

# LEADING THE WAY

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INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
بونتريسق اسلاميا انتارا بيسيا بالديسيا  
Garden of Knowledge and Virtue



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# The Olmura

A Living River Lab in Muar  
(English Version)











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**A LIVING RIVER LAB IN MUAR**

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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# The Olmuara

A Living River Lab in Muar

*“And do not do mischief in the earth after  
Allah has provided for all that is good for it,...”*

*(Surah Al- A’raf 7:56)*

Main Collaborators:



Photographer and videographer:





# Foreword

IIUM has taken the initiative to introduce Sustainable Development Goals through Flagship Projects which promote the spirit of collaboration and transdisciplinary. The projects aim to bring the university closer to the community. One of the flagships that was introduced by the Kulliyah of Languages and Management is *The Muara* flagship. This flagship, as an inter-kulliyah collaboration, plays its roles to develop a living river lab in managing sustainable river-based tourism in Muar. The uniqueness of this flagship is through transformative teaching and learning, research and publication, internal and external collaboration, and community engagement.

Among the efforts of this flagship are the integration of Sustainable Development Goals (SDGs) and *Maqasid Al-Syariah* principles into academic courses, and utilization of Final Year Project to conduct research in this area. By integrating the SDGs into academic, innovation and research, the flagship won a few innovation awards, published their works in the reputable journals, and secured national grants. These are the achievements that the Kulliyah can be proud of.

On behalf of the Kulliyah, I would like to congratulate Dr. Nur Hidayah and all the team members for successfully managing this flagship. It is hoped that this flagship will continuously benefit IIUM community, local people and international collaborators. This is the spirit of Al-Quran when Allah swt says:

*" Help one another in acts of piety and righteousness, and do not assist each other in acts of sinfulness and transgression "*  
(Al-Maidah: 2)

Once again congratulations and May Allah bless the team!

Dr. Mohd Azrul Azlen bin Abd Hamid  
Dean,  
Kulliyah of Languages and Management





# Acknowledgement

In the name of Allah SWT, the Most Gracious, the Most Merciful

*The Muara* is originated from a research team that has been led by Department of Tourism, Kulliyah of Languages and Management, KLM. *The Muara* has been listed in the IIUM Roadmap 2019-2020 as the strategic initiative that has been led by Tan Sri Prof. Dzulkifli Abdul Razak, the Rector of IIUM. I am thankful for this opportunity that has been given by KLM top management, Assist. Prof. Dr. Mohd Azrul Azlen Abd Hamid, our Dean who believe the potential of *The Muara* to carry the responsibility as a part of this strategic initiative by IIUM. To be part of the 29 flagship projects in IIUM, I have learned various aspects in managing *The Muara*, especially to be creative and innovative to integrate *The Muara* in the teaching and learning, research and publications. I would also be thankful for the guidance from Assoc. Prof. Dr. Zulkifli Hasan (Deputy Rector Student Development and Community Engagement), Assoc. Prof. Dr. Zainal Abidin Sanusi (Director of Sejahtera Centre), and TPr. Dr. Muhammad Faris Abdullah (Director of OSIC).

*The Muara* would not be complete with the support from the team, Sr. Siti Aisah Abas, Dr. Julaina Nopiah, Dr. Siti Salwa Md. Sawari, Dr. Samshul Amry Abd Latif, Dr. Khairil Azwar Razali, Dr. Mohamad Suhaizi Suhaimi, Dr. Al Amirul Eimer Ramdzan Ali, Prof. Dr. Ar. Razak Sapian (KAED), Dr. Muhammad Fitri Yusof (KOS), Dr. Zakuan Azizi Shamsul Harumain (KOS), Assoc. Prof. Dr. Zaleha Kassim (KOS), Assoc Prof. Dr. Suhailah Hussien (KOED) and other 21 team members. I am grateful to work together with the students in KLM directly and indirectly contribute to *The Muara*, especially Nor Afifin Nadia M Noor Azman, Nurul Hassannah Hamidi, Siti Nur Aishah Zuhairi, Nur Alia Rozlan, Khairunnisa Mohd Rosdan, Nordanish Sofea Ilyana Roslim, Baiduri Zaiyyanna Farudz and Mohamad Hazwan Dahari. Last but not least, I am grateful to Tourism Muar, and BH Travel Sdn. Bhd. to always believe in IIUM to be part of the Muar tourism industry. May Allah SWT reward goodness to all who involve directly and indirectly in *The Muara* boundlessly.

Nur Hidayah Abd Rahman

Project Leader,  
*The Muara*: A Living River Lab in Muar





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# 1.0 INTRODUCTION





*The Muara* is a unique flagship project initiative by Kulliyah of Languages and Management, KLM. *The Muara* has been listed as one of 29 flagship projects in IIUM Roadmap 2019-2020 as the strategic direction in Humanising Education. This is due to the primary challenge in the current higher education to produce balanced students who benefit the mankind (*Rahmatan Lil Alamin*). There are nine high impact strategic initiatives in Humanising Education, namely, Balanced & Transdisciplinary Knowledge-base, Responsible Research & Innovation, *Sejahtera* Engagement, Global Relevance, Balanced Livelihood, Wealth Creation & Equitable Prosperity, *Sejahtera* Community, Environment Synergistic Initiatives, Digital Transformation & Blockchain Synergy, and Sustainable Healthy Community. Hence, the flagship projects have been introduced to realize the IIUM Roadmap 2019-2020 through a selection of project uniqueness, creativity, and high impact on the community.





<sup>1</sup> *The Muara* has been led by Assist. Prof Dr. Nur Hidayah Abd Rahman from the Department of Tourism (DOT) in KLM. This flagship project aims to develop a living river lab in managing sustainable river-based tourism in Muar. The novelty of *The Muara* flagship project is through various aspects from the transformative teaching and learning which involves different disciplines, research and publication, the collaboration of inter-kulliyah and external collaboration, and the community engagement programmes. This project shows its uniqueness in achieving the Sustainable Development Goals (SDGs), strategic collaboration through the shared platform and harmonizing the *Maqasid Syariah* based on the activities and programmes that have been conducted. This project is a continuous effort to ensure that it will benefit the local people and IIUM community in achieving the sustainability of its social, economy and environment.

---

<sup>1</sup> *The Muara* flagship project in KLM, IIUM Pagoh Edu Hub is focusing on developing a sustainable tourism product development which involves multidisciplinary approaches including the culture and heritage study, biodiversity, and any other related field of studies to breaking away from the conventional methods and approaches. Contact can be made through email [hidayah\\_rahman@iium.edu.my](mailto:hidayah_rahman@iium.edu.my) or [themuaraiium@gmail.com](mailto:themuaraiium@gmail.com). The Information about *The Muara* flagship project can be found at <https://flagship.iium.edu.my/flagship-27/>









# THE MUARA

## Vision Mission & Objectives

The vision of this project is to assist the stakeholders in developing a sustainable river-based tourism product as the primary tourism attraction for Muar District. The mission of *The Muara* is to develop and market river-based tourism products as a major contributor to the tourism industry in Muar in order to achieve the main goal of the project which is to develop a living river lab in managing sustainable river-based tourism in Muar.



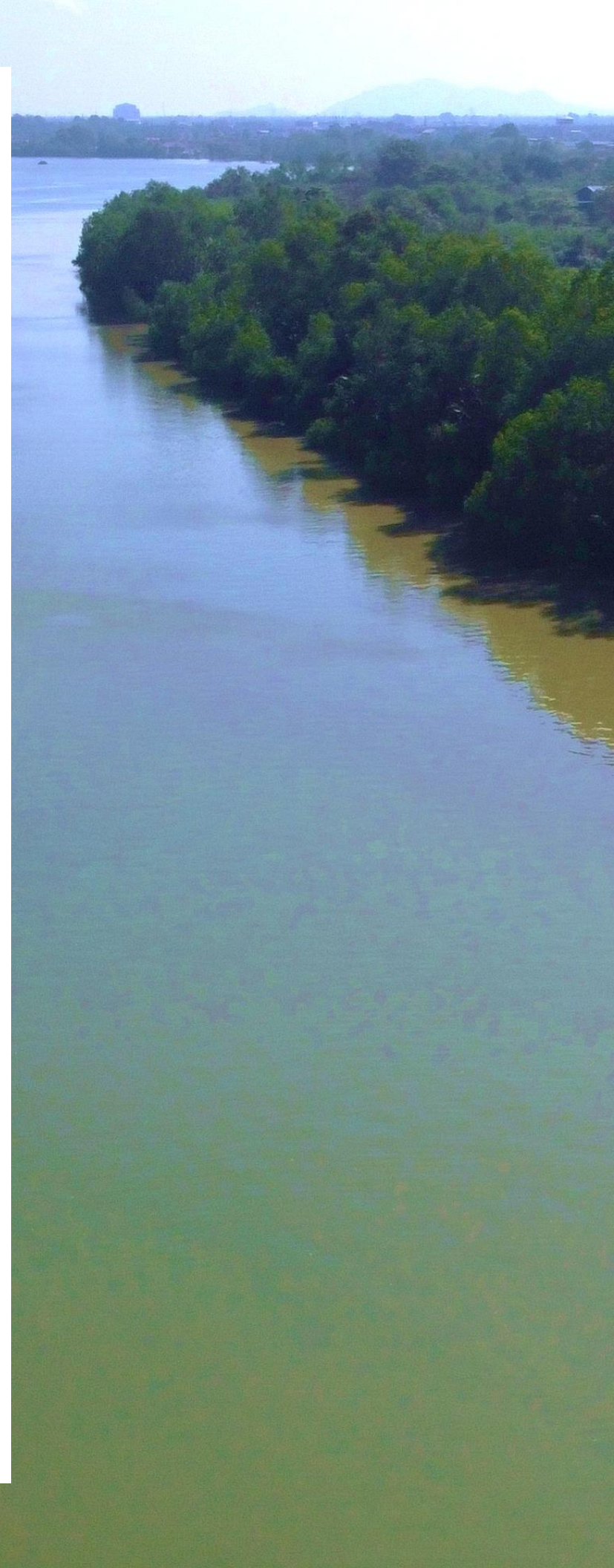
# PROJECT DESCRIPTION

*The Muara* project aims to achieve three main objectives which are:

- To identify the attractions of tourism activities along Muar River
- To analyse the potential attractions for river-based tourism Muar
- To suggest the attractions for river-based tourism products in Muar

In addition to accomplish project sustainability, *The Muara* uniqueness can be seen through achieving the Sustainable Development Goals (SDGs), Strategic Collaboration through a shared platform, and harmonizing the *Maqasid Syariah*. *The Muara* is the first flagship project which targeted to achieve the SDG number 4,8,9,13,14 &15. This goal is expected to be achieved in ensuring the sustainability of resources along Muar River including the natural resources as well as the local community who live along Muar River.

In terms of a shared platform, this project provides various opportunities for human and social transformation, and sustainability of life sciences. Muar River is the main source of wealth for the people along the river, which brings unique history of Muar and contributes to the unique characteristics of socio-economy of the local community. It also creates awareness to protect the natural resources. The shared platform provides a strategic collaboration in protecting the river, mangrove, fireflies and the traditional culture of fisherman along Muar River. Therefore, these efforts will prevent any future disaster as the results of mismanagement of the river and its resources.





## 4 QUALITY EDUCATION



Indicator: Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including among others through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and nonviolence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

## 8 DECENT WORK AND ECONOMIC GROWTH



Indicator: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro, small- and medium-sized enterprises, including through access to financial services.

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Indicator: Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.

## 13 CLIMATE ACTION



Indicator: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

## 14 LIFE BELOW WATER



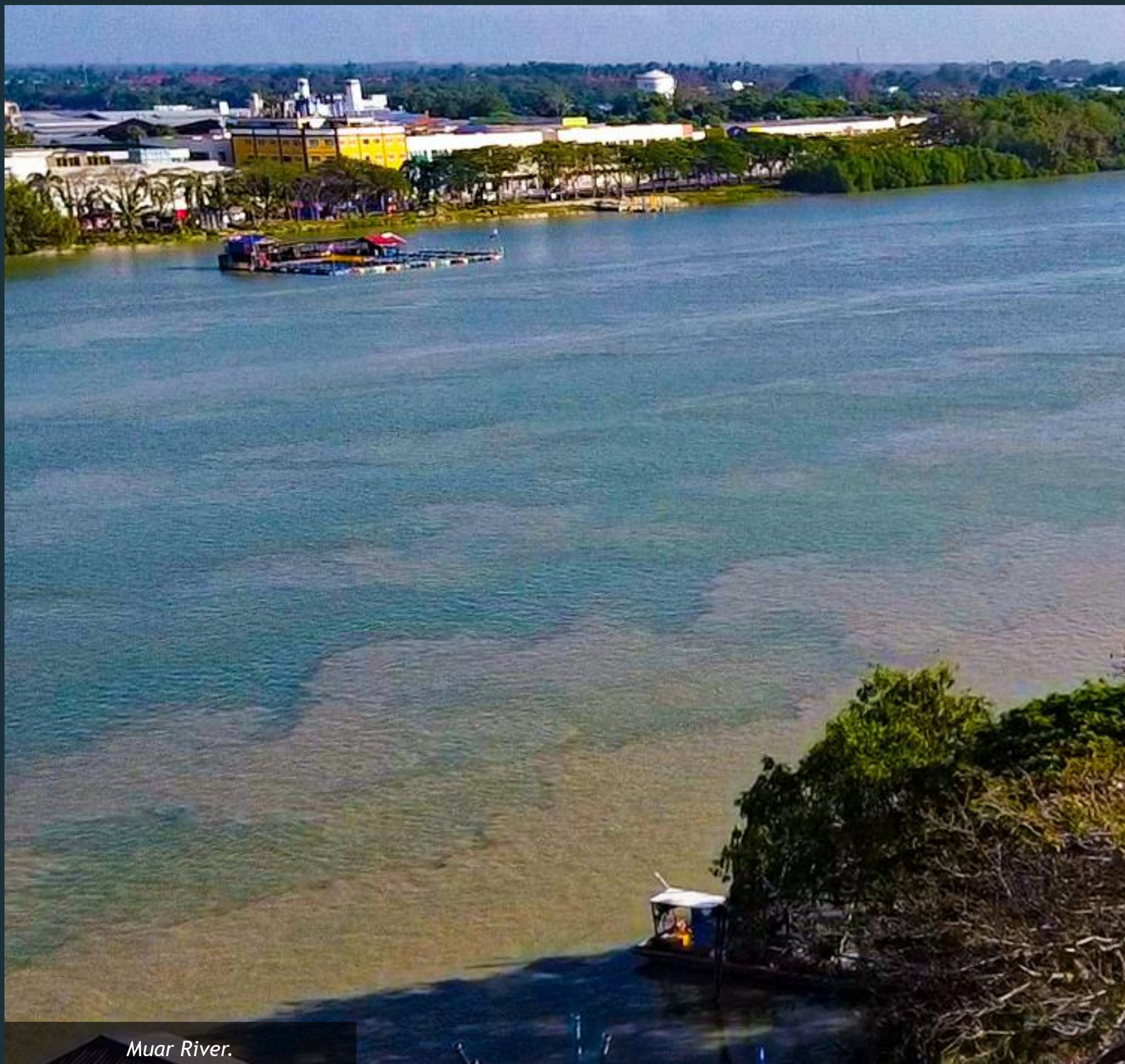
Indicator: Sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.

## 15 LIFE ON LAND



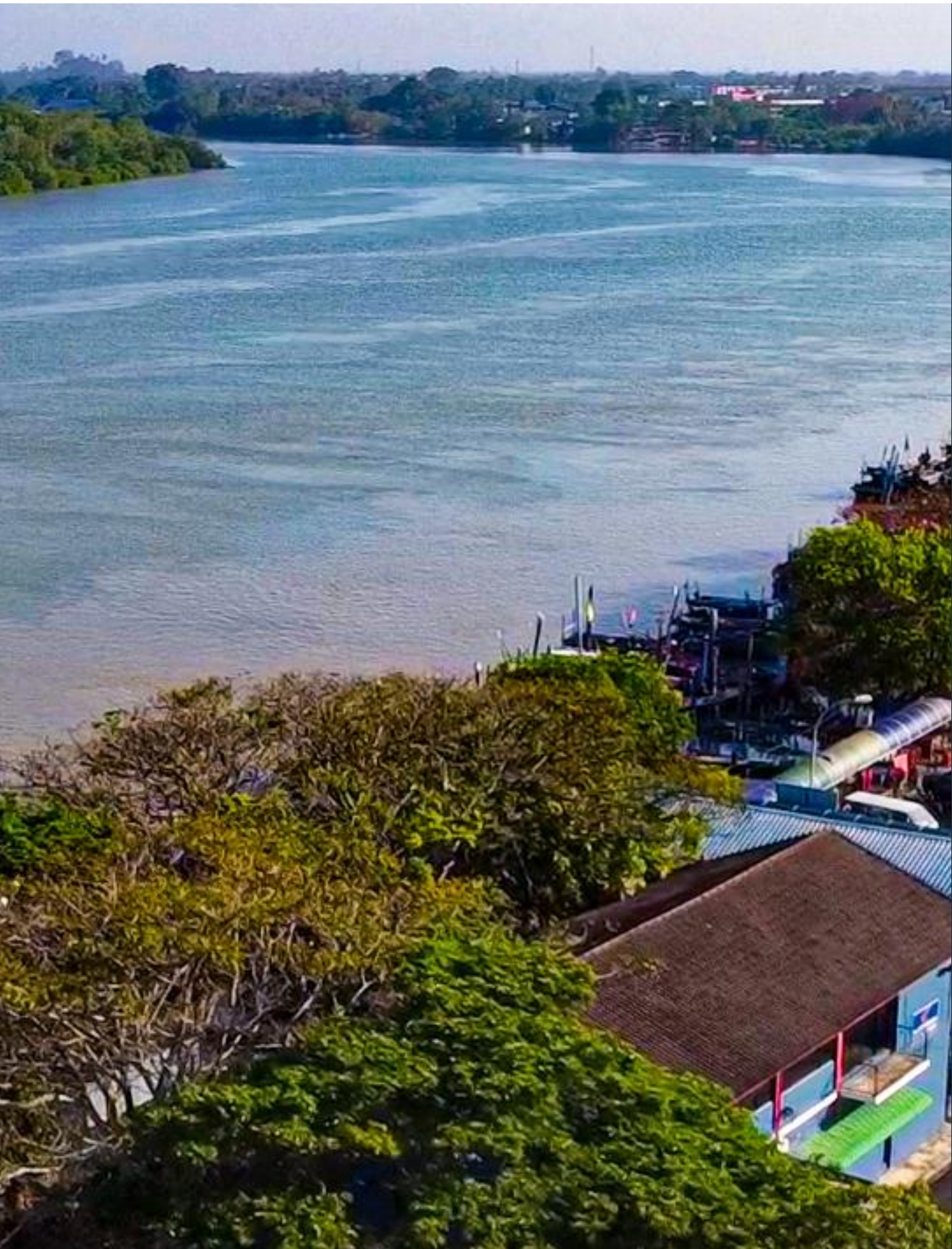
Indicator: Promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.





Muar River.





## 2.0 HISTORY OF MUAR



# Knowing the history of *Muar Royal Town Johor*

The state of Johor was a trader's settlement area approximately in 801 AD. Johor became one of the ruling areas of the Majapahit government empire until the reign of the Melaka Sultanate in the 14th century. This contributed to the fame of one of Johor's districts, Muar. Muar is synonymous with the title of Bandar Maharani and it is the second most important town in Johor after Johor Bahru. The district is located in the northwest of Johor and borders the district of Tangkak to the north, Segamat district to the east and Batu Pahat district to the south.<sup>2</sup> According to the Official Portal of Muar Municipal Council, the district had actually begun ahead of the Melaka Empire as there were records stating that the Muar district was part of the Majapahit empire territory in 1361.

Nevertheless, Muar's history on this matter is still limited due to insufficient historical records and lack of archaeological evidence. Not only that, the portal also states that the founder of the Melaka empire, Parameswara had also built a settlement in Pagoh, which is around Ulu Muar area after escaping from Temasik before heading to Melaka. The history of naming Muar is also noteworthy for its history and has multiple versions.<sup>2</sup> According to Muar Municipal Council Official Portal, the name of Muar was inspired by the word 'Muara' which means estuary as there is an early settlement in the area located at the estuary of the river in its early days.



*The landmark of Muar Clock Tower.*

The river is believed to be the main route used by Parameswara (Raja Iskandar Syah) from Singapore after having lost to Majapahit in the 15th century. The river is also famous for its past as it allows sailors to shelter during the turbulent season given its wide form of river. Another version of the origins of the Muar name is based on the word 'Muna-Aru' which means three rivers in Tamil. The word was given by traders from India in the past and the river refers to the Muar river, Seriting river and Pahang river.





*Syariah High Court, Muar.*

The Official Portal of Muar Municipal Council stated that Muar district recorded 2346.12 square kilometres in terms of its area and contained 281 500 residents. Muar is divided into 12 sub-districts, namely Bukit Kepong, Lenga, Jorak, Ayer Hitam, Sungai Balang, Seri Menanti, Parit Jawa, Parit Bakar, Bandar, Jalan Bakri, Sungai Terap, and Sungai Raya. In 2007, the Ledang district was separated from Muar district because Muar district was divided into two, the northern region of *Sungai Muar* which is known as the Ledang district (now known as Tangkak district) as well as the southern region of the Muar River known as the Muar district.<sup>3</sup> On 10 Muharram 1434 Hijrah, along with 24 November 2012, Bandar Maharani once again created its own history when the city was declared a Royal City by the Sultan of Johor, namely Duli Yang Maha Mulia Sultan Ibrahim Ibni Almarhum Sultan Iskandar. This declaration is considered unique because the establishment of this area as a Royal City has a different format compared to the five other states in Malaysia that also have The Royal City, namely Perlis, Perak, Selangor, Negeri Sembilan and Pahang.<sup>4</sup> According to Mstar newspaper dated February 6, 2012, the declaration was carried out in line with the state-level Maulidur Rasul welcome ceremony at Sultan Ibrahim Jamek Mosque.

## EXPLORE MORE HISTORICAL BUILDING IN MUAR, JOHOR

Visitors will find there are many buildings that are able to attract attention and are visually pleasant. This is because the city's art is colored by a row of buildings built since before the Second World War. The buildings of shophouses along Jalan Abdullah which is also known as Muar Trading Center. In fact, Muar offers a variety of exciting tourist activities including Mi Bandung Muar Hanapiah, Satay Warisan, and various tourist attractions.

<sup>2</sup>. Portal Rasmi Majlis Perbandaran Muar. Info Muar . Accessed on 24 February 2021 retrieved from <https://www.mpmuar.gov.my/ms/pelawat/info-muar/page/0/1>

<sup>3</sup>. Shaiffulazhar Misri. (2015). Warisan 100 Tahun. Harian Metro . Accessed on 24 February 2021 retrieved from <https://www.hmetro.com.my/mutakhir/2015/09/76779/warisan-100-tahun>

<sup>4</sup>. Sultan Johor Isytihar Bandar Maharani Sebagai Bandar Diraja. (2012). MStar . Accessed on 24 February 2021 retrieved from <https://www.mstar.com.my/lokal/semasa/2012/02/06/sultan-johor-isytiharbandar-maharani-sebagai-bandar-diraja>



# MUAR ROYAL TOWN ENDLESS EXPERIENCES



*Sultan Ibrahim Jamek Mosque.*



*Sultan Abu Bakar Muar Building.*



*Royal Malaysian Customs Department, Muar Johor.*





Muar Municipal Council (MPM).



Veerakaliyamman alayam Muar.



Piau Siang Foodstuffs (M) Sdn. Bhd.





*Fisheries activities at Pantai Leka, Parit Jawa.*

# THE HISTORY OF MUARDIALECT



In terms of dialect, through the boundaries made by Asmah Hj Omar in the Malay genealogical (2015), the Johor dialect was a dialect that was clustered in the Southern cluster. Unlike the dialects spoken in the Eastern and Northern regions, the pronunciation found in the Johor dialect is not very significant in comparison to the standard Malay language. This is because there is a general impression that the standard language is based on the Johor dialect. Besides that, the degree of diversity of Johor dialects is also said to be the least compared to the state dialects in Malaysia.

However, there is little variation in this dialect in the part of the border area such as the north side, which is from the west coast to the east coast. This area is seen as a mixture of characteristics between the Johor dialect and the Melaka dialect and between the Johor dialect and the Pahang dialect which resulted in no significant differences in terms of the spoken language sound system. Through these small differences, Johor dialects can be divided into three sub-areas, namely Johor sub-area, Muar sub-area and Mersing sub-area.

<sup>5</sup>Based on the division of the sub-area, Muar dialect was grouped under the second sub-area, the Muar-Batu Pahat sub-area. These sub-areas have close ties to the state of South Melaka until the Johor dialect in this area has influence from the historic state. The Muar-Batu Pahat sub-dialect is used as a speech platform between the communities in the area. The difference in the Muar-Batu Pahat sub-dialect (MBP) lies in the mention of the "-ar" at the end of the word.

The [ɾ] consonants dropped in the Johor Bahru sub-dialect do not involve the process of changing phonetics [a]. Unlike the Muar-Batu Pahat sub-dialect, consonant abortion will occur and result in a change in vocal phonetics to produce [ô].<sup>5</sup>The production [ô] caused the Muar-Batu Pahat sub-dialect to have seven types of vocals compared to the Johor Bahru sub-dialect which has six types of vocals. As for the example:

JB	MPB	BS
[baka]	[bakô]	[bakar]
[běsa]	[běsô]	[besar]
[leba]	[lebô]	[lebar]
[saba]	[sabô]	[sabar]

Source: Asmah (2015)

Muar district known as ‘*Teluk Dalam*’ is said to be derived from the word ‘*Muara*’ which means river mouth.<sup>6</sup> There are also sources who say that the word ‘Muar’ is derived from the hindu word ‘*Muna*’ and ‘*Ar*’ which means Three and Rivers which depict the existence of The Muar River that flows through the city and is also the longest river in Johor.<sup>7</sup> Going through the early history of Muar district, it is said that there have been several clusters of Malay communities inhabiting the villages along the Muar River before the mid-19th century.



Joey's Team Mural, Muar.







According to Muar's history, the names of the village in the old days (known as Puntong Berasap period) have been named by the name of '*Teluk*', such as Teluk Cermin Sembilan which is now known as Bukit Kepong; Teluk Perhentian, now known as Gombang; Teluk Olak (Liang Batu), Teluk Teledah (Renchong), Teluk Lindung (Pagoh) and Teluk Perepat Tanjung (Gersik). At that time, the main transportation for the locals was boats and rafts. As a result of the relationship between the local residents, it is said that there is a district dialect spoken among the locals. Each area has its own dialect and this is marked through the different lexical used within the communities, hence creating their own unique dialect.

Among the lexicals found in this dialect are, *olob*, *lob* (title for men), *endek* (title for women), *ngape* (us), *ngkape* (you), *dano* (feces), *ngelupo* (writhe in pain), *libang-libu* (back and forth), *melak* (maybe), *be'daah* (cheat), *kelesa* (lazy), *berendut* (love), *ba'atan* (excessive) and others. This dialect will usually sound in the communication of the local community around Bukit Kepong, Lenga, Gombang and Pagoh. This dialect is not only different from the standard Malay language through its phonological system, but also differs from lexical (word). Moreover, for anyone who has heard of this dialect, it will definitely be interesting because this dialect has its own tone and intonation.

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<sup>5</sup>. Asmah Hj Omar 2015. *Susur Galur Bahasa Melayu Edisi Kedua* . Kuala Lumpur: Dewan Bahasa dan Pustaka.

<sup>6</sup>. Portal Rasmi Majlis Perbandaran Muar. Info Muar . Retrieved on 24 February 2021, <https://www.mpmuar.gov.my/ms/pelawat/info-muar/page/0/1>

<sup>7</sup>. Malik Munip. 1972. Sejarah perkembangan penduduk rumpun Melayu Muar 1884-1920. *Jebat: Malaysian Journal of History, Politics and Strategic Studies* , 2 , 47-34.

<sup>8</sup>. M. A. Fawzi Mohd. Basri & Hasrom Haron. 1978. *Sejarah Johor Moden, 1855-1940: Satu Perbincangan dari Pelbagai Aspek* . Kuala Lumpur: Muzium Negara.





Muar Royal town Bridge.





# 3.0 PROJECT ACHIEVEMENT





*Professional Tourism Exhibition Event, PROTEX 2018.*

The transformative teaching and learning for KLM have been conducted through this flagship project as the platform to contribute to the society by looking into the problems and issues that related to the social, economy and environment around the Muar area. This project has successfully integrated into nine (9) courses and utilised the undergraduate research through Final Year Project which involved Department of Tourism (DOT), Department of Malay (DOM), and Department of English (DOE).

In terms of research and publication, this flagship project has published four (4) research publications and two (2) successful grants with a total of RM 14, 800. Also, there are two (2) innovation awards for student's project in Penang International Invention, Innovation and Design 2019 which are Gold Medal award for the "Gardenstay Design: Towards Sustainable Royal City of Muar, Johor" and Silver Medal award for "TourMuOve Application: Interactive Navigation and Mobile Application in Creating Efficient Tourist Movement in Muar, Johor".



Additionally, this flagship project has secured a sponsored student exchange programme through Sakura Science Programme to Fukuoka City, Japan in January 2020. This programme was sponsored by Japan Science Technology (JST) and organised by Japan-Malaysia Association (JMA). There are four (4) students from Kulliyyah of Languages and Management (KLM), two (2) students from Kulliyyah of Science (KOS), two (2) students from Kulliyyah of Architecture and Environmental Design (KAED) and two (2) students from Kulliyyah of Engineering (KOE) have joined this programme which entitled, "Sustainable River-based Tourism Product Development". There are various community engagement programmes that have been conducted through this flagship project platform since 2018.

The programmes are Professional Tourism Exhibition (PROTEX), Ibn Batuta Exhibition (BATEX), CCLM 2051 - Leadership Talk on "Save the river, save the future", CCLM 2051 - Leadership Riverbank cleaning at Sg Panchor, English camp with Madrasah Tahfiz Al Quran Silaturahim, World Clean Up Day, Muar, and Go Green, Ayer Hitam. These community engagement programmes have involved various stakeholders which include the local community, local authorities, and the students to ensure that the flagship project is engaging with the local people and its surroundings.



*Tourism project proposal exhibition.*





Site survey and data collection activities at Parit Keroma Laut.

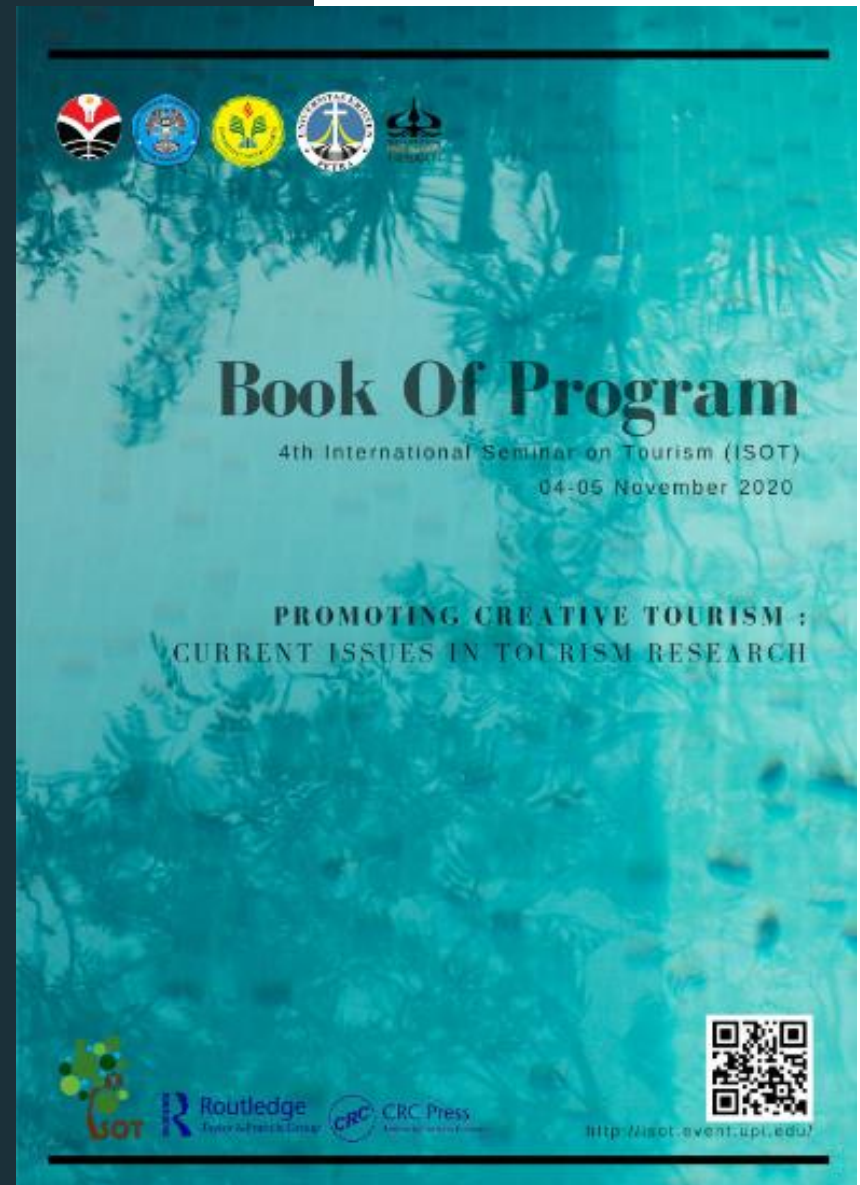
# Research And Publication



*The Muara* project has secured two research grant which are “Muar: The Potentials and Threats” and “Penyebaran Dialek Lenga di Sepanjang Sungai”. There are four research publications under this project which are:

1. Gardenstay Design: Towards Sustainable Royal City of Muar, Johor-2019
2. TourMuOve Application: Interactive Navigation and Mobile Application in Creating Efficient Tourist Movement in Muar, Johor -2019
3. Exploring the River-based tourism product for Muar River: A Tourism Opportunity Spectrum (TOS) Approach - 2020
4. Readiness and participation of the local community for river-based tourism development in Sabak Awor, Muar, Johor -2020

*The Muara* project also encourages students to conduct final year projects namely “Readiness and Local Community Participation For River Based Tourism Development in Sabak Awor, Muar, Johor” and “Determining The Tourists’ Spatial Behaviour and Tourist Movement Pattern in Muar Royal Town, Johor”.



<sup>12</sup>. Paruddin, N.F.M et al., (2019). Gardenstay Design: Towards Sustainable Royal City of Muar, Johor. e-Proceeding: Penang International Invention, Innovation and Design 2019 (PIID 2019), 655-660.

<sup>13</sup>. Azimi, A.M.C et al., (2019). TourMuOve Application: Interactive Navigation and Mobile Application in Creating Efficient Tourist Movement in Muar, Johor. e-Proceeding: Penang International Invention, Innovation and Design 2019 (PIID 2019), 675-681.

<sup>14</sup>. Rahman, N. H. A., Abas, S. A., Omar, S. R., & Jamaludin, M. I. (2020). Exploring the river-based tourism product for Muar River: A tourism opportunity spectrum (TOS) approach. *IOP Conference Series: Earth and Environmental Science*, 447, 012007. doi:10.1088/1755-1315/447/1/012007.

<sup>15</sup>. Zuhairi, S.N.A et al., (2020). Readiness and participation of the local community for river-based tourism development in Sabak Awor, Muar, Johor. *The 4th International Seminar on Tourism (ISOT)*.







**28**  
Team  
Members

**9**  
Courses from  
3 Departments

**5**  
External  
Collaborators

**4**  
Internship  
Students

**7**  
Community  
Engagement  
Programs

**2**  
Research  
Grants

# *The Muara* **Achievement**





Project achievement through

# Teaching And Learning

Ibnu Batuttah Exhibition, BATEX 2019.





This flagship project has integrated into nine (9) courses for teaching and learning from Department of Tourism (DOT), Department of English (DOE) and Department of Malay (DOM). Students of Kulliyah of Languages and Management from the three departments such as Department of Tourism, Department of Malay Communication, and Department of English Communication which represent nine courses had gone to several locations for data collection purposes. Throughout this project, a series of on-going data collection will be done through surveys, interviews, and focus group discussion (FGD) to discover the community and environmental issues that may impact the development of tourism products in Muar. Other than that, this project also involved the tourism marketing environment and market analysis of Muar in order to explore new tourism product development in Muar.

The nine (9) courses are listed as follows:

1. TPHM 2102- Tourism Workshop 3
2. TPHM 2226 -Tourism Product Planning
3. TPHM 1102- Tourism Workshop 1
4. TPHM 2222- Sustainable Tourism Development and Planning
5. TPHM 2103- Geography in Tourism
6. TPHM 2121- Introduction to Tourism and Hospitality Marketing
7. TPHM 3114- Tour Planning and Design
8. ENCO 4105- Computer Mediated Communication
9. BMCO 4102- *Bahasa dan Masyarakat*







*Watching fireflies, Sabak Awor Resort.*

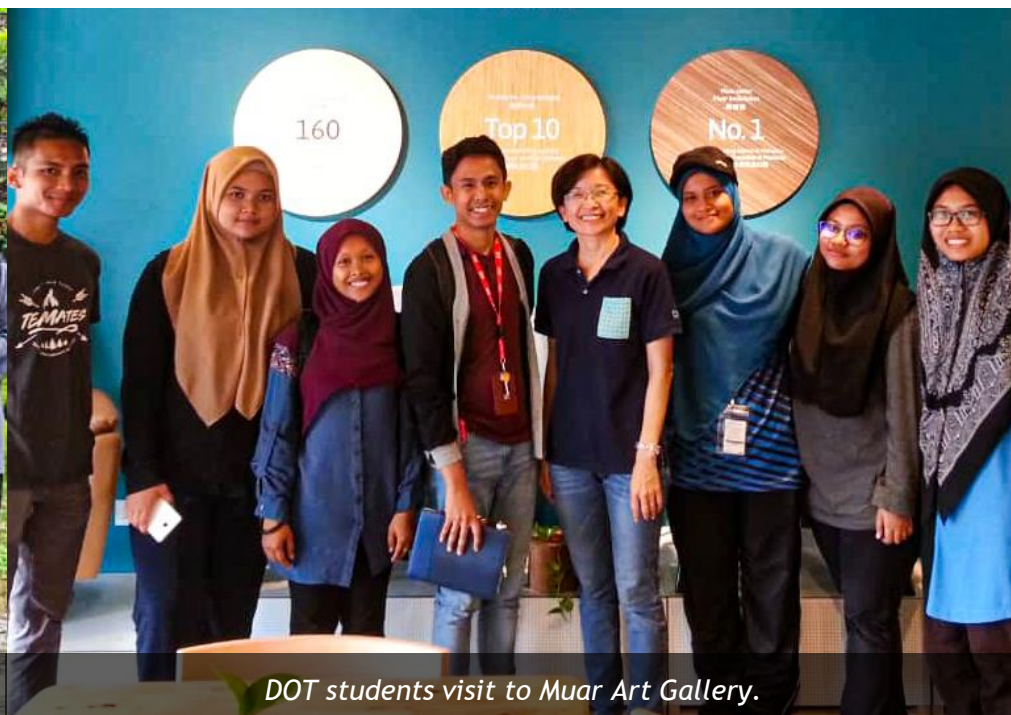
# TPHM 2102 TOURISM WORKSHOP 3

## TOURISM PRODUCT DEVELOPMENT





*Interviewing a resident of Sabak Awor Village by the DOT students.*



*DOT students visit to Muar Art Gallery.*

Tourism Workshop 3 (TPHM 2102) focuses on tourism product development and planning for students of the tourism department in semester 3. This course involved 20 students supervised by Madam Siti Aisah Abas. In this course, the students collected data which involved feasibility studies on project development, preparing a report of survey (ROS), and project proposal development in Sabak Awor, Muar, Johor. This valuable exposure has indirectly increased the students' knowledge and skills in engaging with local authorities, industrial, tour operators, and the local community. The final project of this workshop has been proposed according to the three themes namely Community Based Tourism (CBT), Tourism Opportunity Spectrum (TOS), and Innovation in Tourist Movement. The project were proposed and presented to Majlis Perbandaran Muar and Tourism Muar through magazine and video presentations prepared by the students.



*Honey collection process at Kelulut Muar Enterprise.*

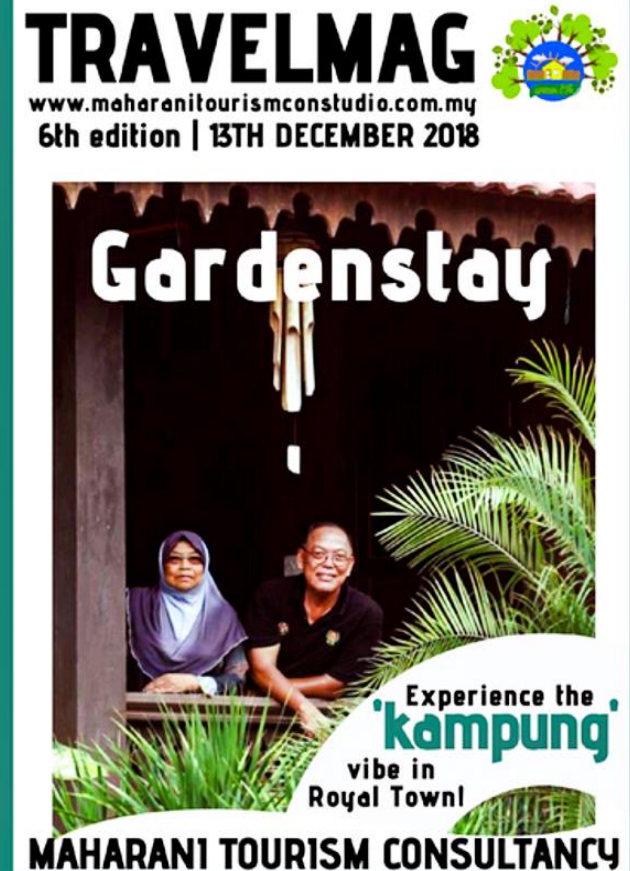


Project Proposal for Sabak Awor Village

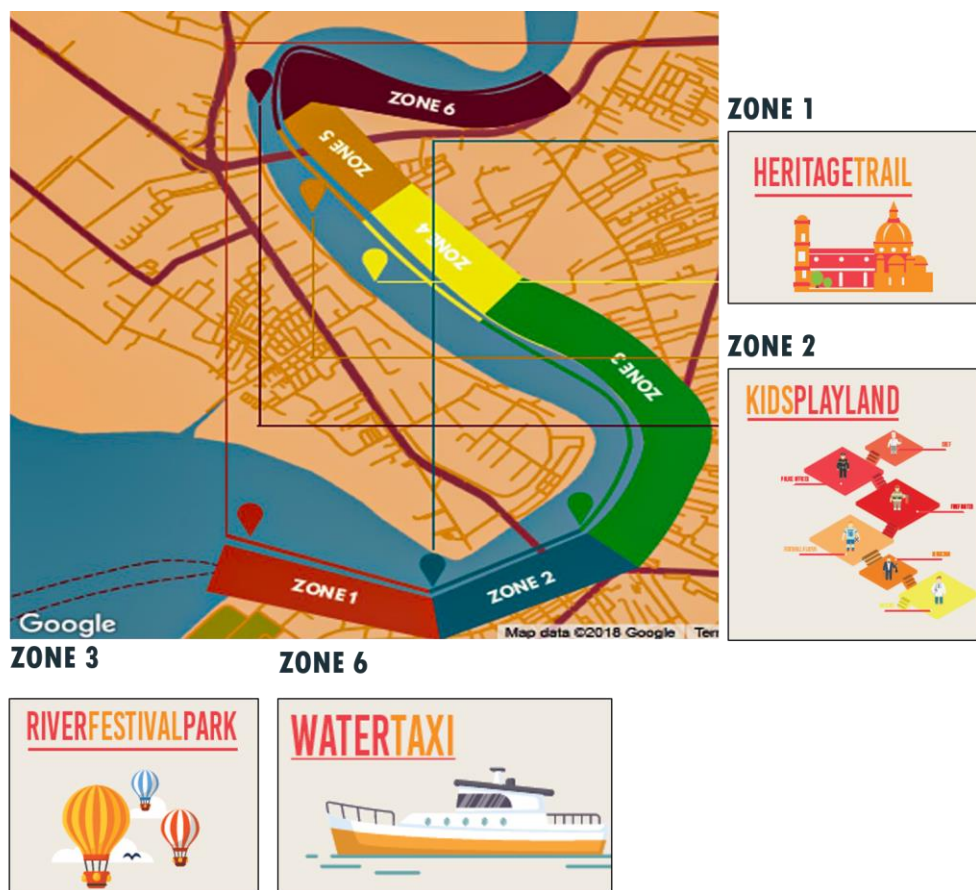
# Community Based Tourism

There are several steps have been proposed in community-based tourism project for Sabak Awor Village:

1. Identify leadership and local champion
2. Assess community needs and readiness for tourism
3. Identify market demand and develop marketing strategy
4. Develop partnership and develop community organization
5. Educate and prepare the community for tourism
6. Implement and monitor performance



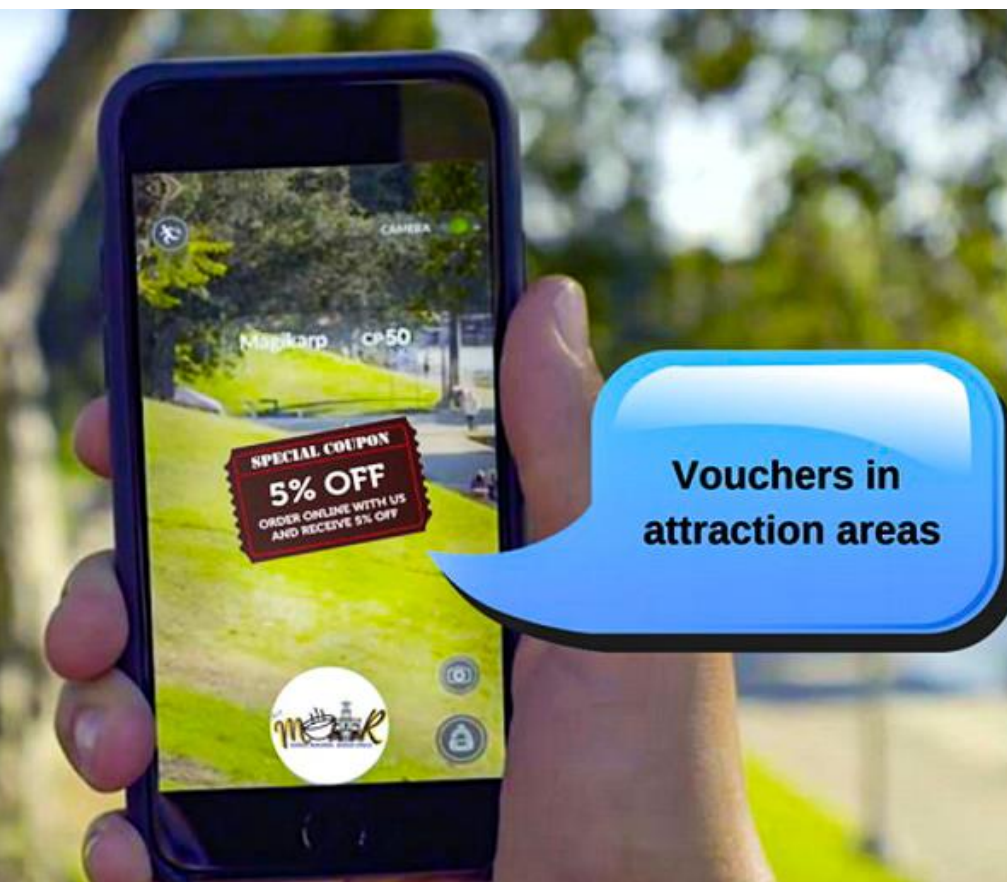




## Project Proposal for Muar River-based Destination

# Tourism Opportunity Spectrum

This project aimed to visualize and establish Muar as a river-based destination and endorse new attractions by providing new experience for tourists through four main projects which are promoting sustainable transportation systems, heritage attractions, and entertainment. This proposal provided a positive approach for encouraging future river-based tourism development in Muar in order to improve the local community's economy and tourism sector.



## Project Proposal for Sabak Awor Village and Muar Town

# Tourist Movement Pattern

This project proposal aimed to promote Muar, Johor through an innovative marketing platform in recognizing Muar as a strategic place for creating wonderful tourist movement pattern of tourism destination in Malaysia. The project has achieved four objectives which were to solve the marketing management issues, to encourage domestic and international tourist arrival in Muar, to develop tour packages through spatial-temporal modelling of tourist movement, and to get the local residents to be involved in generating incomes through production of local products.





Street Arts, Muar

# TPHM 2226 TOURISM PRODUCT PLANNING

## CREATING THE VALUE OF MUAR AS A UNIQUE DESTINATION



Tourism Product Development (TPHM 2226) course provides the basic knowledge to the students to apply the tourism planning theories and concepts especially field work experience to interview respective authorities, visit the potential areas and prepare a report on the findings of the recent development of tourism product planning. The outcome of this assignment is to provide a fundamental understanding of current issues in tourism product development in the context of Malaysia. This assignment proposed 4 areas to be visited which are Muar, Melaka, Johor Bahru, and Negeri Sembilan. There were 6 students of one group involved in Muar tourism product development. This group has been assigned to create the values of the Muar destination through tourism product development.

## OUTPUT FROM TEACHING AND LEARNING

# PRODUCT PORTFOLIO

## MUAR ROYAL TOWN

*"Exploring the diversity of tourism  
product in Muar through **food,**  
**heritage, cultural and art, and**  
**recreational"***







Muar Soup House, Jalan Sisi, Pekan Muar.



Mui Soon Coffee Shop, Jalan Petrie.



Coffee Fung Seng, Jalan Abdullah, Muar.





NMB Gallery Building (1928), Jalan Sayang.



Vern's Muar, Ancient Building, Jalan Abdullah.



Kedai Kopi dan Hotel Hua Nam (1917), Jalan Pekan.





*Fishery boats at Sabak Awor Jetty.*

# TPHM 1102 TOURISM WORKSHOP 1

## UNDERSTANDING THE CURRENT ISSUES AND PROBLEMS OF TOURISM INDUSTRY IN MALAYSIA (MUAR)





*Pengkalan Nelayan Parit Tiram, Muar.*

Tourism Workshop 1 (TPHM 1102) is a tourism course which focuses on the introduction to the current issues and problems in the tourism industry. The aim of the assignment was to introduce the students to tourism planning issues, problems and potentials and to help the students to understand the aspects in real practices and situations on the ground. There were five different themes of case study which were Urban Tourism, Rural Tourism, Nature-based Tourism, Culture and Heritage Tourism, and Agro/Agri Tourism.



OUTPUT FROM TEACHING AND LEARNING

# MUAR

## Tourism Destination

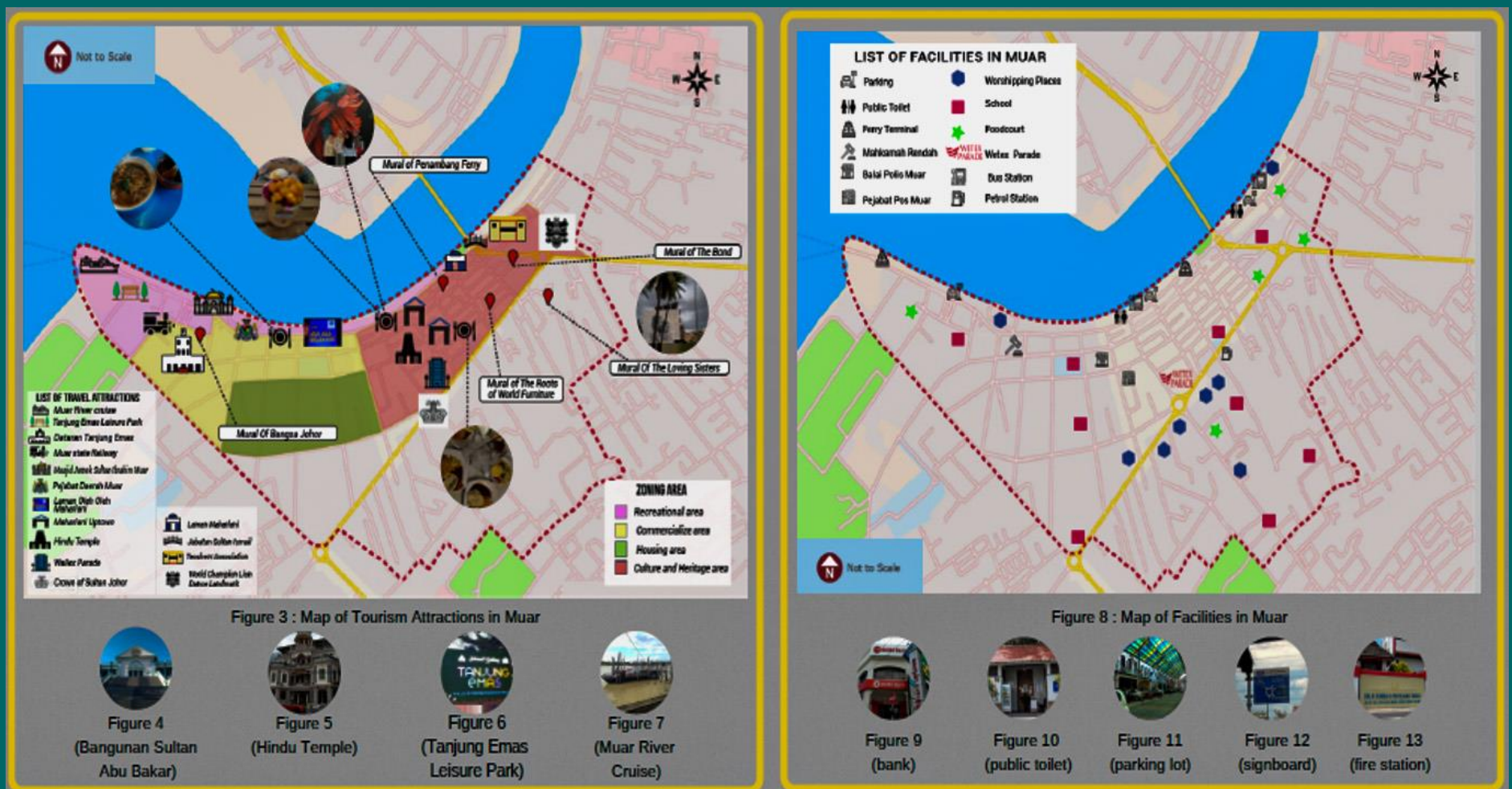
### HERITAGE RURAL URBAN

<sup>9</sup> Activities at the research center, visiting historical monuments, visiting and studying ancient relics and music festivals could help to boost understanding among students of the heritage tourism.

<sup>10</sup> Rural tourism is related to tourism activities in orchards, farms, cultures, lives, scenic areas, religious activities, food, and air in rural areas. It comprises rural production, living, and ecology, including production and agricultural activity-oriented tourism.

<sup>11</sup> Urban tourism destination is a concept in cities that comprises a central tourist district which is a place defined by agglomerations of attractions, facilities, and services.





It has been discovered from the course assignment that Muar could be a tourist destination with heritage, rural, and urban tourism characteristics. The findings have been displayed through mapping the attraction locations in different zones. Heritage tourism in Muar can be seen through mural arts at heritage building which represent the value of local arts such as Mural of Bangsa Johor, Mural of The Roots of the World Furniture, Mural of The Loving Sisters, Mural of The Bond, and Mural of Penambang Ferry. Also, visitors can experience fishing, paddy planting, and playing with mud in rural tourism area in Muar namely Desastay Santai D'Sawah.

Urban tourism at Muar town is associated with ten strategic connection routes between attractions and accessibilities such as Jalan Maharani, Jalan Petri, Jalan Abdullah, Jalan Meriam, Jalan Sulaiman, Jalan Sayang, Jalan Ali, Jalan Haji Abu, Jalan Yahyaa, and Jalan Arab. Muar has the potential to be developed as a unique destination this could be done through revitalizing the attraction areas, accessibilities, and facilities management. The mitigation of issues in Muar development can be managed by considering the environmental, socio-cultural, and economic aspects.

<sup>9</sup>. Sumantri, Y. (2020). Developing Strategy for Heritage Tourism Supply Chain Quality Management. The Journal of Asian Finance, Economics, and Business, 423-432. doi:10.13106/jafeb.2020.vol7.no10.423

<sup>10</sup>. Fang, W. T. (2020). Rural Tourism. Tourism in Emerging Economies, 103-129. doi:10.1007/978-981-15-2463-9

<sup>11</sup>. Stors, N. (2020). Constructing new urban tourism space through Airbnb. Tourism Geographies, 1-24. doi:10.1080/14616688.2020.1750683



# VOLUNTEERING PROJECT

## AT KAMPUNG SENTOSA LENGA, PAGOH

The 2030 Agenda for Sustainable Development emphasizes that volunteering projects as a vehicle for sustainable development which is aligned with the statement of "Volunteerism strengthens civic engagement, safeguards social inclusion, deepens solidarity and solidifies ownership of development results". On 8 March 2019, students of TPHM 2222 launched volunteering projects in an indigenous people village at Kampung Sentosa Lenga, Pagoh, Johor.

The theme "Love is Sharing and Caring" was implemented in this project and it brought the concept of sharing love within indigenous people without discriminating the differences in education, religion, and languages. The objectives of the project were to enhance student's skills in organizing the volunteering project in various aspects, to bridge social relations between students and indigenous people and to sustain local participation with community programmes that involve cooperation from many parties.

*With the indigenous children after the sports event.*







*"Gotong- royong" with indigenous community.*



*Token of appreciation for the indigenous children.*



*Clothes donated for the indigenous community.*



*Tree planting activities.*





Street Arts, Uptown Maharani.

# TPHM 2103 GEOGRAPHY IN TOURISM

## TOURIST MOVEMENT PATTERN

## THROUGH SOCIAL MEDIA AND GPS TRACKING



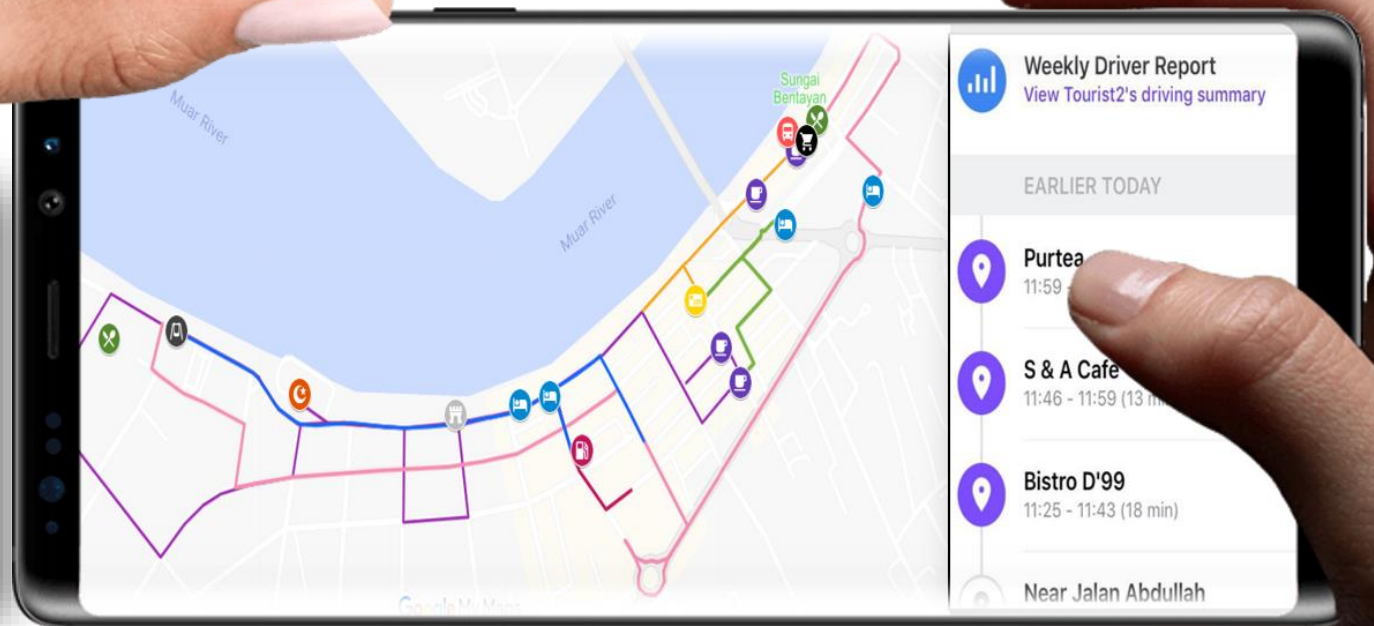
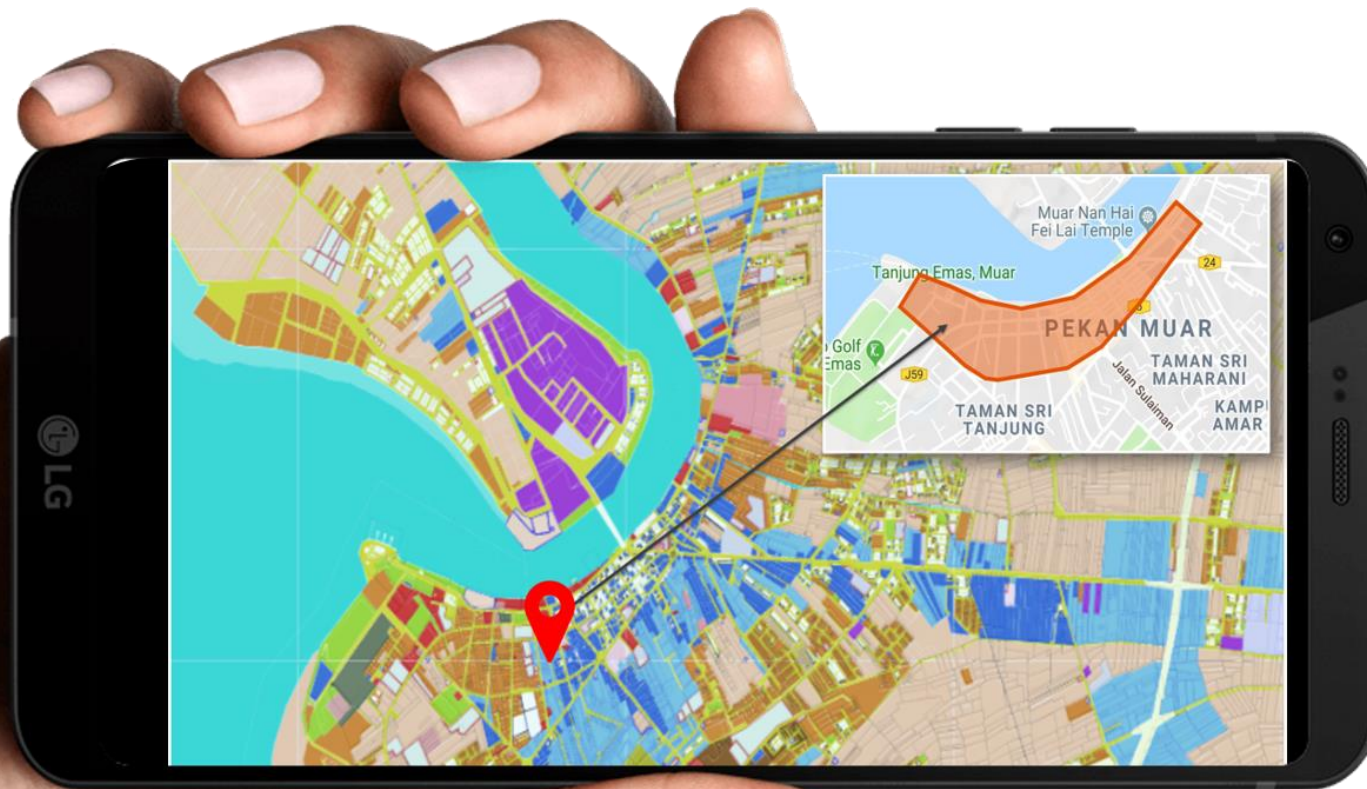


This assignment used GPS tracking mobile application (i.e; Follow Me GPS Tracker) to understand the tourist's experience in a 'tourism space'. Based on this mobile application, the students were able to understand the tourist's movement based on consumers' experience within a space. The outcome of this assignment was to provide a fundamental understanding of geographical perspective for tourist experience and consumption in a space through tourism activities. This assignment involved 7 groups of 33 students which required them to explore the GPS tracking mobile application in investigating tourist movement in Muar Royal Town, Johor.





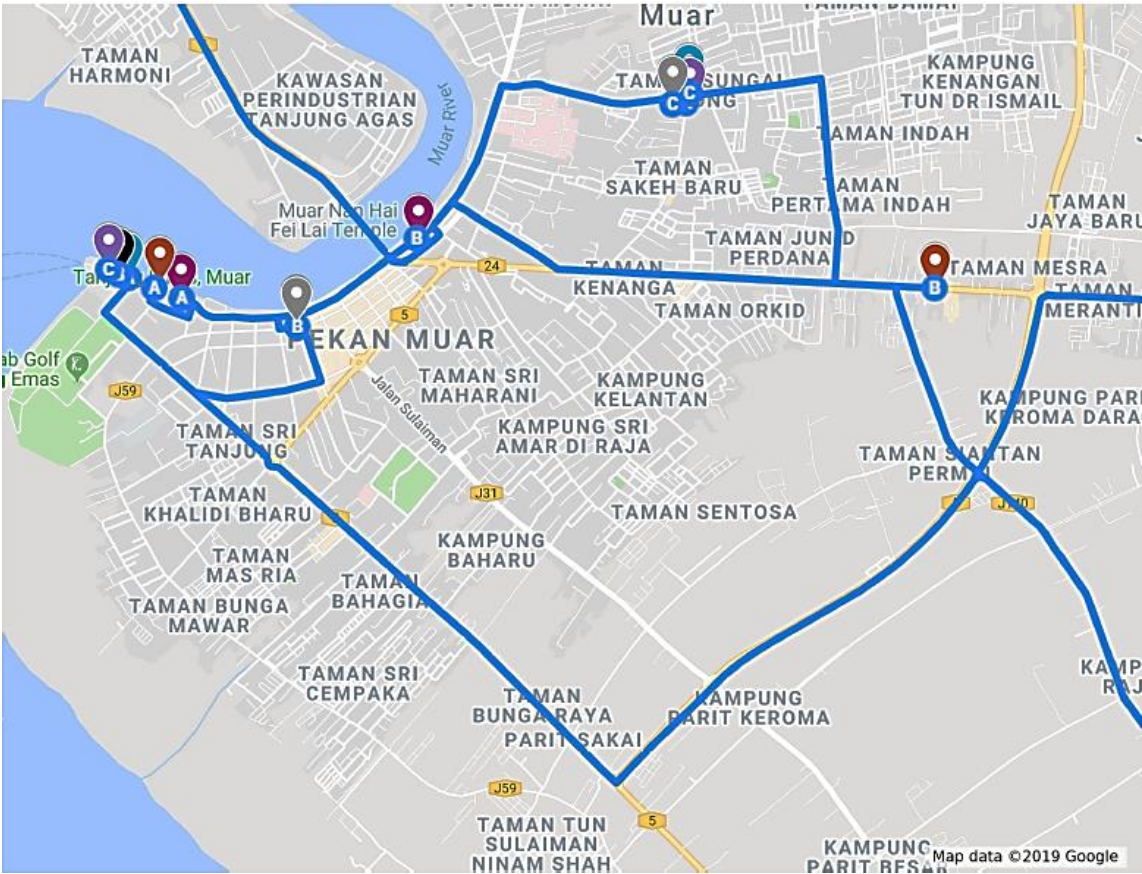
## OUTPUT FROM TEACHING AND LEARNING



GPS tracking can help tourism planners to develop a hotspot tourism attraction through digitalization. It also gives exposure to tourists in identifying the most popular attraction in Muar, Johor.



# VISITOR MOVEMENT PROFILE THROUGH GPS TRACKING



- Legend**
- Respondents movement
- Respondent 1
  - Respondent 2
  - Respondent 3
  - Respondent 4
  - Respondent 5
  - Respondent 6

Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6
<b>Tourist Origin:</b> 45, Jalan Cheng Jaya 75250 Melaka	<b>Tourist Origin:</b> Muar	<b>Tourist Origin:</b> Parit Yaani, Batu Pahat	<b>Tourist Origin:</b> Taman Mulia, Muar Johor	<b>Tourist Origin:</b> Jalan Alaudin, Taman Sakeh Baru, Muar	<b>Tourist Origin:</b> Jalan Alaudin, Taman Sakeh Baru, Muar
<b>GPS data:</b> <ol style="list-style-type: none"> <li>Family Store, Taman Tanjung Minyak</li> <li>Tanjung Emas, Muar</li> <li>Wetex Parade, Pekan Muar</li> <li>Tanjung Emas, Muar</li> </ol>	<b>GPS data:</b> <ol style="list-style-type: none"> <li>SK Bakri Batu 5, Muar</li> <li>SMK Tun Dr Ismail, Taman Bakri Indah Muar</li> <li>Warung Mini Enterprise, Jalan Bakri Muar</li> </ol>	<b>GPS data:</b> <ol style="list-style-type: none"> <li>Masjid Jamek Sultan Ibrahim, Muar</li> <li>Tanjung Emas, Muar</li> </ol>	<b>GPS data:</b> <ol style="list-style-type: none"> <li>MFR SELATAN, Jalan Parit Amal Darat, Muar</li> <li>Kolej Vokasional, Jalan Sungai Abong, Muar</li> <li>Tanjung Emas, Muar</li> </ol>	<b>GPS data:</b> <ol style="list-style-type: none"> <li>Tanjung Emas, Muar</li> <li>Taman Sri Tanjung, Muar</li> <li>Sungai Abong</li> </ol>	<b>GPS data:</b> <ol style="list-style-type: none"> <li>Tanjung Emas, Muar</li> <li>Taman Sri Tanjung, Muar</li> <li>Sungai Abong</li> <li>Tanjung Emas, Muar</li> </ol>





# TPHM 2121 INTRODUCTION TO TOURISM AND HOSPITALITY MARKETING

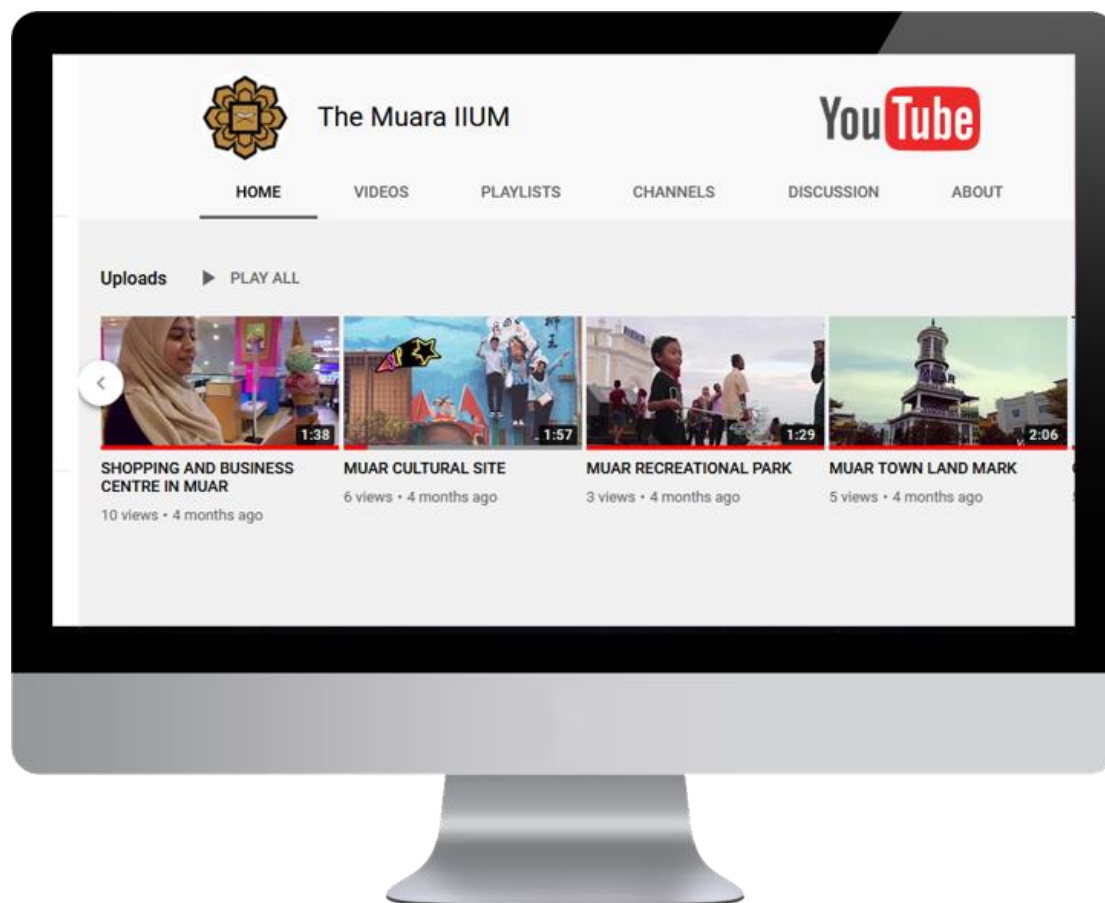
## MARKET ANALYSIS IN MUAR, JOHOR





“Mahkota Sultan Johor” Land Mark and Wetex Parade.

## OUTPUT FROM TEACHING AND LEARNING



## Exploring “*The Muara*” uniqueness through **PROMOTIONAL VIDEO**

This course aims to introduce tourism marketing system, environment analysis, marketing strategy planning, and concept of tourism marketing environment. Students were required to produce a market analysis of Muar by preparing a report and promotional video of Muar destination according to the different themes which were “Leisure and Recreation”, “Shopping”, “Arts and Culture”, “Landmark”, “Heritage”, and “Gastronomy and Food Tourism”.





*Muar cultural site promotional video.*



*Muar recreational park promotional video.*





Gastronomy and food tourism in Muar promotional video.

# TOP 5 TOURIST ATTRACTIONS *in Muar*

Muar Cultural Site | Shopping and Business Centre | Leisure and  
Recreational Park | Landmark | Gastronomy and Food Tourism





*Parit Keroma Laut, Muar Johor.*

# TPHM 3114 TOUR PLANNING AND DESIGN

## TOUR PACKAGE AND DESIGN FOR MUAR





*Mussel Farm, Parit Keroma Laut, Muar.*

Tour Planning and Design course aims to introduce a fundamental knowledge and first-hand experience in planning and management of tour operators, destination research, designing creative and innovative itineraries, calculate and set selling price of tour packages as well as promoting the tour package. Therefore, the students need to create a theme for the tour package, define the target market of the proposed tour package, promote and market the tour package to the target customer/client, and finally to have a tour execution.





**Jom Jelajah Maharani Package for**  
**2 Days**  
**1 Night**  
**FROM 16-17 APRIL**

**ONLY FOR**  
**RM166.90**  
 \*For ITUM community  
**RM179.90**  
 \*For Non-ITUM  
 \*Price include transportation, accommodation, and entrance fee to all places

**Includes:**

- Night at Capsule Hotel
- Explore Mussel farm
- Capal's workshop
- Discover Mangrove ecosystem
- Watching the making process of dried fish at Kampung Nelayan Parit Jawa
- Sunset view at Tanjung Ketapang
- leisure time at Tanjung Emas
- Muo Culture walk tour

**Free Merchandise**  
 given for the 20 early  
 birds!!!

**BOOK NOW AT 017-9747945 (HUSNA)**  
 Visit our IG: @Mahkotatravel\_iium

## OUTPUT FROM TEACHING AND LEARNING

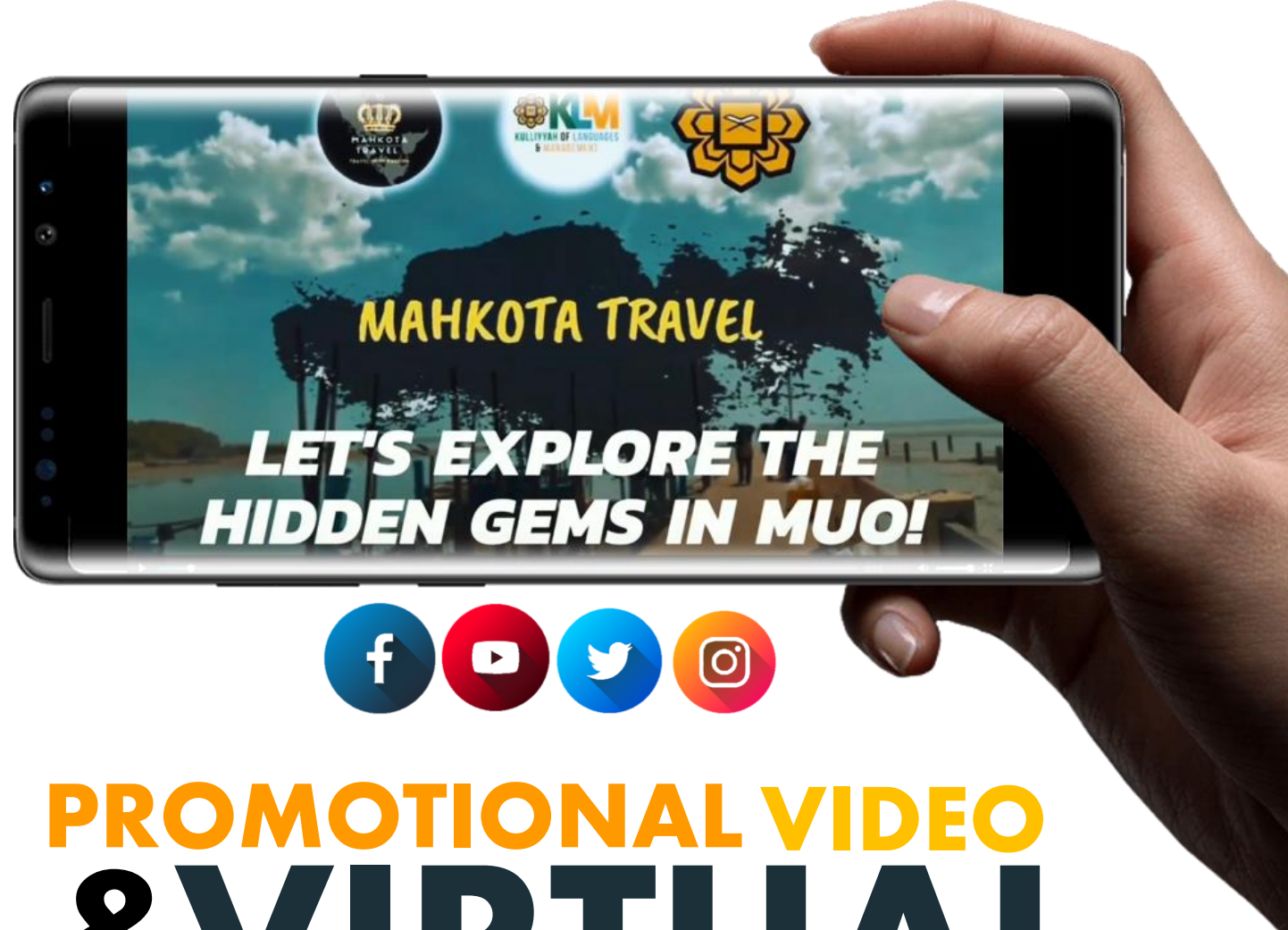
# TOUR PACKAGE POSTER

Designing a tour package poster is a part of the marketing and promotional activities in the tour planning and design course. The poster contained the tour package price, the attractions offered, merchandise, and contact information.





The course assignment also introduce the “Virtual Tour of Muar Town” which involves 2 stages which were creating the virtual tour video and posting in social media. This assignment required individual skill to promote and introduce the tourism activities in Muar Town, Johor. In creating this virtual tour video, the students may consider using GOOGLE 360 or other related applications to develop the content of the video. The content of the video must have the element of tour guiding which the students need to provide the information (including fact and myth) of the attractions. Hence, the students need to edit the video to ensure the content is interesting to attract the viewer.



# PROMOTIONAL VIDEO & VIRTUAL TOUR







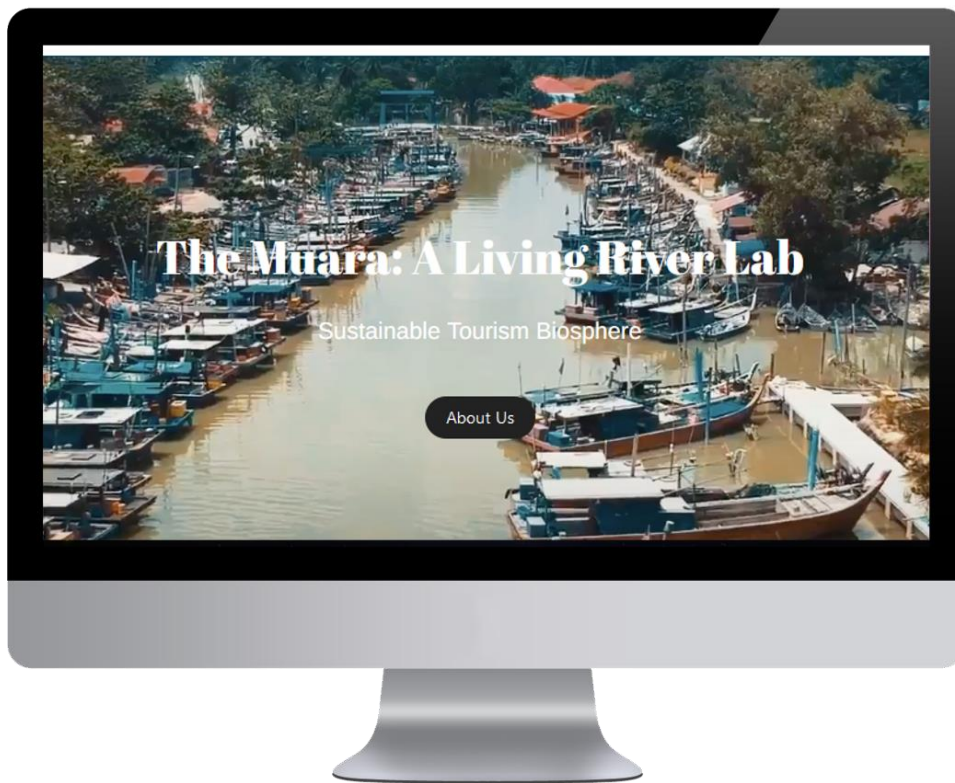
*Sabak Awor Food Court and Residential Area.*

# ENCO 4105 COMPUTER MEDIATED COMMUNICATION DESIGNING “*THE MUARA*” WEBSITE INTERFACE



## OUTPUT FROM TEACHING AND LEARNING

Students were required to choose a flagship project and create a website based on the chosen flagship project. Students are recommended to use the knowledge learned in class to help with the website construction. This assignment helped students to increase technical skills in designing *The Muara* website contents. The additional ideas of website contents from the students have been adopted in the official website of *The Muara*.





BMCO 4102 *BAHASA DAN MASYARAKAT*

# DIALECT OF KAMPUNG TUI, BUKIT KEPONG, MUAR JOHOR





This course provides students with an overview of the fundamentals of language and society, with a focus on the nature of the communication field. This course involved 7 students, and 3 informants (native speakers) supervised by Dr. Julaina Nopiah. Fieldwork of data collection aimed to identify the dialect of Bukit Kepong which is located at Kampung Tui, Bukit Kepong, Muar Johor.

## OUTPUT FROM TEACHING AND LEARNING

The data collected from the interview with the Kampung Tui community has shown that Lenga community and Bukit Kepong community have different dialects. In the Lenga area, the Gombang community speaks a more concentrated Lenga dialect than other areas. The community in the Liang Batu area also speaks the Lenga dialect as a result of the local community's marriage with the Lenga community. The Bukit Kepong dialect is different from the Johor-Riau dialect.

Nowadays, the Johor-Riau dialect of Malay has become the standard used by the Malaysian community. The Bukit Kepong dialect is more of a dialect spoken by the old population in the Bukit Kepong area and is said to be influenced by the language of the river people. This is evidenced by the existence of the Muar river which connects Bukit Kepong and also Lenga.

Malay	Bukit Kepong Dialect
Apa	ape [apə]
Awak	kape [kapə]
Kami	ngape [ŋapə]
Sedar	sador [sador]
Agaknya	pogaknya [pogaʔŋa]
Zaman	jaman [ʔaman]

(Source: Interview data with Bukit Kepong community)



# Findings

Identifying local products in Muar through collaboration with product owners and local community

## ARILS LEATHER VILLÉ

Traditional leather Capal production



## SONGKOK MASOOD HUSSIN

Specialist in Songkok production







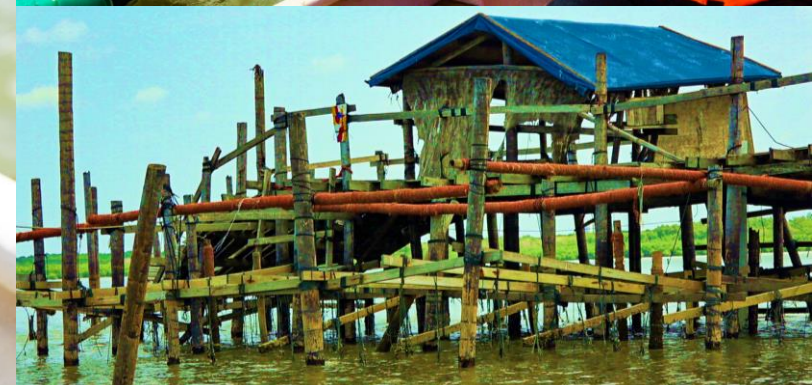
## MUAR LEATHER CRAFT

Expertise in leather craft production

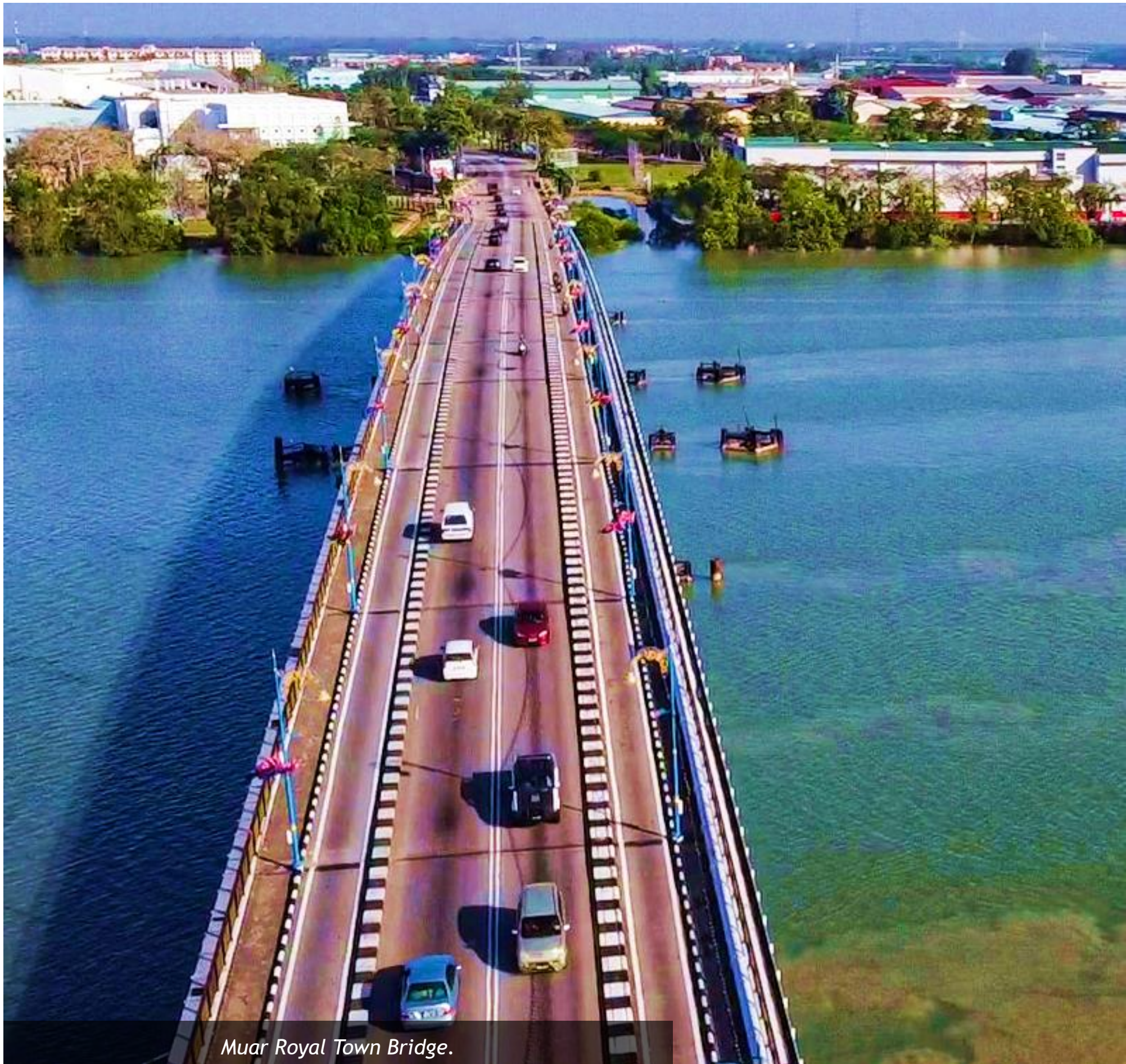


## FISHERMAN AT PARIT KEROMA LAUT

Boating activity and visiting the mussel farm







Muar Royal Town Bridge.



# 5.0 COMMUNITY ENGAGEMENT







*Pengkalan Nelayan Parit Tiram, Muar.*

In general, community engagement activities allow university students to be exposed to the outside world. When students are volunteering, it offers the chance for enrichment and a great way for the student to see how concepts they have learned work in the real world. Community engagement activity teaches students skills that are valuable in life. For example, teamwork, problem solving as well as the ability to follow instructions. Volunteering can also help students to make the impossible to possible. As for *The Muara*, students are given the opportunity to volunteer in a few activities for the betterment of the society in Muar and Johor as a whole. Via *The Muara*, we would like the students to realize the benefit of helping the local community to have a better life in future.

Throughout the project of *The Muara*, students are given chances to participate in community engagement programmes. Amongst the activities are as follow:

1. World Clean Up Day Programme - 2018
2. Go Green Programme - 2018
3. Professional Tourism Exhibition (PROTEX) - 2019
4. English Camp with Madrasah Tahfiz AL Quran Silaturahim - 2019
5. "Save the River, Save the Future" Talk Programme - 2019
6. *Sayangi Sungai Muar* - 2019
7. Ibnu Batutta Exhibition (BATEX) - 2019



# WORLD CLEAN UP DAY PROGRAMME

On 15 September 2018, Majlis Perbandaran Muar organized "World Clean Up Day". This programme involved 3 staff, 16 students of the Department of Tourism, 2 representatives from external collaborators which are Tourism Muar and MPM, and 2 researchers.



*The participants of KLM students and staffs.*



*KLM students and Tourism Muar community.*



*Plogging activity with Tourism Muar societies.*

# GO GREEN PROGRAMME

The Go Green Programme was organized by Pejabat Hutan Daerah Johor Utara, Segamat which involved IIUM students, UTHM students and the local community. The programme was conducted on 17th November 2018. The number of participants was 29 students from TPHM 2222 course, 3 staff of KLM, 58 external participants, and 3 researchers. The participants learnt how to sustain the environment through this programme.

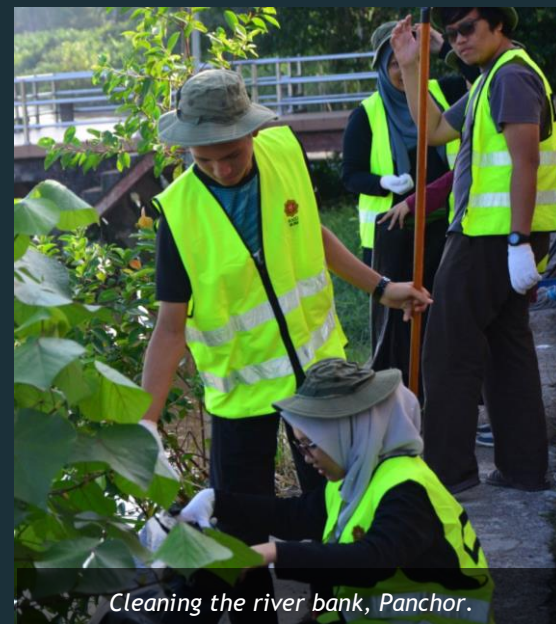


*KLM students and staffs in Go Green programme.*





*KLM students and staff in Sayangi Sungai Muar programme.*



*Cleaning the river bank, Panchor.*

# SAYANGI SUNGAI MUAR PROGRAMME

The Sayangi Sungai Muar programme was successfully conducted on 13th December 2019 at Sungai Panchor, Pagoh, Muar. This programme aimed to show a significant outcome of bringing all students in creating the network as well as a strong ukhwah among each other also with the local community of Panchor. This programme involved 34 students from CCLM 2051 course (Leadership Management) and 1 lecturer. The participants had the opportunity to learn about the importance of taking care of the river and maintaining the sustainability of the river.



*Planting tree activity.*



*Exposure on taking care of tree.*



*Briefing from the Pejabat Hutan Daerah, Johor Utara.*



# ENGLISH CAMP WITH THE STUDENTS OF MADRASAH TAHFIZ AL-QURAN SILATURAHIM

On 17th October 2019, a group of students of English for International Communication (ENCOM), Kulliyah of Languages and Management (KLM) organized an English Camp with the students of Madrasah Tahfiz Al Quran Silaturahim, Muar, Johor. The objectives of this programme were to bring smile and happiness, and inculcate the spirit in learning English amongst the tahfiz students. This programme was an epitome of IIUM 2019 /2020's roadmap in which IIUM aims to transform students, staff and community in becoming well-balanced individuals.

Through this English Camp, the ENCOM students had the opportunity to share their knowledge with the students of Madrasah Tahfiz Al Quran Silaturahim, Muar, Johor. The tahfiz students' joy was evident during the five (5) activities namely; Listening, Speaking, Reading, Writing and Creative thinking activities. More than 40 tahfiz students took part in these activities conducted by the ENCOM students. Some were a little shy initially, however after some encouragement by our friendly ENCOM students, the tahfiz students happily participated in all the activities prepared for them.



*The participants of the English Camp programme.*



# "SAVE THE RIVER SAVE THE FUTURE" TALK PROGRAMME

Students of Leadership and Management (CCLM 2051) course managed to sharpen their leadership and management skills by organizing the talk programme entitled "Save The River, Save The Future". This programme was held on 21st November 2019 at the Lecturer Theater Hall, Kulliyah of Languages and Management. This programme involved 62 students, 2 staff of KLM, and 2 researchers. This programme successfully promoted Sejahtera (balance and harmony) community through education where a credible speaker with a marine educational background, Dr. Muhammad Fitri bin Yusof from Kulliyah of Science, IIUM Kuantan was called to give a talk about saving the river for the sake of our future.



## PROFESSIONAL TOURISM EXHIBITION (PROTEX)

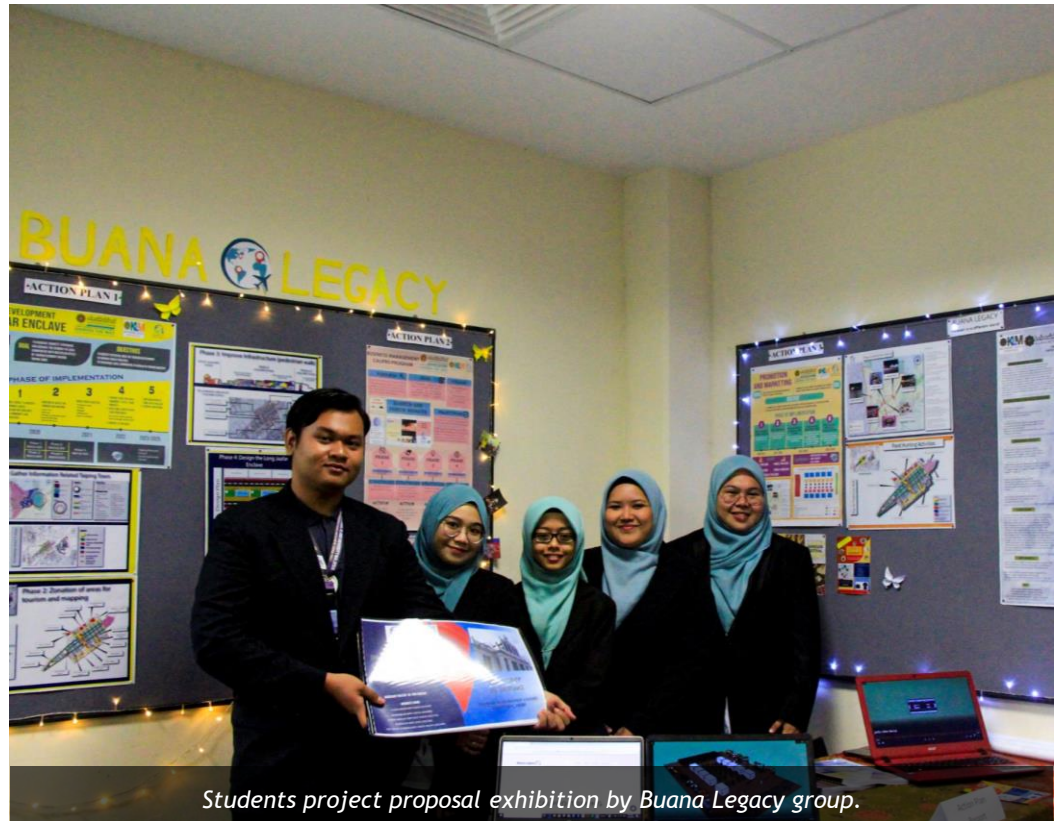
Representatives from Kampung Sabak Awor, Muar; Kampung Sentosa Lenga (an aboriginal village); Tourism Muar; Bukit Kepong Museum; Majlis Perbandaran Muar (MPM); Majlis Perbandaran Kluang (MPK); Tanjung Kunang Enterprise and Majlis Daerah Tangkak (MDT) were invited to the Professional Tourism Exhibition (PROTEX) on 7th May 2019.





# IBNU BATUTTA EXHIBITION (BATEX)

The Ibn Batutta Tourism Exhibition programme was held on 17th December 2019, organized by the Office of Tourism Planning and Hospitality Management, KLMSS. The programme was conducted at KLM Studio 1, IIUM Pagoh which was attended by representatives of Deputy Dean of Academic and Industrial Linkages, Head of Department of Tourism, Perbadanan Taman Negara Johor, Jetty Sirip Biru Enterprise, workshop masters and exhibitors. This programme also involved 41 students, 3 outsiders, 6 staff, and 2 researchers. This programme aimed to present the tourism project development portfolio to KLM community and outsiders.



*Students project proposal exhibition by Buana Legacy group.*



*The exhibition activity.*



*The exhibition activity.*





Gardenstay Project Exhibition in PROTEX 2019.



# 6.0 STUDENT ACHIEVEMENT





# PENANG INTERNATIONAL INVENTION AND DESIGN COMPETITION (PIID) 2019



*Gardenstay Design Exhibitor.*



*TourMuOve Application Exhibitor.*



## TourMuOve Application

- "TourMuOve" integrates with digital media contents that include text, audio, infographic, image and map.
- Using five (5) types of mobile navigation design, which are:
  - (i) Bottom navigation
  - (ii) Side menu navigation
  - (iii) Reach navigation search
  - (iv) Colourful navigation
  - (v) Interaction navigation.

### PROBLEMS AND ISSUES

Unacknowledged of tourist movement among locals and inefficient marketing strategy leads to unawareness of tourist attraction in Muar, Johor.

### SOLUTIONS

A mobile application named "TourMuOve" which created based on the idea and findings of tourist movement to promote available attractions in Muar, Johor.

The study focuses on motivations, interest and compositions, the timing of visits and the destination knowledge as well as the emotional value of the places among tourists.

### NOVELTY AND UNIQUENESS

1. Self-guided features to promote an eco-friendly tourism activity by guiding the tourist to walk, cycle and use public transportation in Muar town.
2. User-friendly mobile application whereby tourists can customize the attractions trail based on their preferences while visiting Muar.
3. Combination between mobile game and an innovative technology through gamification and Augmented Reality element, which named as "MuJoM".
4. Different from the other available mobile application in the market since it is the first innovative and interactive application for tourism industry especially in Muar.

### PRODUCT DESCRIPTION

10 MAIN INTERFACES				
Sign-In and Sign-up Page	Home Page	User Profile Page	Attraction Page	Accommodation Page

Food and Beverages Page	Event Calendar Page	MuJoM Page	Transportation Page	Explore Muar Page

1. Assist businesses collaboration with locals' restaurants and stalls to give away free and discounts vouchers in the games.
2. Tourists will drop by at the restaurants to redeem the vouchers and enjoy catching vouchers while visiting attraction areas in Muar.
3. Helps in promoting products and services that represent Muar as a Royal Town.
4. Reduce traffic congestions that happening in Muar since it is eco-friendly, which it needed for tourist to explore Muar by walking, cycling or using public transportation provided in Muar.

### PREPARED BY

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# INNOVATION IDEAS THROUGH RESEARCH AND LEARNING



## GARDENSTAY DESIGN: TOWARDS A SUSTAINABLE ROYAL CITY OF MUAR

Community-Based Tourism Initiatives (CBTI) has been one of the government's continuous effort and support for **local community empowerment** through their participation in tourism activities. The government is committed in providing education and training for those involved in homestay programs. In line with the Sustainable Development Goals (SDGs), Gardenstay Design which incorporates nurseries with homestay concept could be a potential new tourism product that **promotes awareness on sustainable** city landscape for Sabak Awor locating in the Royal City of Muar. The Unique Selling Proposition (USP) of Gardenstay Design integrates three elements comprising of local food, interpretive walk and terrarium concept. This will **indirectly boost up tourist arrivals in Muar** as one of the most sustainable tourist destination in the future.

Farah Najwa Sariffuddin, Hudaa Mardhiyah Kamarul Zaman, Nur Faezah Mohd Paruddin, Nadiyah Khairi, Nurul Fatiha Amran & Siti Aisah Abas

LOCAL FOOD	INTERPRETIVE WALK	TERRARIUM CONCEPT
		
<h3 style="margin: 0;">PRODUCT SPECIALTY</h3> <p style="font-size: 0.8em; margin: 0;">Nursery Resources + Local Culture Resources = Unique Selling Proposition of local homestay program with beautiful garden landscape</p>		
<h3 style="margin: 0;">GARDENSTAY DESIGN CONCEPT</h3> <ol style="list-style-type: none"> <li>1. Local food - exclusive meal of venison.</li> <li>2. Interpretive Walk - three pit stops: Deer farm – observing the process of venison making. Furniture factory – miniature furniture activity. Orchard – enjoying freshly picked local tropical fruits.</li> <li>3. Terrarium – the making of aesthetic indoor garden to bring home</li> </ol>		<h3 style="margin: 0;">NOVELTY &amp; DESIGN</h3> <ul style="list-style-type: none"> <li>Provides great importance to planners, managers and operators.</li> <li>Contributes to the development of locals and the country itself.</li> <li>Experience of the country's uniqueness in culture including its delightful cuisines.</li> <li>Sustainable program that uses bottom-up approach in line with the SDGs.</li> <li>Brings economic benefit for the locals.</li> </ul>
<h3 style="margin: 0;">PRACTICALITY &amp; REPLICABILITY</h3> <ul style="list-style-type: none"> <li>Proposed gardenstay design and prototype for easily replication, adaption, adoption and modification.</li> <li>Interpretive Walk floor design for easy tour, adapt, adopt and modification.</li> <li>Brochures in three languages for marketing to specialized market niche for locals and foreign targeted tourist.</li> </ul>		<h3 style="margin: 0;">COMMERCIAL VALUE</h3> <ul style="list-style-type: none"> <li><b>homestay.com</b> - Online homestay management software system that facilitates bookings.</li> <li>Manage homestay booking process for schools and education partners.</li> <li>Huge potential to commercialize first ever homestay program in Muar with integrations of gardens and local nurseries concepts.</li> <li><b>Elements of education</b> through interpretative walk and other activities also serve as massive prospect for commercialization.</li> </ul>
<h3 style="margin: 0;">KNOWLEDGE DISSEMINATION</h3> <ul style="list-style-type: none"> <li>Seminar Paper presented at IUM Pagoh Undergraduate Seminar</li> </ul>		

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The students of TPHM 2102 (Tourism Workshop 3) have produced tourism product proposals for Muar during the teaching and learning session. The project proposal were exhibited at the Penang International Invention and Design (PIID) 2019 in UiTM Pulau Pinang. In this competition, the students of Kulliyah of Languages and Management have won Gold and Silver awards. The Gold award was won for the innovation of homestay tourism product which is "Gardenstay Design: Towards Sustainable Royal City of Muar" and the Silver award was for the innovation of a mobile application named "TourMuOve Application: Interactive Navigation and Mobile Application in Creating Efficient Tourist Movement in Muar, Johor".





*Sightseeing activities at Yufuin, Fukuoka, Japan.*





# 7.0 STUDENTS ACTIVITIES THROUGH COLLABORATION





The participants of Sakura Science Programme 2020, Fukuoka Japan.

# Sakura Science Programme 2020

## SUSTAINABLE RIVER-BASED TOURISM PRODUCT AND DEVELOPMENT

This flagship project has secured a sponsored student exchange programme through Sakura Science Programme to Fukuoka City, Japan in January 2020. This programme was sponsored by Japan Science Technology (JST) and organised by Japan-Malaysia Association (JMA). There are four (4) students from KLM, two (2) students from KOS, two (2) students from KAED and two (2) students from KOE have joined this programme which entitled "Sustainable River-based Tourism Product Development".





Lecture on sewage treatment system in Fukuoka.



Visiting wastewater treatment plant, Kurume Purification Centre.



The lecture on river management at Yamada Dam, Asakura.



# Internships

Students of Kulliyah of Languages and Management had gone for internship at several places which actively collaborated in *The Muara* project namely Tourism Muar, BH Travel Sdn. Bhd. and there are also students conducting industrial training to assist research under *The Muara* in Kulliyah of Languages and Management.



KLM internship student and Tourism Muar.



KLM internship students with local community during site survey.



KLM internship students and BH Travel Sdn. Bhd. during the exhibition.





KLM internship student at Tourist Information Centre, Muar.



The Muara flagship project team.

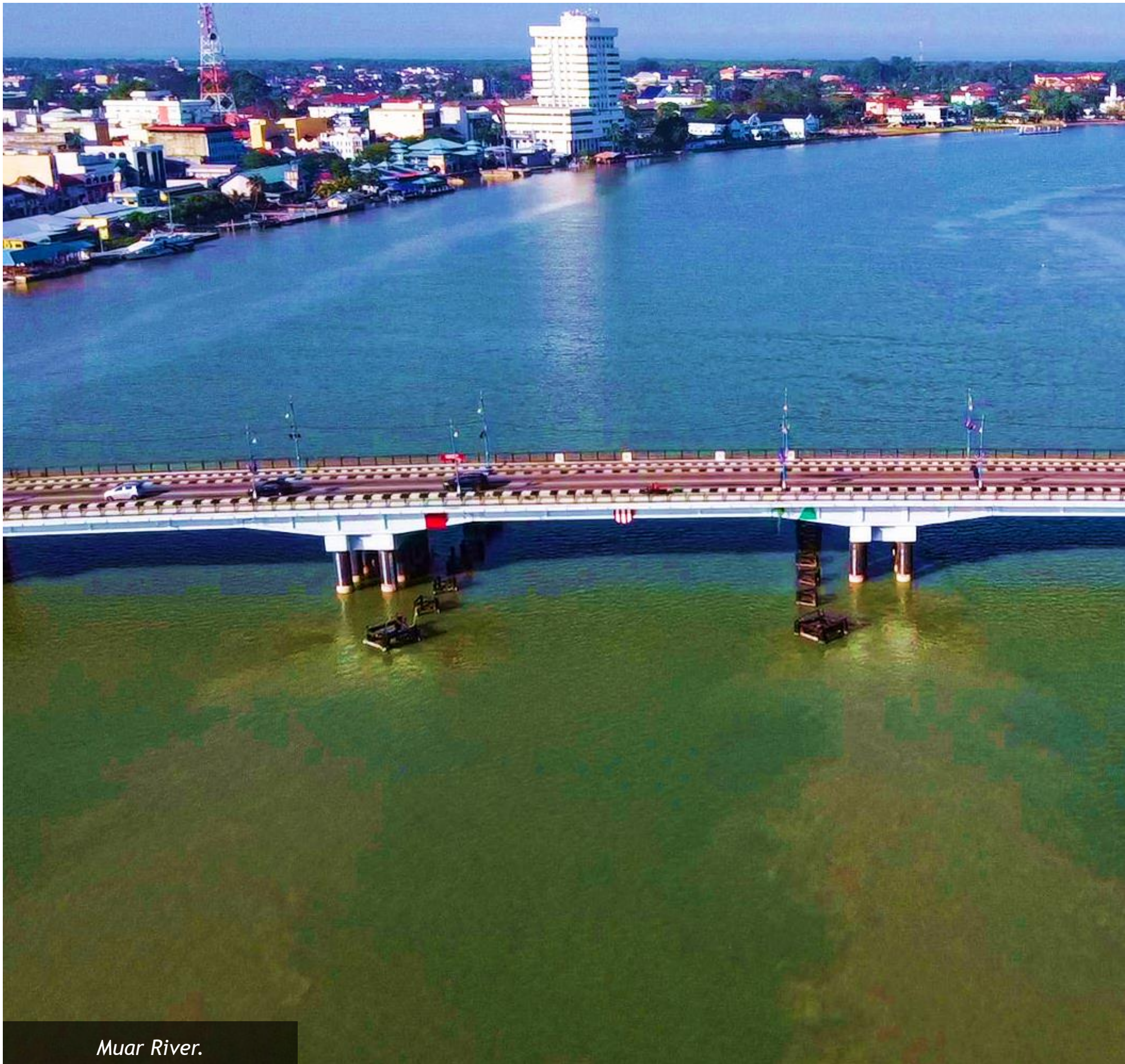


KLM internship students collaborate with locals in the subject of Tourism planning and design, TPHM 3114



Meeting of tourism project development in Muar with Tourism Muar.





*Muar River.*





# 8.0 THE WAY FORWARD





*Muar town view.*





There are a number of concluding key points for the way forward in *The Muara* flagship project that had been carried out for the past two (2) years of IIUM Roadmap 2019-2020 strategic initiative. The key points of the way forwards are related not only from the activities that have been successfully done for the past two (2) years but also to the sustainability of *The Muara* towards benefiting the ecosystem of education and surrounding areas in the future. The key points for the way forward from *The Muara* can be summarised as follows:

1. *The Muara* has paved the way for identifying and understanding the range of complex social, economic and environmental issues which influence sustainability in Muar, specifically involving its river. To identify and understand the related issues in Muar, *The Muara* set the foundation for integrating the local issues in teaching and learning, research, publications and student's activities.
2. Sustainable development will be achieved through a complex collaboration of quadruple-helix between the university, local community, government and industry. The establishment of *The Muara* is particularly important to address the significant challenges for sustainable development through this collaboration.
3. There are still a great deal of misunderstandings and skepticism about integrating the sustainable development agenda through higher education on how it shall be implemented. Future awareness raises the needs to reinforce the efforts towards sustainable development as an ongoing process while trying to balance the needs of our graduates as well as benefiting the *ummah*.

In overall, it is critically important that the extensive work shall be taken by all stakeholders to carry forward and make progress towards sustainable development in higher education which in the end, it will benefit the wider community.





*Kuliyah of Languages and Management, IIUM, Pagoh Campus.*





# 9.0 KULLIYAH OF LANGUAGES AND MANAGEMENT FLAGSHIP PROJECTS INITIATIVES



Kulliyyah of Languages and Management (KLM) has initiated another four (4) flagship projects to fulfill the IIUM strategic initiatives. The four (4) flagship projects are:

1. *Tirkah Rimba*
2. Malay Heritage Food
3. Sustainable Volunteering
4. Trust School

# TIRKAH RIMBA

Indigenous people or often known as an exotic people are diverse and have contributed to the population of Malaysian people. They are often a minority population that have their own uniqueness and influenced by living relationships with their ancestral homelands. Thus, a project named *Tirkah Rimba* Flagship that is in line with the Jungle School Project, Gombak, has been proposed. This project aims in conducting transdisciplinary research that integrates several aspects of indigenous people which include cultural, languages, preservation and conservation of their tradition especially for future generations. This project specifically focused on the group of indigenous that were in Johor. There are around 59 villages of indigenous people. Therefore, in this first phase of this collaboration, this project will be focusing in the Muar area.





# MALAY HERITAGE FOOD

This flagship intends to share and promote the goodness of Malay food heritage to the world. This platform enables everyone to experience the Malay culture through gastronomy by exploring the unique food heritage trails from different states in Malaysia and many more. Through this initiative we intend to capture the lifestyle, history, literature associated with the cultural heritage. In this flagship project initiative, it is important to co-create the knowledge of Malay food heritage and how it helps in the preservation of this heritage from different stakeholders of the local community, the academia, government and the related private sectors. During the process, this flagship will be able to discover the unique characteristics of Malay food heritage that will differentiate them from each other due to the different approaches and influences of the geographical aspects within Malaysia. Hence, it will trigger the importance of promoting and branding of the Malay food heritage as continuous effort in preserving and sustaining them for the next generation. In the end, it will benefit the tourism industry as it can increase the quality of tourism experience through the discovery of the uniqueness of the Malay food heritage. As the kick-start to this flagship project, we have integrated parts of the flagship into various different courses within the Department of Tourism and Department of Malay. It was also captured under the various research areas and topics of food heritage within our students' Final Year Project. Through our academic courses and FYP, we also started to research on Malay food heritage in Muar and Pagoh in collaboration with *The Muara* Flagship. Since last year, we have initiated a mobile app prototype featuring suggested Malay food locations, food nutritional facts, creative articles and literature surrounding Malay foods. The mobile app prototype is linked to our website (it is being developed) which offers more features. We are collaborating with external organizations namely the Malaysian Palm Oil Council (MPOC), Universiti Teknologi Malaysia and BH Travel Sdn. Bhd., which examined the nutritional contents of selected Malay dishes with the ingredients involving Malaysian palm oil.

## Johor Heritage Food is made with Malaysian Palm Oil

Good source of retinol

### Soto Ayam

Good source of retinol

High in calcium

### Mee Bandung

High in protein and vitamin B3

### Laksa Johor

### Sate Ayam



## SUSTAINABLE DEVELOPMENT GOALS



NO POVERTY



QUALITY EDUCATION



SUSTAINABLE CITIES AND COMMUNITIES



ZERO HUNGER



CLEAN WATER AND SANITATION



CLIMATE ACTION



GOOD HEALTH AND WELL-BEING



DECENT WORK AND ECONOMIC GROWTH



PARTNERSHIPS FOR THE GOALS

## MPO Health Facts



Retains the flavour of the food



cholesterol-free and trans fat-free



Contains Vitamin E Tocotrienols



Helps in the absorption of Vitamins A, D, E, and K



Halal



Resistant to oxidation



# SUSTAINABLE VOLUNTEERING

This flagship intends to inculcate the idea of sustainable volunteerism amongst the community of Edu Hub. Via sustainable volunteerism, IIUM Pagoh aims to create an “army” of people who would love to contribute to society via various humanitarian activities. Activities that have been carried out under this flagship initiative are:

1. Volunteerism Webinar
2. Flood Clean Up
3. Visit to Nur Kidz Home (Half day event)
4. Knowledge Sharing Session with Mahad Tahfiz

## TRUST SCHOOL

This programme aims to support local schools in delivering better, equitable education for the local children around Pagoh. It also aims to give exposure to school children about programmes offered at IIUM for their post-secondary school education. We also aim to support teachers and the school administrators in terms of theory-into-practice matters, as well as co-academic activities. Among the proposed activities:

1. Get Ready for SPM Workshop (various subjects)
2. IIUM/Edu Hub Pagoh Open Day - campus visit by school children
3. *Latihan Dalam Perkhidmatan* for Teachers - bringing theories into practice
4. Co-academic mentoring programme - IIUM students coaching school students in preparing them for district/state/national level co-academic competitions such as debate (Malay and English), scrabble competition, drama competitions etc.











## THE MUARA PROJECT TEAM MEMBERS

### MAIN COLLABORATORS

International Islamic University  
Malaysia  
Tourism Muar  
BH Travel Sdn. Bhd.

### INTERNAL COLLABORATORS

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**AREA OF EXPERTISE: EDUCATION**

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Roslin bin Omar  
**(Muar Leather Craft Owner)**

Zahedy bin Zakaria  
**(Songkok Masood Hussin Owner)**

Ismail bin Salleh  
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Haji Deris Haji Sehan  
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Nur Faezah binti Mohd Paruddin  
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Nurul Fatiha binti Amran  
Nadiyah binti Khairi  
Siti Nur Aisyah binti Zuhairi



This coffee table book is a compilation of successful stories on the transformative teaching and learning at the Kulliyah of Languages and Management, IIUM. The transformations have been made successful through the flagship project initiative as a platform to contribute to the society by looking into the problems and issues that are related to the social, economy and the environment in Muar. This flagship project started in August 2018, and it has been listed as one of the flagship project initiatives in the IIUM Roadmap 2019-2020.

This project has successfully integrated into nine (9) courses and utilised the undergraduate research through Final Year Project which involved Department of Tourism (DOT), Department of Malay (DOM), and Department of English (DOE). This flagship project has published various research publications through successful research grants and won several innovation awards. There are various community engagement programmes that have been conducted through this flagship project platform since the inception of the project.

The novelty of The Muara flagship project is through various aspects from the transformative teaching and learning *which* involves different disciplines, research and publication, the collaboration of inter-kulliyah and external collaboration, and the community engagement programmes. This project shows its uniqueness in achieving the Sustainable Development Goals, strategic collaboration through the shared platform and harmonising the Maqasid Syariah based on the activities and programmes that have been conducted. This project is a continuous effort to benefit the local people and IIUM community in achieving sustainability in terms of its social, economy and environment.

