

## Chapter 58

# *Be Buoyant Bibliotheca: Green Education Tourism Center*

Christy Tekot Anak Swilten Salleh, Intan Nur Shazana, Mahirah Binti  
Mazhan, Nor'ain Othman & Hassnah Wee

*Faculty of Hotel & Tourism Management,  
Universiti Teknologi MARA, Shah Alam Campus*

### Abstract

Sustainable development in tourism industry is important in the present time. According to Sustainable Development Goal that introduced by the United Nation, they emphasize on the quality of education and promote sustainable of cities and communities. Additionally, education tourism demand is vast and growing every year. Education tourism can become a major mode of education in improving the level of education and create new economic opportunities to create social value in the form of tourism. New concept of smart floating library for local and tourist is being introduced and it is designed based on green technology concept that uses natural ventilation with minimum electricity usage. In order to keep the green concept, the location of the library is on a lake where the breeze able to come in through the windows. The *Be Buoyant Bibliotheca* is a floating education tourism center equips with digital technologies such as 4D entertainment, karaoke and video games as well as movie corner that will eventually excite its patron with leisure activities and new learning experience. The National Blue Ocean Strategy approach is the basic implementation initiative in building the *Be Buoyant Bibliotheca*. This unique education tourism center will have a good marketable value as it displays a new concept of leisure and learning center for tourist and community.

**Keywords:** Sustainable Development, Education Tourism, Green Technology, Leisure Tourism

### Introduction

Tourism is one of the most promising drivers of growth for the world economy and key to driving the defining trends of the transition to a green economy (UNEP and UNWTO, 2011). Due to tourism's cross-cutting nature and close connections to numerous sectors at destination and international levels, even small improvements toward greater sustainability will have important impacts in the shift towards more sustainable, cleaner and low-carbon economic growth. The tourism and travel industry can be associated to energy efficiency in almost every aspect and field of the industry (Csapo, 2013). However, it seems that an increasing per cent of the travelers or tourists are more and more aware of sustainability. A tourist accommodation, a catering place or whichever form of tourism enterprise seems to be more attractive for these conscious travelers when they can produce a new form of sustainable energy consumption and utilization. Therefore, a new approaches in creating tourist attraction with green economy concept is highly related to innovation. In view of this nature, an innovative green education center will be a hybrid between tourism and education that will become a new tourism attraction. Tourism industry in Malaysia has been recognized as one of the national key economic areas (NKEAs) of Malaysia economic transformation programme (Wee, Mohamad, MdGhani, Jinal&MohdAnuar, 2017). The Malaysia Tourism Transformation Programme (MTTP) was formulated to tap the growth potential of tourism sector. MTTP aims to attract 36 million international tourists with RM168 billion (around RM3 billion per week) as receipts in 2020; that is an expansion by 3 times the amount of foreign exchange earnings (MoT, 2013). The following themes were established to attract tourist to the

country; affordable luxury, business tourism, nature adventure, family fun, events and entertainment, and spa and sport (Wong, 2012).

### Problem Statement

In Malaysia, the National Transformation 2050 is established and one of the main components of the strategy is to create a Smart Communities in 2050. Thus, reading culture is one of the components that need to be deliberately improved to deliver an educated and knowledgeable society. According to Billington (2015), reading is a powerful tool to advance and broaden individuals' knowledge and standpoint. By instilling reading culture, people can gain knowledge and in any case, environment or condition can either encourage or restrain certain behaviors, cognitive processes and emotion as well as building up the capacity to enjoy social events, enhanced openness and loquacity. In line with this, Be Buoyant Bibliotheca is being presented to the public and it can offer excitement in reading and develop a new experience of reading environment to them. Reading will then become fascinating and attractive with this unique digital education tourism center that build based on green innovation. In accordance to Dangelico (2013), green innovations can minimise environmental problems, such as reduction of waste and pollution and for the innovator, it helps in term of economic advantages such as operational efficiencies via resource reductions and competitive advantages via green products and services. In view of the important of creating a new tourism attraction that support green tourism and in line with the MTTP strategy, the *Be Buoyant Bibliotheca* is invented to be the *model for green education tourism center*. The *Be Buoyant Bibliotheca* has also come up with the concept of sustainable development that involved balanced economic, social and cultural development without jeopardizing the environment. Sustainable development is a method that enables developments to be accomplished without deprivation and exhaustion of resources on which it is based and the resources can be utilized in future to the same extent as the current generation (UNEP, 1994).

### Content

#### a) *Background of the Be Buoyant Bibliotheca*

*Be Buoyant Bibliotheca* is a combination of education and tourism innovation, introduce a smart floating library that furnish with digital technologies. *Be Buoyant Bibliotheca* will build the interest of its local and tourist to experience new concept of reading while having leisure activities. It is designed based on green technology concept that uses natural ventilation with minimum electricity usage.

#### b) *Usefulness*

The *Be Buoyant Bibliotheca*, designed based on green concept that focus on environmental friendly, which include digital technology reading material and 4-Dimensional story telling experience, that will be able to be a landmark in boosting reading culture among the local and also tourist. It will fascinate the younger generation curiosity in reading due to their exposure in the current digital era nation. It is open for public and able to encourage people to sense the unique education tourism environment. The new green concept library will ensure good impacts towards local and tourist involvement as it illustrate a unique various experience of education activities with leisure and entertainment.

#### c) *Project features*

The concept of *Be Buoyant Bibliotheca* is based on Green Concept Deco. It concentrates on how to look unique, nice and artless and it's also relate the library with the environment. The parts of the building will be using tools based on the green innovation features to set out environmental sustainability.

##### i) Exterior Design Concept

The *Be Buoyant Bibliotheca* effect of Green concept style with a most fit exterior, and at the same time offer unique education tourism experience. The *Be Buoyant Bibliotheca* is also designed to offer visual connection with surrounding environment.

## ii) Interior Design Concept

The *Be Buoyant bibliotheca* is divided by four spaces consist of the area for adults, kids, entertainment and mini café for learning leisure activities. The mini café were designed around the library with open air concept to blend with the nature. The designed for this library were based on the green concept technology where it uses natural ventilation with minimum usage of electricity.

## d) Project Novelty

The *Be Buoyant Bibliotheca* with its environmental friendly library concept has equipped with digital technology reading material and 4-Dimensional story telling experience which will be the first digital education tourism center in Malaysia. This digital library will definitely bring huge crowds especially the local and international tourists as it is a new attraction to spend leisure activity with family and friends. Besides that, the National Blue Ocean Strategy approach is the key implementation initiative in building the *Be Buoyant Bibliotheca*.

## e) Project Commercialization Potential

This unique digital education tourism center will have a good commercial value as it illustrates a new idea of reading, learning and leisure center for both tourist and local community destination attraction. In view of the National Blue Ocean Strategy (NBOS) approach in the development of the *Be Buoyant Bibliotheca* project, the cost will be reduced as both public and private institution are involved to ensure prompt execution and inclusivity of community involvement, which can improve the *Be Buoyant Bibliotheca* as a new attraction.

## Conclusion

The *Be Buoyant Bibliotheca* will acquire Malaysia to a new level of digital economy era with this sort of digital education tourism center. The *Be Buoyant Bibliotheca* will have the capacity as a new destination attraction to local community and tourist. The concept of the building depends highly on green innovation, creating a more environment-friendly surrounding, a blend of leisure and digital entertainment highlighting new reading experience to younger generation whom are more incline in using digital applications. The application of National Blue Ocean Strategy approach in the progress of *Be Buoyant Bibliotheca* will guarantee it quick execution, inclusivity and minimal costs. This project is in line with Malaysia transformation strategy towards formulating a sustainable, peaceful and prosperous Smart Communities 2050. This *Be Buoyant Bibliotheca* model for green education tourism center has been registered for Intellectual Property (IP) protection. Further discussion with interested public and private agencies will be carried out to expedite the development of the project through NBOS approach.

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