage and non- heritage attraction in Lenggong Valley and the potential tourism and business activities.

Table 2: Heritage and non- Heritage Attraction in Lenggong Valley

Place Attributes	Potential Activities
<b>Heritage Attraction</b>	
<b>Archaeological treasure</b> <ul style="list-style-type: none"> <li>• Human skeletons</li> <li>• Artefacts</li> </ul>	Archaeological tourism Cultural tourism Heritage tourism Tourism education Rural tourism
<b>Historical attraction</b> <ul style="list-style-type: none"> <li>• Cemeteries of popular people in</li> </ul>	Cultural tourism

<p>ancient year such as, Makam Tok Lalang, Makam Tok Sendalu, Makam Tok Tan Lela Setia, Makam Tok Busu Sega</p> <ul style="list-style-type: none"> <li>• Rumah Limas, an ancient house with the design of Johor's style</li> <li>• Kubu Melayu, fortress was made during the war in the past years.</li> <li>• Masjid Jamek Lenggong, an ancient mosque with the design of English style and resemble the castle in Kuala Kangsar.</li> <li>• Masjid Abudiyah an ancient mosque with the design of Aceh's style</li> </ul>	<p>Heritage tourism Tourism education Rural tourism</p>
<p><b>Animal Farming</b></p> <ul style="list-style-type: none"> <li>• Malaysia's largest deer's farm</li> <li>• Cattle and goat farm</li> </ul>	<p>Ecotourism Food Product Rural tourism</p>
<p><b>Natural Attraction</b></p> <ul style="list-style-type: none"> <li>• Rainforest of Titiwangsa Ranges and Bintang Ranges</li> <li>• Cascade waterfalls such as Lata Randu and Lata Kekabu and more.</li> <li>• Caves such as Gua Harimau, Gua Puteri, Gua Kajang, Gua Kelawar, Gua Teluk, Gua Asar and many more nearly 20 caves to be explored</li> </ul>	<p>Ecotourism Natural tourism Rural tourism Animal festivals Animal and Bird watching activities</p>
<b>Non- heritage attraction</b>	
<p><b>Activities of local community</b></p> <ul style="list-style-type: none"> <li>• local product such as fresh-water fish and fish preserved</li> <li>• dodol</li> <li>• serunding</li> <li>• black pepper spices</li> <li>• keropok lekor processing</li> </ul>	<p>Agro tourism Culinary tourism Food Product Agro festival</p>

Based on the richness of heritage and non- heritage attraction in Lenggong Valley, there is a great deal of tourism potential to be highlighted. In fact, the Deputy Minister of Tourism Malaysia, Dato' Dr. James Dawos Mamit had officially launch Lenggong's Tourist Information Centre on December 12, 2010 in the effort to promote Lenggong as a tourism place. As well, the Ministry of Tourism Malaysia also had launched the website of [www.pelanconganlenggong.my](http://www.pelanconganlenggong.my) to facilitate the public to obtain information about interesting places to be visited in Lenggong Valley.

The data given by Majlis Daerah Lenggong reported that the main business activities registered encompass wholesale and retail, repair of motor vehicles and motorcycles. Researchers' analysis based on the information report on 374 businesses registered to Majlis Daerah Lenggong found that 70% of business activities are wholesale and retail trade, repair of motor vehicles and motorcycles, 16% are food and beverage service, 11% are personal services and other activities, 2% are storage

of tobacco and latex (rubber-based) and 0.5% are accommodation service. Table 3 summarizes the business activities in Lenggong Valley.

Table 3: Business Activities in Lenggong Valley

<b>Business Activities</b>	<b>Percentage (%)</b>
Wholesale and retail trade, repair of motor vehicles and motorcycles	70.05
Food and beverage service	16.31
Personal services and other activities	10.96
Storage of tobacco and latex (rubber-based)	2.14
Accommodation	0.53

On the other hand, the findings based on the interviews showed that SMEs activities of such micro enterprise is nothing new to the community since they had involved in entrepreneurial activities as a means to generate income and improve their standard of living.

*“A large number of the community is still involved in the first-level economic activities which are agriculture and fisheries. Most the villagers are the rubber tappers, fishermen, farm labourers and oil palm labourers. Some of them rear the freshwater fish...”. “The most important types of businesses are selling preserved fish, sell confectioneries (kuih- muih), involve in retailing, open restaurant businesses and also involve in “kerepok lekor” processing activities. While other important business activities are dealing with rubber trade activities, motorcycle workshop business and retail activities...”*

There is a variation between the data given by local council and the interview findings. The difference may occur because most of the micro- enterprise business of such agriculture and fisheries are not registered with the Majlis Daerah Lenggong as shown in Table 3. Thus some of the business activities in Lenggong especially those who operate on a micro scale cannot be identified.

Among of the villages in Lenggong, Beng Village within the Durian Pipit District seems to have maximized the tourism potential and business opportunity. The uniqueness of Beng Village is that the main route to the village is the Perak’s River which requires people to take a boat ride. Beng Village is well- known for its homestay program. It is one of the eight homestay programs registered to Perak Council. The homestay business runs as a group activity, involving 42 houses participate in the program. One of the respondents mentioned,

*“We run homestay business as a group not individually. This program is lead by the village leader. Once we have visitors, we will discuss and decide which house will be the host. This program is supported by Perak Council...”. “We provide activities such as jungle- trekking, river cruise, fishing, deer’s farm tour, cultural night performance, barbeque activities. Also, the villagers will cooperate to prepare our special local foods such “Ikan Bakar Air Kerabu”, “Sambal Serai”, and preserved fish...”. “We had visitors from local and international. Usually local people will come as group activities, often from the higher learning institute...”*

Table 4 summarizes the place attributes in Beng Village and activities provided in the homestay program.

Table 4: Place Attributes in Beng Village, activities offered in the Homestay Program and tourism types' classification.

<b>Place Attributes</b>	<b>Activities</b>	<b>Tourism Type</b>
Rainforest, cascade waterfall in the jungle (Lata Muda)	Jungle- trekking	Heritage tourism Natural tourism Ecotourism Rural tourism
River	River cruise, fishing	Natural tourism Ecotourism
Deer's farm	Farm visit	Natural tourism Agro tourism
Local culture and tradition	Cultural performance activity	Cultural tourism Rural tourism
Local food such as "Ikan Bakar Air Kerabu", "Sambal Serai", preserved fish	Food experience, barbeque activity	Culinary tourism Cultural tourism

According to the respondents, the main reason of local people in Lenggong Valley to get involved in the business is *"to increase the standard of living and for the sake of family income"*. Respondents had also mentioned some of the local people engaged in business activities are due to the government's effort in pushing local community to be an entrepreneur. Respondents also informed that entrepreneurs may receive financial assistances by third parties such from Amanah Ikhtiar, Bank Pertanian (now known as Agro Bank) and MARA.

Respondents were asked about the future planning regarding Lenggong Valley declaration as a world heritage site by the UNESCO. They were questioned regarding the uniqueness of the village area that can be promoted and the involvement of the villagers. The respondents mentioned that the uniqueness that can be highlighted is the tourism product such as the homestay program, jungle trekking activities and food products. He added that

*"the villagers can involve through cooperation with the government in business activities. The villagers also can get engage as the arrival of foreign tourists would demand for place to stay and for food products."*

## **Conclusion**

The tourism and SMEs in Lenggong Valley have the potential to be developed. However, the tourism and entrepreneurial awareness among the Lenggong community still need to be developed. The communities have to realize that the UNESCO declaration has offered a huge opportunity for them not only in the tourism but also in entrepreneurial field. The community must understand that, SMEs activities are more than just a way to generate earnings, once Lenggong Valley obtained the title of UNESCO World Heritage Site. Therefore, it is necessary for the community to be able to see and grab the business opportunities that occur because of the tourism potential.

The main issue that needs to be highlighted is that the local community may not be prepared to receive the arrival of tourists in years to come if the SMEs in Lenggong are stagnant or growing slowly. Therefore, a serious plan and action need to be carried out as early as possible. Consequently, entrepreneurial awareness among the community is crucial as they need to be creative and innovative to discover new

business activities potential. Country Entrepreneurial Institute (Inskpen) has a huge role to give assistance such as by providing training and skill entailment to guide the local community in entrepreneurial field. Support by external parties, especially from government agencies such as MARA, Amanah Ikhtiar, SME bank and Agrobank are really needed to give capital for them to conduct business. In additional, expertise in higher learning institution in the countries may also play role by sharing of knowledge to develop the tourism potential and entrepreneurial awareness among Lenggong Valley community. Research and supervision from researchers in higher learning institution would much help to raise entrepreneurship attitude among local community. The collaboration between local community and researchers from higher learning institution would help to explore new opportunities in entrepreneurship within tourism field.

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