COMMUNITY BASED TOURISM- THE ATTRACTION OF ‘EMBHAN’ COMMUNITY IN
KAMPUNG SEMBAN, SARAWAK.

Dr. Yakup Mohd Rafee, Sylvester Wielding Jussem, Awangko’ Hamdan Awang Arshad,
Hakimi Halim, Hishamuddin Siri, Mohd Zamhari Abol Hassan.

(mryakup@faca.unimas.my, jsylvest@faca.unimas.my, akko@faca.unimas.my,
hhakimi@faca.unimas.my, shishamuddin@faca.unimas.my, ahmzamhari@faca.unimas.my)

Faculty of Applied and Creative Arts
Universiti Malaysia Sarawak (UNIMAS), Malaysia

ABSTRACT

Kampung Semban is a remote village and currently renowned for its Embhan community
which is one of the sub-ethnic groups of Bidayuh in Sarawak. This community has been
widely portrayed in the local tourism industry through the spectacular appearance of their
last remaining ‘Ring Ladies’. These special ladies wore brass-rings around their calves called
‘rasung’, and brass-rings around the forearms known as ‘ruyang’. However, based on
research, the researcher found out that there are more than just the ‘Ring Ladies’ factor that
draws visitors to Kampung Semban. This paper aims to describe the findings based on the
researcher’s experience and observation relating to the additional attraction factors in
Kampung Semban and propose it in promoting and boosting this industry further. The
researcher anticipated that the potential of these findings could be employed as a proposal
in enhancing the development of this competitive community-based tourism in BIMP-EAGA
region particularly in Malaysia. To conclude, it is hope that this writings could also be utilized
as part of the contribution towards enriching the visual references and records pertaining to
the existing community-based tourism in Kampung Semban.