

## The Potential of UTHM Pagoh Campus As A Tourism Site

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**Abstract:** This studied aims to provided evidence that UTHM possesses the attributes necessary to become a thriving tourism destination. It had the potential to became better known in the local community and more well-known overall through the practiced of eco-tourism. This researched aims to highlight and promote UTHM Pagoh as one of the campus tourism destinations in Malaysia. It also hopes to reveal the potential of several attractions that could been found in-campus and in the surrounding vicinity. These attractions could be helpful have been developed and packaged as tourism products. UTHM Pagoh campus in Muar, Johor, would serve as the focus of this researched. This was due to its moderate size and the fact that it was situated in a village environment where tourists would have the opportunity to visited the natural locations. The culmination of this endeavor was the fabrication of memento prototypes that reflect the local culture. Site visits, scan observations, and field sampling was utilized to obtain information. The selected placed included the UTHM campus in Pagoh, the Educational Hub in Pagoh, the Nasuha Herbs & Spice Farm, and the Ayer Hitam Utara Forest Reserve. Tomb of Sultan Alauddin Riayat Shah I and Masjid Lama Kampung Olak Sepam, Pagoh were presented as prospective items derived from this researched. In the near future, tourism packages must be tested before to being released and promoted on the market. The e-book was produced to help facilitate ways to highlight the potentials found in UTHM Pagoh and the surrounding area as one of the tourist areas. This report identifies and discusses numerous other attractions and prospective products uncovered through this investigation

**Keywords:** Tourism, Potential, UTHM, Region

### 1. Introduction

"Tourism" is the temporary, short-term movement of people to places outside of where they usually live and work, as well as the activities that these people do while they are there. It's important to remember that not all travel is tourism, even though most types of tourism involve travel. A person is considered a "tourist" if they go somewhere other than their home or place of work and stay there for at least 24 hours, whether they are there for business or pleasure. Because tourism is a growing service

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business with a lot of room for growth, it has become one of the most important issues for each country and the world. It has become an important link in speeding up the rate of economic growth around the world. "Tourism" is a broad term that covers a lot of different things. One of the most important of these is "ecotourism." Today, ecotourism is defined as "responsible travel to natural places that protects the environment, looks out for the well-being of the local people, and includes interpretation and education" (TIES, 2015). Conservation efforts could get direct financial help from ecotourism, which is an interesting idea. Ecotourism gives people the chance to have life-changing interpretive experiences that help them learn more about the political, environmental, and social situations in the countries they visit. The last thing that needs to be done is to make sure that the Indigenous people who live in your community have their rights and spiritual beliefs respected and that you work with them to help them become more independent and able to make their own decisions. In recent years, ecotourism has become a more important way for natural places around the world to make money. Visitors can see for themselves how important it is to keep local traditions and biodiversity alive, and they can see powerful examples of both nature and culture during their time here. Ecotourism helps communities in rural and remote areas make money and gives them money they can use to help protect the environment.

In the last few decades, there has been a big drop in the number of educational institutions that are linked to cultural tourism. This is because institutions need to find other ways to make money, universities are becoming more open to the outside world, and university heritage is becoming more valuable. This is because institutions need to find other ways to make money. Universities are also places for scientific tourism because they let researchers use their facilities to do research and share the results. When people go to Malaysia, they can do many ecotourism activities, such as campus-based ecotourism. Some of Malaysia's public institutions are leading the way in promoting and developing university campus tourism, also called campus ecotourism [1]. For instance, one of these schools from which you can choose is the University Malaysia Sabah. This project has brought more attention to the college campus [2].

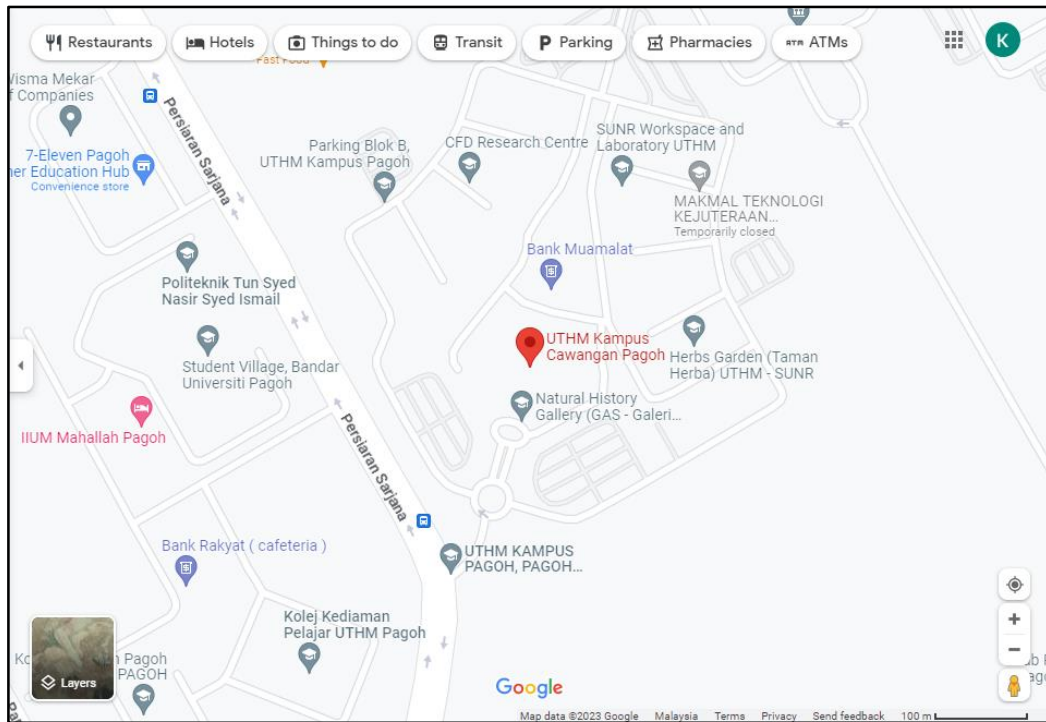
Despite the fact that Universiti Tun Hussein Onn Malaysia (UTHM) is one of the local universities, certain communities do not care about it due to a lack of publicity. This study attempts to give proof that UTHM possesses the characteristics required to become a prosperous ecotourism destination. Through ecotourism, UTHM has the potential to become more well-known in the local community and in the larger world. This research intends to promote UTHM Pagoh as one of Malaysia's campus ecotourism hotspots. This study aims to uncover the potential of several attractions that might be located on campus and in the surrounding area. It would be beneficial to develop and market these attractions as ecotourism products. To accomplish this objective, the research has the following aims by (i) identify and investigate the potential of some products in and around UTHM Pagoh that could be useful for ecotourism products (ii) design and package selected ecotourism products (iii) promote and test the UTHM Pagoh ecotourism package (iv) assess the efficacy of the UTHM Pagoh ecotourism package.

The UTHM Pagoh Campus in Muar, Johor, will be the primary focus of this study. This is owing to the campus's moderate size and the adjacent town of Pagoh, which would allow for short ecotourism sessions. Secondly, by being located in a community, the tourist would be able to see the natural areas, which is essential to the concept of ecotourism.

## **2. Methodology**

### **2.1 Site visit**

All tourism-related activities, such as mapping, manufacturing, the founding of a business, and observation, are carried out at the Universiti Tun Hussein Onn Malaysia Campus in Pagoh, Muar, Johor, which has the coordinates 2.148394 and 102.730756. This location serves as the location for all tourism-related activities.



**Figure 1: Research site of UTHM Pagoh campus (Source: Google Map)**

## 2.2 Scan observation

Observation and assessment of nature tourism goods based on eight criteria, taking into account the present and future state of ecotourism in terms of amenities and accessibility, etc. Endemism, rarity, dependability of sightings, physical attractiveness, behavioural enticement, safety, link to local cultures, and ecological relevance are the eight traits that are being analysed. Endemism refers to the fact that an organism is unique to a certain region.

## 2.3 Feasibility studies

A feasibility study covering the manufacture of promotional materials, the establishment of a firm, the sale of packages, and the implementation of tourism has been conducted in UTHM and the surrounding areas. There will be a presentation of a tourism package, which will then be put to the test during the visits of actual tourists in order to get information on their perspectives.

## 2.4 Field sampling

Field sampling was carried out in the Ayer Hitam Forest Reserve (AHUFR) to examine and also identify some species that can be highlighted as potential in making a tourism area. The sampling results are made into a memento to be one of the examples of downstream products that can be produced.

## 2.5 Product development

To assist in identifying whether a region has the potential to become an ecotourism destination, product development has been conducted, with an emphasis on downstream commodities. Electronic books are one of the ecotourism-related items that have been developed. In addition, resin memento plants are created as one of the items that can suit the requirements of ecotourism.

## 2.6 E-book development

The objectives, intended audience, and scope of the e-book content are decided. A rough outline or table of contents is created to guide the work. A book text essay is generated with a word processor or e-book authoring software. To guarantee that material is legible on electronic devices, design considerations and content organization are implemented. After the job has been completed, it is meticulously edited and checked for typographical problems. Produce an aesthetically pleasing cover that complements the content and function of the e-book. Convert files to e-book formats such as EPUB, MOBI, and PDF. Test the e-book on a variety of devices to confirm that the content is presented correctly and that all hyperlinks and multimedia elements function as intended.

## 3. Results and Discussion

### 3.1 UTHM Campus Pagoh

Universiti Tun Hussein Onn Malaysia's (UTHM) campus is in Pagoh, Muar, Johor. The UTHM campus in Pagoh is furnished with a variety of convenient amenities and services. These attributes have the potential to serve as one of the region's ecotourism selling points, hence increasing the number of visitors. The fact that the UTHM Pagoh campus is in Malaysia's largest Edu Hub region is one of its key draws. It consists of the International Islamic University of Malaysia (UIAM), Universiti Teknologi Malaysia (UTM), and Tun Syed Nasir Polytechnic (PTSN).

### 3.2 Education Hub Pagoh

The Pagoh Higher Education Hub (HPTP) in Pagoh University Town provides residents of higher education institutions (IPTs) in Pagoh University Town with the notion of a world-class Centralized Shared Use Facility. It is anticipated that Pagoh University Town will serve as a catalyst for socioeconomic growth in the Pagoh and Panchor regions.

### 3.3 Natural History Gallery UTHM

A natural history gallery is a museum exhibit or exhibition room that showcases examples of plants, animals, minerals, and natural phenomena. Exhibits at the Natural History Gallery UTHM feature species that are rarely seen by the public. This exhibition can also attract people interested in learning more about Malaysian species and expanding their understanding of them.

### 3.4 Herbs garden

Herbs are a type of plant that lacks woody stem tissue and dies back to the ground annually. This restricts the number of plants that can be grown naturally. Annuals, perennials, biennials, culinary herbs, aromatic herbs, and medicinal herbs are the six classifications for herbs [3]. The Universiti Tun Hussein Onn Malaysia (UTHM) is undertaking several initiatives, one of which is the building of a herb garden including numerous herb species. This is intended to attract people and assist UTHM in becoming one of its tourism attractions.

### 3.5 Nasuha Herbs and Spices Farm

The company has a good tourism package that includes tours of the herbal farm, but the way the information is explained could use some work. People in Malaysia and the rest of the world are turning to plants more and more for their medicinal and healing properties. A well-done presentation on these topics at the farm would be something that tourists would be excited to see. Nasuha Herbs & Spice Farm's herbal tea is their most well-known product, but they also sell herb powder for cooking, insect repellent, hair oil, and soap. But by far, their herbs tea is the most popular thing they sell. But the current tourism package could be made a little better by adding something like teabags as a souvenir. This will give tourists more chances to try a Nasuha product that is both easier to make and easier to carry around.

### 3.6 Ayer Hitam Utara Forest Reserve (AHUFR)

The only peat swamp forest in the state that could be turned into an eco-tourism site is the Ayer Hitam Utara Peat Swamp Forest Reserve. Most people agree that the North Ayer Hitam Peat Swamp State Forest has about 3,795.84 hectares of wooded areas and that, under the National Forestry Act of 1984, it has been declared a Permanent Forest Reserve.

### 3.7 Masjid Lama Kampung Olak Sepam, Pagoh

The local peasants worked hard to build this mosque, which has a design that is a mix of native and western styles. In 1961, brickwork and "masile" roof tiles were added to the mosque to make it bigger. This gave it a unique style that combines native and western elements.

### 3.8 Tomb of Sultan Alauddin Riayat Shah Pagoh

The tomb of Sultan Alauddin Riayat Shah 1 is one of the places that visitors can go to when they are in Pagoh. This tomb may be found in Kampung Raja, which is in Pagoh, Muar, in the state of Johor. It is speculated that Kampung Pagoh existed during the time of the Melaka monarchy and that a palace was built at this site.

### 3.9 Pau Mira (SMEs)

The Pagoh subdistrict is where you can find the well-known Small and Medium Industries (SME) product Pau Mira frozen food. Misnan Ramijo is the one who owns the Pau Mira. Misnan Ramijo started Pau Mira in 2003 as a small shop with a one-foot umbrella roof on the side of the road in Kampung Tanah Merah, Pagoh. Pau Mira is now one of the most famous paus in Malaysia and the most popular place to visit in the area.

### 3.10 Memento by using resin.

Resin-based memento plants are one of the products created. The procedure entails delicately pressing a fresh plant or flower between the pages of a book or using a flower press to remove as much moisture as possible. After the plant has dried, it can be encased in a coating of transparent resin. In a shallow container, the resin is poured over the plant and allowed to cure. The resin, once dried, will produce a transparent, glossy surface that will preserve the plant and make it a lasting keepsake.



**Figure 2: Resin-based memento plants**

### 3.11 E-book

An ecotourism e-book is a digital publication that emphasizes sustainable travel and the conservation of natural environments. Typically, it includes information on ethical travel practices, the value of preserving biodiversity, and methods to lessen tourism's environmental impact. The e-book was created to make it easy for tourists to discover what is available and fascinating on the UTHM Pagoh campus and in the neighborhood. [https://drive.google.com/file/d/11DYRvDgtz12ZVWqiUZdN0L4TCF2X76bx /view?usp=sharing](https://drive.google.com/file/d/11DYRvDgtz12ZVWqiUZdN0L4TCF2X76bx/view?usp=sharing) is the link for the e-book that been made.

## 4. Conclusion

This study highlighted and promoted UTHM Pagoh as one of Malaysia's tourism attractions on campus. This analysis was able to determine the potential of a variety of attractions located on or near the university campus. This research can indirectly contribute to the effort to develop the area surrounding the UTHM Pagoh campus into a tourist destination, based on the criteria and attractions of the area. Additionally, the institution might utilize its academic resources, such as its research facilities and professors, to offer tourism opportunities based on education and research. For instance, guided tours led by academics and researchers could provide visitors with a deeper understanding of the ecological and conservation difficulties related with the natural habitats of the campus.

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