

NATIONAL ECOTOURISM PLAN

2016 - 2025

EXECUTIVE SUMMARY



MINISTRY OF TOURISM AND CULTURE MALAYSIA

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01

INTRODUCTION



Langkawi, Kedah

GOAL

AND OBJECTIVES

GOAL

Revise and enhance the findings of recent studies towards developing potential ecotourism destinations.

The Plan will serve as an instrument within the overall sustainable development of Malaysia and the economy and as a tool for conservation of ecotourism sites in the country.



OBJECTIVES

01

Consolidate recent reviews and studies of the National Ecotourism Plan 1996

02

Review the success and shortcomings in the implementation of the National Ecotourism Plan 1996

03

Recommend policies, strategies and action plans to improve the planning, sustainable management, conservation, financing, promotion and operation of ecotourism sites.

SCOPE

OF STUDY



01
Audit of ecotourism sites in NEP 1996 and recent reviews in the context of surrounding tourism patterns and future development plans.

02

Conduct roundtable dialogues and FGDs with key stakeholders to generate ideas and enhance buy-in.



05

Propose action plans and new ecotourism initiatives that can be taken up by related agencies.



5 SCOPE

03

Issue by issue benchmarking against countries that have successfully implemented ecotourism development strategies.



04

Analysis of global tourism context for Malaysia's ecotourism and recommend effective data collection regarding ecotourism arrivals and revenue.



FOCUS

AREAS FOR POLICY
DIRECTIONS

01 STRATEGY & POLICY DIRECTION



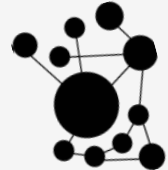
- Synergies Around Conservation
- Investments In Ecotourism
- Concessions In PAs

Build partnerships - use CBET for an integrated conservation and development approach.

Encourage **local and international investment** in ecotourism

Develop **innovative concession approaches** in Malaysia

02 TOURISM CLUSTERS



- Product Development
- Infrastructure & Facilities
- Human Resource
- Marketing & Promotion

Thematic clusters to illustrate how **ecotourism sites are linked** to supporting attractions & facilities

Action plans for clusters which **include management plans** to ensure synergy between conservation and ecotourism

02

SUMMARY OF FINDINGS



MAJOR

FINDINGS ISSUES AND
PROSPECTS

**MAJOR
FINDINGS, ISSUES
AND
PROSPECTS**

**International and
Local Investments in
Ecotourism**



**Tourism
Concessions in
Ecotourism Sites**



**Definition of
Ecotourism**



**Synergy between
Ecotourism and
Conservation**



**Ecotourism
Marketing**



**Ecotourism Product
Development and
Destination
Management**



ECOTOURISM

Based on various ecotourism definitions over the years, the following are five distinguishing features of ecotourism:



01

Conservation of nature and culture

02

Reinvestment of income to maintain quality of resource and conservation

03

Ecologically, economically and socio-culturally sustainable

04

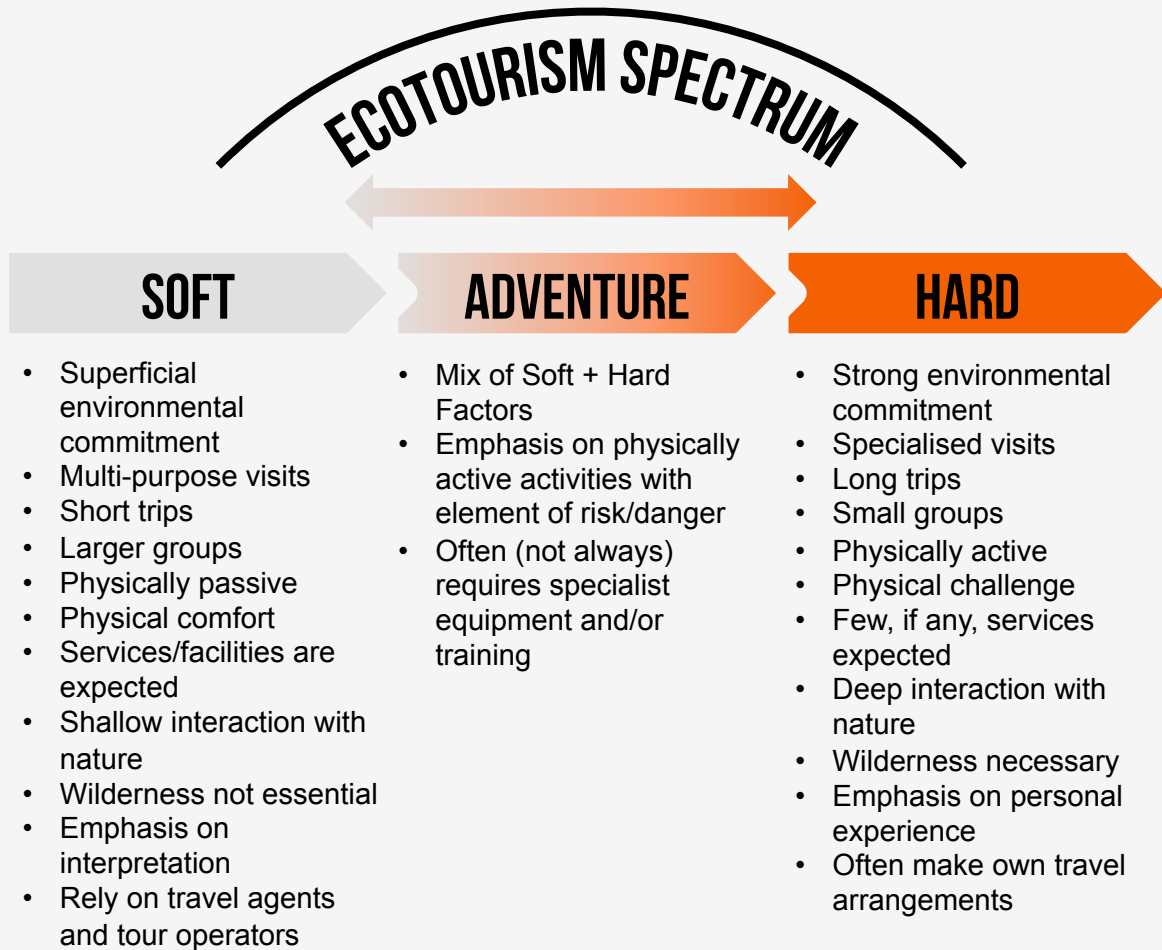
Ethical, demonstrating corporate social responsibility

05

Education about biodiversity, habitats and cultures

ECOTOURISM SPECTRUM

Characteristics of the Ecotourism Spectrum:



DEFINITION OF ECOTOURISM

The following definition is used for this Plan:

Tourism experiences evolved through **collaboration between Government, the private sector and local communities**, and that include the following elements:



Respect for nature



Contribution to conservation



Benefit to local communities



Components of education and awareness



Sustainability - ecologically, economically, socio-culturally and ethically

SUMMARY OF MAJOR FINDINGS

01

Investments in Ecotourism

- Incentives do not meet the needs of investors
- Difficulty for SMEs and local communities to obtain funds
- Ineffective promotion of potential investments

02

Synergy between ecotourism and conservation

- Local communities benefit little from ecotourism
- Local nature guides unable to meet demand for special interest ecotourism interpretation
- Relatively small contribution of ecotourism to ecotourism sites

03

Tourism concessions in ecotourism sites

- No clear protocol for tourism concessions
- No tourism concession strategy in park management plans
- Park managers not sufficiently trained in tourism

04

Ecotourism marketing

- Mismatch between ecotourism promotion and target segments
- Growing trend of urban ecotourism and eco-adventure
- Innovation in ecotourism not rewarded

05

Ecotourism product development and destination management

- Isolated tourism development of ecotourism sites
- Gaps in provision of supporting services in ecotourism destinations
- Lack of collaboration among key stakeholders

A large, layered rock cliff face, likely a coastal outcrop, showing distinct horizontal strata. The top edge is topped with a line of palm trees and other vegetation. The base of the cliff meets a rocky beach with scattered driftwood and shells. The overall scene is brightly lit, suggesting a sunny day.

03

**STRATEGIES AND
ACTIONS**



Sibuti, Sarawak

NATIONAL ECOTOURISM PLAN 2016-2025

5 FOCUS AREAS

01
Investment in
Ecotourism



02
Tourism
concessions



03
Synergy
between
Ecotourism &
Conservation



04
Ecotourism
marketing



05
Ecotourism
Cluster



19

STRATEGIES

STRATEGIES

86

ACTIONS

ACTIONS

PROPOSED NATIONAL ECOTOURISM STRATEGIES

01 INVESTMENTS IN ECOTOURISM

IV1

Creating a pro-business environment for international and local investors based on transparency and high service delivery

IV2

Attracting ecotourism investors by promoting and emphasising the uniqueness, strengths and development opportunities of Malaysia's ecotourism sites

IV3

Refining existing investment facilitation programmes comprising fiscal incentives, one-off grants and micro credit facilities specific to the needs of ecotourism operators

02 TOURISM CONCESSIONS IN ECOTOURISM SITES

TC1

Introducing a protocol for ecotourism concessions that enhances the quality of the tourist experience in national parks as well as ensure sustainable financing

TC2

Building capacity for engaging in commercial and community partnerships

03 SYNERGY BETWEEN ECOTOURISM & CONSERVATION

SY1

Enhancing the role and effectiveness of the national ecotourism committee

SY2

Establishing a Malaysian community-based ecotourism network to improve representation and share best practice

SY3

Consolidating research through the re-establishment of educational research centres in selected national parks

SY4

Developing and showcasing keystone ecotourism sites as excellent models of synergy between ecotourism and conservation

SY5

Repositioning marine protected areas in Malaysia as ecotourism destinations that champion the conservation and management of marine and terrestrial resources for the enjoyment of tourists in a responsible manner while enhancing the well being of the local community

SY6

Scaling up ecotourism through world-class guiding and interpretation

SY7

Scaling up homestays as staging points to ecotourism sites

04 ECOTOURISM MARKETING

EM1

Leveraging on mainstream tourist flows by highlighting soft ecotourism and urban ecotourism products with easy access from major cities

EM2

Marketing and promoting activity driven, eco-adventure activities to the gen y, youth associations, school and university groups, and urban families

EM3

Promoting special interest ecotourism through appropriate channels

EM4

Celebrating and rewarding innovations in ecotourism products and services through awards

EM5

Identifying measures of ecotourism activity including data on visitors and visitor management issues in protected areas.

EM6

Organising annual national ecotourism seminars as a platform to share experiences and best practice

05 ECOTOURISM CLUSTERS (PRODUCT DEVELOPMENT)

EC1

Designing ecotourism clusters and themed circuits by networking public sector, industry and community players

INVESTMENTS IN ECOTOURISM

**There are 3 strategies and 10 actions for
investments in ecotourism**

03

STRATEGIES

STRATEGIES

10

ACTIONS

ACTIONS

IV1: CREATING A PRO-BUSINESS ENVIRONMENT FOR INTERNATIONAL AND LOCAL INVESTORS BASED ON TRANSPARENCY AND HIGH SERVICE DELIVERY

OBJECTIVE

To reform existing procedures for investments in ecotourism to meet international standards in terms of ease in doing business.

ACTIONS

IMPLEMENTATION AGENCIES

-
1. Improve and streamline coordination between investment related agencies and MOTAC at the federal, state and regional corridor levels

Lead

- MIDA

Supporting

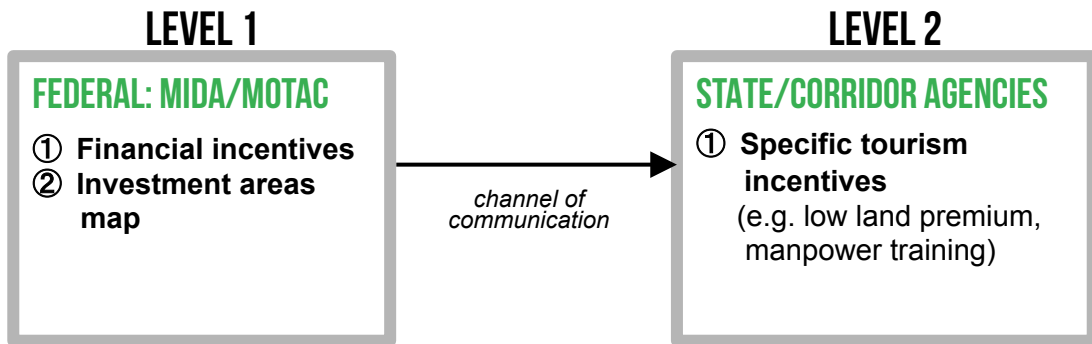
- MOTAC
- Regional corridors
- UPEN
- DCG
- UKAS
- TERAJU

-
2. Ensure transparent application processes through consistency between the application criteria disseminated online and the actual process.

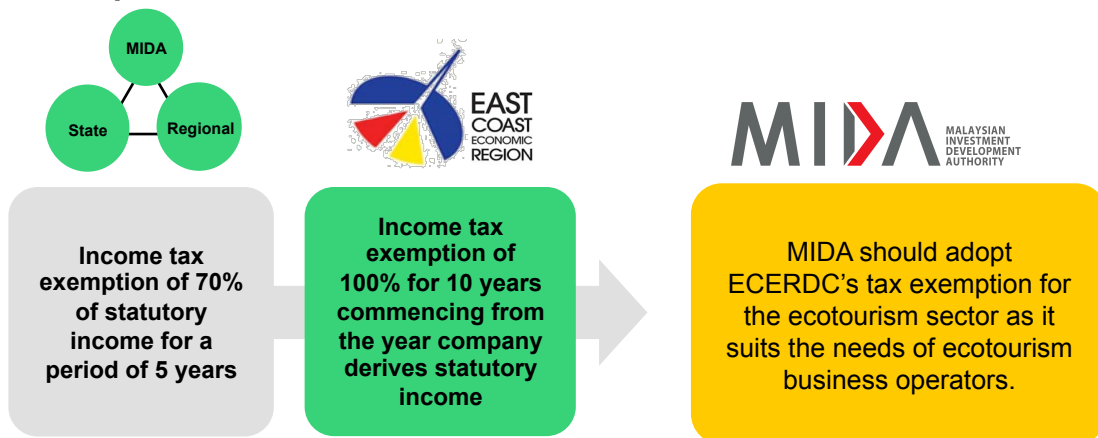
DETAILED ACTION 1

Improve and streamline coordination between investment related agencies and MOTAC at the federal, state and regional corridor levels.

- To create a clear channel of communication between federal and state investment related agencies



Example of incentives coordination:



IV2:

ATTRACTING ECOTOURISM INVESTORS BY PROMOTING AND EMPHASISING THE UNIQUENESS, STRENGTHS AND DEVELOPMENT OPPORTUNITIES OF MALAYSIA'S ECOTOURISM SITES

OBJECTIVE

To undertake campaigns to promote ecotourism investments.

ACTIONS

1. Realign and expand the scope of existing tourism incentives beyond tax holidays to match the specific needs of potential ecotourism investors.
2. Publicise investment opportunities through the publication and dissemination of ecotourism investment areas maps that highlight the unique features of designated locations for investments, existing connectivity, incentives offered and potential projects.
3. Organise and participate in ecotourism investment tradeshows and events to showcase ecotourism investment opportunities to local and foreign investors.

IMPLEMENTATION AGENCIES

Lead

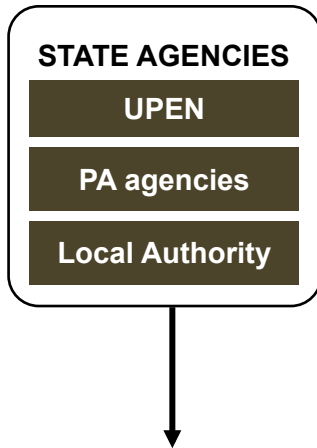
- MIDA
- MOTAC

Supporting

- MNRE
- Regional Corridors
- UPEN
- KePKAS
- MOT Sarawak
- Tourism Malaysia
- State Investment Agencies
- DCG

DETAILED ACTION 2

Publicise investment opportunities through the publication and dissemination of ecotourism investment areas maps that highlight the unique features of designated locations for investments.



- Promote investment areas in tradeshows, events, trade missions, etc.
- Publish Expression of Interest (EOI)
- Determine suitable incentives
- Develop promotional materials

Criteria to Develop Investment Areas

- ❑ Uniqueness of the location according to cluster
- ❑ Accessibility & connectivity (town, access road, transportation)
- ❑ Availability of human resource
- ❑ Environmental risk
- ❑ Land availability

60 PROPOSED ECOTOURISM CLUSTERS

- 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



IV3:

REFINING EXISTING INVESTMENT FACILITATION PROGRAMMES COMPRISING FISCAL INCENTIVES, ONE-OFF GRANTS AND MICRO CREDIT FACILITIES SPECIFIC TO THE NEEDS OF ECOTOURISM OPERATORS

OBJECTIVE

To remove impediments that are restricting the effectiveness of existing financial incentives to scale up entrepreneurship in ecotourism.

ACTIONS

IMPLEMENTATION AGENCIES

1. Introduce an Ecotourism Innovation Matching Grant to kick start innovations in state-of-the-art ecotourism products in Malaysia.
2. Expand the eligibility for accessing UKAS's Infrastructure Grant from a single entity to a consortium.
3. Expand the existing 10-year tax holiday scheme for investments in less developed areas to include the ecotourism sector.
4. Complement the existing hotel star rating system with a separate category for high end ecolodges that recognises innovation and adherence to sustainability principles.
5. Provide consultancy services to small/medium scale ecotourism operators to ensure better access to the Special Tourism Fund (STF) and Tourism Infrastructure Fund (TIF).
6. Expand the scope of micro credit facilities to include soft loans for the purchase of high end boats for sports fishing and specialized equipment for eco-adventure products and activities.
7. Review the scope and procedures of the Special Tourism Fund and Tourism Infrastructure Fund so as to be effective in scaling up small-medium scale local entrepreneurship related to ecotourism
8. Organise exhibitions for specialised eco-adventure equipment suppliers to facilitate potential sponsorships for local eco-adventure operators as brand ambassadors.

Lead:

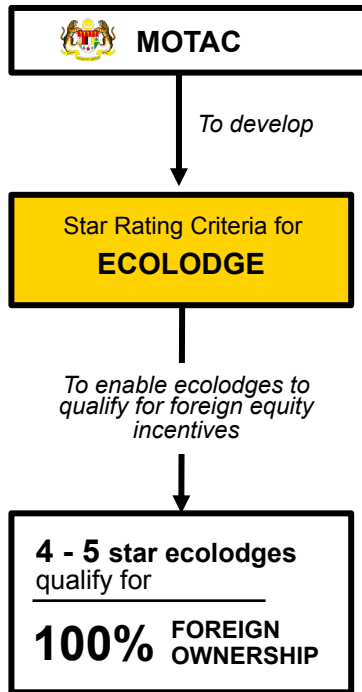
- MOTAC
- MOF

Supporting:

- MITI
- UKAS
- MIDA
- Development Bank
- SME Bank
- Tourism Malaysia
- MYCEB
- Event Organisers

DETAILED ACTION 4

Complement the existing hotel star rating system with a separate category for high end ecolodges that recognises innovation and adherence to sustainability principles



Significance to Investments:

- The most important factor to foreign investors (Investor survey, 2015)

Criteria for ecolodge star rating should embrace **sustainability principles, use of green technology and best practice**

Among criteria that need to be included in the criteria



BUILDING PREMISES

- Construction of premises result in minimal impact to the environment
- Align building orientation to maximise air ventilation & natural lighting
- Use local and recycled materials for building premises



GREEN TECHNOLOGY

- Use electricity and water saving equipment
- Utilise sustainable technology for water & electricity
- Use environmentally-friendly sewage & solid waste system



HUMAN RESOURCE

- Majority of staff/workers are hired from the local community
- Conduct frequent training courses to local staff

TOURISM CONCESSIONS IN NATIONAL PARKS

**There are 2 strategies and 9 actions for tourism
concessions in national parks.**

02

STRATEGIES

STRATEGIES

09

ACTIONS

ACTIONS

TC 1:

INTRODUCING A PROTOCOL FOR ECOTOURISM CONCESSIONS THAT ENHANCES THE QUALITY OF THE TOURIST EXPERIENCE IN NATIONAL PARKS AS WELL AS ENSURE SUSTAINABLE FINANCING

OBJECTIVE

To provide high quality and responsive visitor services compatible with conservation as well as create a sustainable financing system to facilitate the management of tourism in national parks.

ACTIONS

1. Embrace tourism concessions as the opportunity to create a sustainable form of financing conservation in national parks.
2. Publicise clear, transparent and consistent processes and procedures in awarding tourism concessions.
3. Prepare a tourism concession development strategy and physical plan to be incorporated in the overall park management plan.
4. Award long-term concessions, gradually up to 30 years or more, to reputable concessionaires through a transparent and formal process.
5. Enhance the current revenue capture mechanism to be complemented by the establishment of a trust fund for better financial autonomy.
6. Establish specific units with trained personnel to manage and monitor tourism concessions as well as contribute to the creation of a centralised database system.

IMPLEMENTATION AGENCIES

Lead:

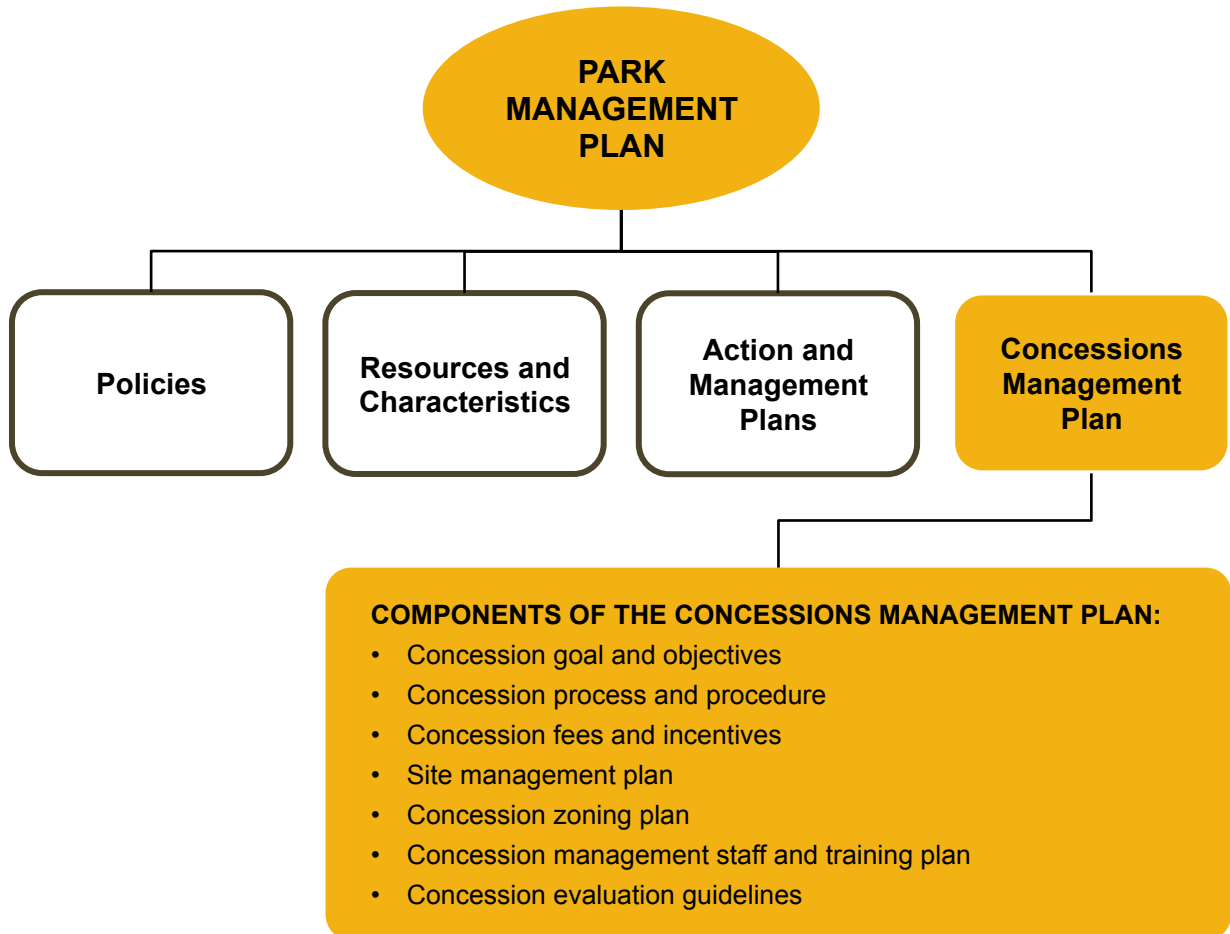
- MNRE and its related agencies
- KepKAS
- MRPE
- MOA

Supporting:

- State Forestry Departments
- UPEN
- SFC
- Sabah Parks / SWD / SFD
- Dept. of Fisheries
- MOF

DETAILED ACTION 3

Prepare a tourism concession development strategy and plan to be incorporated in the overall park management plan.





Components in Tourism Concession Development Strategy

1 LAW & POLICY

- Provide the outline and framework for commercial activities
- Outline specific limitations only when necessary.
- Provide specific details of how concessions are to operate

2 PROCESS & PROCEDURE

- Document the process and procedure through websites and other accessible sources
- Notify applicants regarding any applications with clearly stated criteria

5 FEES, COST RECOVERY & INCENTIVES

- Develop and design minimum fee that is flexible across ecotourism sites and protected areas
- Review regular fee over time

6 STAFF

- Establish tourism concession team or unit that would include:
 - Decision makers
 - Concession manager
 - Concession staff
 - Administration staff
 - Field staff

7 EIA, MONITOR, COMPLIANCE

- EIA – Since the concession is only focusing on the operation and management of resorts or chalets and activities, an EIA is not necessary. However EIA is required for new and large-scale development in ecotourism sites or protected areas
- Monitoring & Compliance - ecotourism sites or protected areas agencies in Malaysia carries out monitoring to ensure that concessionaires are operating according to their concession contracts

3 PLANNING

- Plans should include:
 - Biodiversity strategy and tourism at national, state and local level.
 - Types and levels of activities, services, and facilities will be provided and how they can be managed by the in the most effective and efficient manner.

4 STANDARD CONTRACT

- Develop procedures and standard-form contracts rooted in domestic law that clearly outline the rights and responsibilities of each party, but covering certain basic elements that characterize good practice everywhere.
- Example of general provision in a standard contract can be seen in the next page

8 WEB INFO, APPLICANTS/ PUBLIC

- Provides a range of concession information on its website to assist people who are interested in investing in protected natural areas and to maintain public confidence in commercial arrangements on public lands.
- Example of information that can be included in the website is shown in the next page

9 DATABASE

- Provide centralised database to track and record all concessions, and the revenue management systems used to collect fees.
- Must be maintained and kept up-to-date at all times
- Example of information to be kept in the database can be seen in the next page.

TC2: BUILDING CAPACITY FOR ENGAGING IN COMMERCIAL AND COMMUNITY PARTNERSHIPS

OBJECTIVE

To ensure national park managers and tourism officials are up-to-date with international trends in concessions management and understand the opportunities and challenges presented by Malaysia's new national concessions protocol.

ACTIONS

1. Provide special training programmes for national park managers to be trained in managing tourism and concessions.
2. Embrace staff exchange programmes with existing networks in the region such as ASEAN Heritage Parks and the Asian Protected Areas Partnership (APAP), etc.
3. Include local communities as concessionaires through their respective cooperatives.

IMPLEMENTATION AGENCIES

Lead:

- MNRE and its related agencies
- KePKAS
- MRPE
- MOA

Supporting:

- State Forestry Departments
- UPEN
- SFC
- Sabah Parks / SWD / SFD
- Dept. of Fisheries
- MOF

DETAILED ACTION 1

Provide special training programmes for national park managers to be trained in managing tourism and concessions.

- Proposed special training programme for national park managers:

1 Lead Agency	<ul style="list-style-type: none"> MNRE/MOTAC 				
2 Programme: Special Training for PA manager	<table border="1"> <thead> <tr> <th data-bbox="597 505 1002 596">TOURISM TRAINING</th> <th data-bbox="1002 505 1409 596">CONCESSION TRAINING</th> </tr> </thead> <tbody> <tr> <td data-bbox="597 596 1002 848"> Scope/Module: <ol style="list-style-type: none"> Visitor management Hospitality Services </td> <td data-bbox="1002 596 1409 848"> Scope/Module: <ol style="list-style-type: none"> Managing cases (either tenders or applications) Completing reports Drafting contracts/tender Critically review applications Monitoring concession operations </td> </tr> </tbody> </table>	TOURISM TRAINING	CONCESSION TRAINING	Scope/Module: <ol style="list-style-type: none"> Visitor management Hospitality Services 	Scope/Module: <ol style="list-style-type: none"> Managing cases (either tenders or applications) Completing reports Drafting contracts/tender Critically review applications Monitoring concession operations
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3 Master Trainers	<table border="1"> <tbody> <tr> <td data-bbox="591 858 1002 1011"> <ul style="list-style-type: none"> MOTAC Tourist guide associations Local universities Etc. </td> <td data-bbox="1002 858 1415 1011"> <ul style="list-style-type: none"> Sabah Park EPU Etc. </td> </tr> </tbody> </table>	<ul style="list-style-type: none"> MOTAC Tourist guide associations Local universities Etc. 	<ul style="list-style-type: none"> Sabah Park EPU Etc. 		
<ul style="list-style-type: none"> MOTAC Tourist guide associations Local universities Etc. 	<ul style="list-style-type: none"> Sabah Park EPU Etc. 				
4 Targeted Trainees	<ul style="list-style-type: none"> Related PA managers (Manager, Ranger, Front Desk etc) 				
5 Methods of Training	<ul style="list-style-type: none"> Hands on Training Practical /Internship Training 				
6 Training Frequency	<ul style="list-style-type: none"> Twice a year 				
7 Expected Outcomes	<ul style="list-style-type: none"> PA managers to be able to manage tourism concessions and visitors Develop skills, capacity and capability 				

SYNERGY BETWEEN ECOTOURISM AND CONSERVATION

**There are 7 strategies and 33 actions for
synergy between ecotourism and
conservation.**

07

STRATEGIES

STRATEGIES

33

ACTIONS

ACTIONS

SY1:

ENHANCE THE ROLE AND EFFECTIVENESS OF THE NATIONAL ECOTOURISM COMMITTEE

OBJECTIVE

To enhance the National Ecotourism Committee (Steering Committee and Working Group) to enable better implementation, planning and coordination of ecotourism in Malaysia.

ACTIONS

IMPLEMENTATION AGENCIES

-
1. Expand the role and membership of the National Ecotourism Steering Committee and Working Group.

-
2. Facilitate better involvement of the private sector and local communities in developing ecotourism in synergy with conservation.

-
3. Provide support for clusters in seeking funding for infrastructure development and capacity building programmes.

Lead:

- MOTAC
- MNRE

Supporting:

- Members of the National Ecotourism Committee

DETAILED ACTION 1

Expand the role of the National Ecotourism Steering Committee to focus on coordinating and overseeing the implementation of the National Ecotourism Plan 2015-2025.

- Proposed additional roles and membership

PROPOSED ADDITIONAL ROLES

- Coordinate the implementation of National Ecotourism Plan 2016-2025
- Review policies and strategies of the National Ecotourism Plan and make changes where necessary
- Review sites'/states' application for financial assistance and act as a clearinghouse mechanism for the final recommendation to the Secretary General of MOTAC
- Advise the Cabinet on legislative issues related to ecotourism
- Include specific ecotourism custodians

PROPOSED ADDITIONAL COMMITTEEMEMBERS

- Related Protected Area Agencies From Sabah and Sarawak

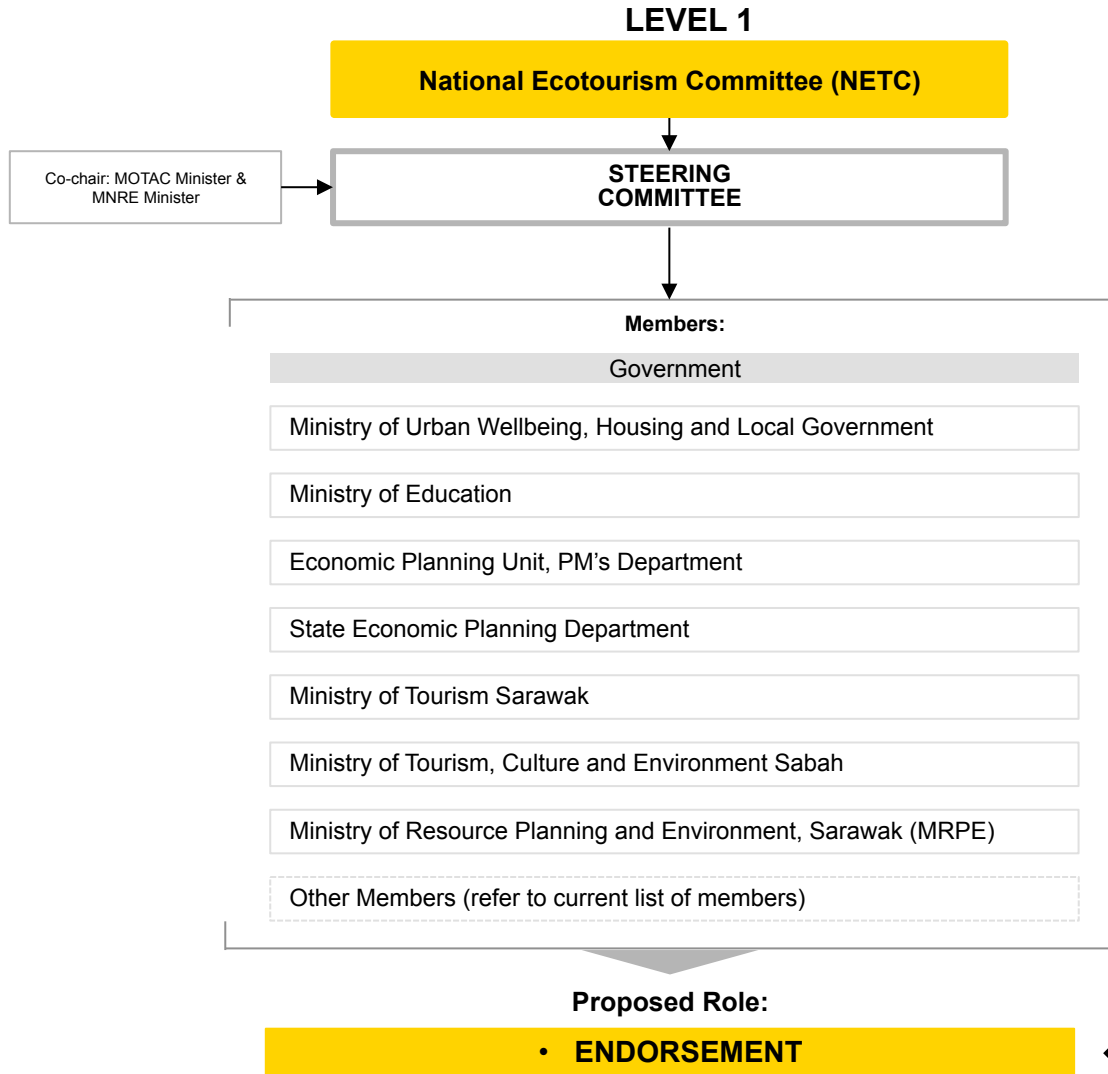


- MOF, MITI, MIDA etc.



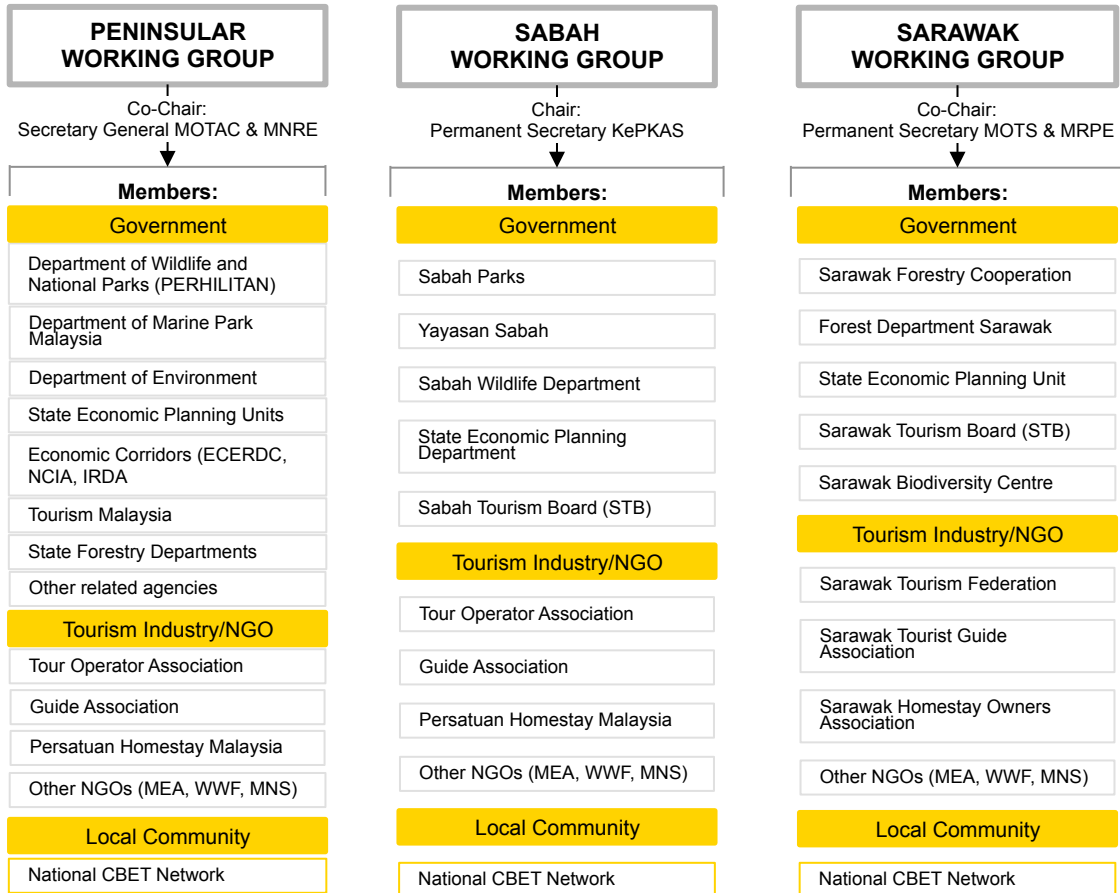
- Local community representative (National CBET Network)
- Regional Corridors (ECERDC, NCIA, IRDA, RECODA, SEDIA)

Propose Specific Roles and Additional Committee Members



LEVEL 2

National Ecotourism Working Groups (NEWG)



WORK ON EXISTING AND PROPOSED ADDITIONAL ROLES

SY2:

ESTABLISHING A MALAYSIAN COMMUNITY-BASED ECOTOURISM NETWORK TO IMPROVE REPRESENTATION AND SHARE BEST PRACTICE

OBJECTIVE

To establish a national platform for the sharing of experiences and best practice in community-based ecotourism.

ACTIONS

IMPLEMENTATION AGENCIES

1. Establish a community-based ecotourism network driven by CBET operators.
2. Designate Miso Walai Homestay/KOPEL in Sabah as a training centre for CBET.
3. Conduct 'community to community' training to enhance capacity of CBET operators.
4. Set up a website and relevant social media accounts to promote and share best practice in CBET.
5. Organise annual meeting/seminar to discuss issues pertinent to the development of CBET in Malaysia and to share experiences.
6. Include the CBET Network in the National Ecotourism Steering Committee.

Lead:

- CBET Network

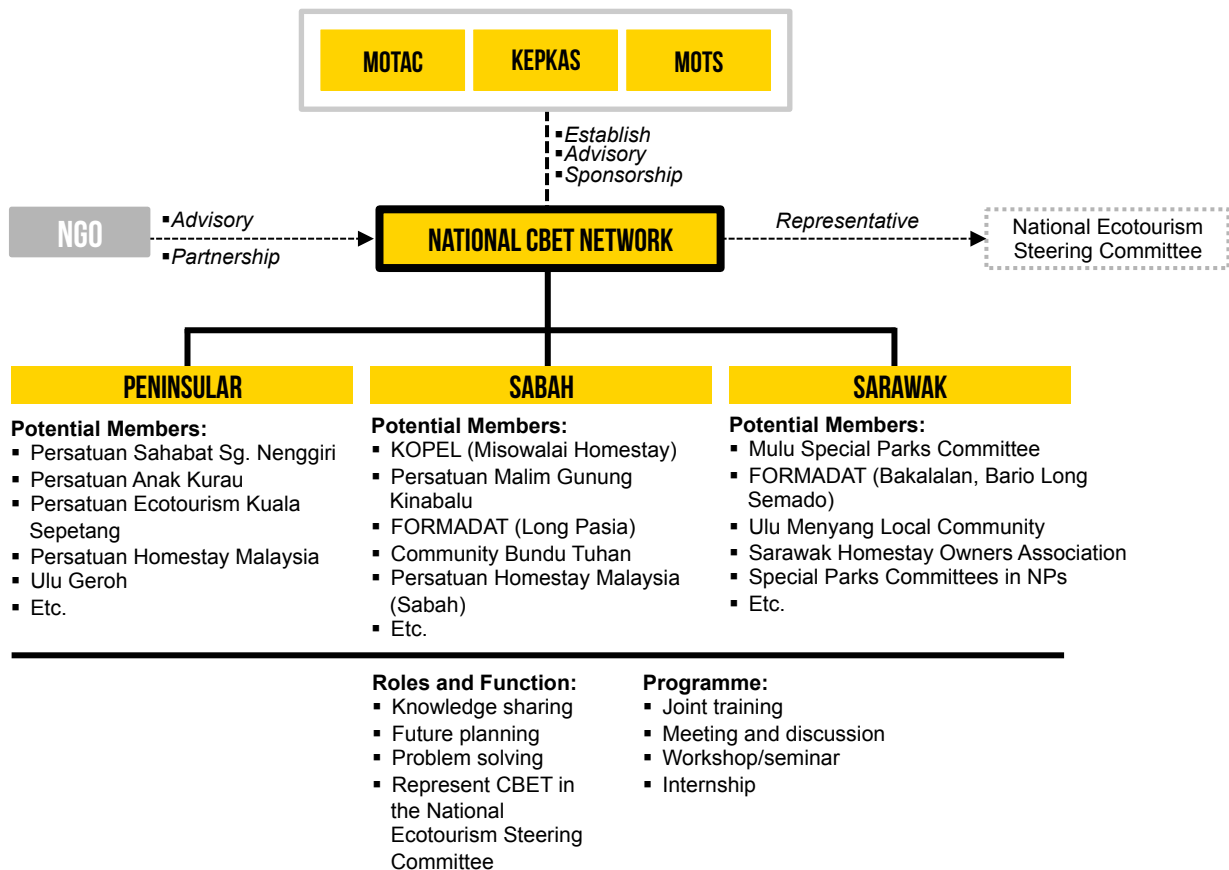
Supporting:

- MOTAC
- KKLW
- MNRE
- KePKAS
- Relevant NGOs
- Local Universities

DETAILED ACTION 1

Establish a community-based ecotourism network driven by CBET operators.

- Proposed National Community Based Ecotourism Network structure, roles and function



SY3:

CONSOLIDATING RESEARCH THROUGH THE RE-ESTABLISHMENT OF EDUCATIONAL RESEARCH CENTRES IN SELECTED NATIONAL PARKS

OBJECTIVE

To revitalise the educational component and activities of national parks.

ACTIONS

IMPLEMENTATION AGENCIES

-
1. Establish/re-establish Nature Education Centres at selected National Parks and urban ecotourism sites through partnerships with local universities and NGOs.
-

2. Seek sponsorships from the corporate sector through their Corporate Social Responsibility programmes to finance Nature Education Centres.
-

3. Strengthen partnerships with local universities and research centres to expand the existing scope of research to include carrying capacity and visitor management studies.

Lead

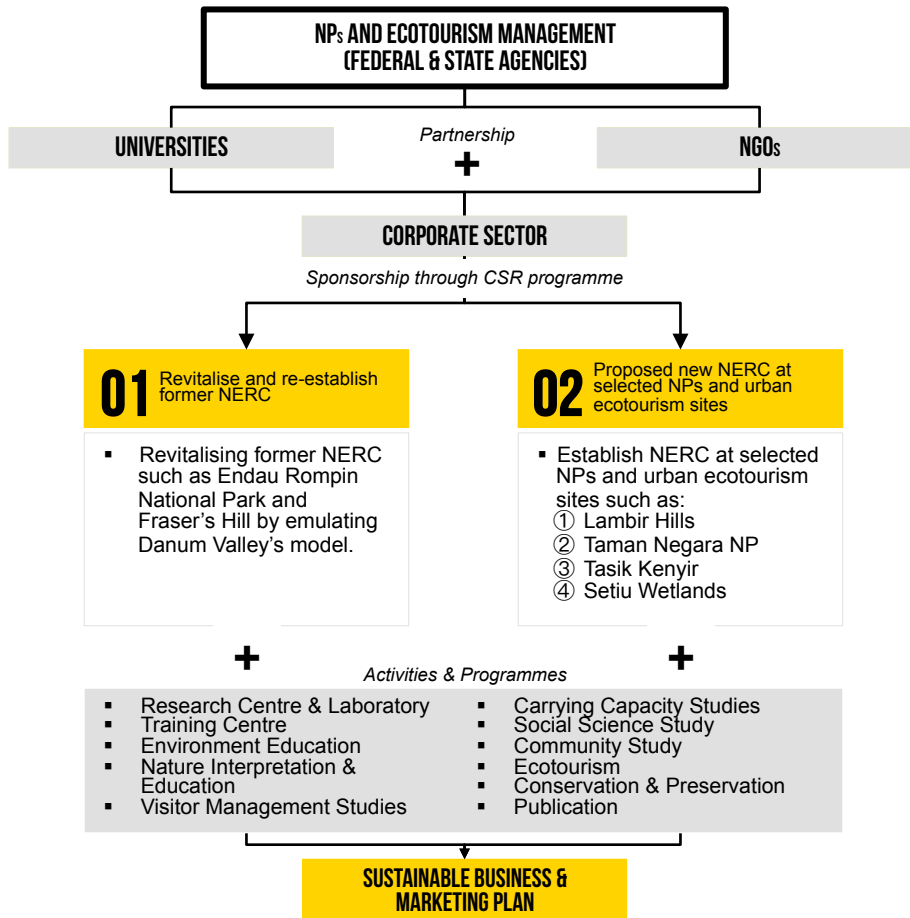
- MNRE
- PA agencies in Sabah and Sarawak

Supporting

- MOHE
- MNS
- WWF Malaysia
- Local Universities
- Regional Corridors
- Local NGOs
- Corporate Sector

DETAILED ACTION 1

Establish/re-establish Nature Education Research Centres (NERC) at selected National Parks and urban ecotourism sites through partnerships with local universities and NGOs



SY4:

DEVELOP AND SHOWCASE KEYSTONE ECOTOURISM SITES AS EXCELLENT MODELS OF SYNERGY BETWEEN ECOTOURISM AND CONSERVATION

OBJECTIVE

To elevate the management of keystone sites identified in the 60 ecotourism clusters as best practice for ecotourism and conservation management.

ACTIONS

1. Identify keystone sites according to the 60 ecotourism clusters
2. Incorporate a tourism management plan within the overall management plan of Protected Areas identified as keystone
3. Prepare guidelines and best practice for ecolodge development within buffer zones or at staging points to national parks
4. Gazette keystone sites that have not yet been protected as Protected Areas using appropriate legal instruments.
5. Utilise Special Area Plans and its equivalent in Sabah and Sarawak; or other appropriate statutory planning tools to control development in areas adjacent to keystone sites that are facing significant development pressure.
6. Identify natural areas with distinctive keystone features to be nominated into UNESCO's World Heritage List, Man and Biosphere Programme and RAMSAR list.

IMPLEMENTATION AGENCIES

Lead:

- MOTAC
- MNRE and its related agencies

Supporting:

- PA agencies in Sabah and Sarawak
- NGOs
- JPBD
- Sarawak State Planning Authority
- Land & Survey Department
- State EPU
- Jabatan Warisan Negara
- DCG

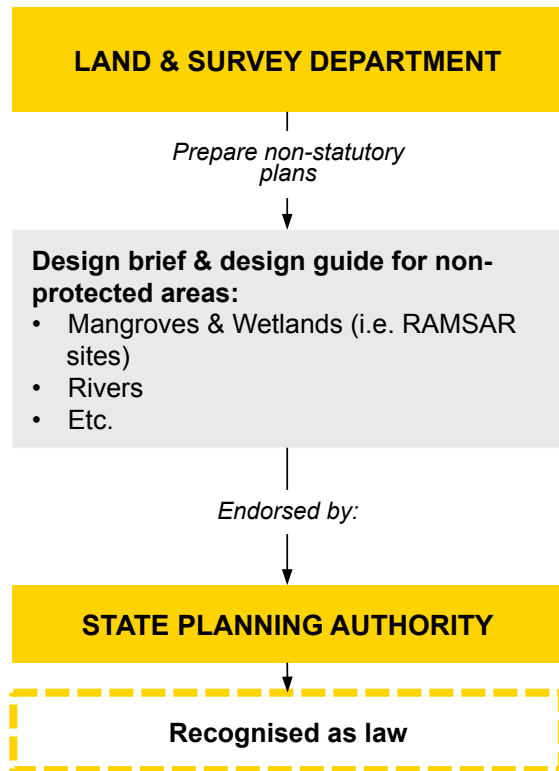
DETAILED ACTION 5

Utilise Special Area Plans and its equivalent in Sabah and Sarawak; or other appropriate statutory planning tools to control development in areas adjacent to keystone sites that are facing significant development pressure.

PENINSULAR MALAYSIA



SARAWAK



SY5:

REPOSITIONING MARINE PROTECTED AREAS IN MALAYSIA AS ECOTOURISM DESTINATIONS THAT CHAMPION THE CONSERVATION AND MANAGEMENT OF MARINE AND TERRESTRIAL RESOURCES FOR THE ENJOYMENT OF TOURISTS IN A RESPONSIBLE MANNER WHILE ENHANCING THE WELL BEING OF THE LOCAL COMMUNITY

OBJECTIVE

To reduce the pressure on marine resources especially coral reefs due to unsustainable tourism development and irresponsible tourist behaviour during diving and snorkelling activities

ACTIONS

1. Conduct carrying capacity studies using technique such as Limits of Acceptable Change (LAC) and implement visitor management strategies at marine ecotourism sites facing high tourist visitations.
2. Embark on comprehensive reef restoration programmes that combine initiatives to restore damaged coral reefs and the construction of artificial reefs.
3. Regulate diving and snorkelling activities through stringent enforcement and use of visitor management techniques such as diving zonation and education
4. Empower locally-based NGOs to spearhead voluntary and CSR programmes related to conservation, such as beach clean up, coral restoration and reforestation.
5. Prepare and implement a climate change mitigation and adaption plan for coastal and island tourism that incorporates marine spatial planning.

IMPLEMENTATION AGENCIES

Lead:

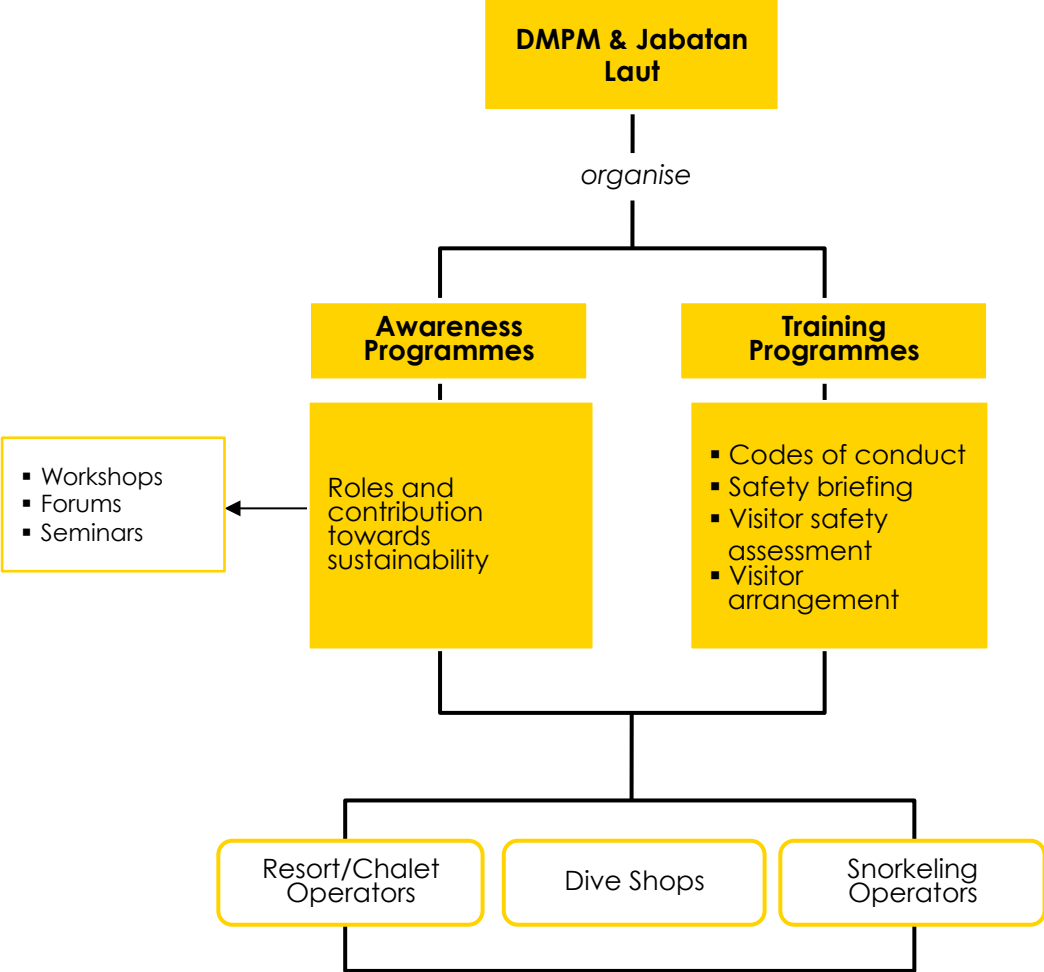
- DMPM
- Sabah Parks
- Sarawak Forestry Corporation

Supporting:

- MOTAC
- Local Authorities
- Perbadanan Taman Negara Johor
- NGOs
- Local Communities
- Corporate Sector

DETAILED ACTION 3

Regulate diving and snorkelling activities through stringent enforcement and use of visitor management techniques.



SY6: SCALING UP ECOTOURISM THROUGH WORLD-CLASS GUIDING AND INTERPRETATION

OBJECTIVE

To support continuous development of local nature guides to provide high quality guiding and interpretation.

ACTIONS

IMPLEMENTATION AGENCIES

1. Institutionalise specialised training courses for nature guides to enhance product knowledge and communication skills for special interest tourism.

2. Create a sponsorship programme for certified local nature guides to attend specialised training.

3. Develop suitable and innovative interpretation material for clusters and keystone sites such as trail maps, interpretation panels, videos and guide books.

4. Increase 'buy-in' from the local community, tourists and industry players through public education and awareness programmes.

Lead:

- MOTAC

Supporting:

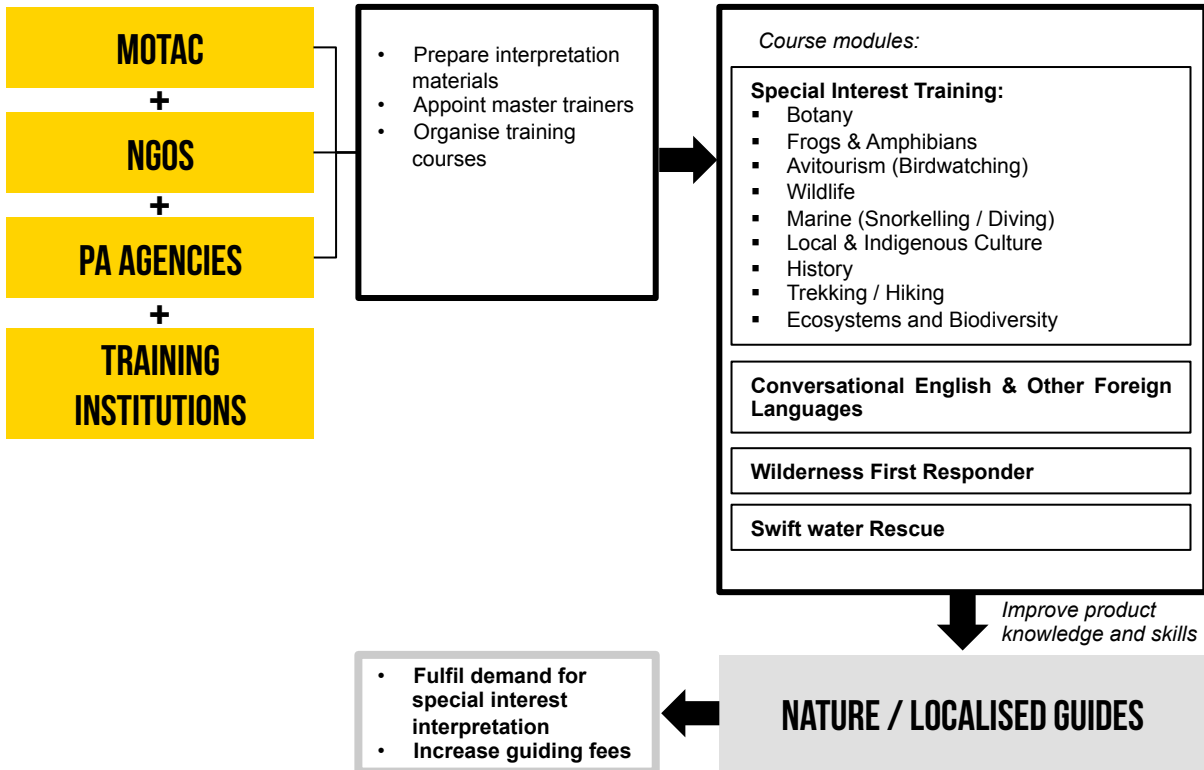
- MTGC
- State TGAs
- PA Agencies
- Guide Associations
- NGOs
- Private Sector
- KKLW
- Jabatan Pembangunan Kemahiran

DETAILED ACTION 1

Institutionalise specialised training courses for nature guides to enhance product knowledge and communication skills for special interest tourism

- Localised and nature guides to be given training in special interest product knowledge and communication skills.
- Specialist badges (i.e. frogging, orchids, bird watching, etc.) to be awarded to guides that complete the specific course.

Collaboration:



SY7: SCALING UP HOMESTAYS AS STAGING POINT TO ECOTOURISM SITES

OBJECTIVE

To improve the tourist experience at homestays located near ecotourism sites and offer a comprehensive ecotourism package.

ACTIONS

IMPLEMENTATION AGENCIES

1. Encourage variants of the homestay concept by guiding providers to offer a mix of 'live in' homestays, annex type homestay, kampungstay, farmstay etc. according to the needs of specific market segments

2. Encourage the setting up of tourism cooperatives under the auspices of Suruhanjaya Koperasi Malaysia to strengthen the organisation and financial management of homestays

3. Consolidate the Unique Selling Proposition (USP) of the existing homestays in line with the themes of the clusters and keystone attractions

4. Create a pool of localised guides at homestay sites and villages in Marine Parks through capacity building programmes

5. Enhance local stewardship of nature by empowering youths at CBT/homestay sites through systematic conservation projects driven by government agencies and funded by international donors

6. Empower local communities surrounding national parks by strengthening integration between CBET/homestay programme and ecotourism

Lead Agency

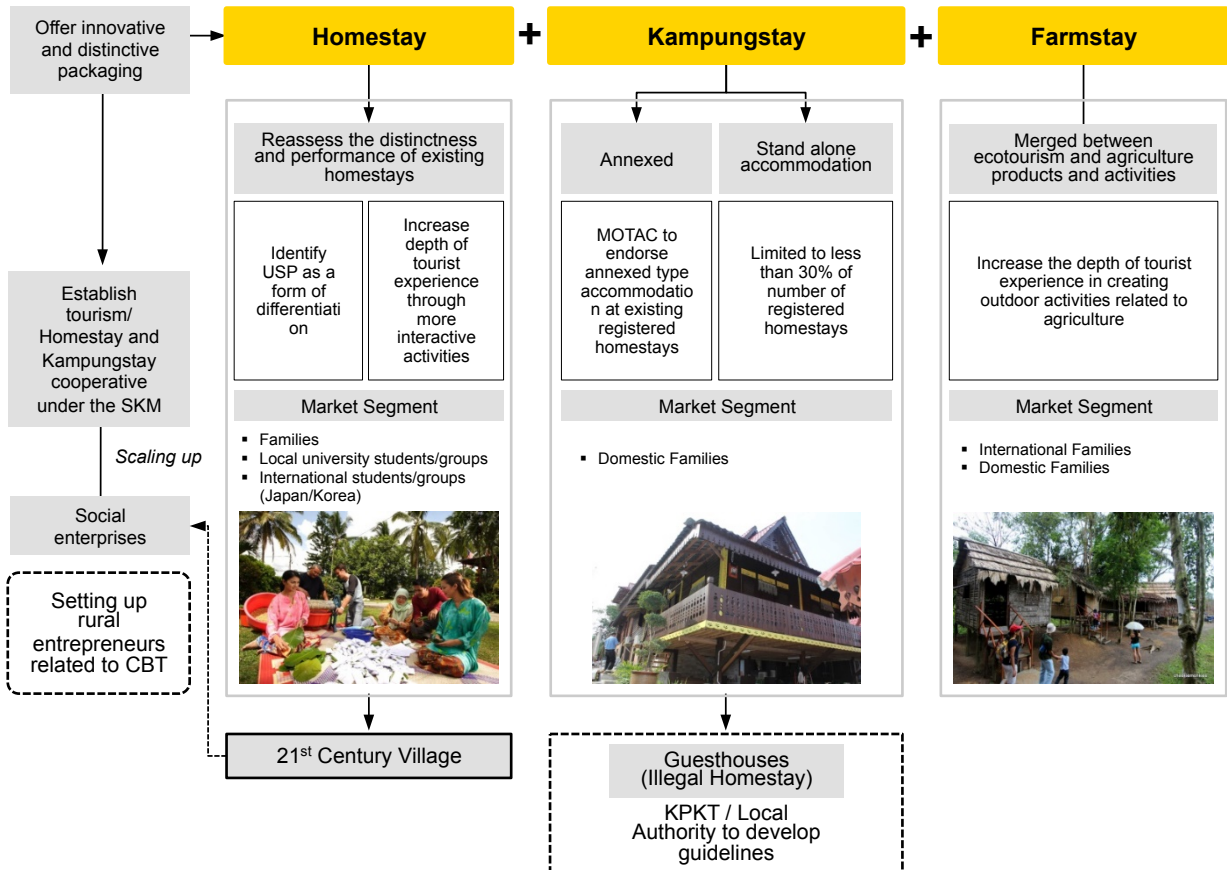
- MOTAC

Supporting Agencies

- PHM
- KKLW
- MOA
- MNRE and its agencies
- MTGC
- State TGAs
- Sabah Parks / SWD / SFD
- KPSAS
- SFC
- International donors

DETAILED ACTION 1

Encourage variants of the homestay concept by guiding providers to offer a mix of 'live in' homestays, annex type homestay, kampungstay, farmstay etc. according to the needs of specific market segments



ECOTOURISM MARKETING

**There are 6 strategies and 26 actions for
ecotourism marketing**

06

STRATEGIES

STRATEGIES

26

ACTIONS

ACTIONS

EM1:

LEVERAGING ON MAINSTREAM TOURIST FLOWS BY HIGHLIGHTING SOFT ECOTOURISM AND URBAN ECOTOURISM PRODUCTS WITH EASY ACCESS FROM MAJOR CITIES

OBJECTIVE

To identify and promote soft ecotourism modules for mainstream market segments in major cities and combine with the promotion of urban ecotourism.

ACTIONS

IMPLEMENTATION AGENCIES

1. Embrace urban ecotourism by designing a domestic promotional campaign linking the urban ecotourism clusters to Tourism Malaysia's "Dekat Je" campaign and other programmes in the future.
2. Embark on an aggressive marketing and promotional programme selling fly-drive packages through partnerships with airlines, hotels/resorts as well as international independent tour companies.
3. Facilitate self drive holidays by developing mobile apps to showcase thematic routes that link ecotourism attractions and enhancing R&Rs along major roads and highways.
4. Develop and promote thematic urban ecotourism routes/clusters radiating from the major cities in Malaysia.
5. Promote and brand Malaysia as a major filming location by leveraging on its rich natural resources and the presence of Pinewood Studios in Iskandar Malaysia
6. Encourage seamless travel and longer stays by developing and promoting soft ecotourism products.
7. Encourage rail ecotourism by increasing the frequency of train services between Singapore and Johor Bahru and promoting rail travel to ecotourism sites

Lead:

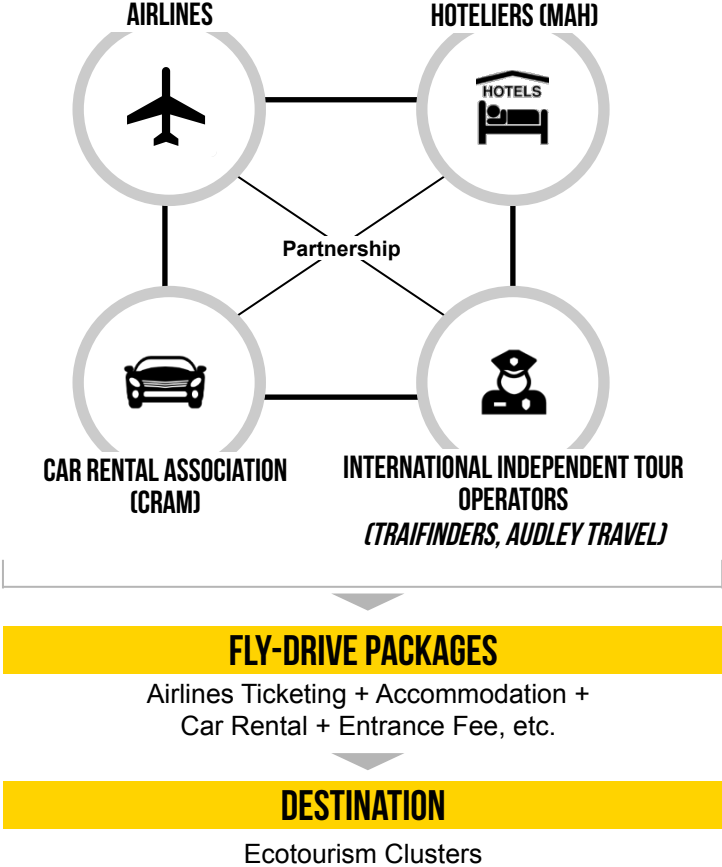
- Tourism Malaysia

Supporting:

- Sabah Tourism Board
- Sarawak Tourism Board
- PLUS
- FINAS
- Airlines
- MAH
- CRAM
- KTMB

DETAILED ACTION 2

Embark on an aggressive marketing and promotional programme selling fly-drive packages through partnerships with airlines, hotels/resorts as well as international independent tour companies



EM2:

MARKETING AND PROMOTING ACTIVITY DRIVEN, ECO-ADVENTURE ACTIVITIES TO THE GEN Y, YOUTH ASSOCIATIONS, SCHOOL AND UNIVERSITY GROUPS AND URBAN FAMILIES

OBJECTIVE

To build on domestic and neighbouring markets demand for eco-adventure and implement new packages that appeal to Gen Y, urban families and youth.

ACTIONS

IMPLEMENTATION AGENCIES

1. Bid for the right to host international competitions and tournaments related to eco-adventure.
2. Brand Malaysia as a destination for eco-adventure by leveraging on its rugged tropical rainforest image.
3. Embark on a targeted marketing campaign by reaching out to youth associations, local and international schools and universities.
4. Participate in related eco-adventure events and expositions in the region and beyond.
5. Design attractive mobile applications and promote eco-adventure packages using video footage and presentations.
6. Emphasise safety as the most important aspect of eco-adventure activities through ISO certification, staff training, conforming to international safety standards, etc.

Lead:

- MYCEB

Supporting:

- Malaysian Sports Tourism Council
- State Convention Bureaus
- Malaysian Scuba Diving Association
- Other related associations
- Eco-Adventure Operators
- MDEC

DETAILED ACTION 3

Embark on a targeted marketing campaign by reaching out to youth associations, local and international schools and universities

Status of Market:	
<ul style="list-style-type: none"> Students from universities and international schools and youth groups who are interested in conservation, biodiversity, voluntourism, etc. 	
Geographic/ Demographic	<p>Southeast Asia (Philippines, Singapore, Indonesia, Thailand)</p> <p>Students</p>
Interests	Conservation and biodiversity education, voluntourism, ecotourism
Conditions	<p>Settings/Facilities</p> <p>Direct flights from primary Southeast Asian cities to secondary cities near ecotourism sites</p> <p>Development of a Research and Interpretation Centres in ecotourism sites</p> <p>Events to attract students during school holidays</p>
Locations	Both terrestrial and marine ecotourism sites, prioritising National Parks
Approach	<p>Develop voluntourism packages with local communities and international schools/universities</p> <p>International safety certification of camp sites, accommodation, diving facilities, etc.</p> <p>Specialist tour guides for school trips, voluntourism programmes and conservation/biodiversity education</p>
Aspirations:	
<ul style="list-style-type: none"> Malaysia as an ecotourism destination that emphasises conservation education and local community participation 	

EM3: PROMOTING SPECIAL INTEREST ECOTOURISM THROUGH APPROPRIATE CHANNELS

OBJECTIVE

To attract more high spending special interest tourists to Malaysia

ACTIONS

IMPLEMENTATION AGENCIES

1. Consolidate staff specialisation according to special interest markets in Tourism Malaysia.

2. Promote special interest ecotourism at regional and international events such as diving, bird watching, etc.

3. Develop and disseminate mobile apps aimed at providing detailed information according to the needs of the specific special interest market segments

4. Organise and promote international events to showcase the diverse special interest ecotourism attractions according to clusters

Lead Agency

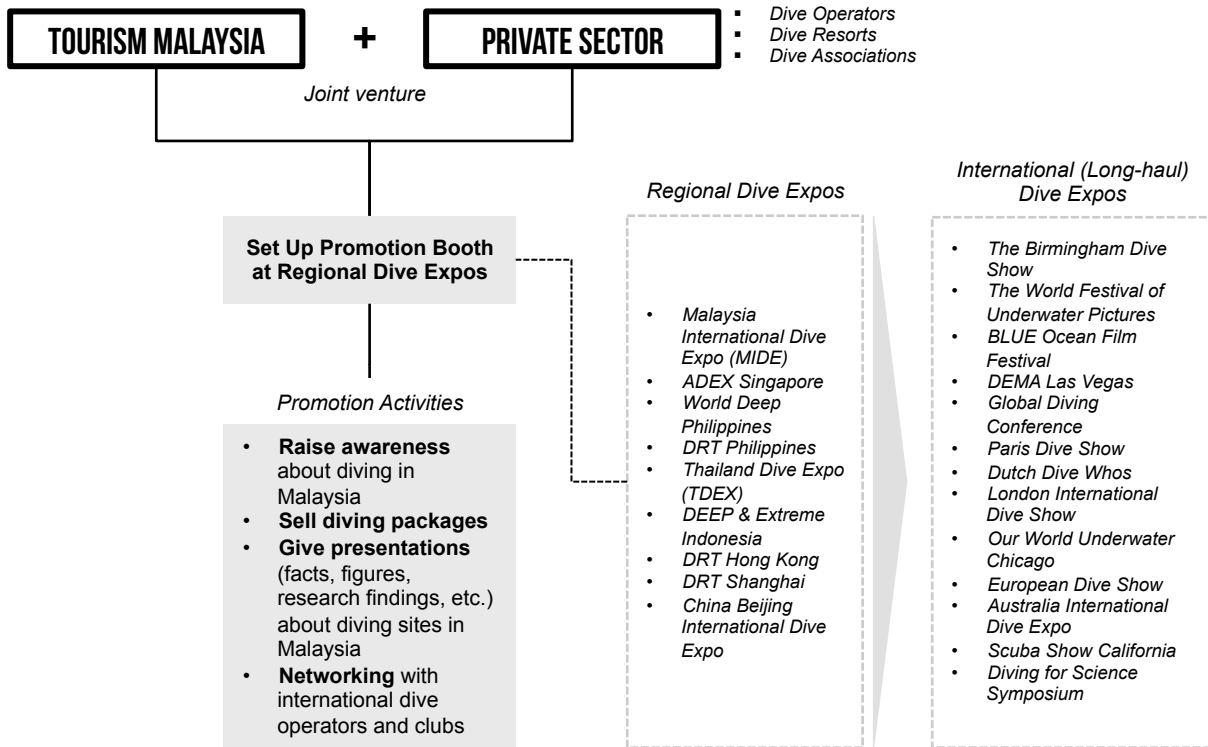
- Tourism Malaysia

Supporting Agencies

- MMU
- Universities
- NGOs
- State Tourism Agencies
- Private Sector
- Universities
- DCGs

DETAILED ACTION 2

Promote special interest ecotourism at regional and international events, such as diving, bird watching, etc



EM4:

CELEBRATE AND REWARD INNOVATIONS IN ECOTOURISM PRODUCTS AND SERVICES THROUGH AWARDS

OBJECTIVE

To encourage innovation in the ecotourism industry through ecotourism categories that also provides priority access to special grants.

ACTIONS

IMPLEMENTATION AGENCIES

1. Introduce ecotourism categories in the National Tourism Awards.

2. Organise a separate National Ecotourism Awards as industry matures.

3. Tie up awards to special grants for innovation in ecotourism product development.

4. Embrace the MyTQA programme by incentivising voluntary certification in the effort to move up ecotourism products along the value chain.

Lead Agencies

- Tourism Malaysia
- MOTAC

Supporting Agencies

- MEA
- Private Sector

DETAILED ACTION 1

Introduce ecotourism categories in the National Tourism Awards.

- Expand the annual Malaysia Tourism Awards to include ecotourism categories to encourage innovation, high quality product development and service delivery in the ecotourism industry.



**EM5:
IDENTIFYING MEASURES OF ECOTOURISM ACTIVITY INCLUDING DATA ON VISITORS AND VISITOR MANAGEMENT
ISSUES IN PROTECTED AREAS.
AWARDS**

OBJECTIVE

To arrange for pooling of data collected in PAs and other key ecotourism sites in order to identify trends in ecotourism

ACTIONS

IMPLEMENTATION AGENCIES

-
1. Coordinate visitor data to national parks and other ecotourism sites to create a national ecotourism database.
-
2. Map visitor arrival data to produce an annual ecotourism metrics map to show spatial trends in arrivals and receipts to national parks within corresponding clusters
-
3. Enhance and compile existing NAPIC PRISM database and tourist arrivals to supporting attractions within clusters to show trends at the cluster level.

Lead Agency

- Tourism Malaysia

Supporting Agencies

- State parks corporations
- MNRE and its agencies
- Sabah Parks
- SFC
- DCG
- NAPIC

EM6:**ORGANISING ANNUAL NATIONAL ECOTOURISM SEMINARS AS A PLATFORM TO SHARE EXPERIENCES AND BEST PRACTICE****OBJECTIVE**

To organise annual national ecotourism seminars as a platform for sharing of knowledge and experiences as well as improving processes

ACTIONS**IMPLEMENTATION AGENCIES**

-
1. Organise an annual national ecotourism seminar to be attended by stakeholders in the national ecotourism industry.

Lead:

- MOTAC

Supporting:

- MEA
- Industry Players
- Tourism Malaysia
- MIDA
- CBET Network

-
2. Incorporate ecotourism related events such as ecotourism investment tradeshows, ecotourism travel fair, etc. during the national ecotourism seminar.

ECOTOURISM CLUSTERS

**There is one strategy and 5 actions for
Ecotourism Clusters.**

01

STRATEGY

STRATEGY

05

ACTIONS

ACTIONS

EC1: DESIGNING ECOTOURISM CLUSTERS AND THEMED CIRCUITS BY NETWORKING PUBLIC SECTOR, INDUSTRY AND COMMUNITY PLAYERS

OBJECTIVE

To prepare detailed cluster diagrams for the identified 60 ecotourism clusters.

ACTIONS

IMPLEMENTATION AGENCIES

1. Prepare six detailed ecotourism clusters (action plans) as models for other proposed ecotourism clusters.
2. Utilise proposed toolkit to develop action plans for 54 conceptual clusters.
3. Establish Destination Coordination Groups (DCG) for each cluster to carry out integrated planning, knowledge sharing and conflict resolution.
4. Identify and promote scenic drive routes, cycling trails and river cruises based on the clusters to be complemented by signage and rest areas, etc.
5. Refine all 54 conceptual and 6 detailed clusters after initial implementation phase.

Lead:

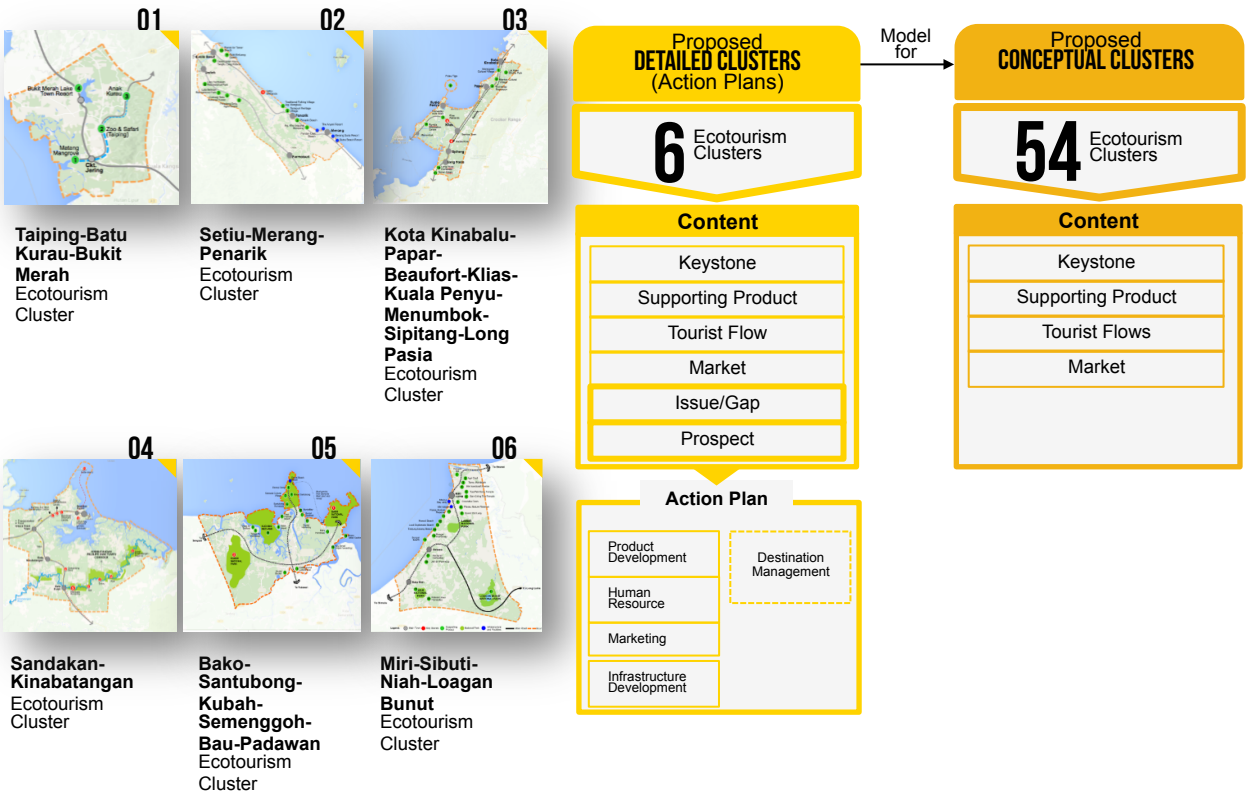
- MOTAC

Supporting:

- MOTS
- KePKAS
- UPEN (all states)
- Local Authority
- DCG

DETAILED ACTION 1

Prepare six detailed ecotourism clusters (action plan) as models for other proposed conceptual ecotourism clusters.





04

**DEVELOPING ECOTOURISM
CLUSTERS**



Sungai Sireh, Selangor

TOURISM CLUSTER DEFINITION

“a critical mass of **competitive** (and/or complementary) **tourism products** including one or more major attractions in a concentrated geographical area”

Proposed **60** ECOTOURISM CLUSTERS

Divided into 2 types of clusters

Proposed **DETAILED CLUSTERS** (Action Plans)

6 Ecotourism Clusters

Content

Keystone

Supporting Product

Tourist Flow

Market

Issue/Gap

Prospect

Action Plan

Product Development

Human Resource

Marketing

Infrastructure Development

Destination Management

Proposed **CONCEPTUAL CLUSTERS**

54 Ecotourism Clusters

Content

Keystone

Supporting Product

Tourist Flows

Market



CLUSTER TOOLKIT

- Design (base map, boundary, etc.)
- Populate
- Database (revenue, arrival, inventory etc.)
- Issues/gaps identification
- Etc.

PROPOSED ECOTOURISM CLUSTER

Proposed 60 ecotourism clusters, with 43 clusters in Peninsular Malaysia, 9 clusters in Sarawak and 8 in Sabah.

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



LIST OF 60 PROPOSED ECOTOURISM CLUSTERS

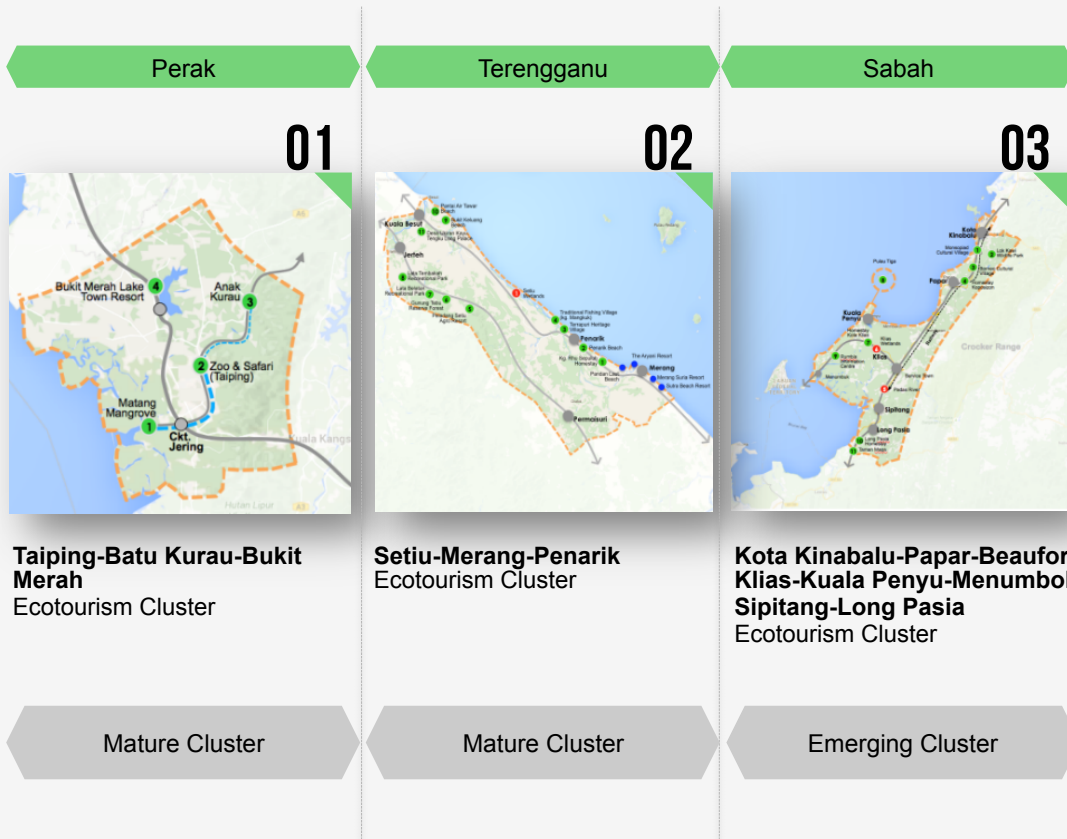
STATE	MACRO/REGIONAL CLUSTER
PERLIS	1. Kangar - Timah Tasoh - Sungai Batu Pahat - Cuping Hill - Perlis State Park
	2. Jitra - Alor Setar - Gunung Jerai
KEDAH	3. Sungai Petani - Ulu Muda
	4. Langkawi Geoparks - Pulau Payar
PULAU PINANG	5. Penang National Park - Georgetown - Pulau Jerejak
	6. Sedim - Seberang Perai
PERAK	7. Taiping - Batu Kurau - Bukit Merah
	8. Ulu Geroh - Gua Tempurung - Gopeng - Batu Gajah
	9. Royal Belum - Lenggong - Kuala Kangsar
	10. Pulau Sembilan - Teluk Senangin - Segari Melintang
SELANGOR / KUALA LUMPUR	11. Selangor State Heritage Park
	12. Sepang - Putrajaya - Shah Alam
	13. Kuala Lumpur Urban Ecotourism Cluster
	14. Kuala Selangor - Bukit Malawati - Sabak Bernam
MELAKA	15. Melaka Urban Ecotourism Cluster (Melaka Historical City - Ayer Keroh)
	16. Tanjung Keling - Pengkalan Balak - Sungai Linggi - Tanjung Tuan
	17. Jasin - Selandar - Tebong - Asahan
NEGERI SEMBILAN	18. Rantau - Port Dickson - Sg. Menyala - Sg. Timun
	19. Jelebu Ecotourism Valley (Jelebu - Kenaboi - Seremban)
	20. Seremban - Kuala Pilah - Jempol
	21. Rembau - Tampin

STATE	MACRO/REGIONAL CLUSTER
JOHOR	22. RAMSAR Johor - Gunung Pulai - Sungai Johor
	23. Kota Tinggi - Sungai Johor - Desaru - Sedili
	24. Mersing - Sultan Iskandar Marine Park
	25. Kluang - Endau Rompin - Segamat
	26. Tangkak - Sagil - Gunung Ledang
	27. Batu Pahat - Parit Jawa - Muar
PAHANG	28. Lanchang - Jerantut - Kuala Tahan/Taman Negara
	29. Tioman - Rompin - Endau
	30. Pekan - Chini - Bera
	31. Cherating - Kuantan - Sg. Lembing
	32. Cameron Highlands - Lojing
	33. Kenong - Kuala Lipis - Raub - Bentong
KELANTAN	34. Pergau - Jeli - Gunung Stong - Nenggiri
	35. Merapoh - Gua Musang - Stong - Kuala Koh
	36. Kota Bharu - Pasir Mas - Bachok
TERENGGANU	37. Kampung Raja - Besut - Pulau Perhentian - Jerteh
	38. Setiu - Merang - Penarik
	39. Ajil - Kuala Berang - Tasik Kenyir
	40. Kuala Terengganu - Kuala Nerus
	41. Marang - Pulau Kapas
	42. Dungun - Rantau Abang - Al-Muktafi Billal Shah - Pulau Tenggol
	43. Kemaman - Kijal - Chukai - Kerteh

STATE	MACRO/REGIONAL CLUSTER
SARAWAK	44. Lundu - Sematan - Telok Melano - Tanjung Datu
	45. Bako - Santubong - Kubah - Semenggoh - Bau - Padawan
	46. Sri Aman - Batang Ai - Ulu Sungai Menyang - Maludam
	47. Sibu - Kapit - Tunoh - Baleh - Palagus
	48. Mukah - Daro - Pulau Bruit - Tanjung Manis
	49. Bintulu - Bakun - Belaga - Lusong Laku - Nanga Merit - Murum
	50. Miri - Sibuti - Niah - Loagan Bunut
	51. Limbang - Mulu - Gunung Buda
	52. Lawas - Bario - Ba'kalalan - Baram
	53. Kota Kinabalu - Papar - Beaufort - Klias - Kuala Penyu - Menumbok - Sipitang - Long Pasia
	54. Sandakan - Kinabatangan
	55. Kota Kinabalu - Kota Belud - Kota Marudu - Kudat
SABAH	56. Kota Kinabalu - Tambunan - Crocker Range Park - Keningau - Tenom
	57. Kota Kinabalu - Tamparuli - Kundasang - Ranau
	58. Maliau Basin - Imbak Canyon
	59. Danum Valley - Tabin (Lahad Datu)
	60. Tawau - Semporna - Mabul - Sipadan - Kunak

PROPOSED DETAILED ECOTOURISM CLUSTERS

- 2 clusters from Peninsular Malaysia
- 2 clusters from Sabah
- 2 clusters from Sarawak
- 4 Mature clusters
- 2 Emerging cluster



Sabah

04



Sandakan-Kinabatangan
Ecotourism Cluster

Mature Cluster

Sarawak

05



**Bako-Santubong-Kubah-
Semenggoh-Bau-Padawan**
Ecotourism Cluster

Mature Cluster

Sarawak

06



**Miri-Sibuti-Niah-Loagan
Bunut**
Ecotourism Cluster

Emerging Cluster

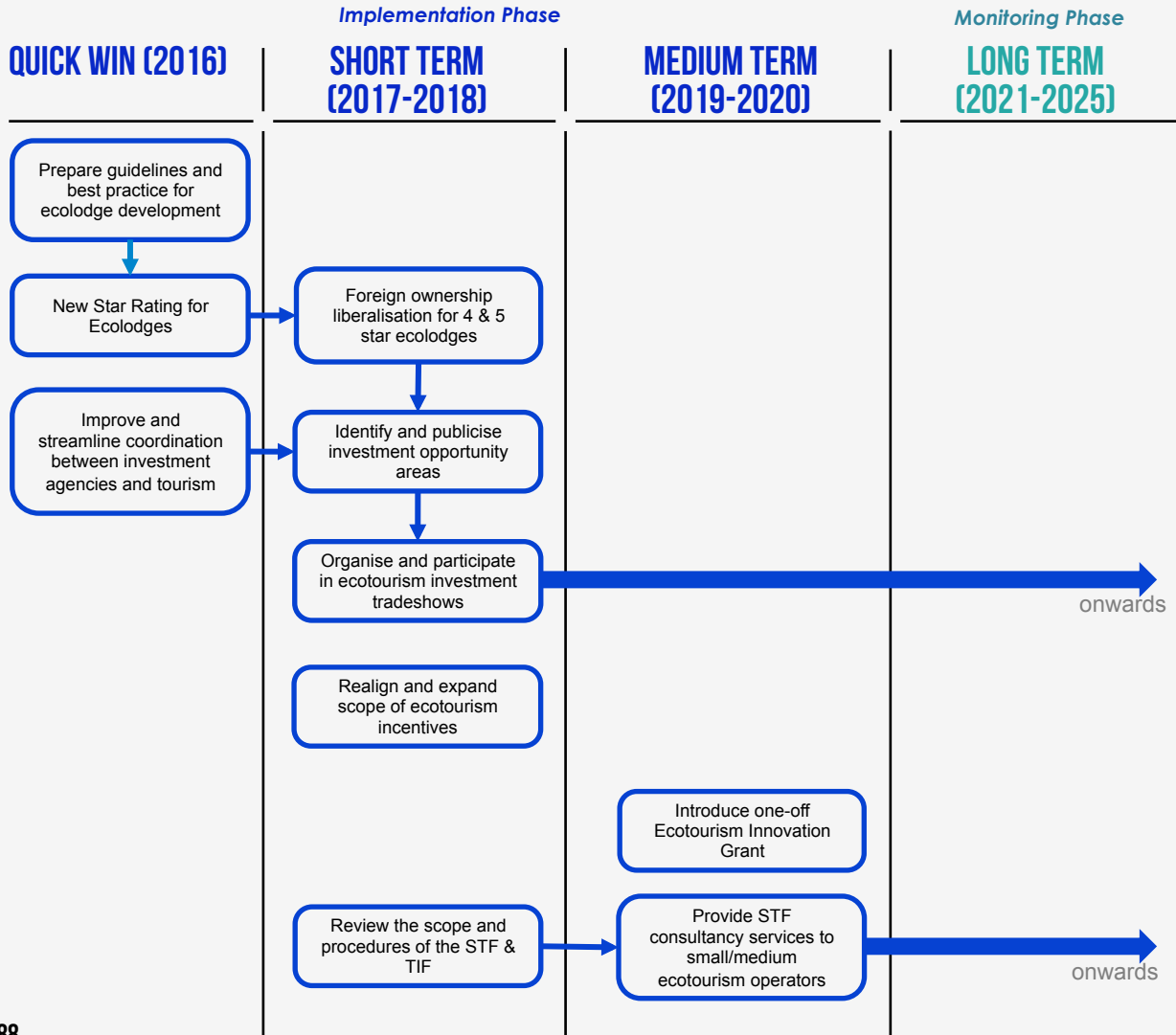


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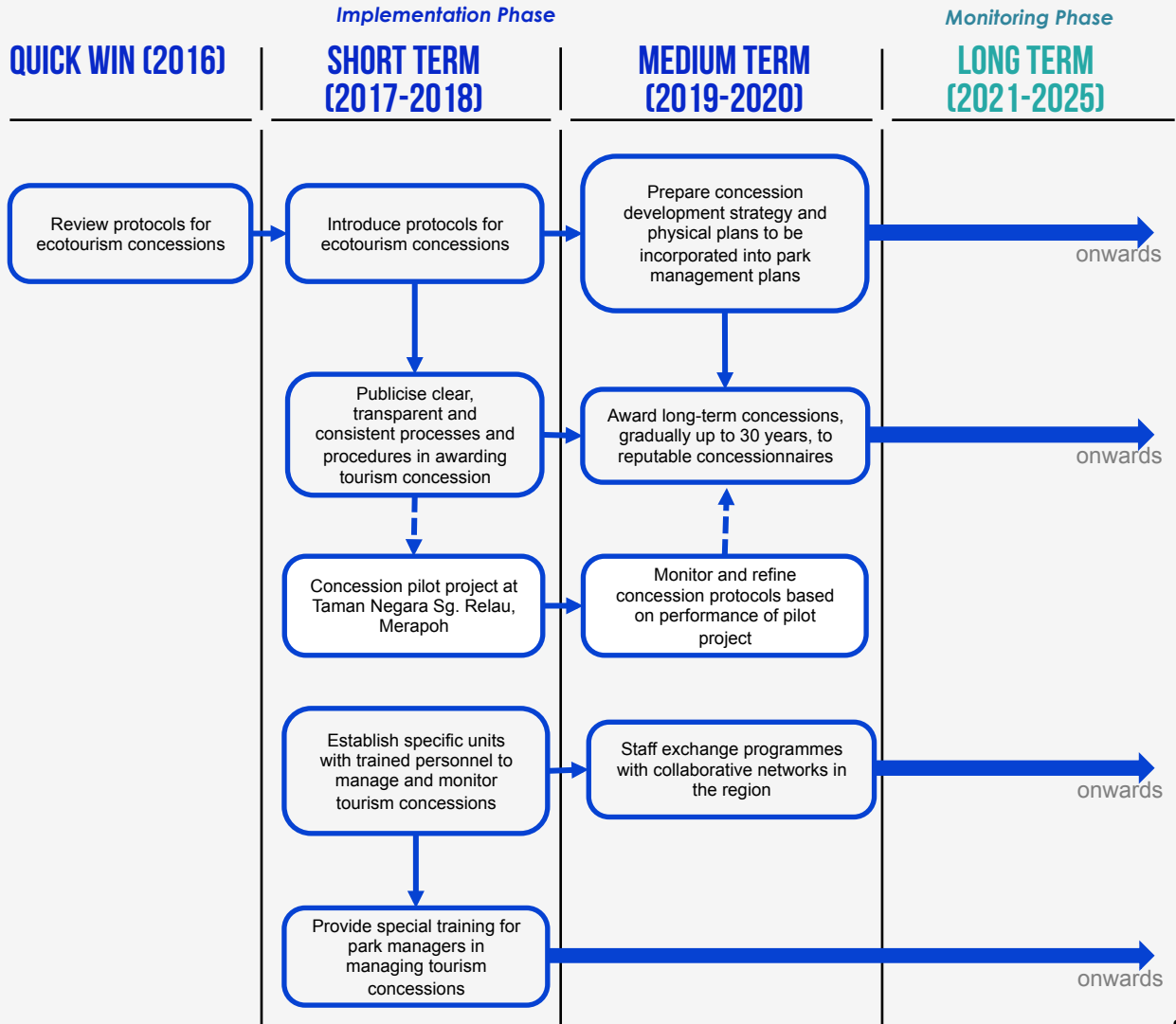
SUMMARY AND IMPLEMENTATION PLAN



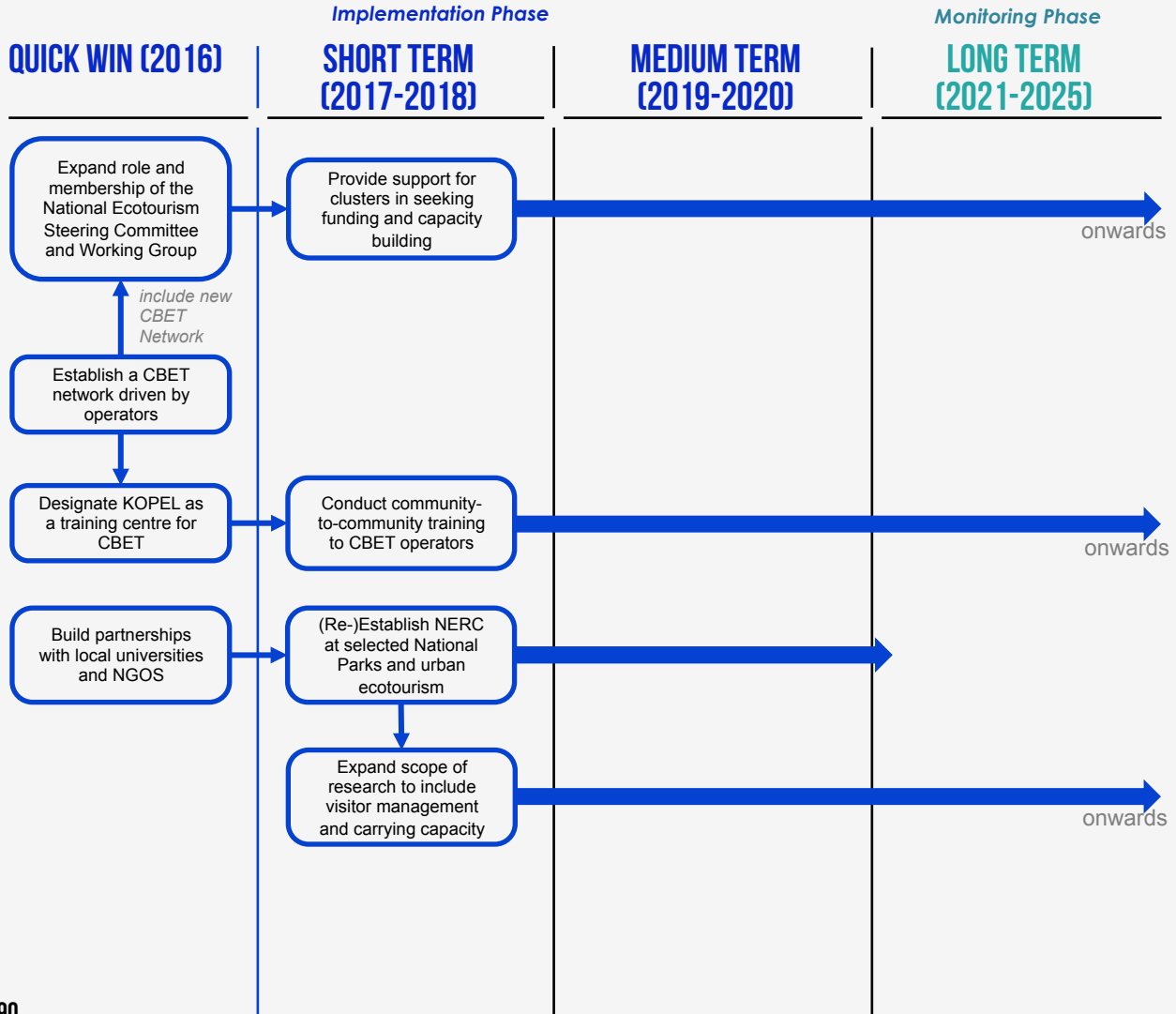
INVESTMENTS IN ECOTOURISM



TOURISM CONCESSIONS IN NATIONAL PARKS

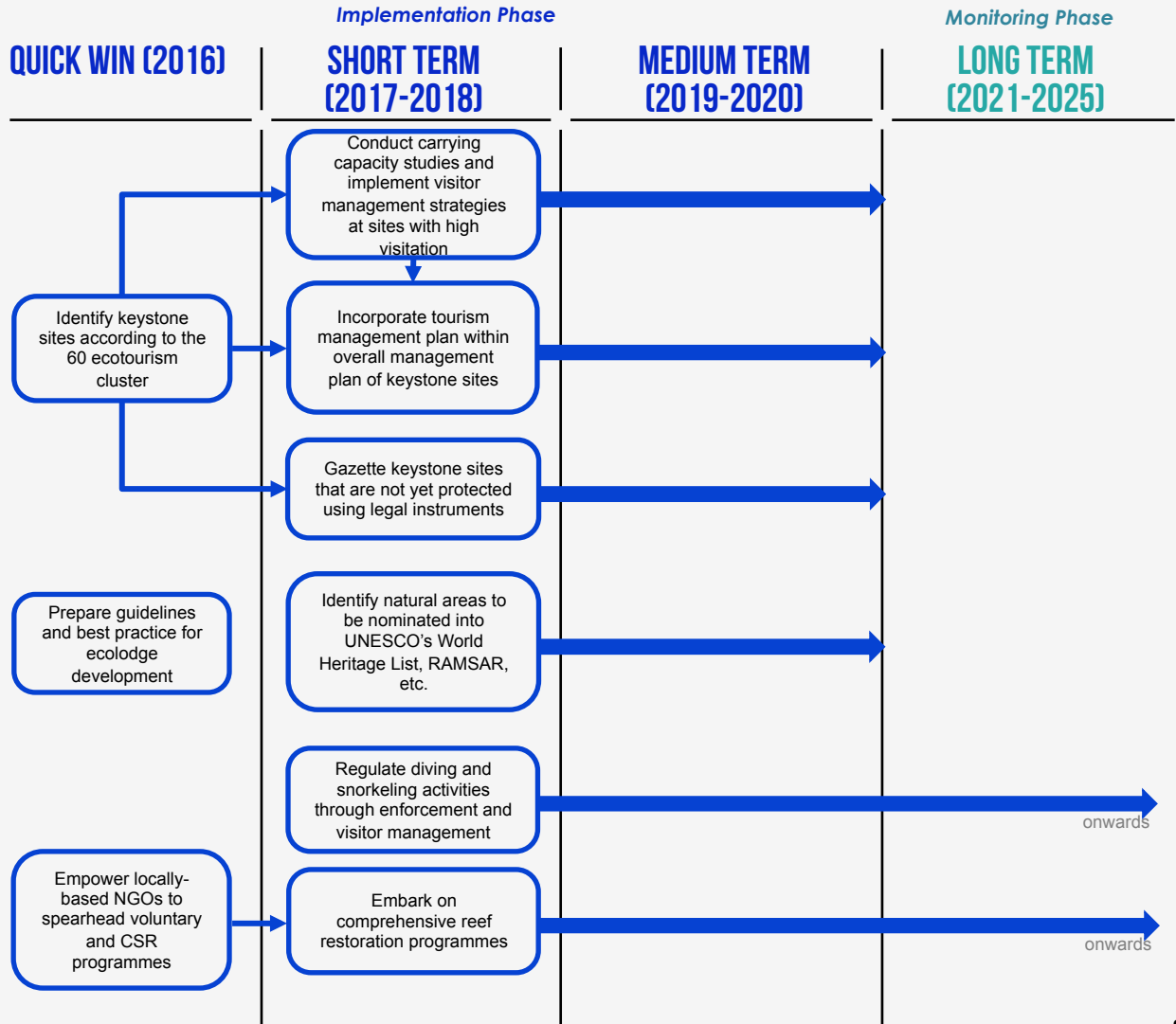


SYNERGY BETWEEN ECOTOURISM AND CONSERVATION



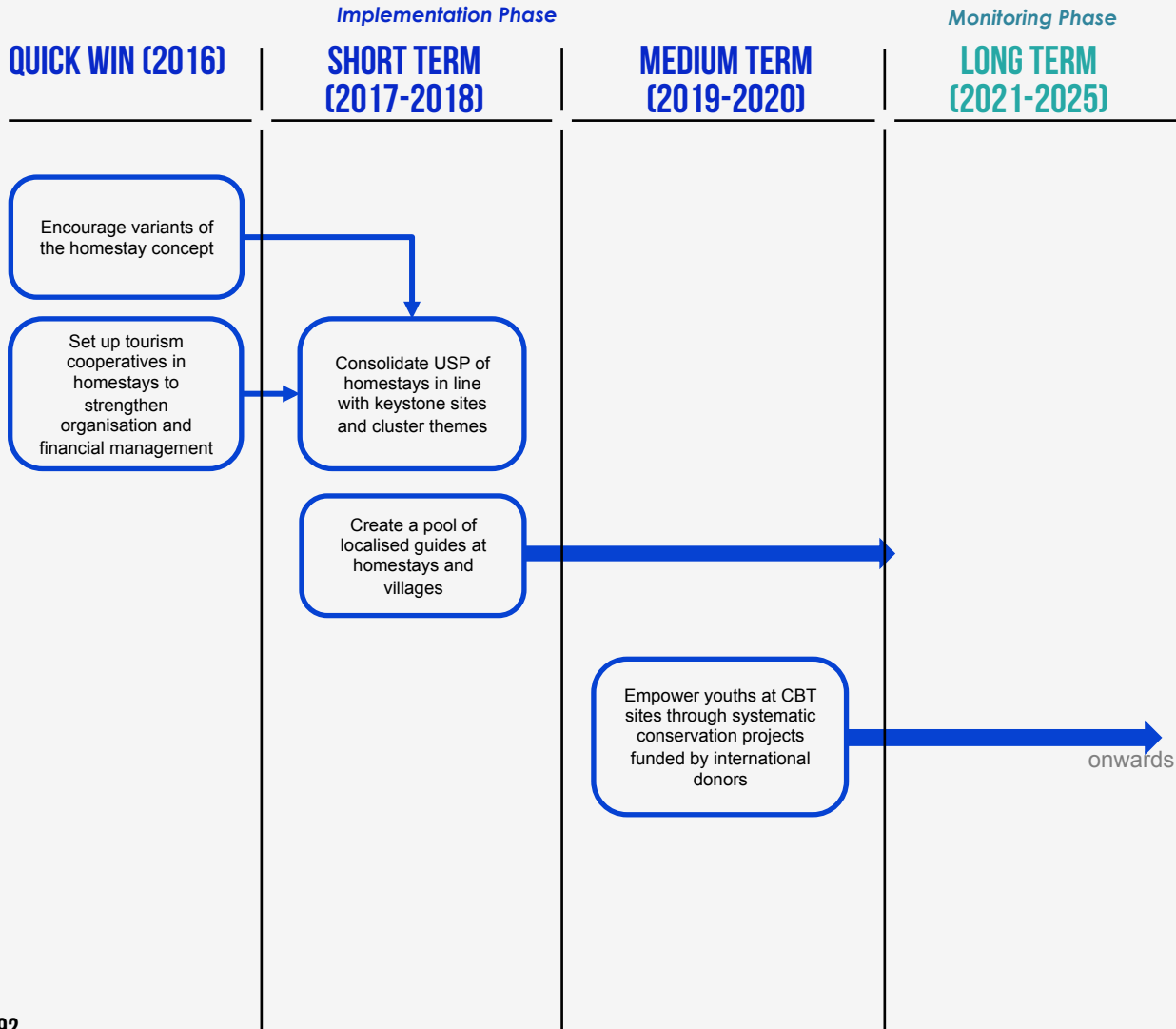
SYNERGY BETWEEN ECOTOURISM AND CONSERVATION

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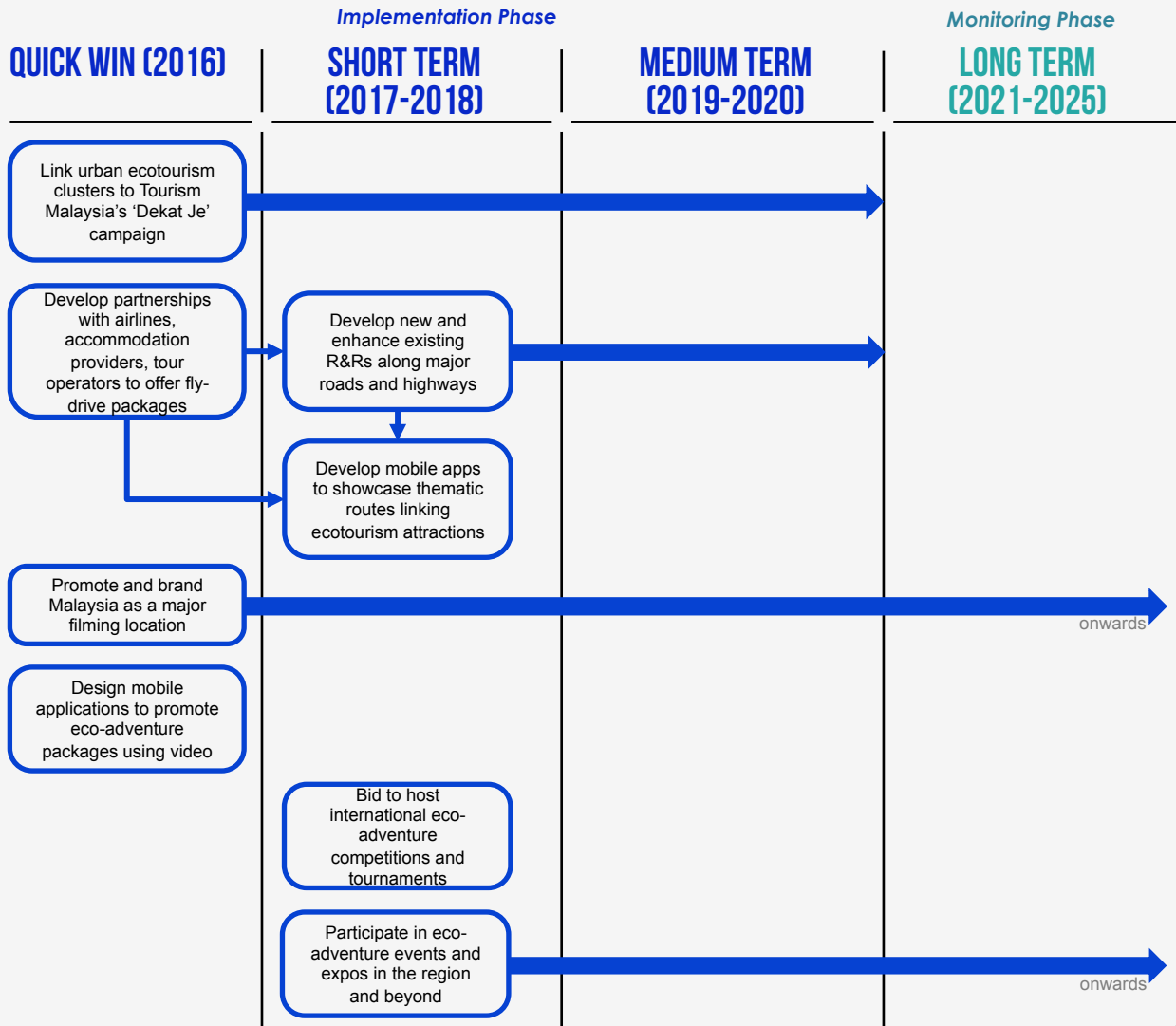


SYNERGY BETWEEN ECOTOURISM AND CONSERVATION

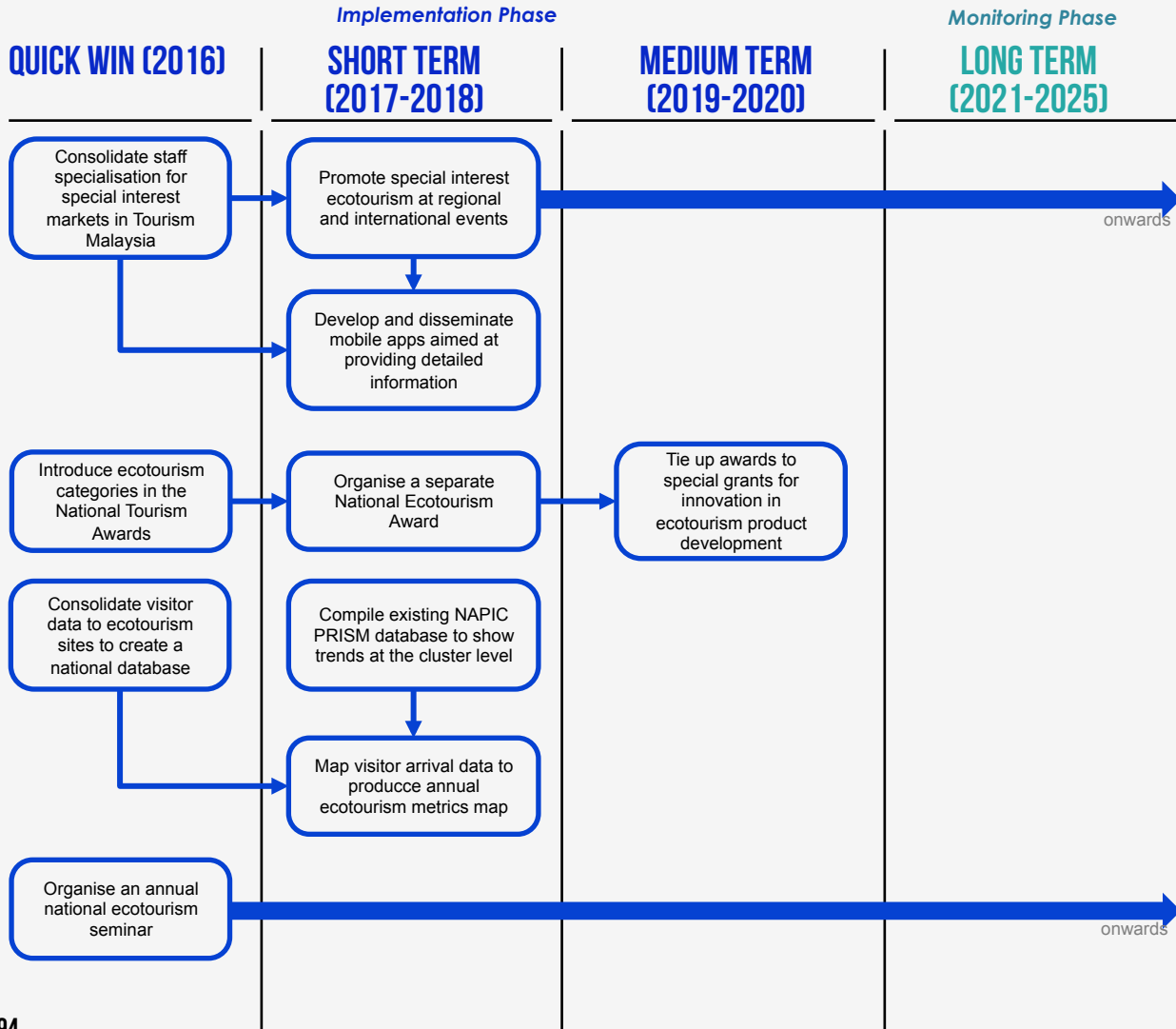
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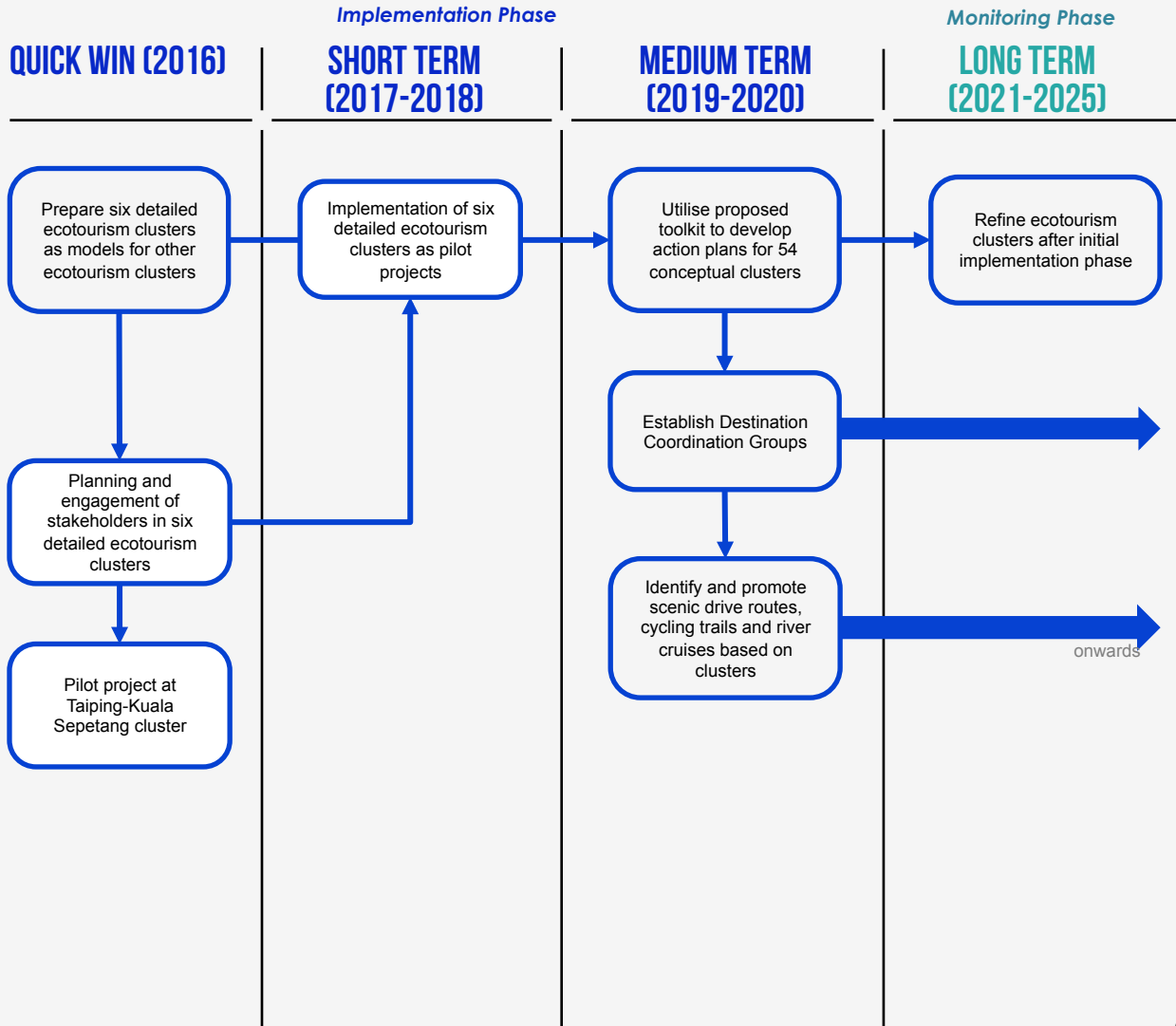
ECOTOURISM MARKETING AND PROMOTION



ECOTOURISM MARKETING AND PROMOTION



ECOTOURISM CLUSTERS





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