Bridging the Arts, Tourism, and Cultural Sector through Public-Private Partnership

Collaborations

Qistina Donna Lee Abdullah and Salmiah Abdul Hamid

Abstract

Keywords: Public-Private Partnerships; Arts, Tourism, Culture; Government, Public-Private Partnership

In fragmented and divergent sectors, this paper advocates for the need of a new partnership model for the management of cultural sectors. The Ministry of Tourism and Culture Malaysia implements this policy as an initiative to diversify the cultural sectors. The study aims to stimulate new partnerships through the Public Private Partnership (PPP) initiative. The Ministry of Tourism and Culture Malaysia implements this policy as an initiative to diversify the cultural sectors.

Bridging the Arts, Tourism, and Cultural Sector through Public-Private Partnership

Collaborations

Qistina Donna Lee Abdullah and Salmiah Abdul Hamid
the economic policies introduced to foster the involvement of the private sector. Under the Ninth Economic Plan (1991-1995), the government adopted a number of measures to encourage private sector participation in various sectors. These measures included the establishment of special economic zones, tax incentives, and the provision of access to government tenders. The government also worked with the private sector to develop new industries and economic sectors. This approach was seen as a way to diversify the economy and reduce reliance on traditional industries.

In Malaysia, most of the arts, culture, and tourism activities are concentrated in the state of Sarawak. To achieve successful sustainable development for arts, culture, and tourism in Sarawak, this study aims to identify the most suitable model to be recommended for future PPP collaborations in the arts, culture, and tourism sector. The research questions are as follows:

1. What is the most suitable model to be recommended for PPP collaborations in the arts, culture, and tourism sector?
2. How does the government's role affect the success of PPP collaborations in the arts, culture, and tourism sector?
3. What are the main challenges faced by PPP collaborations in the arts, culture, and tourism sector?
4. Research Questions

4.1 Research Objectives

4.2 Research Hypotheses

4.3 Literature Review

Research Hypotheses

The research hypotheses are as follows:

H1: The government's role in PPP collaborations in the arts, culture, and tourism sector has a significant influence on the success of these collaborations.
H2: The success of PPP collaborations in the arts, culture, and tourism sector is positively affected by the government's role.
H3: The challenges faced by PPP collaborations in the arts, culture, and tourism sector are significantly influenced by the government's role.

4.4 Research Questions

The research questions are as follows:

1. What is the most suitable model to be recommended for PPP collaborations in the arts, culture, and tourism sector?
2. How does the government's role affect the success of PPP collaborations in the arts, culture, and tourism sector?
3. What are the main challenges faced by PPP collaborations in the arts, culture, and tourism sector?
4. Research Questions

4.5 Research Questions

The research questions are as follows:

1. What is the most suitable model to be recommended for PPP collaborations in the arts, culture, and tourism sector?
2. How does the government's role affect the success of PPP collaborations in the arts, culture, and tourism sector?
3. What are the main challenges faced by PPP collaborations in the arts, culture, and tourism sector?
4. Research Questions

4.6 Research Questions

The research questions are as follows:

1. What is the most suitable model to be recommended for PPP collaborations in the arts, culture, and tourism sector?
2. How does the government's role affect the success of PPP collaborations in the arts, culture, and tourism sector?
3. What are the main challenges faced by PPP collaborations in the arts, culture, and tourism sector?

4.7 Research Questions

The research questions are as follows:

1. What is the most suitable model to be recommended for PPP collaborations in the arts, culture, and tourism sector?
2. How does the government's role affect the success of PPP collaborations in the arts, culture, and tourism sector?
3. What are the main challenges faced by PPP collaborations in the arts, culture, and tourism sector?
Private Partnership (PPP) or Private Finance Initiative (PFI) scheme. The main objective of PPP is to improve the current practice of PPP implementation to ensure the sustainable development of tourism. This study focuses on the success factors results that are relevant to PPP implementation in the real PPP scenario.

The study examined the questionnaire results that were collected from the Sarawak Tourism Board, the Sarawak Economic Development Corporation, and the Sarawak Convention Bureau. The data were analyzed using correlation and nonparametric statistics. The findings revealed that the correlation between the success factors and the performance of the PPP scheme is significant. The results indicated that the PPP scheme can improve the sustainability of tourism development in Sarawak.

8.0 Discussion and Findings

The correlation between the success factors and the performance of the PPP scheme is significant. The results indicated that the PPP scheme can improve the sustainability of tourism development in Sarawak.
**Introduction**

The research work is supported by the Universiti Malaysia Sarawak (UNIMAS) Small Grant Program. The study aims to explore the relationship and mutuality in co-optation and gradual absorption relationship. This analysis was conducted to examine the factors contributing to successful partnerships in the arts tourism and cultural sector. The research focuses on identifying key indicators for a successful partnership in arts tourism and culture projects. Thus, as a conclusion, the study finds that partnerships in the arts tourism and culture sector are crucial for sustainable development.
Key factors of sustainable development of tourism industry in Kazakhstan. 23 May, Fifth Astana Economic Forum (AEF) in Astana, Kazakhstan.

Contact
Universiti Malaysia Sarawak
Faculty of Applied and Creative Arts
Department of Liberal Arts

REFERENCES