SOCIAL ENTREPRENEURSHIP THROUGH CO-OPERATIVES: SELECTING A BUSINESS MODEL THAT WORKS AMONG MARINE PARK COMMUNITY

By:
Azmah Othman¹
&
Dr. Fatimah Kari²

Abstract
The designation of marine park areas (MPAs) policy announced in 1997 provide a landmark in the country’s commitment to enhance conservation efforts in meeting the conservation strategies. Although this move is essential and highly lauded and important, the emergence of marine park areas as a conservation strategy brought about many issues and challenges to the task of managing Malaysia’s rich biodiversity resources. The development and growth of MPAs faces typical growth – equity conflict as the tourist related sector became the major engine of economic growth. In terms of the micro structure of economy, the activate participation of the island local community is found to be weak. In this regard, intervention should not be based on outright hand out, especially in the form of cash, but more in terms of training, skills and education are needed to sustain economic status. In this manner economic interest of the local community are linked with MPAs management practices.

Community co-operative poses the ability to unite and organize local residents as workers and entrepreneurs to participate in their very own ecotourism programme, which will benefit them socially and economically. As a democratic, controlled organisation, co-operatives

¹ Senior Lecturer, Department of Development Studies, Faculty of Economics and Administration, University of Malaya, 50603 Kuala Lumpur, E-mail: g3azmah@um.edu.my

² Associate Professor, Department of Economics, Faculty of Economics and Administration, University of Malaya, 50603 Kuala Lumpur, E-mail: fatimahkari@gmail.com