11TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

SUSTAINABLE TOURISM FOR DEVELOPMENT: RESOURCE EFFICIENCY, SAFEGUARDING NATURAL AND CULTURAL HERITAGE

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SUSTAINABLE TOURISM FOR DEVELOPMENT

**Tourism Policy & Governance**
- Position of Tourism Policy in devt policies & programs
- Tourism Policy & Regulatory Framework
- Tourism Governance & Institutional Setup

**Economic Performance, Investment & Competitiveness**
- Contribution to Economy
- Trade, Investment & Business Environment
- Brand, Marketing & Product Positioning
- Resilience, Security & Risk Management

**Employment, Decent Work & Human Capital**
- Human Resources Planning & Working Conditions
- Skills Assessment & Provision of Training

**Poverty Reduction & Social Inclusion**
- Integrated Approach through Tourism
- Pro-poor Tourism Initiatives
- Inclusion of Disadvantaged Groups
- Prevention of Negative Social Impact

**Natural & Cultural Environ Sustainability**
- Natural & Cultural Heritage for Tourism
- Focus on Climate Change
- Enhance sustainability of Tourism Development & Operations
- Measure & Monitor Tourism Impacts

Source: Sustainable Tourism for Development Guidebook, UNWTO
AIMS FOR SUSTAINABLE TOURISM

Tourism Policy & Governance
- All 12 Aims

Economic Performance, Investment & Competitiveness
- 1. Economic Viability
- 2. Local Prosperity
- 3. Visitor Fulfillment

Employment, Decent Work & Human Capital
- 3. Employment Quality

Poverty Reduction & Social Inclusion
- 2. Local Prosperity
- 4. Social Equity
- 6. Local Control
- 7. Community Wellbeing

Natural & Cultural Environ Sustainability
- 8. Cultural Richness
- 9. Physical Integrity
- 10. Biological Diversity
- 11. Resource Efficiency
- 12. Environmental Purity

Source: Sustainable Tourism for Development Guidebook, UNWTO
TOURISM POLICY & GOVERNANCE
OVERALL FRAMEWORK
NATIONAL TRANSFORMATION POLICY, 2011 - 2020

Figure A - The four pillars of national transformation

Vision 2020

1Malaysia
People First, Performance Now
April 2009

Government Transformation Programme (GTP)
8 National Key Result Areas (NKRAs)
January 2010

Economic Transformation Programme (ETP)
8 Strategic Reform Initiatives (SRIs)
March 2010

10th Malaysia Plan
Macroeconomic growth targets & expenditure allocation
June 2010

Preservation and enhancement of unity in diversity
Effective delivery of government services
New Economic Model - A high income, inclusive and sustainable nation
Smooth implementation of government’s development programme
New Economic Model (NEM) PRINCIPLES

HIGH INCOME

SUSTAINABILITY
Market friendly
Merit based

INCLUSIVENESS
Transparent
Need based
TOURISM POLICY & GOVERNANCE

National Development Plan

National Tourism Master Plan

National Ecotourism Plan
- National Policy on Biological Diversity
- National Heritage Act

Sustainable Tourism for Development
Tourism: New Key Economic Area (NKEA)

“Tourism has a crucial role in transforming Malaysia into a high-income country by 2020”

The Hon. Prime Minister of Malaysia, on joining the UNWTO/WTTC Global Leaders for Tourism Campaign (17 October 2011)
To turn the tourism industry into a major, sustainable, viable and vibrant sector which contributes to the socio-economic development of the country.
### MTTP 2020: 36 : 168

#### GNI: USD6.4 bi

#### Jobs: 216k

#### NKEA 12 ENTRY POINT PROJECTS

<table>
<thead>
<tr>
<th><strong>AFFORDABLE LUXURY</strong></th>
<th><strong>NATURE ADVENTURE</strong></th>
<th><strong>NICHE AREAS</strong></th>
<th><strong>MAJOR EVENTS &amp; SPA</strong></th>
<th><strong>BUSINESS TOURISM</strong></th>
<th><strong>CULTURE. ARTS, HERITAGE CRAFTS</strong></th>
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<tbody>
<tr>
<td>Duty-free for wider range of goods</td>
<td>• Ecotourism</td>
<td>• Golfing</td>
<td>• Events &amp; Entertainment</td>
<td>• M.I.C.E.</td>
<td>• Culture, Arts &amp; Heritage</td>
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<td>BB-KLCC as premier shopping district</td>
<td>• Birding</td>
<td>• Spa</td>
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<td>• Crafts</td>
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<td>Premium outlets</td>
<td>• Diving</td>
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<td></td>
<td>• Homestay</td>
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#### Connectivity

<table>
<thead>
<tr>
<th>Hotels &amp; Integrated Tourism Development</th>
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<tr>
<td>Enablers (Marketing, Visa, Funding, Human Capital, Tourism Environment)</td>
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</table>
National Recreational SCUBA Diving Council

**Licensing**
- **Recommendations**: Encourage dive operators to register for MOTAC license & establish data collection procedures.
  - **2020 Deliverable**: Licensing 100% of operators licensed; Private Sector Led.

**Standards**
- **Recommendations**: Programmes to assist dive operators to be fully compliant with international industry safety & operational standard.
  - **2020 Deliverable**: Compliance 100% of operators compliant; Private Sector Led.

**Rating System**
- **Recommendations**: Develop MyTQA rating system for dive operators that measures performance and compliance success.
  - **2020 Deliverable**: Memberships 100% of operators rated; Private Sector Led.

**Human Capital**
- **Recommendations**: Design and deliver appropriate training courses to dive operators.
  - **2020 Deliverable**: Up-skilling / Training 20 training courses developed; Private Sector Led.

**Marketing & Promotion**
- **Recommendations**: Enhance marketing and promotions for the diving industry.
  - **2020 Deliverable**: Tourism Receipts RM 5.0 billion/year; Private Sector Led.

**Research & Development**
- **Recommendations**: Establish community managed marine areas to ensure sustainability and healthy dive sites.
  - **2020 Deliverable**: Marine Managed Area 5 areas in Malaysia; Private Sector Led.
Set up Community-managed Areas

Sugud Islands Marine Conservation Area (SIMCA) – The Success Story

2 new potential areas:

1. Si Amil/Denawan Sabah

2. Pulau Sembilan Perak
National Ecotourism Plan
2015 – 2025

To turn the tourism industry into a major, sustainable, viable and quality sector which contributes to the socio-economic development of the country
NATIONAL STEERING COMMITTEE

Working Group On Ecotourism Investment

Lead: Malaysian Investment Authority Development (MIDA)

Working Group on Ecotourism Concession

Lead: Ministry of National Resources and Environment (NRE)

Working Group on Ecotourism Conservation and Ecotourism

Lead: Ministry of Tourism and Culture (MOTAC)

Working Group on Ecotourism Marketing

Lead: Tourism Malaysia (TM)

Working Group on Ecotourism Clusters

Lead: Ministry of Tourism and Culture (MOTAC)
National Policy on Biological Diversity
2016 – 2025

✓ to conserve Malaysia’s biological diversity and to ensure that its components are utilised in a sustainable manner for the continued progress of the nation.
✓ guided by our national development agenda
✓ embodies Sustainable Development Goals & CBD Strategic Plan for Biodiversity 2011-2020
NATIONAL HERITAGE ACT 2005

To enforce the provisions of the Act for the conservation and preservation of the national heritage, natural heritage, cultural heritage, tangible and intangible, underwater cultural heritage and treasures.
ECONOMIC PERFORMANCE, INVESTMENT & COMPETITIVENESS
Ecotourism Clusters in Malaysia

- Perlis: 1 cluster
- Kedah: 3 clusters
- Penang: 2 clusters
- Perak: 4 clusters
- Selangor: 4 clusters
- Melaka: 3 clusters
- N. Sembilan: 4 clusters
- Johor: 6 clusters
- Pahang: 6 clusters
- Kelantan: 3 clusters
- Terengganu: 7 clusters
- Sarawak: 9 clusters
- Sabah: 8 clusters
**Keystone**
- Matang Mangrove Reserve
- Firefly watching
- Boating
- Researching
- Team building
- Visiting
- Bird watching
- Researching
- Trekking
- Boating
- Visiting

**Supporting Product**

**Eco-Adventure/ Recreational**
- Kuala Gula
- Bukit Larut
- Batu Kurau
- Kg. Dew Firefly
- Lake Garden
- ATV Park
- Equine Park
- Zoo Taiping
- Orang Utan Island
- Kolam Air Panas Trong
- Ethno Valley

**Heritage**
- Kota Ngah Ibrahim
- Charcoal Factory
- Port Weld
- Pekan Ahad

**Culture (Local community)**
- Bukit Gantang Homestay
- Kg. Anak Kurau
- Kuala Sepetang Fishing Village

**Theme Park**
- Bukit Merah Lake Town Resort

**Cluster USP/Theme**
- Urban ecotourism destination

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**Legend:**
- Main Town
- Key Stones
- Supporting Product
- Main Road
- Boundary

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Sandakan-Kinabatangan Ecotourism Cluster

Keystone
1. Kinabatangan Wildlife Sanctuary
2. Sepilok Rehabilitation Centre

Supporting Product
Eco-Adventure/Recreational
- Labuk Bay Proboscis Monkey
- Turtle Island
- Sun Bear Conservation Centre
- Rainforest Discovery Centre
- Gomantong Cave
- Libaran Island
- Berhala Island

Heritage
- Agop Batu Tulug Museum
- Sandakan Memorial Park
- Agnes Keith House
- Puu Jih Shih Temple
- St. Michael Church

Culture (Local community)
- Misowalai Homestay
- Sukau Homestay
- Bilit Homestay
- Abai Homestay

Cluster USP
- Borneo Biodiversity Hotspot

Main activity
- Orang Utan and Proboscis Monkey Watching
- Boating
- Researching
- Visiting
- Bird watching
- Researching
- Trekking
- Boating
- Visiting
- Researching
- Boating
- Visiting
- Shopping
- Visiting
- Boating
- Tree planting
Kuching-Bako-Santubong-Kubah Ecotourism Cluster

Keystone
- Bako National Park
- Kubah National Park

Main activity
- Volunteer
- Wildlife Watching
- Trekking
- Researching
- Bird watching
- Visiting

Supporting Product

Eco-Adventure/Recreational
- Talang Satang NP
- Telaga Air Seaford
- Salak Island
- Pasir Pandak Beach
- Sarawak Cultural Village
- Permai Camp
- Mount Santubong
- Buntal Bay
- Buntal Seafood
- Muara Tebas Seafood
- Kpg Senari
- Orchid Garden
- Kuching Wetlands NP
- Wreck Dive Site 1 (Katori Maru & Hiyoshi Maru)
- Wreck Dive Site 2 (Barge, Sagiri & China Wreck)

Heritage
- Historical and Cultural Trail

Culture (Local community)
- Santubong Homestay
- Telaga Air Homestay
- Kpg. Buntal Homestay
- Bako Homestay

Visitor
- Visiting
- Craft demonstration

Cluster USP
- Borneo's Southern Ecotourism Gateway

Legend:
- Main Town
- Key Stones
- Supporting Product
ISSUES

• Tourism incentives focus more on urban hotels

• Lack of information on promotion of potential tourism investments

• Existing investment facilitation programmes not geared towards ecotourism and SMEs

KEY STRATEGIES

✓ Realign and expand the scope of existing tourism incentives that match the specific needs of potential ecotourism investors

✓ Publicise investment opportunities that highlight the unique features of designated ecotourism clusters

✓ Expand the eligibility and scope of incentives/funds to cater for ecotourism and SMEs
TOURISM CONCESSION

ISSUES

• Tourism concession strategy not integrated into Park Management Plan

• Lack of sustainability and financial autonomy of national parks

• Park managers not sufficiently trained in tourism

KEY STRATEGIES

✓ Develop a protocol for ecotourism concession to create business opportunities and increase revenue

✓ Establishment of a trust fund to raise revenue for better financial autonomy

✓ Provide special training programmes for national park managers on concession management and tourist experience
ISSUES

- Promoted as a niche tourism product
- Reliance on conventional marketing (eg. Brochures)
- Need to spur innovation in ecotourism

KEY STRATEGIES

- Leverage on mainstream market segments and develop attractive packages (eg. flydrive urban ecotourism routes, special interests, eco-adventure)
- Design attractive mobile apps, creative videos according to market demand as well as targeted marketing campaigns (eg. youths, schools, associations and universities)
- Intensify social media marketing
- Specific category/award for ecotourism
NATURAL & CULTURAL ENVIRONMENT SUSTAINABILITY
Tourism and travel - vital contributor to global economy

Climate change - serious threats to society, economy & environment

Considerable impacts on tourism and travel businesses... (as tourism and travel are highly sensitive towards climate and environmental changes)
Biodiversity is tourism’s greatest assets and fundamental to its long-term sustained growth:

- Unsustainable human activities
- Pollution
- Uncontrolled land conversion

Result: Destruction of Biodiversity
SCOPE OF HERITAGE

i. National Heritage

ii. World Heritage
Convention Concerning the Protection of the World Cultural and Natural Heritage (1972)

- Conservation of immovable heritage and places
- Cultural and/or natural
- Outstanding universal value
- Authenticity & integrity

- Mulu National Park
- Jeju Island
- Melaka
- Georgetown
- Baekje Historic Areas
- Taj Mahal
## World Heritage Sites

<table>
<thead>
<tr>
<th>Zone/region</th>
<th>Cultural</th>
<th>Natural</th>
<th>Mixed</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Europe &amp; North America</td>
<td>426</td>
<td>63</td>
<td>10</td>
<td>499</td>
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<tr>
<td>Asia and the Pacific</td>
<td>173</td>
<td>62</td>
<td>12</td>
<td>247</td>
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<tr>
<td>Latin America &amp; the Caribbean</td>
<td>96</td>
<td>37</td>
<td>5</td>
<td>138</td>
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<td>Africa</td>
<td>48</td>
<td>37</td>
<td>5</td>
<td>90</td>
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<td>Arab States</td>
<td>73</td>
<td>5</td>
<td>3</td>
<td>81</td>
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<td><strong>Subtotal</strong></td>
<td>816</td>
<td>204</td>
<td>35</td>
<td>1,055</td>
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<tr>
<td>less duplicates*</td>
<td>2</td>
<td>1</td>
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<tr>
<td><strong>Total</strong></td>
<td>814</td>
<td>203</td>
<td>35</td>
<td>1,052</td>
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**Delisted:** 2  **In Danger:** 55
INTANGIBLE CULTURAL HERITAGE

- Language and Literature
- Performing Arts
- Customs and Traditions
- Visual Arts
- Living human treasures
• Safeguarding of expressions, skills, practices, knowledge
• Cultural and/or social
• Communities define value as relevant to them
• A collective practice, transmitted over at least one generation
• Focus on safeguarding practice and transmission of ICH


Objectives

- Safeguarding
- Respect
- Awareness
- Mutual appreciation
- International cooperation & assistance

Nongak

Kimjang

Gion Festival

Khmer Shadow Theater

Kabuki
REGISTRATION AND ENFORCEMENT

Inscription
P³ PARTNERSHIP

GOVERNMENT (Federal, State, Local)

TOURISM

- Satisfied Tourists
- Economic Returns
- Community Benefits

PRIVATE SECTOR

LOCAL COMMUNITIES
ENVIRONMENT PRESERVATION & SUSTAINABLE TOURISM FOR DEVELOPMENT

Quota, Relocation of Hotels, Security Enhancement
Sipadan Island is a special example of such a remote island, though it almost fell victim to its own success...The island has bounced back and is once again a mecca for divers. By Deborah Dickson Smith
CONCLUSION

THINK TOURISM

ACT TOURISM

Tourism Protects, Preserves & Conserves Mother Nature, Heritage and Culture
THANK YOU