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CULTURE DESIGNED FOR TOURISM

Junaenah Sulehari and Fatimah Kari

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Endeavour in gearing up plans to boost the tourism sector and to inevitably sustain the Sarawak heterogenous culture vis-a-vis modernization and development programmes, thereby preserving the heritage and identity of a nation is very much obvious. If culture is to be planned and designed in accordance with the rationale of consumption and production principles, certain requisities, criteria and limitations must be considered in order to enhance the tourism industry in Sarawak. Succinctly interpreted, planning of this sector has to bear in mind the alternatives taken when dealing with delicate matters pertaining to culture because this involves norms, values and the deep-rooted traditions of a society. To achieve an equilibrium in planning both development growth and cultural preservation remain a tremendous task.

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by

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INTRODUCTION

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CULTURE AND THE HUMAN SOCIETY

Culture inevitably, could never dislodge itself from human domain. It shapes the pattern of human life; hence it forms part and parcel of a way of life. Sadly, however, culture has often been regarded and perceived merely as synonymous to visual art or other forms of performing art. This interpretation or conception is indeed narrow and misleading. Based on numerous definitions by several leading anthropologists (E.B. Tylor, 1929; Eliot, 1962, Redfield, 1941; Kroeber, 1948) culture is briefly referred to human-kind way of life. It involves not only the creativity of human's achievements, but also includes feelings, aspirations and behavioural patterns passed on through generations. Culture also includes ideas, beliefs, symbols, values and objects invented by humankind. In short, culture refers to a total way of life which involves the participation of the members of its society. Culture is both material and non-material in characteristic, as manifested by the various objects explicitly exhibited or termed as artifacts, and the non-material culture or mentifacts which displays broad forms of aspirations and aesthetical values.