Investigating a Telecenter'contribution to Community Economic Development: An Experience of Buayan, Sabah Malaysia

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eBuayan is one of the community telecentre established by ISITI-CoERI, is started to serve the community in 2009 with two main objectives to be reached, (i) to bridge digital divide between rural and urban inhabitants; and (ii) to promote economic development of the communities. The first objective is the prerequisite to achieve the second objective. A pertinent question is to what extent the telecentre was served as a catalyst for socio-economic development of concerning community? Investigating such question means the paper uncovered issues that constrained the the role of the telecentre as instruments to upgrade economic development of the community. The aim of this paper is to investigate and discuss the eBuayan achievement based on it objectives. Based on a constructed conceptual framework of "informative and marketing community" issues underscored the effectiveness of the telecentre in struggling it objectives are discussed. This paper argued that the dialectic relationship between community informative domain and community marketing domain in order to achieve eBuayan objectives were remain less successful. Local products that can be promoted through the telecentre by using the internet were yet to be developed by the community. It was due to the following factors: (i) the community members were ignorance about how to market their local products via the telecentre; and (ii) a potential local products that can be marketing via the internet is remained not been developed; (iii) the informations circulation on internet marketing within the community nationally and globally were remain too small. The first and second issues were resulted by less participation among the community's member to the telecentre project. With regards to the third issue, it was due to the users were limited to a small numbers of youths with no regular usage. Inability the community to utilise the telecenter as the marketing means because it is a new innovation for them. In order to be able to cope with the telecenter as economic development centre the community should participate actively in terms of training, local product innovation and also get fully supports from external stakeholders.

Keywords: development, indigenous community, telecentre.

Introduction

In a state of post modern circumstance, which is popularly termed as a globalization world (Giddens, A. 2004) many views said that indigenous communities who occupying isolated rural remote areas over the world, will be lost undercurrent of the global phenomena. This perceptions has been influences by the fact that a lot of human generation in various ethnical

groups in the advance society worldwide had lost their traditional and nature mode of life. This worrying facts indeed had then awaken United Nations to take responsibility by preserve the right, nature and traditional mode of life indigenous peoples worldwide under UN Declaration on the Right of Indigenous Peoples (UN, 2008).

Nevertheless, in reality they indeed remain have a huge potential resources to be developed. There are rich resources of various economics that can be found. The most well-known of their source of economics are likes agricultural, eco-tourism, cultural tourism and a fishery produces which are much needed by national and global consumers. Therefore the cultural and eco-tourism products are another sources of community economic development that normally only available within socio-physical environmental of rural remote area. The important point here that such type of potential economic resources are needed to be developed in order to upgrade their well-being (Giddens, 2008). This point indeed is in line with spirit of the UN declaration that aimed to halte world poverty by year 2015.

The issues raised that unfortunately most of the resources were unmarketable due to marketing constrains. One of the major question with regards the constrains is how to transform the valueble resources into the economic products and how to marketing them? The answering to the question very vital otherwise without any proper and systematic marketing for these worth economic resources, the rural remote inhabitants whom actually living in communities, for sure will be remained trapped in the state of underdevelopment cycle and poverty. Therefore many developing countries including Malaysia had identified information communication's technologies (ICT) as the most suitable solution for such issues. By deploying ICT as a highway of communication hence, the remote rural communities can be connected with the people globally.

In respect to rural remote communities who encounter difficulty in communication and transportation that indeed internet is assuming as a single means for them to get access into government policies, development programs, eGovernment matters and communicate directly with a particular government agencies or officials. Besides that, the other business such as promoting local produces in various fields, particularly economic products and local products likes cultural and eco-tourism also immaterialise without effective ICT usages. However ICT as a catalyst to rural development particularly among the poor people is not the new ideas since it has been adopted in many developing nations (Harris, R. 2012) but however only few of the successful.

Nevertheless, ICT also has its' own "culture" that need to take into consideration by it users (Gusni, 2012). The essence of "ICT culture" here refers to the needs of the ICT in community livelihood, which its covers multi-dimensional of their everyday lives. In many cases,

a recipient communities failed to cope with the culture, hence it resulted in difficulty for them to utilise ICT as a means to up lift community development. Internet is the tool for communications where various everyday business matters that needed by community can be settled but the communities always incapable to link their livelihood with the internet's telecenter. This is a major problem that has been encountered by many governments worldwide to employ ICT as the means for rural remote communities to be developed.

Malaysia has eagerly embraced ICT as a delivery system of it administration as well as to bridge the digital divide between its citizens who have access and those who have not access to ICT and internet (CoERI, EPU&KKLW, 2012). As a result, the country was considered as one of the success nation to deploy ICT in it administration system. Besides it successful story, Malaysia still remain failed in bridging digital divide between urban and rural inhabitants. The facts were supported by report of Ministry of Rural and Regional Development that the ratio of internet users for rural and urban inhabitants was 6.7% and 93.3% (INFOdesa, 2012). This evidence proven that the Nation ICT policy in rural development was failure unless the number of internet usages among the rural inhabitants to be increased to a significant volume.

Most of the government rural ICT projects particularly in rural remote areas, had failed to achieve its objectives. According to the project proponent, the failed is because of the top down implementation without based on proper feasibility studies (INFODesa). Due to such approached, the targeted recipients felt the ICT project is useless, nothing to do with their economic activities and everyday life. As a response to such issues of Malaysian government ICT projects for rural indigenous communities, Universiti Malaysia Sarawak (UNIMAS) in 1998 had initiated a pilot ICT project for remote rural community in Sarawak that is well-known as "telecentre". The chosen community was the Kelabit from Bario, which is an indigenous ethnical group of Orang Ulu. Bario is a home for the people of Kelabit with approximately 4,200 populations that situated in the Heart of Borneo (Bala, P. 2008), close to the Kalimantan Malaysia-Indonesia international border. The telecentre was established based on a proper feasibility studies for the sake of functionality and sustainability of the project.

ISITI-CoERI had learnt a lot from the failed Government ICT projects such discourage experience, which in later on contributing towards make it community telecentre projects more successful. Ten years later, the Bario community telecentre proven successful in obtained most of it objectives. Hence later on the eBario telecentre project indeed has won some international awards as a recignation to its successful story. In 2007, the Centre of Excellence for Rural Informatics (CoERI) has been established as a center of academic excellence in UNIMAS. There are two-fold of it aims, first is to innovate ICT for rural development; and secondly, to develop community telecentre particularly in rural remote area. Motivated with CoERI successful, the

centre established another four community telecentres in interior Sarawak and Sabah. In 2011, the center was upgraded to a full fletch institute, which is the Institute of Social Informatics and Technological Innovations (ISITI), which later is called ISITI-CoERI.

The main task of ISITI-CoERI is to establish telecentre for rural community development with ideas that telecentre is a technology to serve real needs of the community, manage by the community as their own property and for their mutual interest. It is the communal facility functioning as centers provide the space for users to share, support and learn from one another and they are socially constructive (CoERI, EPU&KKLW, 2012). In this regards, the telecentre is functioning as a center for community development (CCD). The foundation model of community telecentre as was constructed through the Bario Telecentre Model is that it must function to meet the people needs. To ensure the foundation model of community telecentre is achievable in any targeted community, an in-depth and comprehensive needs analysis studies is needed. There are two main objectives of ISITI-CoERI's telecentres need to achieve, firstly, to bridge digital divide between rural and urban inhabitants; and secondly, to promote economic development of the communities. The first objective is very fundamental to be obtaining in view of it prerequisite before the second objective is materialised.

Moving on from the given objectives of ISITI-CoERI telecentre, then this paper is raised a pertinent question to be disscusses that to what extent the telecentre were served as a catalyst for economic development of concerning communities? To investigate such question means also the research try uncovered the issues of the telecentre as instruments to freedom the poor communities from the source of poverty. The aim of this paper is to investigate and discuss the issues of the telecentre achievement based on it outlined objectives. Furthermore the issues underscored the state of such objectives attainment also are discussed.

Conceptual Framwork

There are four main concepts involved as the main concepts namely community, development and telecenter whereby these concepts are fundamental in the study. In view of its important hence this section will briefly define all the concepts.

Community

In general, community can be defined from two perspectives, first, as a generect concept and second, as a rural community. In this respect the community is always reffereing to as a group of peoples who working in a same categories of job such as fishermen, farmer and businessmen, then they are respectively called as the fishermen community, farmer community and busninessmen community (Gusni, 2014). Theyfore in this regard the important element of community is the professional in certain skill of job among the people regardless what their ethnical group, culture and place.

Different communities by professional in many cases are always established their own association for the shake of mutual interest and safeguards such as association of fishermen, association of farmer and association of businessment. For this paper the applicable concept of community is the rural community that comprising a different group of people with some certain characteristics in term of ethnics, culture and place. As the rural community, their members cohesiveness are mainly based on family lineage such as clan/kinship ties, mono ethnics, live together in a specific location of settlement and shared a single culture and sense of belonging (Gusni, 2010).

The main characteristics of the community are: i) cohesiveness based on blood relationship; ii) members relying on the community in terms of security, socio-economic and material as well as psychological supporting. This requirements normally are achieved through the social capital of the community; iii) its members are interdependent, has a specific historical back ground, geographical area and relatively small in terms of numbers; iv) has own leaders; and vi) the interest of the community must come first instead of the individual family (Bell, C. & Newby, H. 1971).

Most of the rural community in developing nations are living in the communal land like native customary right (NCR) land in Sabah and Sarawak and Orang Asli in West Malaysia. One thing that need to bare in mind with regards the rural communities that in terms of place they are not necessarily live in rural area. Otherwise some of them were live in a urban area due to historical factor such as pre-existing which means they were living in a particular place prior to established the urban or city.

Community of Buayan is falled under the category of rural community, hence, some of the mentioned above characteristics are presented, but however a degree of its solidarity strongest were decreased. In terms of cohesiveness for instance, it solidarity was changed to a new form of solidarity that in line with   influencing of urbanization and modernity values. One of them is social capital whereas the spirit of mutual working and cooperation among community's members were no longer been practiced. Such phenomenon little bit is affected the successful some of their development projects such as telecenter.

Development

Generally development is always been perceived by society as a complexes of socio-economic infrastructures in various forms such as road, school buildings, factories, farm plantations and new townships. Such definition however, according to Sen, A. (1999) had not taken the consideration of differentiation between economic growth with development. Based on Todaro and Smith's (2011) definition of economic growth, its most likely the phenomenon of economic growth instead of dedelopment.

"Development" is a process of expanding the real freedoms that people enjoy. By focusing on human freedoms, there are contrasts with the narrow views of development, such as identifying development with the growth of gross national products (GNP), or with the rise in personal income, or with industrialization. Growth of GNP or of individual incomes of course can be very important as means to expanding the freedoms enjoyed by the members of the society. But freedoms depend also on other determinants, such as social and economic arrangements (Sen. A, 1999).

The operationalised concept was applied in this paper that development can be perceived from two perspectives-macro and micro-developments. Among the caharecteristics of macro development are its proponents are privite companies; profit making is it ultimate goal; based on maritocracy and competativeness; tracking down-effect in terms of economic opportunities by people. Besides, micro-development of charecteristics among others are the projects/programs belong to state/government, its main purpose to freedom poor people from any source of underdevelopment and poverty. In this regards of course macro-development and

economic growth are very needed to support an efford of the micro-development to achieve it ultimate goals.

In this paper telecenter is considered as one of a means of micro-developmet that can be utilise by developmentalist. As for today in Malaysia poverty rates seems likely very small around 5% but however the poverty incidents more consentarted in rural communities. As so far in Malaysia telecenter has been established in some rural communities by government agencies in order to adress the issues of poverty and government delivery system.

Telecentre

Telecentre is exclusive terms used by ISITI-CoERI which is rather specific than ICT. Beyond than technology centere, there are providing an ideal platform to build flexible and powerful environment for sharing and learning. As a communal facility, the telecentre provide the space for users to share, support and learn from one another: they are socially constructive.

This is especially important as noted by Anderson (1998) in that telecentre can also be living laboratories not only for global information, but also for creation of a common local development vision. By taking into consideration such definition, the telecentre in this study refers to ICTs center of community development.

Community Development

Community informative and community marketing are two fundamental conceps had been used in this paper. Under community marketing domain, the model is suggesting that the community telecentre should be accomplished with local economic, cultural and eco-tourism products from the communities. In this regards, the telecentre is anticipated to have a vital role in bringing economic development to the communities. Thus, the telecentre tend become a Community Development Center (CDC) from where the local products are to be marketed via community website. On top of that, continuous training and workshop programs will be needed on making their products to be better and value added.

kCommunity means knowledgeable community whereby through internet they are free to access to any source of information in various fields nationally and globally. The community members were given the used of the internet from the telecentre not only just as a tool to bridge digital divide between rural and urban citizens but also to create community members that can access to general and interested knowledge, which is updated. Informative community and

community marketing are interconnected and mutually needed for each other's towards an endeavor community development.

As ISITI-CoERI had demonstrated from it experiences that the community can generate unlimited information with regards from the government policies, job opportunities, education opportunities, national and global news, business opportunities, perform personal matters with government and private agencies; and communicate with others nationally and globally. The impact of these information among the studied communities are apparent by some indicators such as in the context of social networking, demographic mobility, state policies and information about various state agencies, financial; and even political matters.

In regards to social networking among the studied community, the finding shows a dominant type of social networking is horizontal rather than vertical, which means the patterns of social interaction mainly internal.

Issues In Relation With Telecentre's Objectives In Buayan

As observed from CoERI-ISITI experiences particularly and Malaysian in general, there are two main variables in establishing telecentre, namely control and uncontrolled aspects. The former variable is referring to tangible items such as building, computer and it networking and computer training programme. Both these variables have influence in achievement of the community telecentre's objectives in terms of positive or negative ways that are referring to as issues. Based on the telecentre objectives defined, this section will discuss the issues involved in achieving it in Buayan community development.

Community Profile

Buayan is the settlement of the Dusunic ethnic group, which is located in the Crocker Ranges between Tambunan and Penampang districts of Sabah. Under the administrative of Penampang Municipal District, Buayan community can only be accessed by outsiders with the use of four wheel drive vehicle and then followed by jungle tracking. From the small town of Dongonggon until the end of the gravel road, you will need to take a four wheel drive pickup for about 40 minutes to an hour. After the four wheel journey, to reach the community, the journey

futher continued by jungle tracking up a long the hiller and small rivers which took around 3 to 4 hours (recently however a gravel road was constructed to acess Kg. Buayan). The community is scattered to four settlements namely Kampung Kionop, Kampung Buayan, Kampung Tiku and Kampung Tempiasa, which were separated from each other and situated along the Buayan River. The distance between the different villages is about 3 to 5 kilometer and the mode of transportation/communications is just only by jungle tracking and face to face conversation.

Historically, the Buayan community has been established around 1890's as a response to the salt trading, which took place during the ancient time between interior society of Tambunan and coastal society of Kota Kinabalu. Salt trading means the trading activities taken place between both group of the society that based on salt commodities such as salt and various seas produces like fish. These sea produces belong to Kota Kinabalu coastal fishermen mainly the Bajau ethnical group to be battered with agricultural produces like rice from the Dusunic ethnics particularly the Tegaas and Tuhoan group in Penampang and Tambunan.

In order to initiate the salt trading the involved parties particularly the people of Dusun from Penampang and Tambunan were constructed the "road" is called Salt Trail. Buayan and the three other villages as a settlement of Dusunic community was initiated along the Salt Trail in order to provide accommodation for the traders such as shelter for overnight since the trip took about 6 days walking through the thick and thin of the jungle (Gusni, 2012).

With regards a population, the latest information obtained in 2015 indicated that the total population of Buayan is about 345 in compared to 641 in 2009. The breakdowns by settlements are as showing in Table 1: Population of Buayan Community.

Table 1: Population of Buayan Community

Settlement	Number of Family	Total Household
Kionop	3	12
Buayan	31	177
Tiku	20	117
Tampiasa	5	39
Total		345

Economic Resources

Most of the Buayan inhabitants are farmer in the mode of traditional sector. The farmed crops are such as paddy, banana, fruits and vegetables are just for family consumptions. Huntting is a traditional economic activities that remain practicing by the community's members. Besides that, they also working as rubber tappers as source of cash. Except for rubber, the others economic produces are just for own consumptions. The reason is that the produces are too difficult and costing to transport to the nearest town for marketing. Unlike others produces, rubber can be sent via river by floating it from a particular villages before the owners collected it at the river downstream which is the nearest to the gravel road.

In addition to the existence economic activities, there are several unutilised/unexplored economic resources which are potential to be developed as tourism products. It's like jungle tracking along the salt trail, river expeditions and cultural performances.

Development Issues in Telecentre

Table 2: Community Telecentre Projects ISITI-CoERI, UNIMAS

Community Names	Telecentre Names	Location	Ethnic Groups	Population	Begun
Bario	gantuman@bario	Bario, Sarawak	Kelabit	1,800	998
Long Lamai	eNgerabit	Ulu Baram, Sarawak	Penan	500	008
Ba'kelalan	Tuntum Bala Ba'kelalan	Ba' kelalan, Sarawak	Lun Bawang	2,100	011
Buayan	ePiromutan	Penampang, Sabah	Dusun	500	009
Pulau Larapan	ePaglatunan	Semporna, Sabah	Bajau	1,046	011

As shown in Table 2, Buayan is one of the community telecentre projects belong to ISITI-CoERI of UNIMAS. It's the third community telecentre projects of ISITI-CoERI that was stating operation in January 2009.

ISITI-CoERI telecentre objectives are firstly, to bridge digital divide between rural and urban inhabitants; and secondly, to promote economic development of the communities. The first objective is very fundamental to be obtained in view of it prerequisite to achieve the second objective. These objectives are coined in two concepts, namely the informative community and the marketing community (defined in Conceptual Framework). Based on such conceptual framework the development issues of the Buayan community in their telecentre is discussed.

Issues in Marketing Community

By analyzing the community marketing in this study also is to assess the potential of the telecentre to uplift economic status of the studied communities. With the regards to both communities marketing and informative community dimensions, the main issues barely is sustainability, which means how to make the technology persistently serve needs of the communities. Two interrelated issues always underlined the question of community telecentre survival are internal stakeholder which refers to the communities and external stakeholders that refers to project implementers such as government agencies and NGOs (Harris, R. 2012). Internal stakeholders are playing vital roles to ensure survival of the telecentre in view of them as the actual users and the benchmark for a successful or failure according to the objectives of the telecentre.

Local content is one of the issues under the stakeholder domain, which is refer to the local products of the communities as a main commodity to be marketed via the telecentre's website package under community marketing. On the ground, ISITI-CoERI experiences implied that most of the communities' member will encounter difficulty in packaging their products as required by the telecentre. The main reason is their ability to cope with community marketing still remains limited in view that it is still something new or a new innovation for them. To be able to cope with such local products innovation, the communities need lots of supporting from the external stakeholders such as Department of Rural Community Empowerment under the Ministry of Rural and Regional Development, Department of Tourism and also the private tourism companies. However, such needed supporting from the external stakeholders remain immaterialise.

Under community marketing domain, the model is suggesting that the community telecentre should accomplish with local economic produces, cultural and eco-tourism products of the communities. In this regards, the telecentre is anticipated to have vital roles in bringing economic development to the communities. Thus, the telecentre tend to become a development

center (CDC) from where the local products are to be marketed via community website. On top of that, some much needed training and workshop programs concerning how to make value added products also need to be carried out continuously.

Some of the community's telecentre had demonstrated ability to provide local products to be marketed via internet, for example, in Bario the regularly visit from tourists had therefore encouraged the local people to provide the tourists with homestays, cultural performances, traditional life's such as making paddy field, jungle tracking and traditional longhouse. Other than that, they also sell handicrafts and various local souvenirs to the tourists.

In Long Lamai, the community's telecentre also gradually utilised by local people in marketing their products such as local products, in terms of cultural aspects and environment nature via community website, which is so far had received well response from different people worldwide. In this regards for instance, the community received visitors from France and Korea whom lived with them for a few days. In response to such development, some family members from other communities were fascinated to join the community whether physically or in terms of local products. To fulfill tourist requirement, the community are work on providing related facilities such as homestays and passenger boats to ferry tourists from the Long Banga rural airport to the community settlement.

Buayan as well had gradually experience the positive impact from their telecentre whereas tourists from local and abroad regularly visited them. Some of them come from Japan and Europe, besides Malaysians. The most fascinating local products to the tourists in Buayan are eco-tourism, which means most of the tourists are among natural ecological lovers. Besides natural ecological products are the jungle tracking; and exploring the flora and fauna biodiversity, which can be found and observed along the stretch of the 32 kilometer tracking through Tambunan to Penampang districts, crossing over Crocker Range. This historical based product can be exploited to promote other local products from the community such as eco and cultural tourism.

Buayan community was yet to be ready to take the challenge of the telecentre in promoting their economic development is the main issue. Underscored such main issue are three additional issues: (i) the community does not understand how to exploit the telecentre to develop their economic resources; (ii) the information about using telecentre in promoting their economic development had never reached most of the community members; and (iii) all the issues did mention above occurred due to the ignorance of some crucial principles in establishing community telecentre by ISITI-CoERI. In this regard, the principle of community engagement and community mobilisation were not been applied properly or unsuccessfully.

Issues in Informative Community

By analysing the informative community means this research is assessing the telecentre potential in closing up the digital gap between the communities and urban inhabitants. After the telecentre present for a year, it's expected that a vertical networking should gradually taken place in the community. There are two types of networking observable in the community, that is the horizontal and vertical. Horizontal networking means coverage of interaction and information mostly is internal of the community. On the other hand, vertical networking is refer to as dialectic interaction and information occurred between the community with outsider national and globally.

In terms of telecentre roles to promote socio-economic development of a particular community, vertical networking is much needed. It is just because through such kind of networking, the community marketing is able to maneuver. Promotion about local products of the community can be put forward in community website, hence people from nationally and worldwide can access to the information. Once the products were consumed by tourists, then the continuity of the tourists will reproduces themselves.

The demographic mobility is one of the major consequences of the telecentre among the communities member especially the youth. For example in Long Lamai and Buayan, moving out and in between the community settlements and urban area were more frequently and dynamics than ever prior to advent of the community telecentre. The main contributing factor for such social phenomenon is a direct vertical communication with relevant parties in urban such as employer, friends and relatives. For example, finding jobs via Internet is faster compare to the constrained by remoteness, the transport difficulty and costing on the needs to go to urban to find out the job. Direct communication via community internet with their employers in town is also an encouraging factor instead of those working in urban from the community regularly feedback on vocation opportunities to their communities (Gusni 2012).

Despite of it success story in Bario community telecentre, ISITI-CoERI experiences in Buayan demonstrated problems to employing telecentre as a means to promote community livelihood through informative community. In Buayan, such expectation was very minimum and if occurred, it is just among a few of the youths. The observation found that official matters with government agencies in the urban are the most important matter for the community in Buayan. This includes registration of birth certificates, make identification cards (IC), applying for jobs and apply for further education. These community matters had been done via the telecentre by using the IT equipment such as computer, printer and internet.

The issues of informative community in Buayan mainly are about telecentre usage and information circulated. Referring to constitute informative communities as a part of telecentre

roles, it is entirely will depend on it usage in terms of numbers, category of usage and disseminating generated information within a particular communities member. Observation from ISITI-CoERI telecentre indicated that most of the internet usages were among the youths, teenagers and school teachers. Except for the purposive information's needed by the community, circulation of the generated information among the communities member also were quite small in coverage. Normally the category of purposive information are concerning the government aids and subsidy, education and forwarding application forms.

Since its inception in 2009, the community members those ageing 40 years and above never used the facilities except a few of youth and school teachers. Some of the community members just utilised the satellite telephone from the telecentre. ICT which has its own culture is still alien for most of the community. It's not friendly to their everyday life in particular local economic activities that relying on traditional skills. The problem is as so far no any serious initiative done to educate the community member with the telecentre. Maybe in the future, the community members will familiar with the culture of the telecentre; however, it must be achieved with serious effort to educate them.

Some of the community's telecentre had demonstrated the ability to provide local products to be marketed via internet, for example, in Bario, the tourists regularly coming. Therefore the local people provided the tourists with home stays, cultural performance, traditional life's such as making paddy field, jungle tracking and traditional longhouse. Besides that, they also sell handicrafts and various local souvenirs to the tourists.

In Long Lamai, the community's telecentre also gradually utilised by local people in marketing their products, such as local products in terms of cultural aspects and environment nature via community website which is so far received well response worldwide. In this regards, for instance, the community received visitors from France and Korea whom lived with them for a few days. In response to such development, some family members from other communities were fascinated to join as a member of the community whether physically or in terms of marketing their local products. To fulfill tourist requirements, the community still working on providing related facilities such as homestays, passenger boats to ferry tourists from the Long Banga airport to the community settlement and eco-tour sports.

Conclusion

The constructed conceptual of community development telecentre are carried in two types of components, (i) community marketing domain that comprising economic resources of traditional, eco-tourism and cultural; and (ii) community informative domain that embracing national and globally knowledge and social networking. Both kinds of domains are interconnecting each other in dialectic ways, whereas community informative will provide information and social networking nationally and globally to marketing activities of the community. In return, the success in community marketing will accumulate the corpus of community informative.

Buayan telecentre is still remain less successful in hit it objectives owing to certain reasons. Its inticipated that if dialectic relationship between community informative domain and community marketing domain occured than the Buayan telecentre will be able to achieve it objectives. Its found out however, this matter less materialised in Buayan telecentre. Local products that can be promoted through the telecentre by using the internet were yet to be developed by the community. It was due to the following factors: (i) the community members were ignorance about how to market their local products via the telecentre; and (ii) a potential local products that can be marketing via the internet is remained not been developed; (iii) the informations circulation on internet marketing within the community nationally and globally were remain too small. The first and second issues were resulted by less participation among the community's member to the telecentre project. With regards to the third issue, it was due to the users were limited to a small numbers of youths with no regular usage. Inability the community to utilise the telecenter as marketing means because it is a new innovation for them. In order to be able to cope with the telecenter as economic development centre the community should participate actively in terms of training, local product innovation and also get fully supports from external stakeholders.

Beyond mere the local contents issues, ISITI-CoERI telecentre also experiences clearly indicated that financial and technical problems still a constrain. With regards to the technical constrain, there are two issues often exist. First, the internet connection interruption such as network disconnection to VSAT satellite and secondly, the cost of establishing a single inclusive

community telecentre is quite expensive. Looking into the former issue, in the case of internet disconnection happened, a special technician from town is needed to solve the problem, which is normally take longer times, since the said telecentre site is far away in rural remote areas and yet transportation is difficulty. Concerning with the later issues, to be able to initiate a community telecentre, the costing will be approximated one million ringgit that will cover basic components such as building, VSAT, solar or mini hydro systems and the stakeholder ICT training.

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