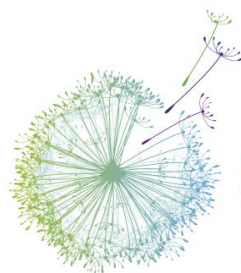




11TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

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

**DR. ONG HONG PENG
21 MARCH 2017**



**2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**



SUSTAINABLE TOURISM FOR DEVELOPMENT

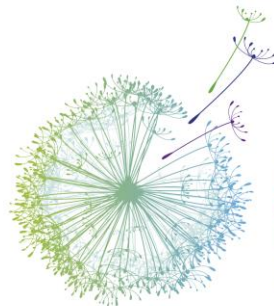


SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



RIO+20
United Nations
Conference on
Sustainable
Development



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

✓ SUSTAINABLE TOURISM FOR DEVELOPMENT

Sustainable Holistic Growth



Source: Sustainable Tourism for Development Guidebook, UNWTO

AIMS FOR SUSTAINABLE TOURISM



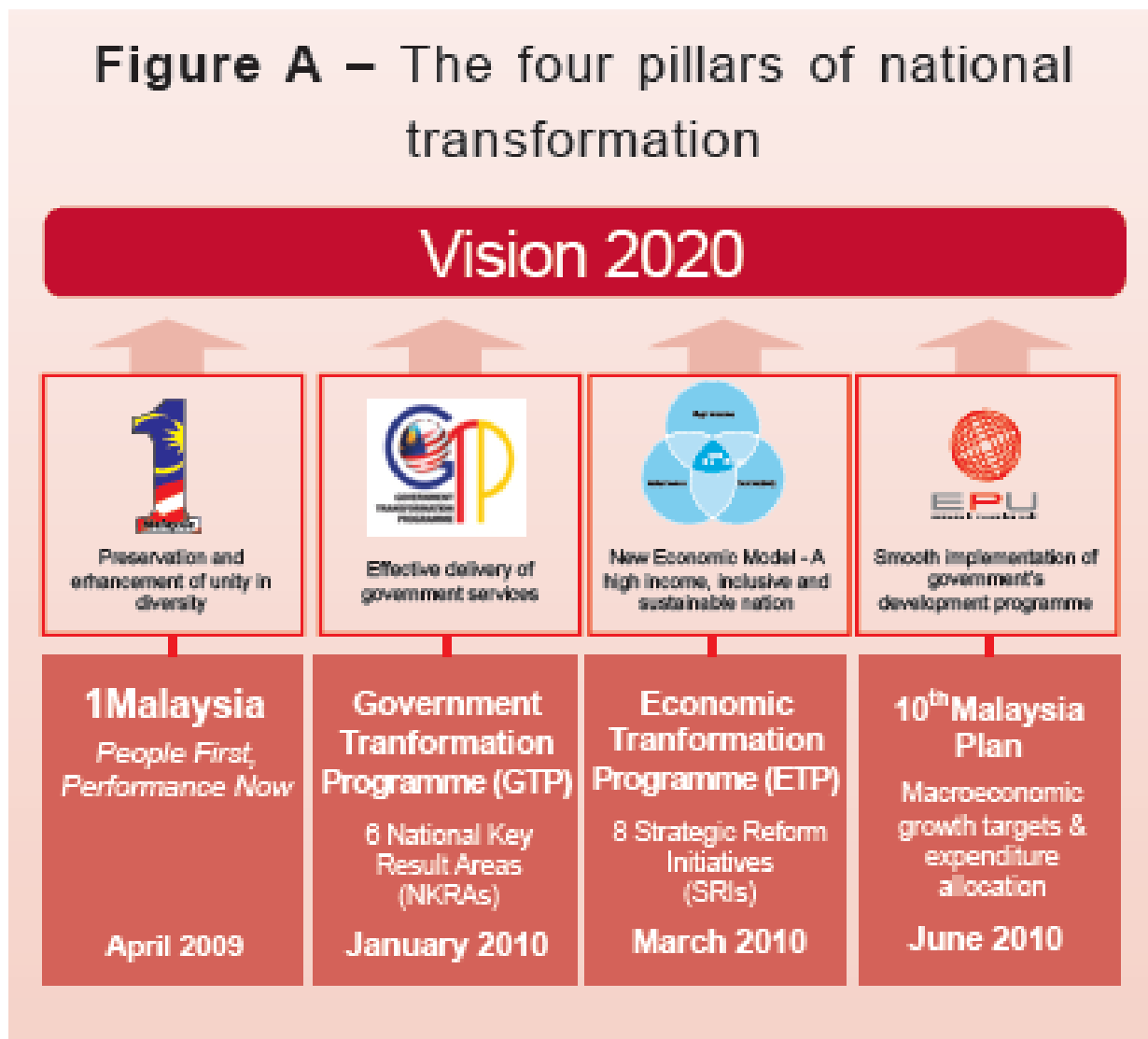
Source: Sustainable Tourism for Development Guidebook, UNWTO

TOURISM POLICY & GOVERNANCE

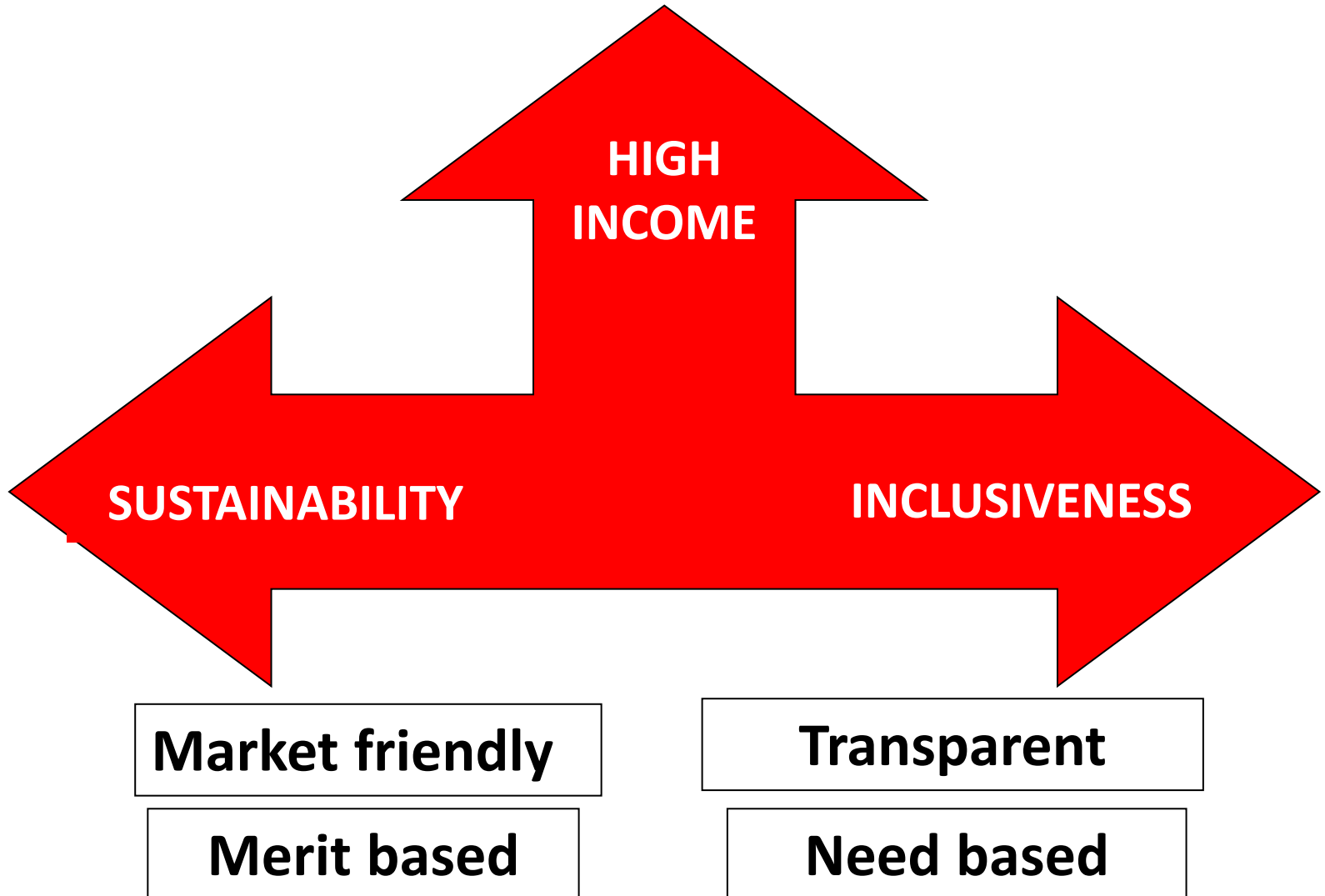
OVERALL FRAMEWORK

NATIONAL TRANSFORMATION POLICY, 2011 -2020

Figure A – The four pillars of national transformation



New Economic Model (NEM) PRINCIPLES



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

NATIONAL DEVELOPMENT PLAN



Tourism : New Key Economic Area (NKEA)

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

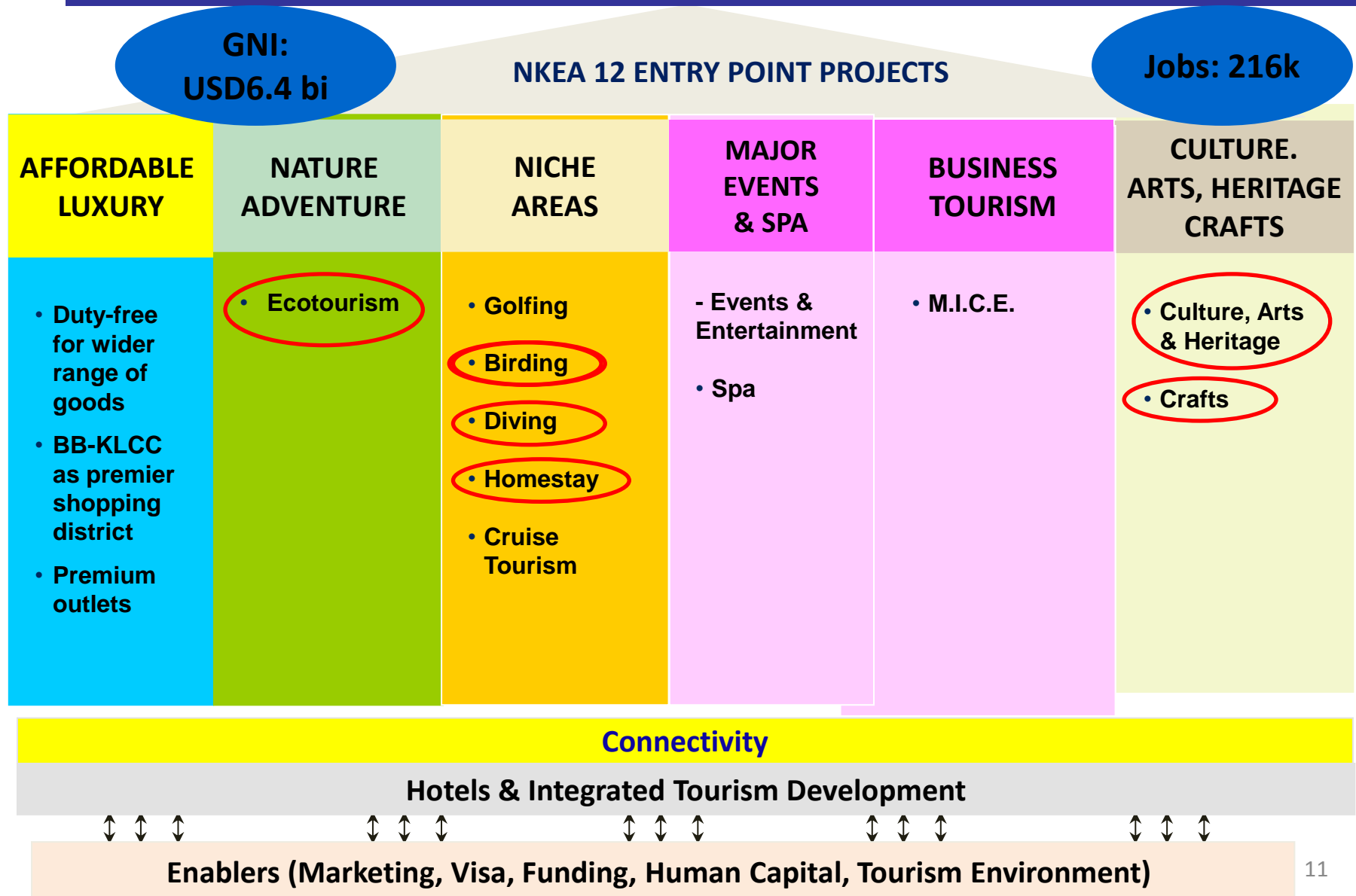
***The Hon. Prime Minister of Malaysia, on joining the
UNWTO/WTTC Global Leaders for Tourism Campaign
(17 October 2011)***

NATIONAL TOURISM PLAN






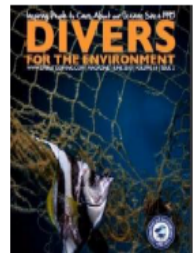
To turn the tourism industry into a major, **sustainable**, viable and vibrant sector which contributes to the **socio-economic development** of the country



MTTP 2020: 36 : 168



National Recreational SCUBA Diving Council

Licensing	Standards	Rating System	Human Capital	Marketing & Promotion	Research & Development
					
RECOMMENDATIONS Encourage dive operators to register for MOTAC license & establish data collection procedures	RECOMMENDATIONS Programmes to assist dive operators to be fully compliant with international industry safety & operational standard	RECOMMENDATIONS Develop MyTQA rating system for dive operators that measures performance and compliance success	RECOMMENDATIONS Design and deliver appropriate training courses to dive operators	RECOMMENDATIONS Enhance marketing and promotions for the diving industry	RECOMMENDATIONS Establish community managed marine areas to ensure sustainability and healthy dive sites
2020 DELIVERABLE Licensing 100% of operators licensed	2020 DELIVERABLE Compliance 100% of operators compliant	2020 DELIVERABLE Memberships 100% of operators rated	2020 DELIVERABLE Up-skilling / Training 20 training courses developed	2020 DELIVERABLE Tourism Receipts RM 5.0 billion/year	2020 DELIVERABLE Marine Managed Area 5 areas in Malaysia
	Private Sector Led	Private Sector Led	Private Sector Led		Private Sector Led

Set up Community-managed Areas

Sugud Islands Marine Conservation Area (SIMCA) – The

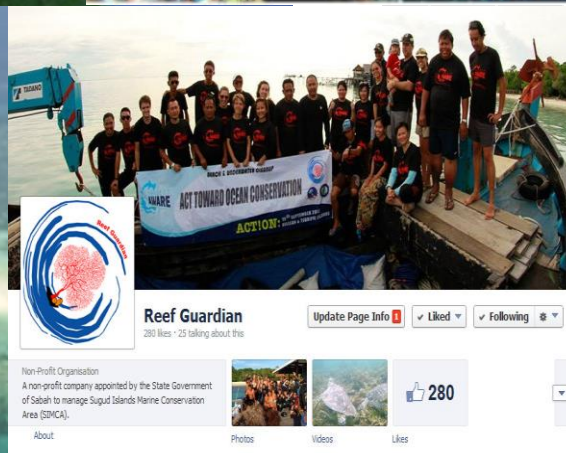
Success Story

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

Working Group
on Ecotourism
Concession

Working Group on
Conservation and
Ecotourism

Working Group
on Ecotourism
Marketing

Working Group
on Ecotourism
Clusters

Lead:
Malaysian
Investment
Authority
Development
(MIDA)

Lead:
Ministry of
National
Resources and
Environment
(NRE)

Lead:
Ministry of
Tourism and
Culture
(MOTAC)

Lead:
Tourism
Malaysia
(TM)

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



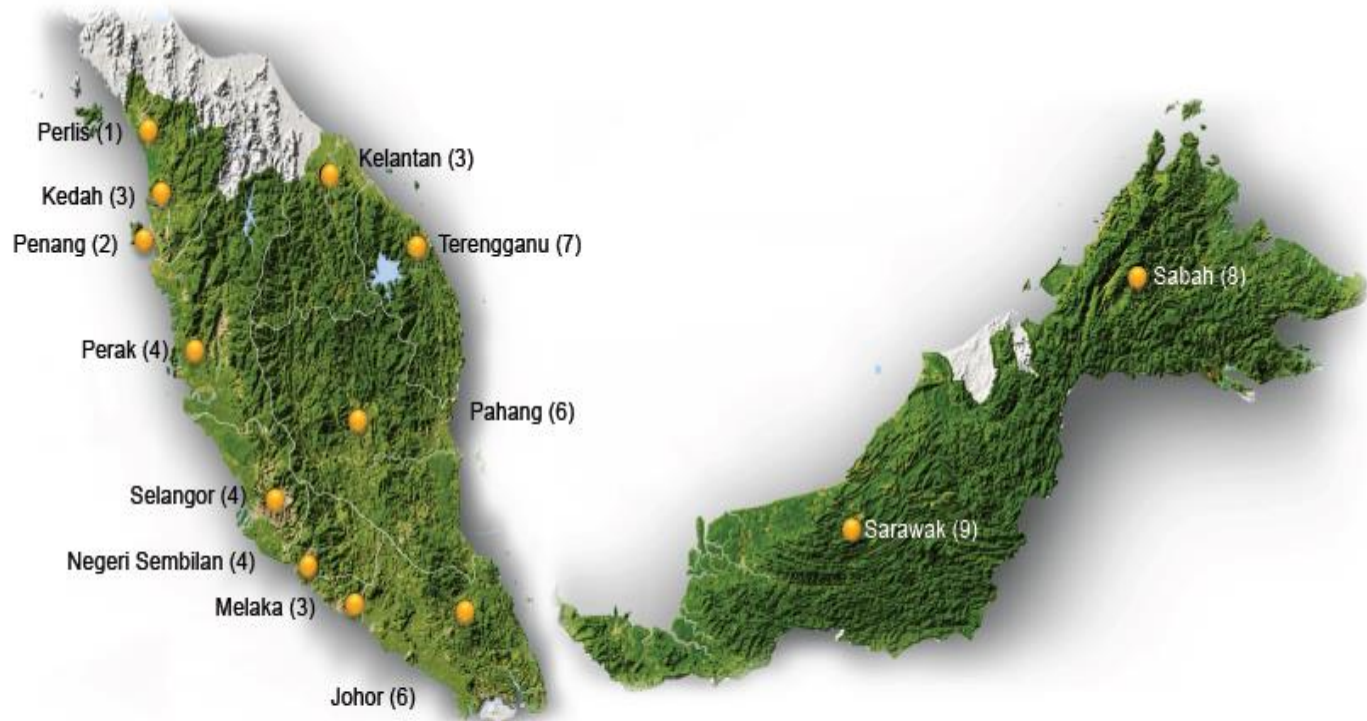
ECONOMIC PERFORMANCE, INVESTMENT & COMPETITIVENESS

ECOTOURISM CLUSTERS

60

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



Taiping-Batu Kurau Ecotourism Cluster

Keystone

Main activity

- Matang Mangrove Reserve

- Firefly watching
- Boating
- Researching
- Team building
- 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

- Bird watching
- Researching
- Treking
- Boating
- Visiting

Heritage

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

- Visiting
- Shopping

Culture (Local community)

- Bukit Gantang Homestay
- Kg. Anak Kurau
- Kuala Sepetang Fishing Village

- Visiting
- Angling
- Dolphin watching

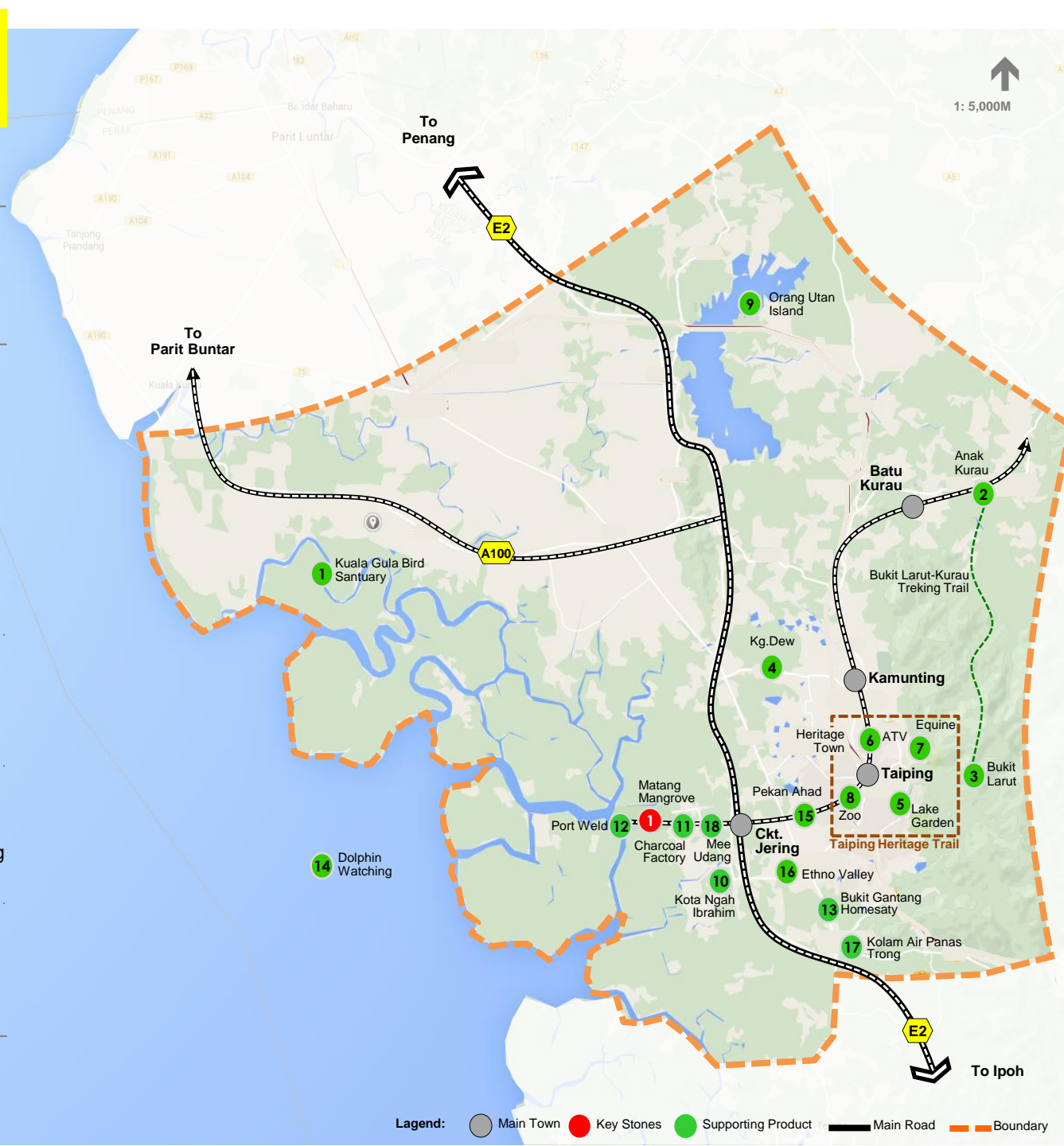
Theme Park

- Bukit Merah Lake Town Resort

- Visiting

Cluster USP/Theme

- Urban ecotourism destination



Sandakan-Kinabatangan Ecotourism Cluster

1:10,000M

Keystone

Main activity

- ① Kinabatangan Wildlife Sanctuary
- ② Sepilok Rehabilitation Centre

- Orang Utan and Proboscis Monkey Watching
- Boating
- Researching
- Visiting

Supporting Product

Eco-Adventure/ Recreational

- Labuk Bay Proboscis Monkey
- Turtle Island
- Sun Bear Conservation Centre
- Rainforest Discovery Centre
- Gomantong Cave
- Libaran Island
- Berhala Island

- Bird watching
- Researching
- Trekking
- Boating
- Visiting

Heritage

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

- Visiting
- Shopping

Culture (Local community)

- Misowalai Homestay
- Sukau Homestay
- Bilit Homestay
- Abai Homestay

- Visiting
- Boating
- Tree planting

Cluster USP

- Borneo Biodiversity Hotspot



Legend:



Main Town



Key Stones



Supporting Product



Kinabatangan Wildlife Corridor



Main Road



Boundary

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 Seafood
- 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)

- Bird Watching
- Researching
- Trekking
- Boating
- Visiting
- Climbing
- Camping
- Fishing
- Historical Observation
- Team Building
- Walking

Heritage

- Historical and Cultural Trail

- Visiting
- Craft demonstration

Culture (Local community)

- Santubong Homestay
- Telaga Air Homestay
- Kpg. Buntal Homestay
- Bako Homestay

- Visiting
- Angling
- Dolphin watching
- Craft demonstration
- Cultural Show
- Walking Trail

Cluster USP

- Borneo's Southern Ecotourism Gateway



INVESTMENT IN ECOTOURISM



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

ECOTOURISM MARKETING



ISSUES

- **Reliance on conventional marketing (eg. Brochures)**
- **Need to spur innovation in ecotourism**

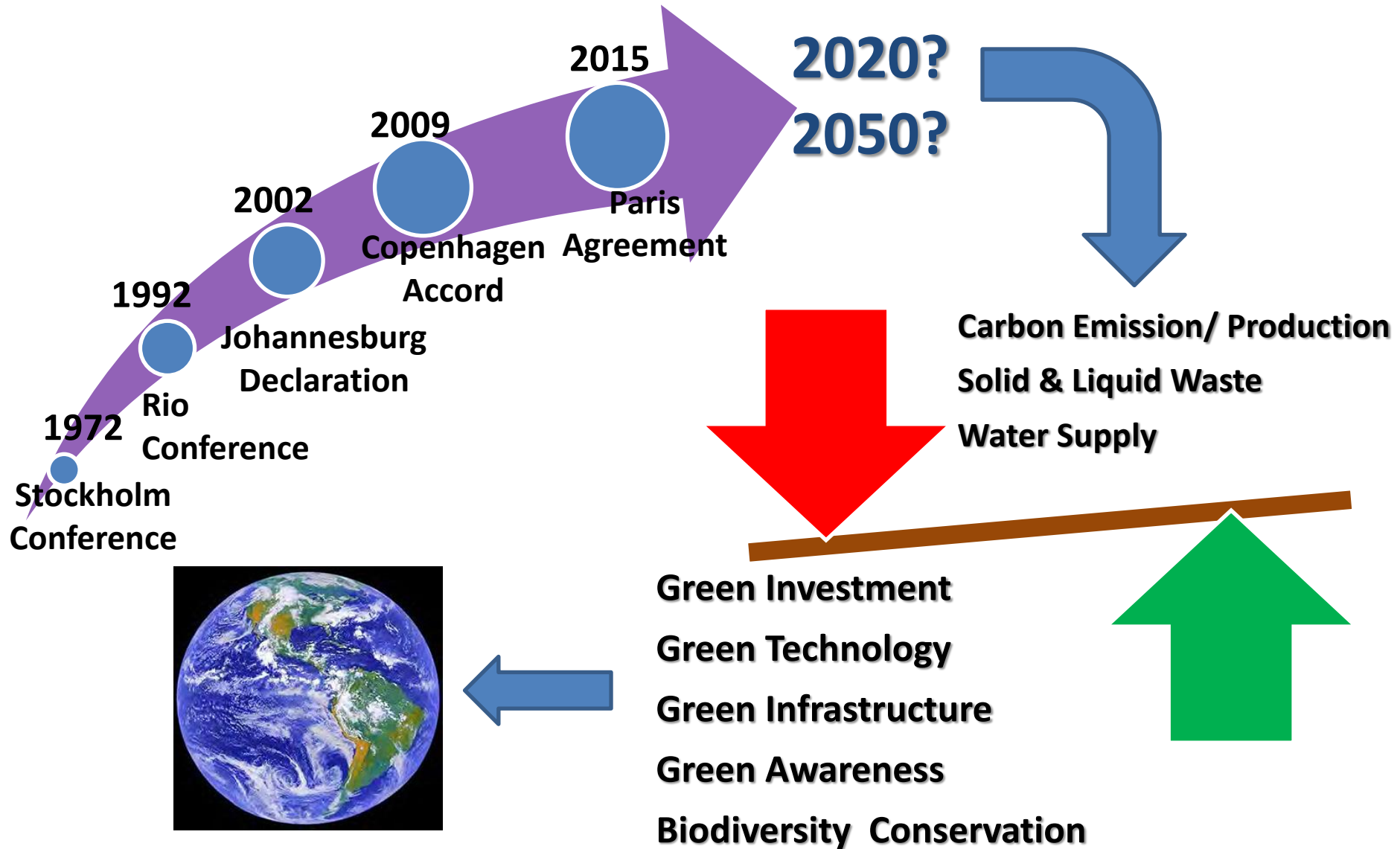


KEY STRATEGIES

- ✓ 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 SUSUTAINABILITY

CLIMATE CHANGE AND ITS IMPACT ON TOURISM



CLIMATE CHANGE & IMPACT ON TOURISM

From Davos to Copanhangen and Beyond:
Advancing Tourism's Response to Climate
Change, UNWTO

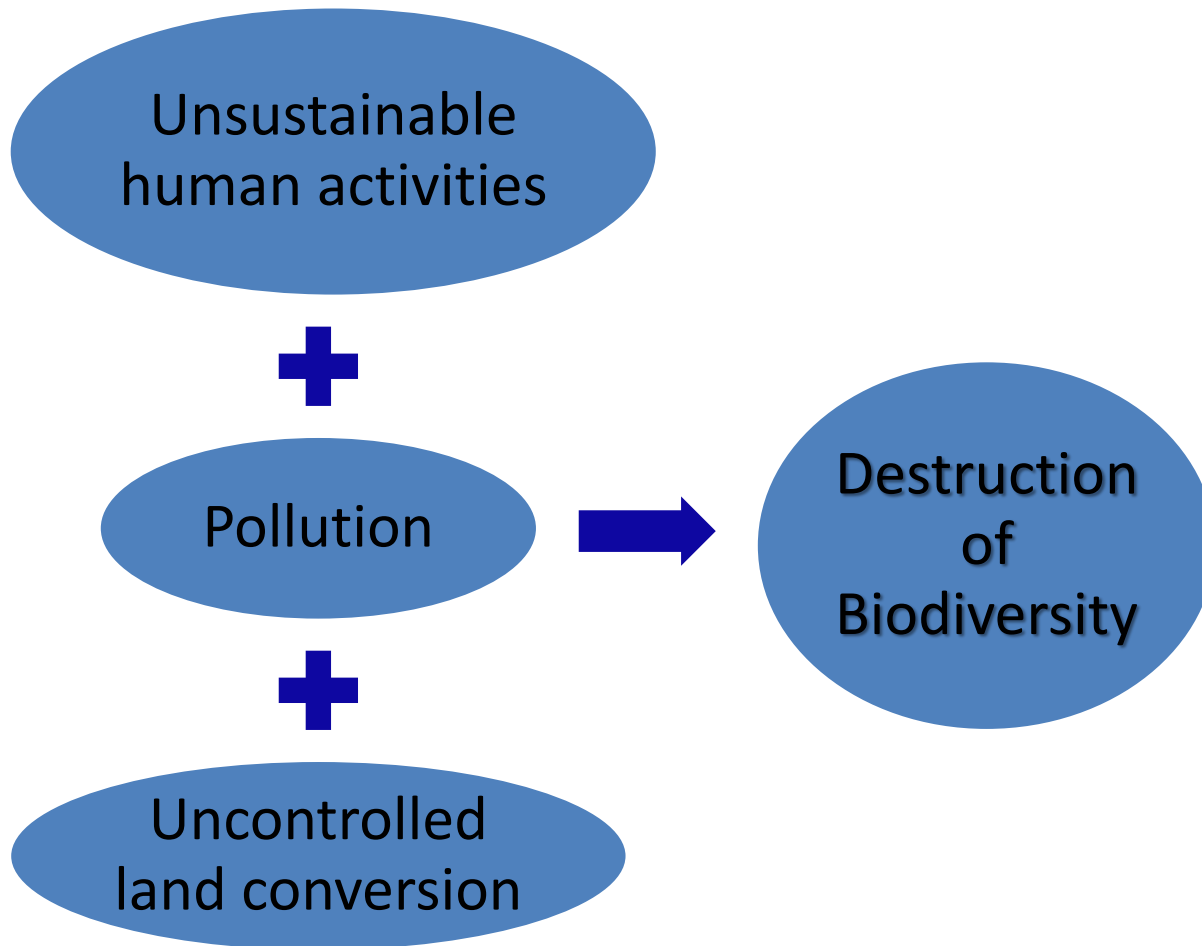
Tourism and travel - vital contributor to global economy

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)

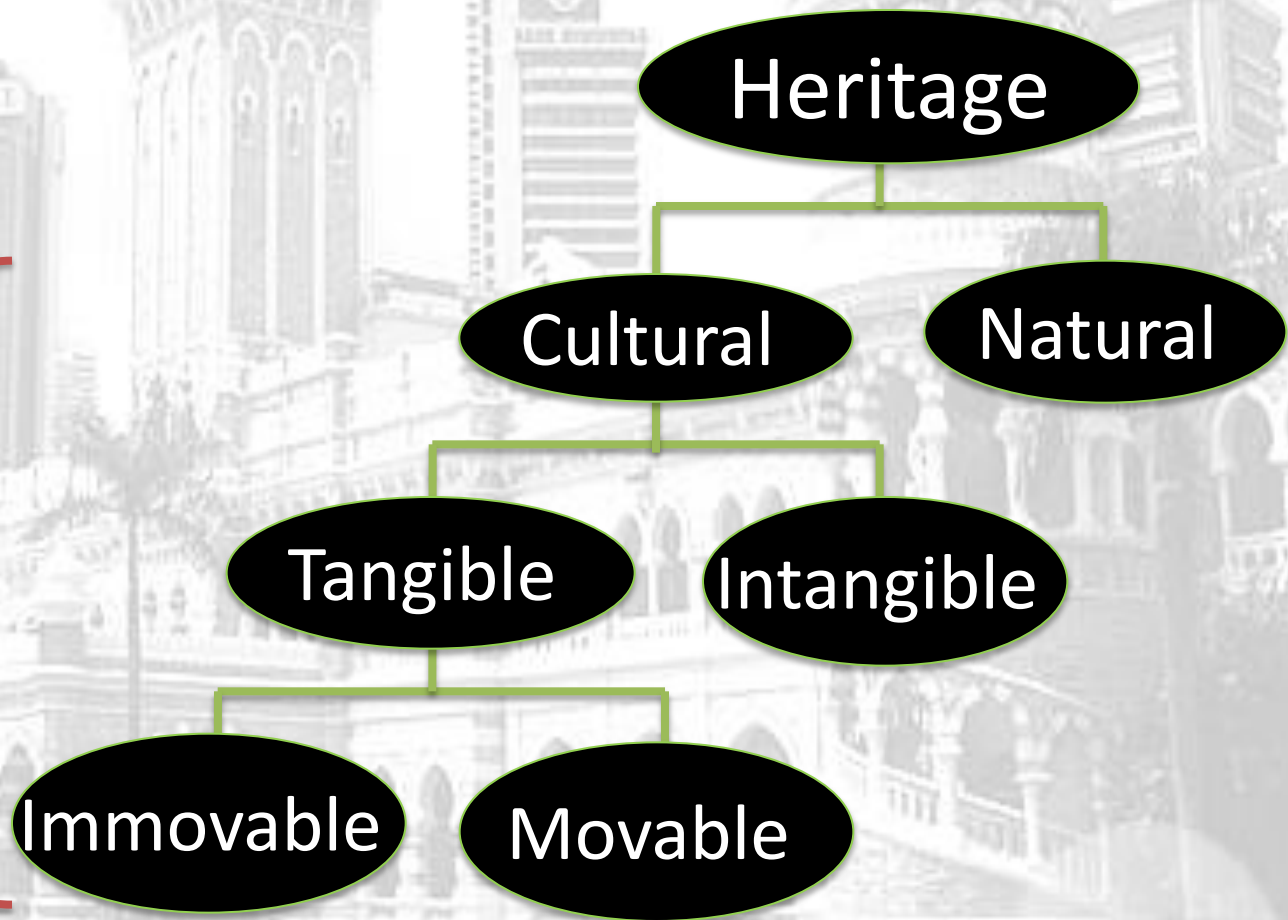
TOURISM & BIODIVERSITY

Biodiversity is tourism's greatest assets and fundamental to its long-term sustained growth:



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**



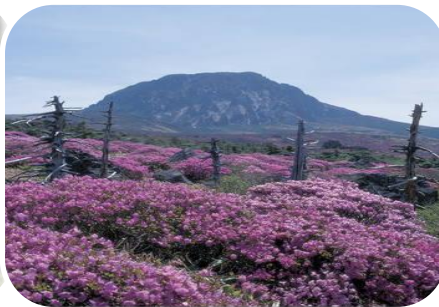
Melaka



Georgetown



Mulu National
Park



Jeju Island



Baekje Historic
Areas



Taj Mahal



World Heritage Sites

Zone/region	Cultural	Natural	Mixed	Total
Europe & North America	426	63	10	499
Asia and the Pacific	173	62	12	247
Latin America & the Caribbean	96	37	5	138
Africa	48	37	5	90
Arab States	73	5	3	81
Subtotal	816	204	35	1,055
less duplicates*	2	1	0	3
Total	814	203	35	1,052

Delisted: 2

In Danger : 55

INTANGIBLE CULTURAL HERITAGE

- Language and Literature
 - Performing Arts
- Customs and Traditions
 - Visual Arts
- Living human treasures



Convention for the Safeguarding of the Intangible Cultural Heritage (2003)

- 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



Arirang



End-blown
Flute



Space of Gong



Angklung



Noken

Convention for the Safeguarding of the Intangible Cultural Heritage (2003)

Objectives

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



Kimjang



Gion Festival



Nongak



Khmer Shadow Theater



Kabuki

CONSERVATION

BEFORE



AFTER



BEFORE

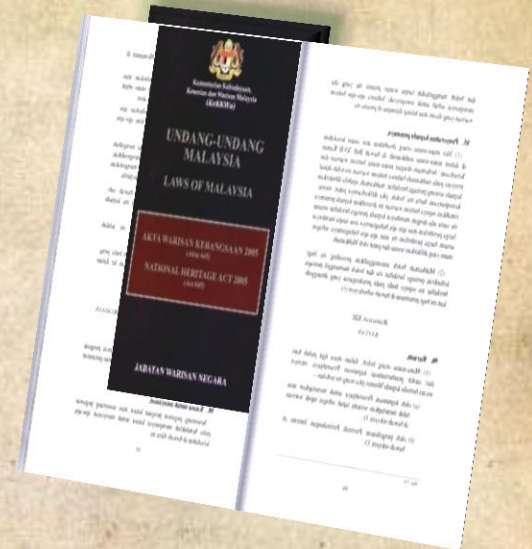


AFTER

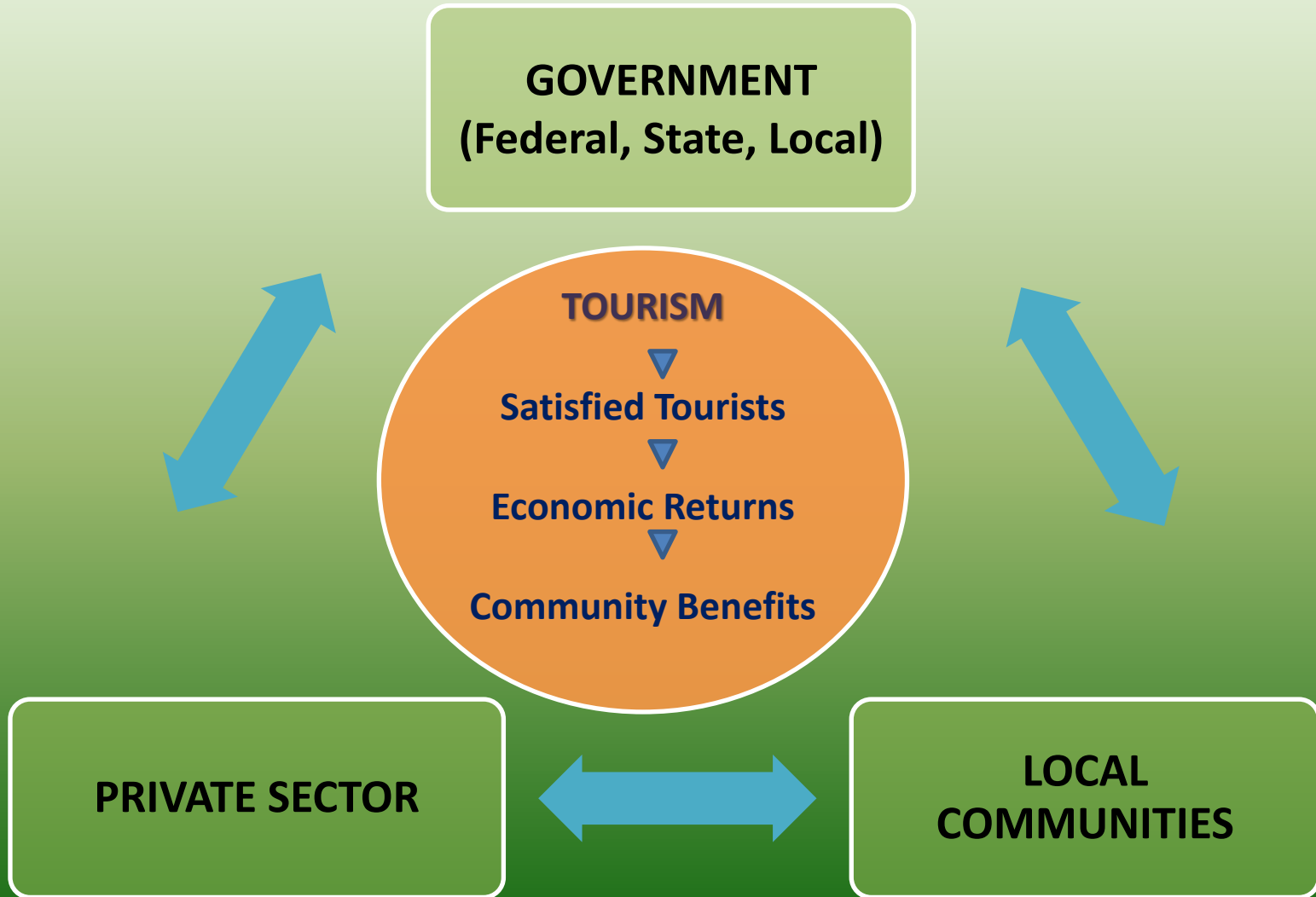


REGISTRATION AND ENFORCEMENT

Inscription



P³ PARTNERSHIP



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

THE IN-FLIGHT MAGAZINE OF AIR NIUGINI VOLUME 2 MARCH - APRIL 2017

PARADISE

PNG CULTURE

Traditions, food, living

**DINING
REVOLUTION**
Port Moresby's
restaurant boom

**HEAVEN
SENT**
PNG's first
cardinal

**ON THE
RADAR**
New routes to
Pohnpei, Chuuk
and Townsville

TRAVELLER

Top 13 diving sites

and a variety of reef sharks cruising through the site.

Visibility: +30m

Depth: 5-25m

Ability level: Open Water.

Stay: There are many liveaboards and dive resorts offering diving in Raja Ampat. Selecting a resort over a liveaboard will give you a more culturally authentic stay.

The Raja Ampat Dive Resort has all the necessary creature comforts and access to a wide variety of dive sites.

See rajaampat-diveresort.com.

MALAYSIA

11 Sipadan Island, Sabah

Though Malaysia is a country of two parts: Peninsula Malaysia to the west, and Sarawak and Sabah on the northern half of the island of

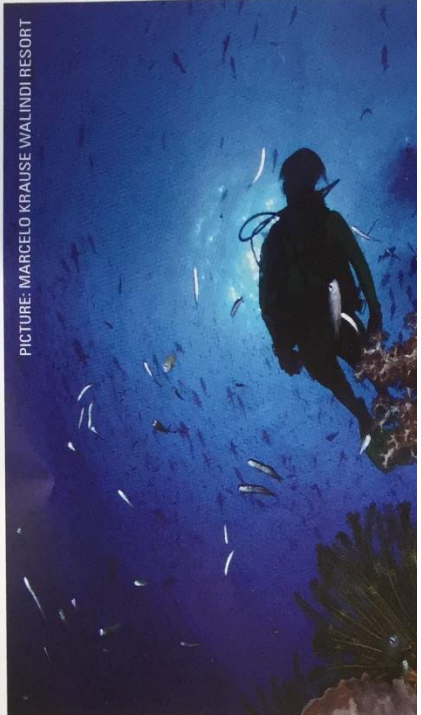
Borneo, to the east, it is known across the board for spectacular, remote offshore islands and reefs.

Sipadan Island is a very special example of such a remote island, though it almost fell victim to its own success.

The island sits on the edge of the continental shelf and the water around is 600-metres deep, meaning that it is frequented by large pelagic creatures – sharks and rays are frequently seen very close to shore.

This, and the fact that the island is home to around 300 nesting turtles makes it an obvious diving mecca.

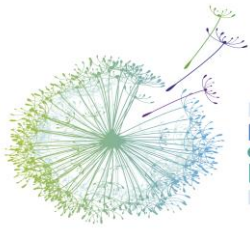
Unfortunately, with three resorts on the island it simply became 'over-dived', and finally a decision was taken to close the resorts and allow permits for only 120 divers per day to visit. The island has



PICTURE: MARCELO KRAUSE WALINDI RESORT



bounced back and is once again a mecca for divers. Where else could you see in a single day a wall of barracuda, a stampede of bump head parrotfish and a dozen turtles and hammerhead sharks?

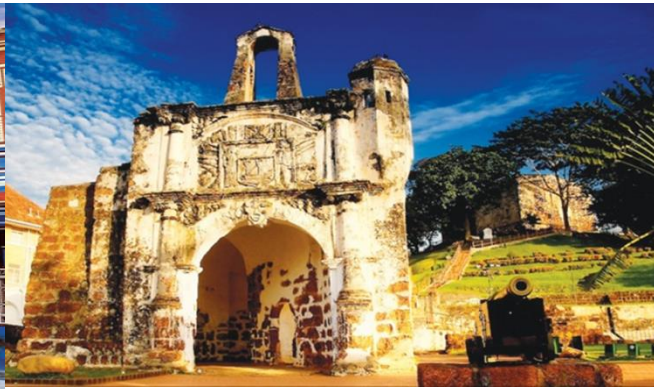


2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

CONCLUSION

THINK TOURISM ACT TOURISM

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





THANK YOU