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 eco-tourism sites.

SCOPE
OF STUDY

5 SCOPE

01

Audit of ecotourism sites in NEP1996 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.



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.



05

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



FOCUS

AREAS FOR POLICY DIRECTIONS

01 STRATEGY & POLICY DIRECTION



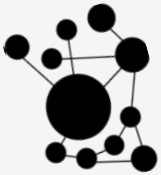
- **Synergies Around Conservation**
- **Investments In Ecotourism**
- **Concessions In PAs**

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



Kota Kinabalu Sabah

MAJOR

FINDINGS ISSUES AND PROSPECTS

MAJOR FINDINGS, ISSUES AND PROSPECTS



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:



SOFT

- Superficial environmental commitment
- Multi-purpose visits
- Short trips
- Larger groups
- Physically passive
- Physical comfort
- Services/facilities are expected
- Shallow interaction with nature
- Wilderness not essential
- Emphasis on interpretation
- Rely on travel agents and tour operators

ADVENTURE

- Mix of Soft + Hard Factors
- Emphasis on physically active activities with element of risk/danger
- Often (not always) requires specialist equipment and/or training

HARD

- Strong environmental commitment
- Specialised visits
- Long trips
- Small groups
- Physically active
- Physical challenge
- Few, if any, services expected
- Deep interaction with nature
- Wilderness necessary
- Emphasis on personal experience
- Often make own travel arrangements

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

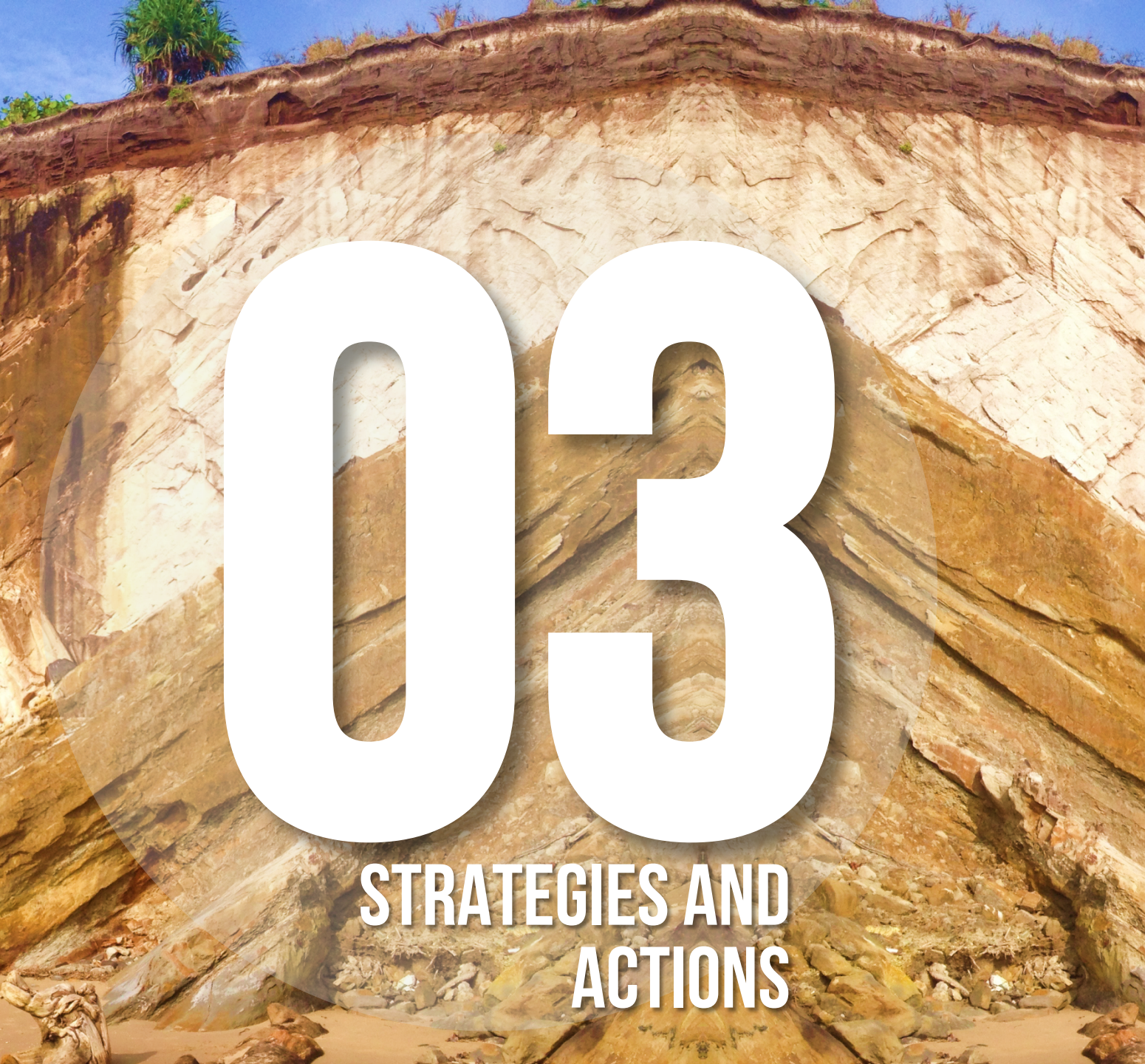
- No clear protocol for tourism concessions
- No tourism concession strategy in park management plans
- Park managers not sufficiently trained in tourism

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



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
86
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 though 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

10 ACTIONS

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

OBJECTIVE

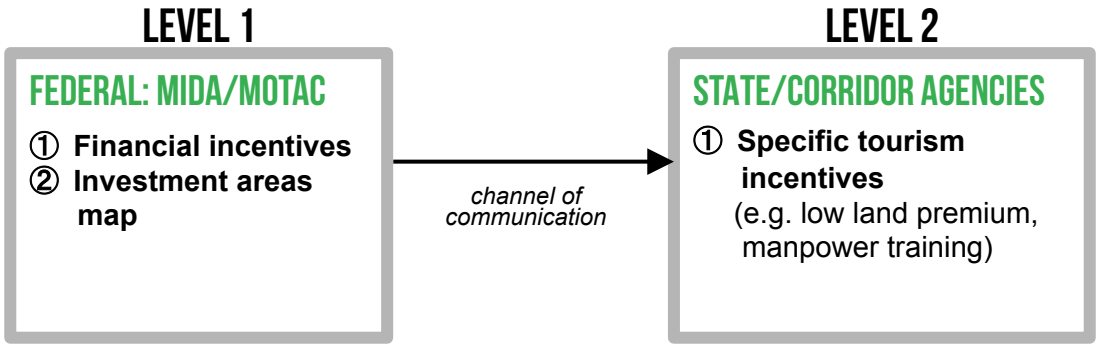
To reform existing procedures for investments in ecotourism to meet international standards in terms of ease in doing business.

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.	

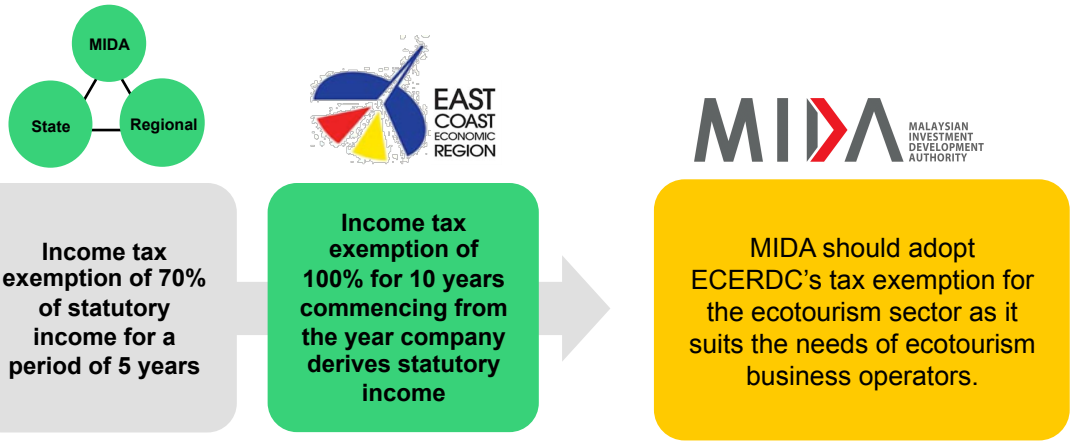
DETAILED ACTION 1

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		IMPLEMENTATION AGENCIES
1.	Realign and expand the scope of existing tourism incentives beyond tax holidays to match the specific needs of potential ecotourism investors.	**Lead** ▪ MIDA ▪ MOTAC **Supporting** ▪ MNRE ▪ Regional Corridors ▪ UPEN ▪ KePKAS ▪ MOT Sarawak ▪ Tourism Malaysia ▪ State Investment Agencies ▪ DCG
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.	

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.

STATE AGENCIES

- UPEN
- PA agencies
- Local Authority

Collaborate with

- MOTAC
- MIDA
- Tourism Malaysia
- Regional Corridors

- 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.	**Lead:** ▪ MOTAC ▪ MOF **Supporting:** ▪ MITI ▪ UKAS ▪ MIDA ▪ Development Bank ▪ SME Bank ▪ Tourism Malaysia ▪ MYCEB ▪ Event Organisers
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.	

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

MOTAC

To develop

Star Rating Criteria for
ECOLODGE

To enable ecolodges to qualify for foreign equity incentives

4 - 5 star ecolodges qualify for

100% FOREIGN OWNERSHIP

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

09 ACTIONS

TC1:
INTRODUCING A PROTOCOL FOR ECOTOURISM CONCESSIONS THAT ENHANCES THE QUALITY OF THE TOURIST EXPERIENCE IN NATIONAL PARKS AS WELL AS ENSURE SUSTAINABLE FINANCING

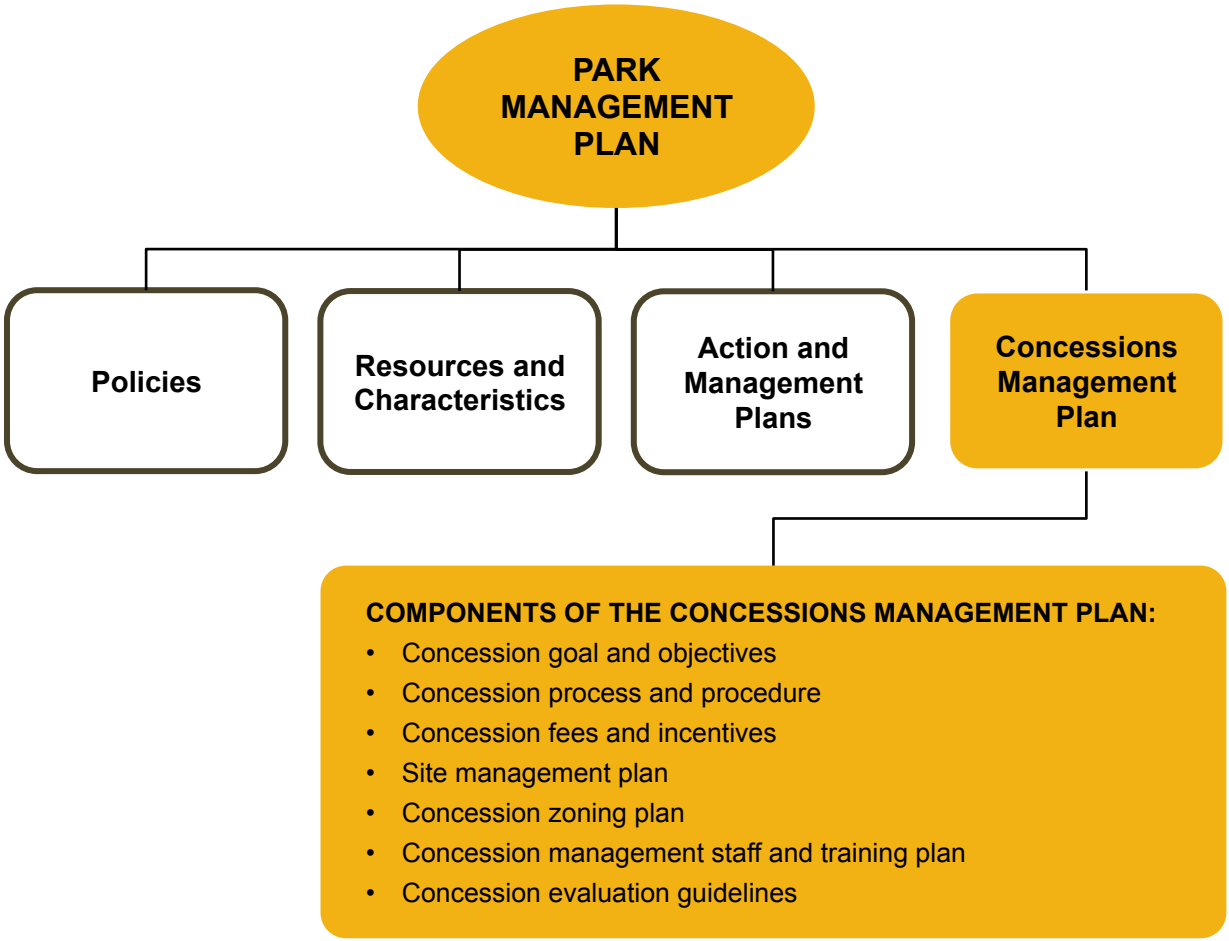
OBJECTIVE

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		IMPLEMENTATION AGENCIES
1.	Embrace tourism concessions as the opportunity to create a sustainable form of financing conservation in national parks.	**Lead:** ▪ MNRE and its related agencies ▪ KepKAS ▪ MRPE ▪ MOA **Supporting:** ▪ State Forestry Departments ▪ UPEN ▪ SFC ▪ Sabah Parks / SWD / SFD ▪ Dept. of Fisheries ▪ MOF
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.	

DETAILED ACTION 3

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



9

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		IMPLEMENTATION AGENCIES
1.	Provide special training programmes for national park managers to be trained in managing tourism and concessions.	**Lead:** ▪ MNRE and its related agencies ▪ KePKAS ▪ MRPE ▪ MOA **Supporting:** ▪ State Forestry Departments ▪ UPEN ▪ SFC ▪ Sabah Parks / SWD / SFD ▪ Dept. of Fisheries ▪ MOF
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.	

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**	▪ MNRE/MOTAC
2	**Programme:** Special Training for PA manager	**TOURISM TRAINING** **Scope/Module:** ① Visitor management ② Hospitality ③ Services **CONCESSION TRAINING** **Scope/Module:** ① Managing cases (either tenders or applications) ② Completing reports ③ Drafting contracts/tender ④ Critically review applications ⑤ Monitoring concession operations
3	**Master Trainers**	▪ MOTAC ▪ Tourist guide associations ▪ Local universities ▪ Etc. ▪ Sabah Park ▪ EPU ▪ Etc.
4	**Targeted Trainees**	▪ Related PA managers (Manager, Ranger, Front Desk etc)
5	**Methods of Training**	▪ Hands on Training ▪ Practical /Internship Training
6	**Training Frequency**	▪ Twice a year
7	**Expected Outcomes**	▪ 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

33 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.	**Lead:** ▪ MOTAC ▪ MNRE **Supporting:** ▪ Members of the National Ecotourism Committee
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.	

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
- Advice the Cabinet on legislative issues related to ecotourism
- Include specific ecotourism custodians

PROPOSED ADDITIONAL COMMITTEEMEMBERS

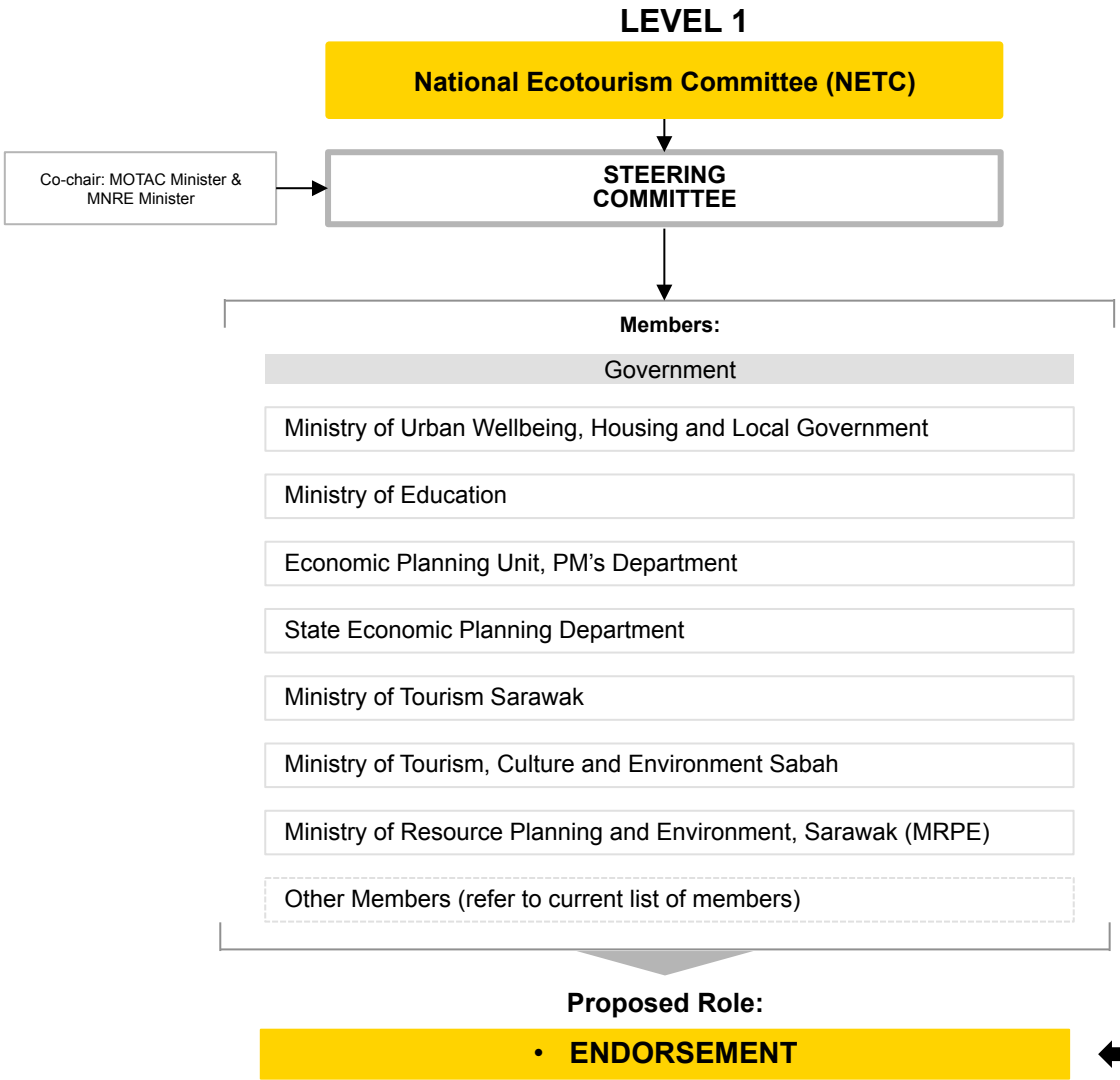
- **Related Protected Area Agencies From Sabah and Sarawak**

Sarawak Forestry Department | Sarawak Forestry Corporation | Sabah Parks | Sabah Wildlife Department | Sabah Forestry Department | Yayasan Sabah Group

- **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)

PENINSULAR WORKING GROUP	SABAH WORKING GROUP	SARAWAK WORKING GROUP
Co-Chair: Secretary General MOTAC & MNRE	Chair: Permanent Secretary KePKAS	Co-Chair: Permanent Secretary MOTS & MRPE
Members:	**Members:**	**Members:**
Government	**Government**	**Government**
Department of Wildlife and National Parks (PERHILITAN)	Sabah Parks	Sarawak Forestry Cooperation
Department of Marine Park Malaysia	Yayasan Sabah	Forest Department Sarawak
Department of Environment	Sabah Wildlife Department	State Economic Planning Unit
State Economic Planning Units	State Economic Planning Department	Sarawak Tourism Board (STB)
Economic Corridors (ECERDC, NCIA, IRDA	Sabah Tourism Board (STB)	Sarawak Biodiversity Centre
Tourism Malaysia	**Tourism Industry/NGO**	**Tourism Industry/NGO**
State Forestry Departments	Tour Operator Association	Sarawak Tourism Federation
Other related agencies	Guide Association	Sarawak Tourist Guide Association
Tourism Industry/NGO	Persatuan Homestay Malaysia	Sarawak Homestay Owners Association
Tour Operator Association	Other NGOs (MEA, WWF, MNS)	Other NGOs (MEA, WWF, MNS)
Guide Association	**Local Community**	**Local Community**
Persatuan Homestay Malaysia	National CBET Network	National CBET Network
Other NGOs (MEA, WWF, MNS)		
Local Community		
National CBET Network		

WORK ON EXISTING AND PROPOSED ADDITIONAL ROLES

SY2:
ESTABLISHING A MALAYSIAN COMMUNITY-BASED ECOTOURISM NETWORK TO IMPROVE REPRESENTATION AND SHARE BEST PRACTICE

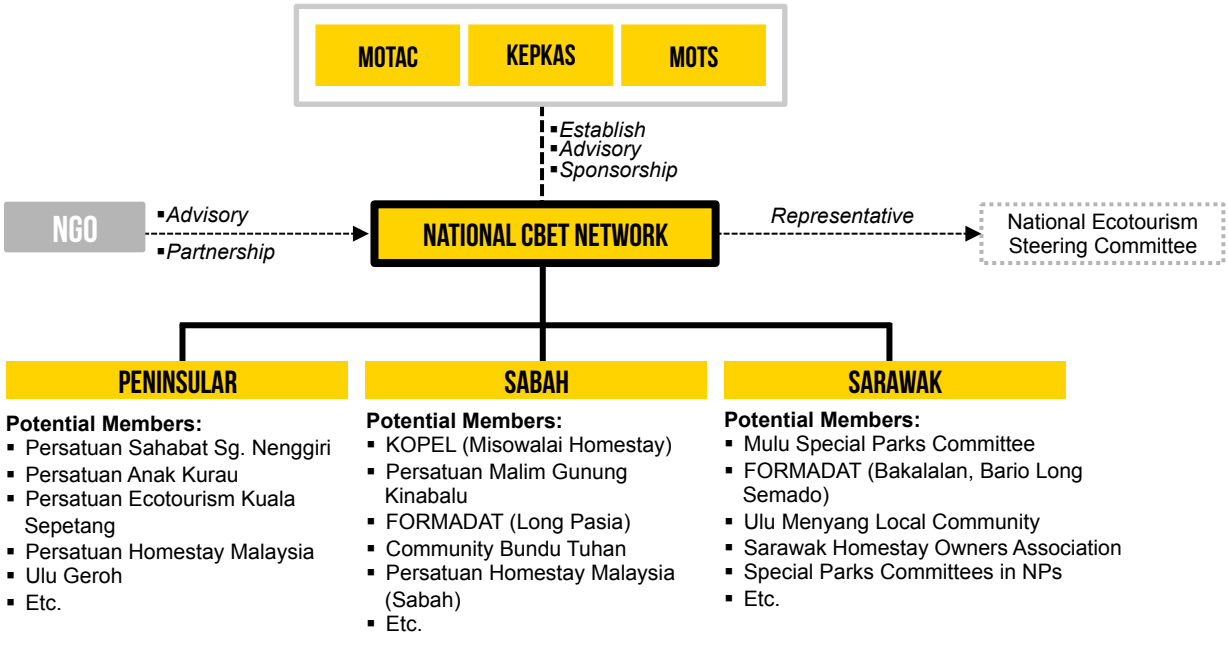
OBJECTIVE
To establish a national platform for the sharing of experiences and best practice in community-based ecotourism.

ACTIONS		IMPLEMENTATION AGENCIES
1.	Establish a community-based ecotourism network driven by CBET operators.	**Lead:** ▪ CBET Network **Supporting:** ▪ MOTAC ▪ KKLW ▪ MNRE ▪ KePKAS ▪ Relevant NGOs ▪ Local Universities
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.	

DETAILED ACTION 1

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

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



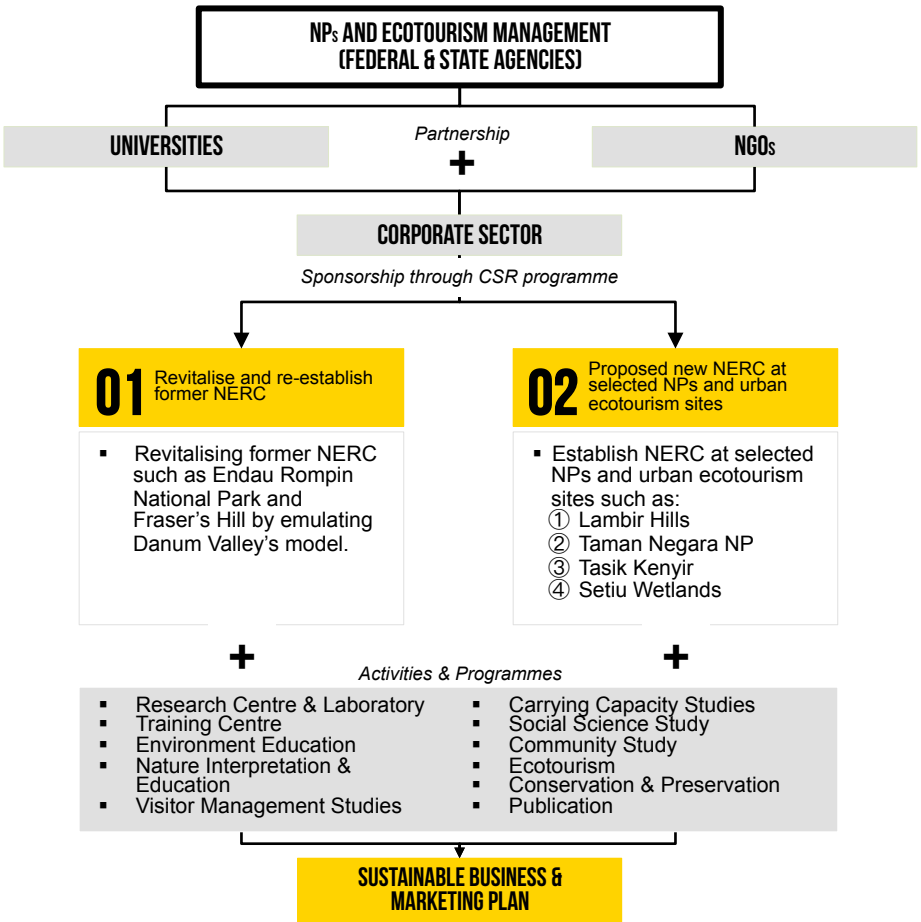
SY3:
CONSOLIDATING RESEARCH THROUGH THE RE-ESTABLISHMENT OF EDUCATIONAL RESEARCH CENTRES IN SELECTED NATIONAL PARKS

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.	**Lead** ▪ MNRE ▪ PA agencies in Sabah and Sarawak **Supporting** ▪ MOHE ▪ MNS ▪ WWF Malaysia ▪ Local Universities ▪ Regional Corridors ▪ Local NGOs ▪ Corporate Sector
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.	

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		IMPLEMENTATION AGENCIES
1.	Identify keystone sites according to the 60 ecotourism clusters	**Lead:** ▪ MOTAC ▪ MNRE and its related agencies **Supporting:** ▪ PA agencies in Sabah and Sarawak ▪ NGOs ▪ JPBD ▪ Sarawak State Planning Authority ▪ Land & Survey Department ▪ State EPUs ▪ Jabatan Warisan Negara ▪ DCG
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.	

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

Process for SAP formulation under the Town and Country Planning Act 1976

Publicity in connection with preparation of Draft SAP

↓

Preparation of Draft SAP

↓

Publicity and public inspection of Draft SAP (inspection period not less than 4 weeks)

↓

Public inquiries and hearings

↓

Approval or rejection of Draft SAP

↓

Gazette SAP

SARAWAK

LAND & SURVEY DEPARTMENT

Prepare non-statutory plans

↓

Design brief & design guide for non-protected areas:

- Mangroves & Wetlands (i.e. RAMSAR sites)
- Rivers
- Etc.

Endorsed by:

↓

STATE PLANNING AUTHORITY

↓

Recognised as law

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

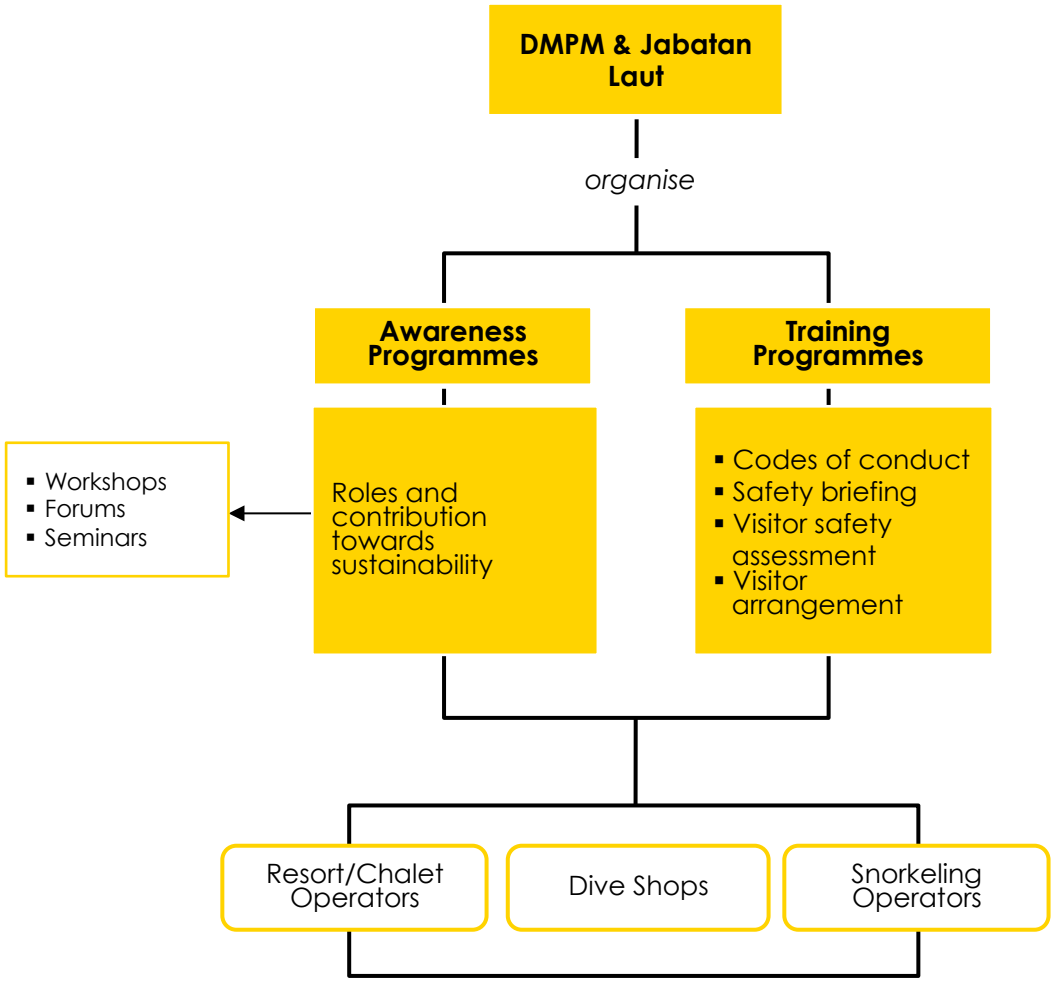
OBJECTIVE

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		IMPLEMENTATION AGENCIES
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.	**Lead:** ▪ DMPM ▪ Sabah Parks ▪ Sarawak Forestry Corporation **Supporting:** ▪ MOTAC ▪ Local Authorities ▪ Perbadanan Taman Negara Johor ▪ NGOs ▪ Local Communities ▪ Corporate Sector
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.	

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

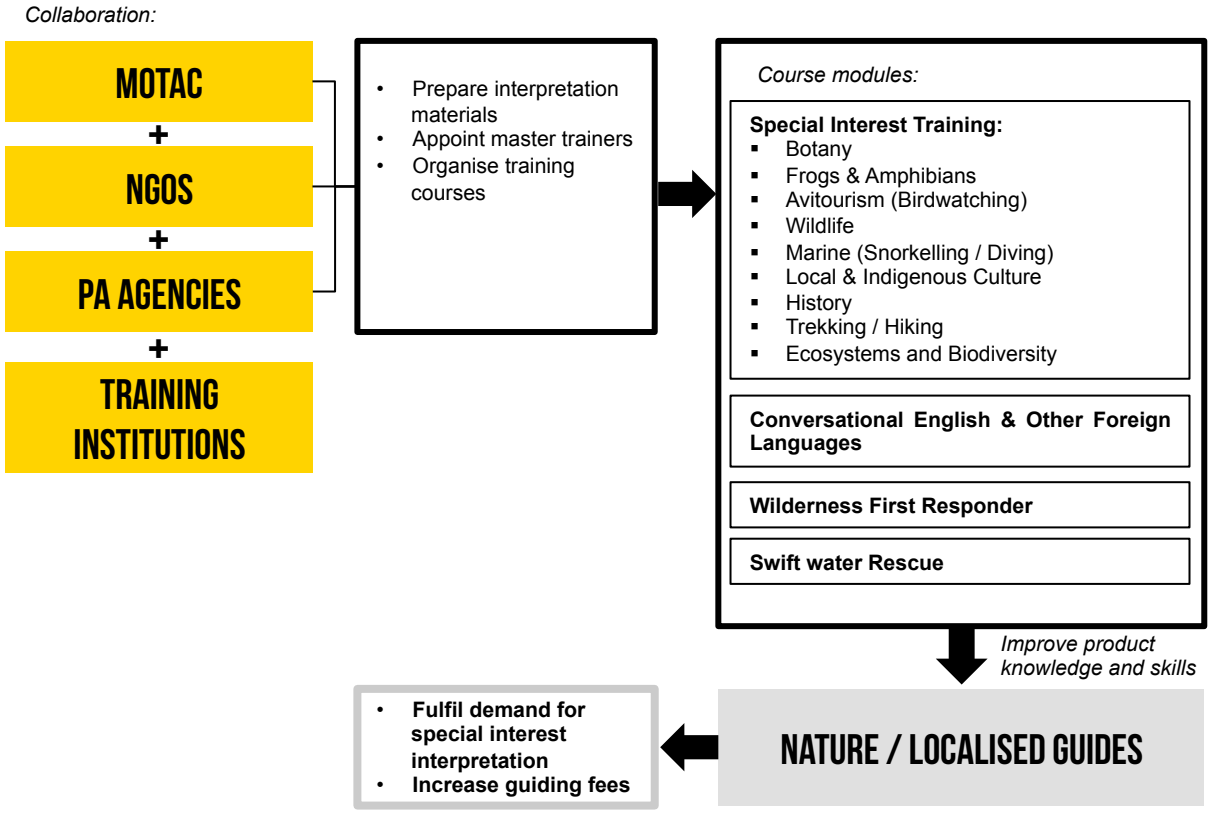
OBJECTIVE
To support continuous development of local nature guides to provide high quality guiding and interpretation.

ACTIONS		IMPLEMENTATION AGENCIES
1.	Institutionalise specialised training courses for nature guides to enhance product knowledge and communication skills for special interest tourism.	**Lead:** ▪ MOTAC **Supporting:** ▪ MTGC ▪ State TGAs ▪ PA Agencies ▪ Guide Associations ▪ NGOs ▪ Private Sector ▪ KKLW ▪ Jabatan Pembangunan Kemahiran
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.	

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.



SY7:
SCALING UP HOMESTAYS AS STAGING POINT TO ECOTOURISM SITES

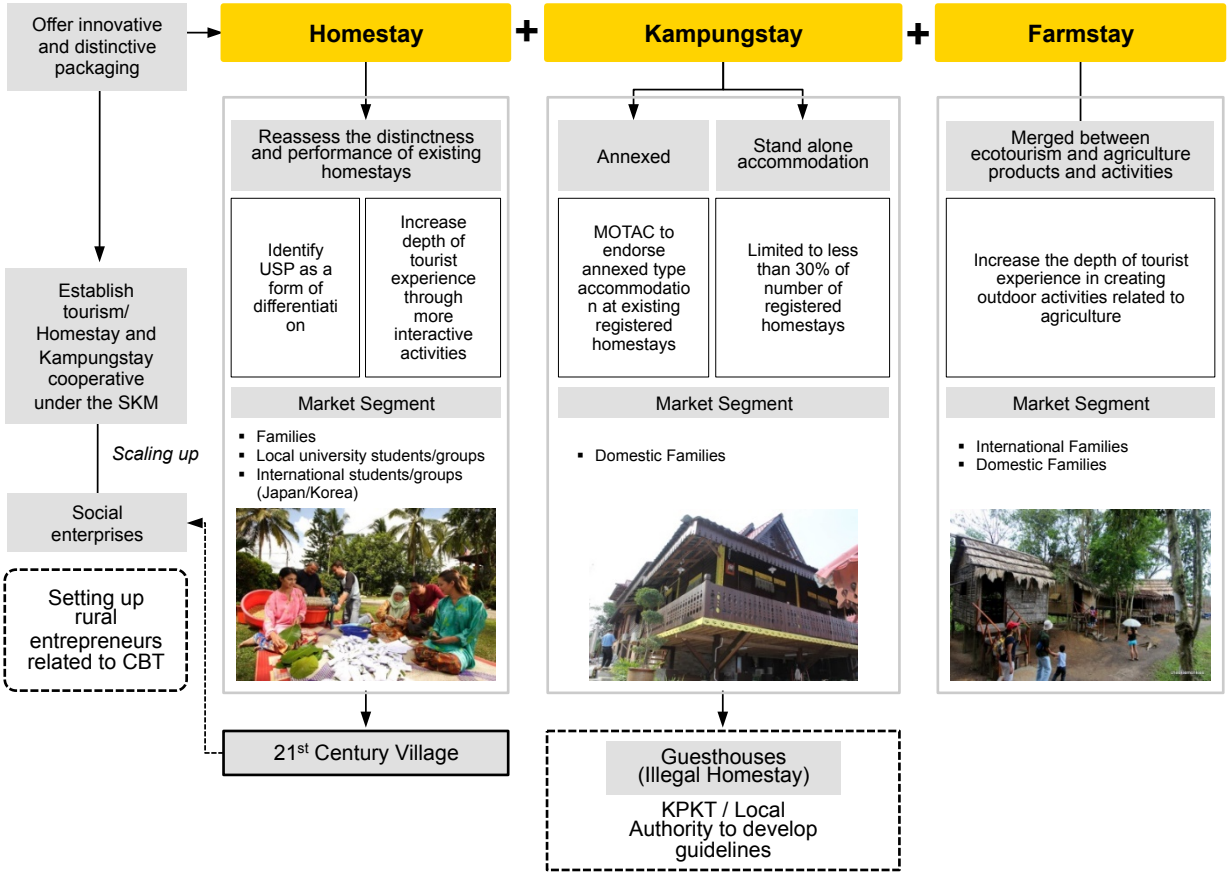
OBJECTIVE

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	**Lead Agency** ▪ MOTAC **Supporting Agencies** ▪ PHM ▪ KKLW ▪ MOA ▪ MNRE and its agencies ▪ MTGC ▪ State TGAs ▪ Sabah Parks / SWD / SFD ▪ KPSAS ▪ SFC ▪ International donors
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	

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

26 ACTIONS

EM1:
LEVERAGING ON MAINSTREAM TOURIST FLOWS BY HIGHLIGHTING SOFT ECOTOURISM AND URBAN ECOTOURISM PRODUCTS WITH EASY ACCESS FROM MAJOR CITIES

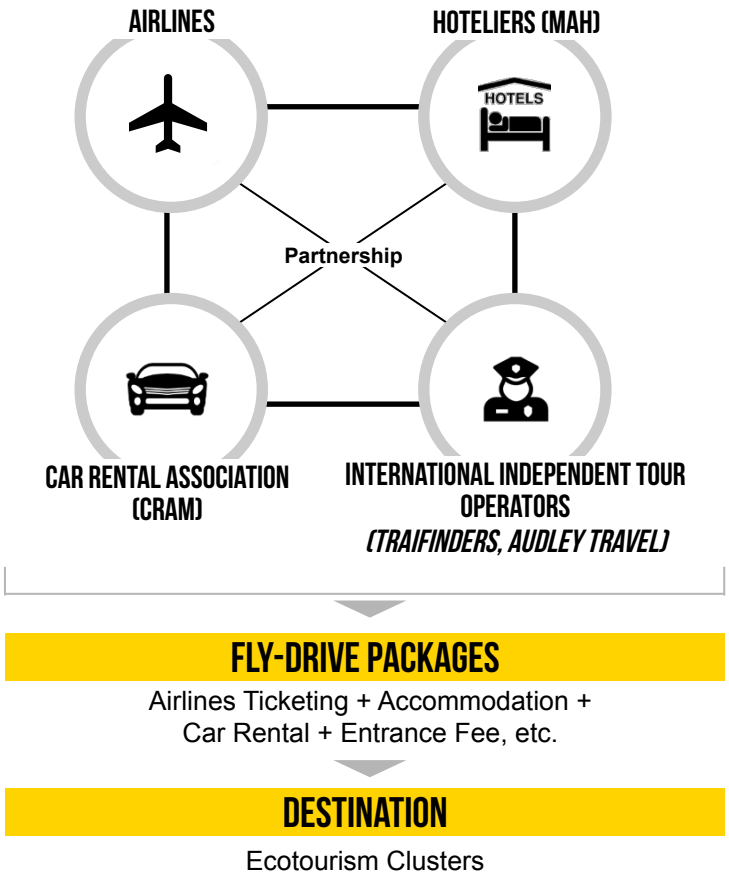
OBJECTIVE

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.	**Lead:** ▪ Tourism Malaysia **Supporting:** ▪ Sabah Tourism Board ▪ Sarawak Tourism Board ▪ PLUS ▪ FINAS ▪ Airlines ▪ MAH ▪ CRAM ▪ KTMB
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	

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.	**Lead:** ▪ MYCEB **Supporting:** ▪ Malaysian Sports Tourism Council ▪ State Convention Bureaus ▪ Malaysian Scuba Diving Association ▪ Other related associations ▪ Eco-Adventure Operators ▪ MDEC
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.	

DETAILED ACTION 3

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

Status of Market:
- Students from universities and international schools and youth groups who are interested in conservation, biodiversity, voluntourism, etc.

Geographic/ Demographic	**Southeast Asia (Philippines, Singapore, Indonesia, Thailand)**	**Students**
Interests	Conservation and biodiversity education, voluntourism, ecotourism	
Conditions	**Settings/Facilities**	
	Direct flights from primary Southeast Asian cities to secondary cities near ecotourism sites	
	Development of a Research and Interpretation Centres in ecotourism sites	
	Events to attract students during school holidays	
Locations	Both terrestrial and marine ecotourism sites, prioritising National Parks	
Approach	Develop voluntourism packages with local communities and international schools/universities	
	International safety certification of camp sites, accommodation, diving facilities, etc.	
	Specialist tour guides for school trips, voluntourism programmes and conservation/biodiversity education	

Aspirations:
- Malaysia as an ecotourism destination that emphasises conservation education and local community participation

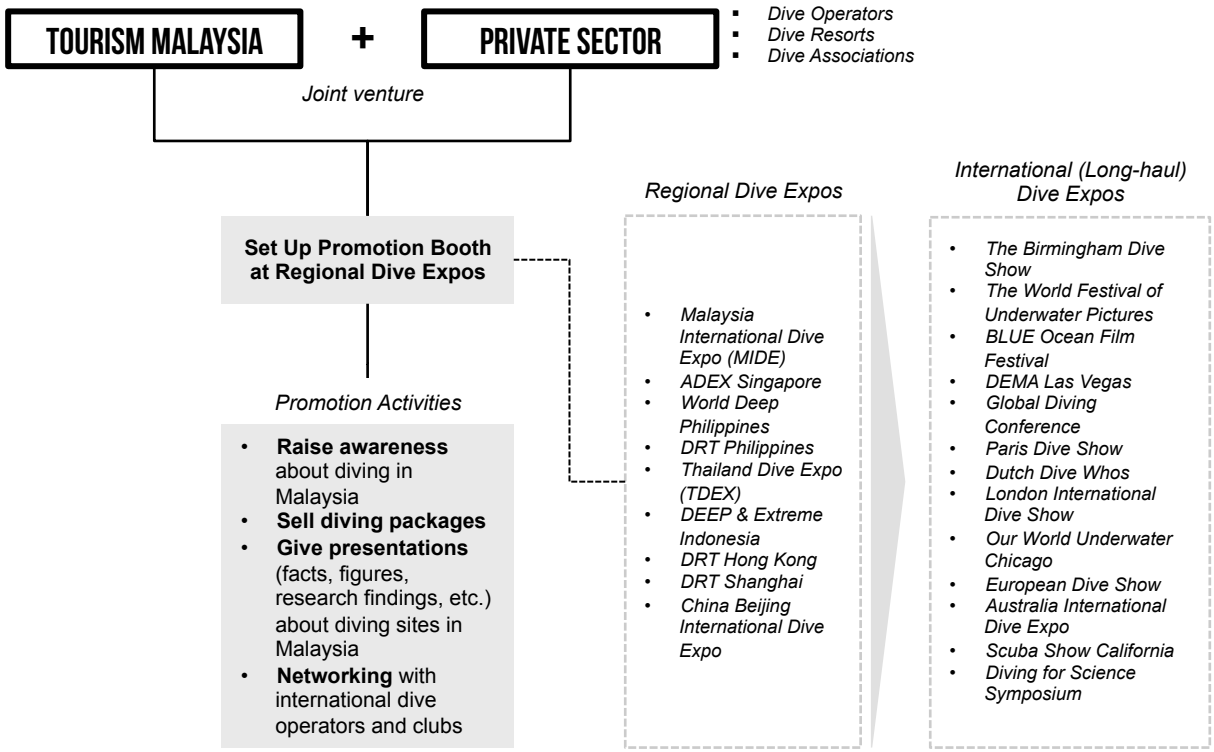
EM3:
PROMOTING SPECIAL INTEREST ECOTOURISM THROUGH APPROPRIATE CHANNELS

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.	**Lead Agency** ▪ Tourism Malaysia **Supporting Agencies** ▪ MMU ▪ Universities ▪ NGOs ▪ State Tourism Agencies ▪ Private Sector ▪ Universities ▪ DCGs
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	

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 THOUGH 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.	**Lead Agencies** ▪ Tourism Malaysia ▪ MOTAC **Supporting Agencies** ▪ MEA ▪ Private Sector
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.	

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.

Existing Categories (2015)

- Best Local Tour Operator
- Best Foreign Tour Operator
- Best Tourism Article
- Best Tourism Publication
- Best Hotel Services
- Best Tourist Attraction
- Best Tour Package
- Best Tourist Guide
- Innovative Shopping Centre
- Best Homestay
- Best Spa
- Innovative Restaurant
- Best Travel Documentary on Malaysia
- Best Online Promotion of Malaysia

Expand

Proposed Ecotourism Categories

- Best Ecolodge
- Best Ecocamp
- Best Eco-Adventure Operator
- Best Nature Guide
- Best Local Guide
- Best Community-Owned Ecotourism Enterprise
- Best Community Engagement & Development Project
- Best Protection and Conservation Programme

Based on these criteria

Criteria of Ecotourism Categories

- Sustainability
- Respect nature
- Benefits local communities
- Contribution to conservation
- Components of education and awareness

Award winners to be offered special ecotourism product development grants



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.	**Lead Agency** ▪ Tourism Malaysia **Supporting Agencies** ▪ State parks corporations ▪ MNRE and its agencies ▪ Sabah Parks ▪ SFC ▪ DCG ▪ NAPIC
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.	

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

05 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.	**Lead:** ▪ MOTAC **Supporting:** ▪ MOTS ▪ KePKAS ▪ UPEN (all states) ▪ Local Authority ▪ DCG
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.	

DETAILED ACTION 1

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

01



Taiping-Batu Kurau-Bukit Merah Ecotourism Cluster

02



Setiu-Merang-Penarik Ecotourism Cluster

03



Kota Kinabalu-Papar-Beaufort-Klias-Kuala Penyu-Menumbok-Sipitang-Long Pasia Ecotourism Cluster

04



Sandakan-Kinabatangan Ecotourism Cluster

05



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

06



Miri-Sibuti-Niah-Loagan Bunut Ecotourism Cluster

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

Model for

Proposed **CONCEPTUAL CLUSTERS**

54 Ecotourism Clusters

Content

- Keystone
- Supporting Product
- Tourist Flows
- Market



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
KEDAH	2. Jitra - Alor Setar - Gunung Jerai
	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
SABAH	53. Kota Kinabalu - Papar - Beaufort - Klias - Kuala Penyu - Menumbok - Sipitang - Long Pasia
	54. Sandakan - Kinabatangan
	55. Kota Kinabalu - Kota Belud - Kota Marudu - Kudat
	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

Perak

01



Taiping-Batu Kurau-Bukit Merah
Ecotourism Cluster

Mature Cluster

Terengganu

02



Setiu-Merang-Penarik
Ecotourism Cluster

Mature Cluster

Sabah

03



Kota Kinabalu-Papar-Beaufort-Klias-Kuala Penyu-Menumbok-Sipitang-Long Pasia
Ecotourism Cluster

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



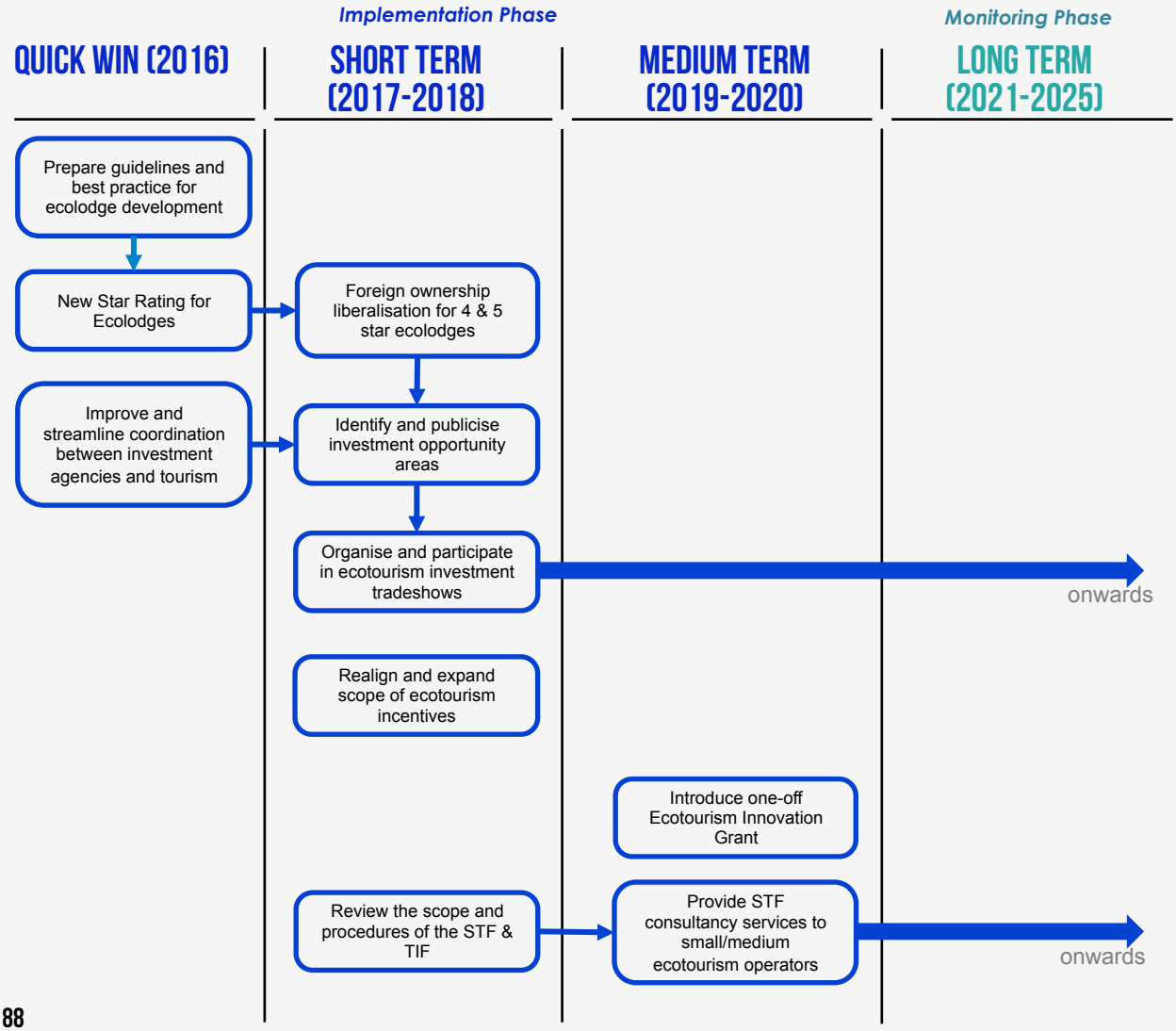
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SUMMARY AND IMPLEMENTATION PLAN

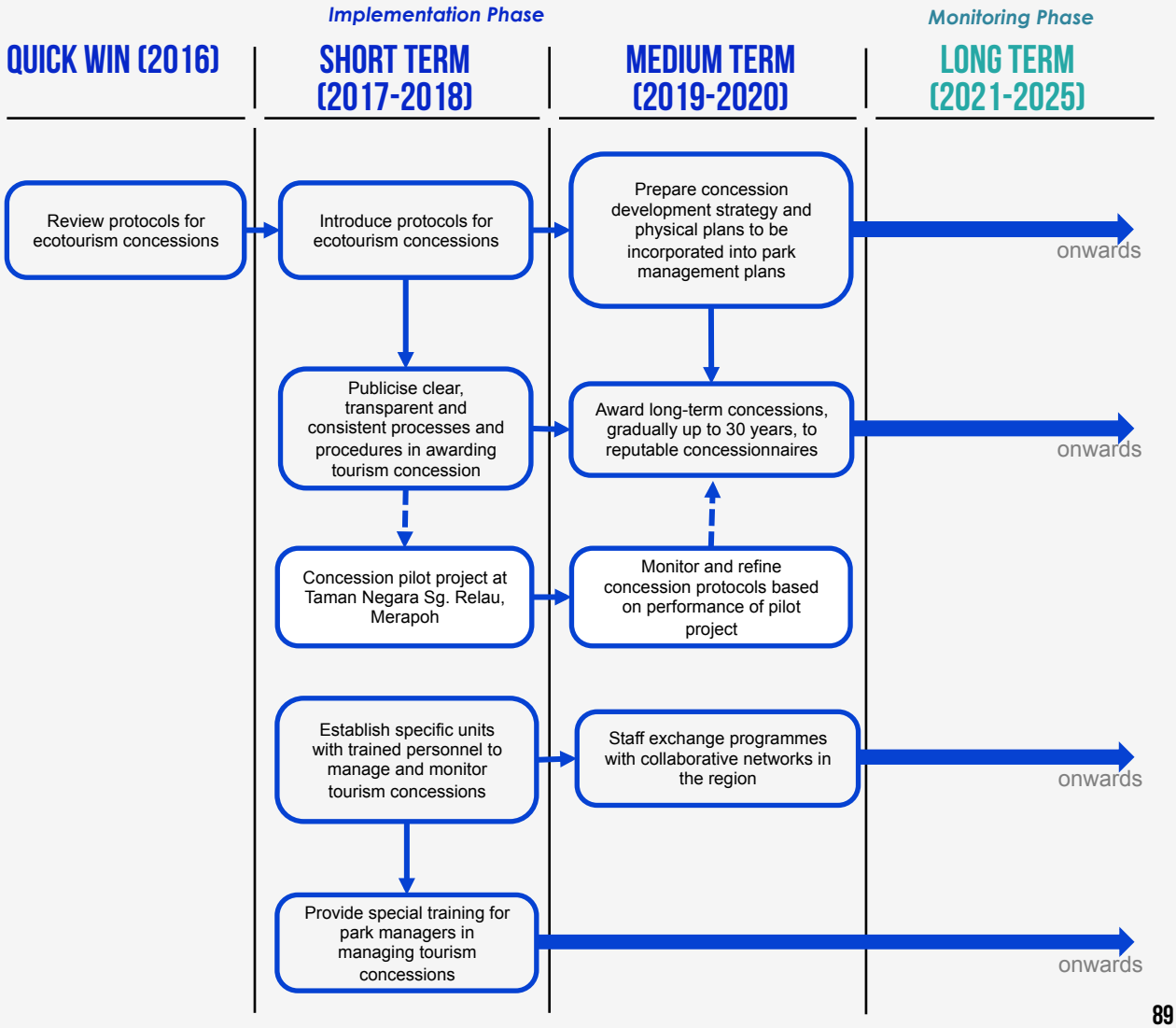


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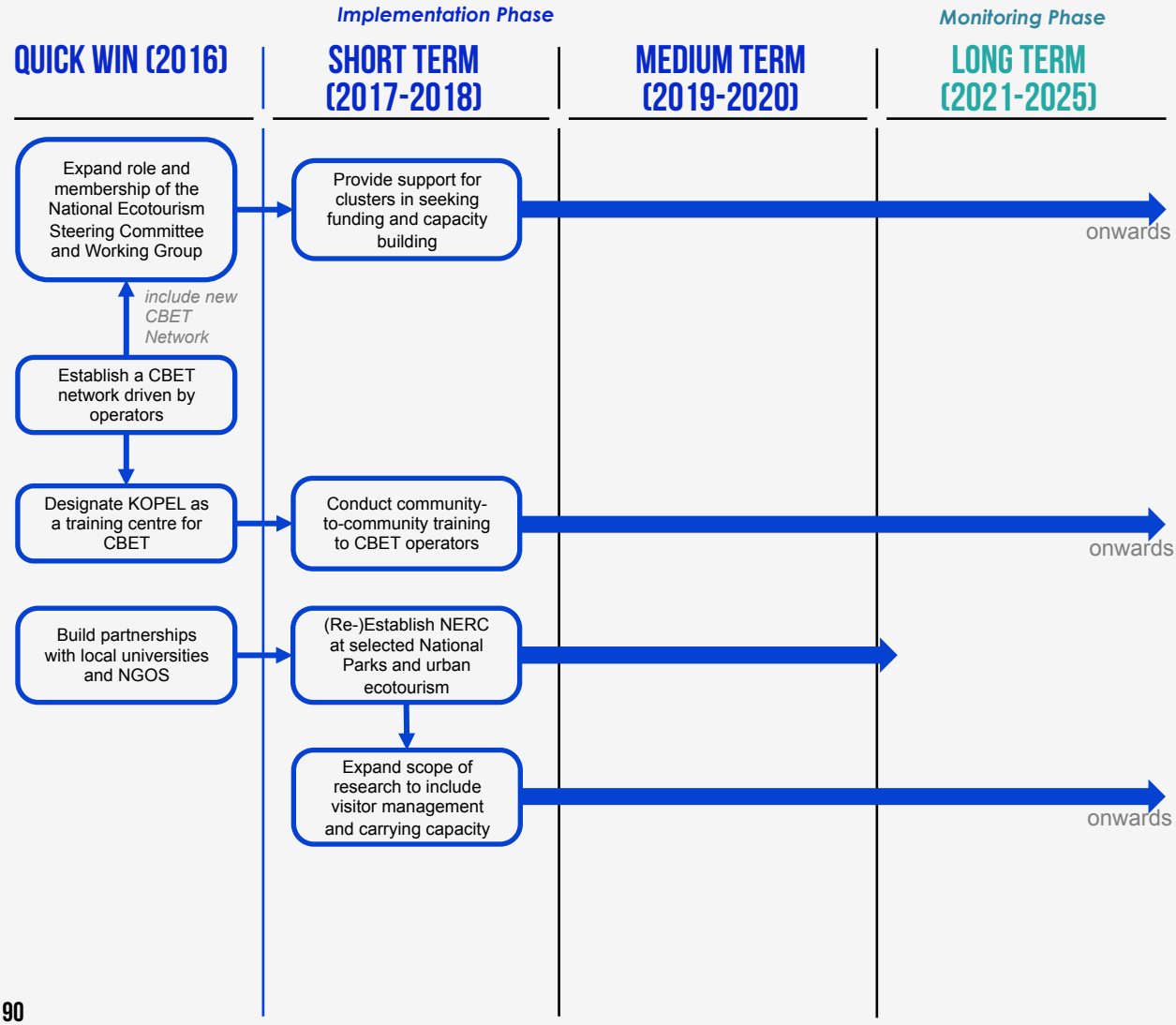
INVESTMENTS IN ECOTOURISM



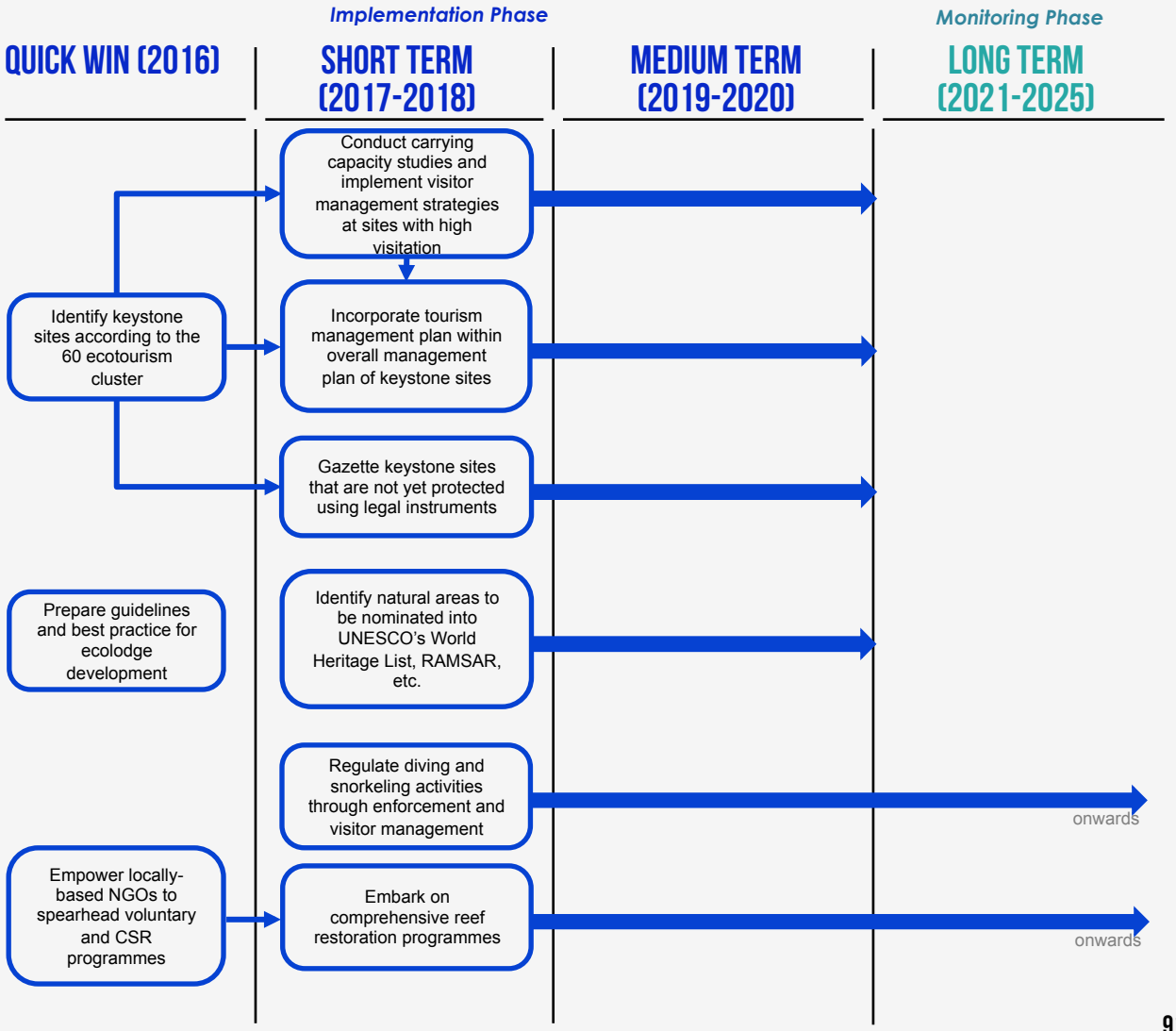
TOURISM CONCESSIONS IN NATIONAL PARKS



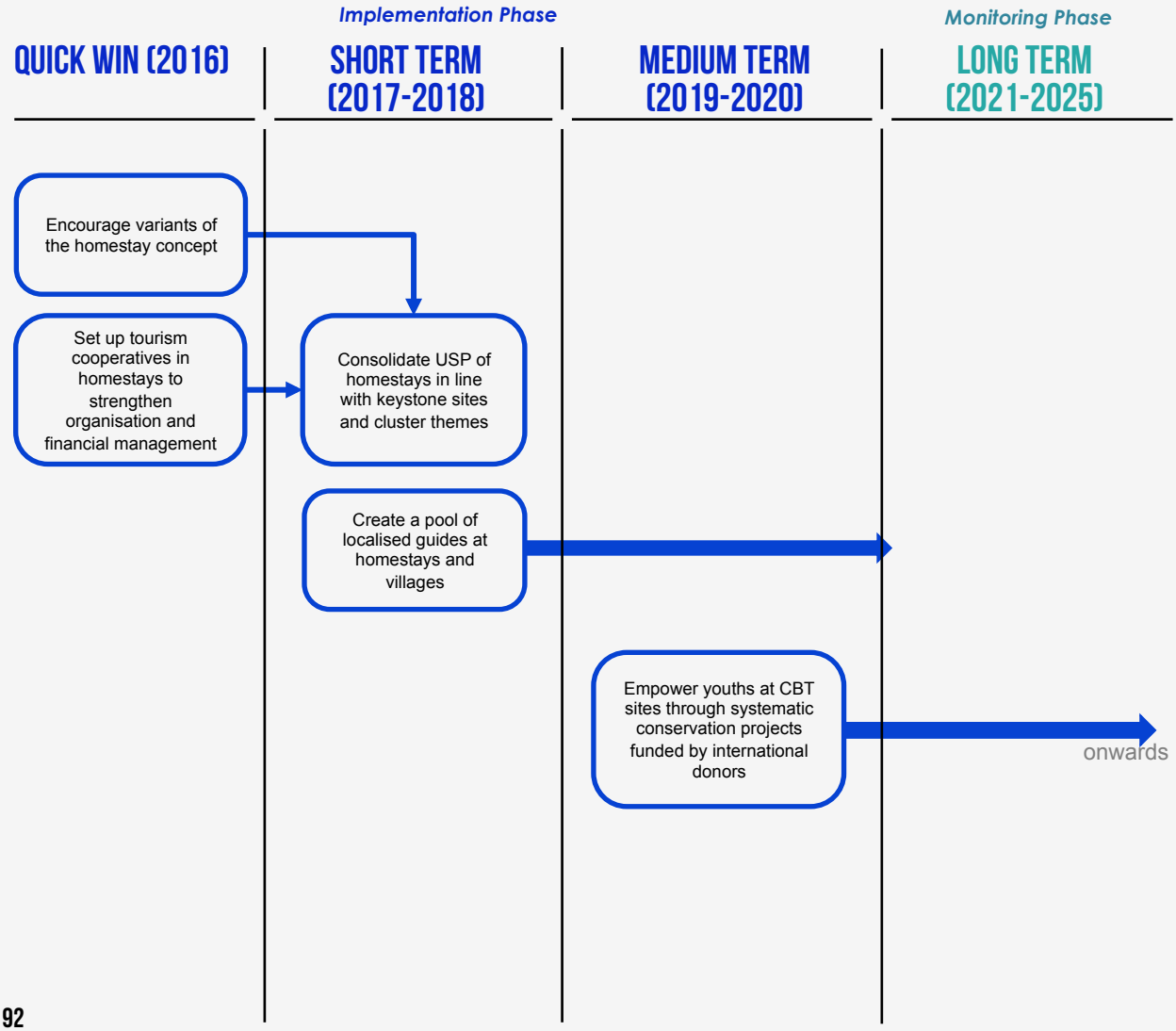
SYNERGY BETWEEN ECOTOURISM AND CONSERVATION



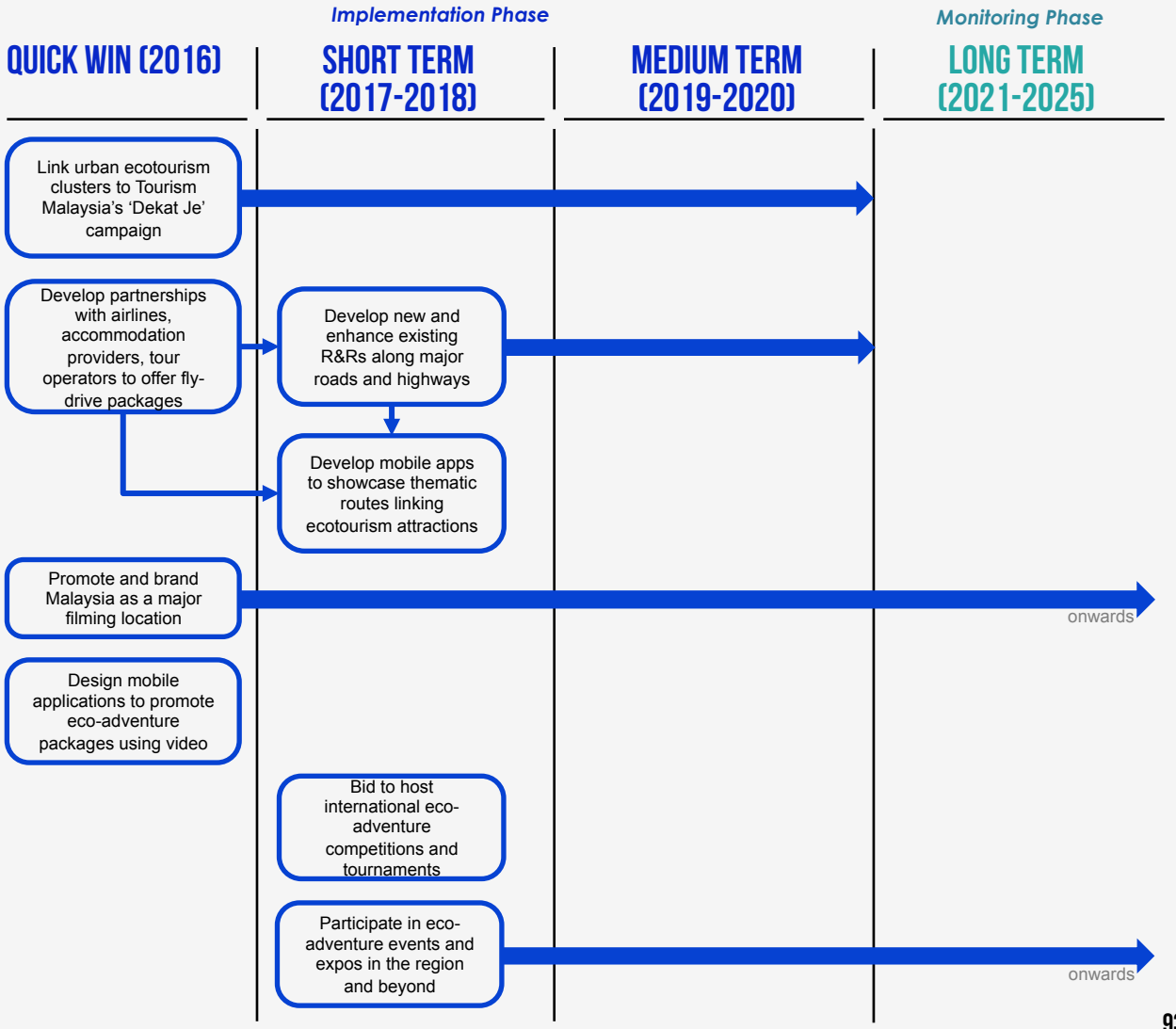
SYNERGY BETWEEN ECOTOURISM AND CONSERVATION (CONT.)



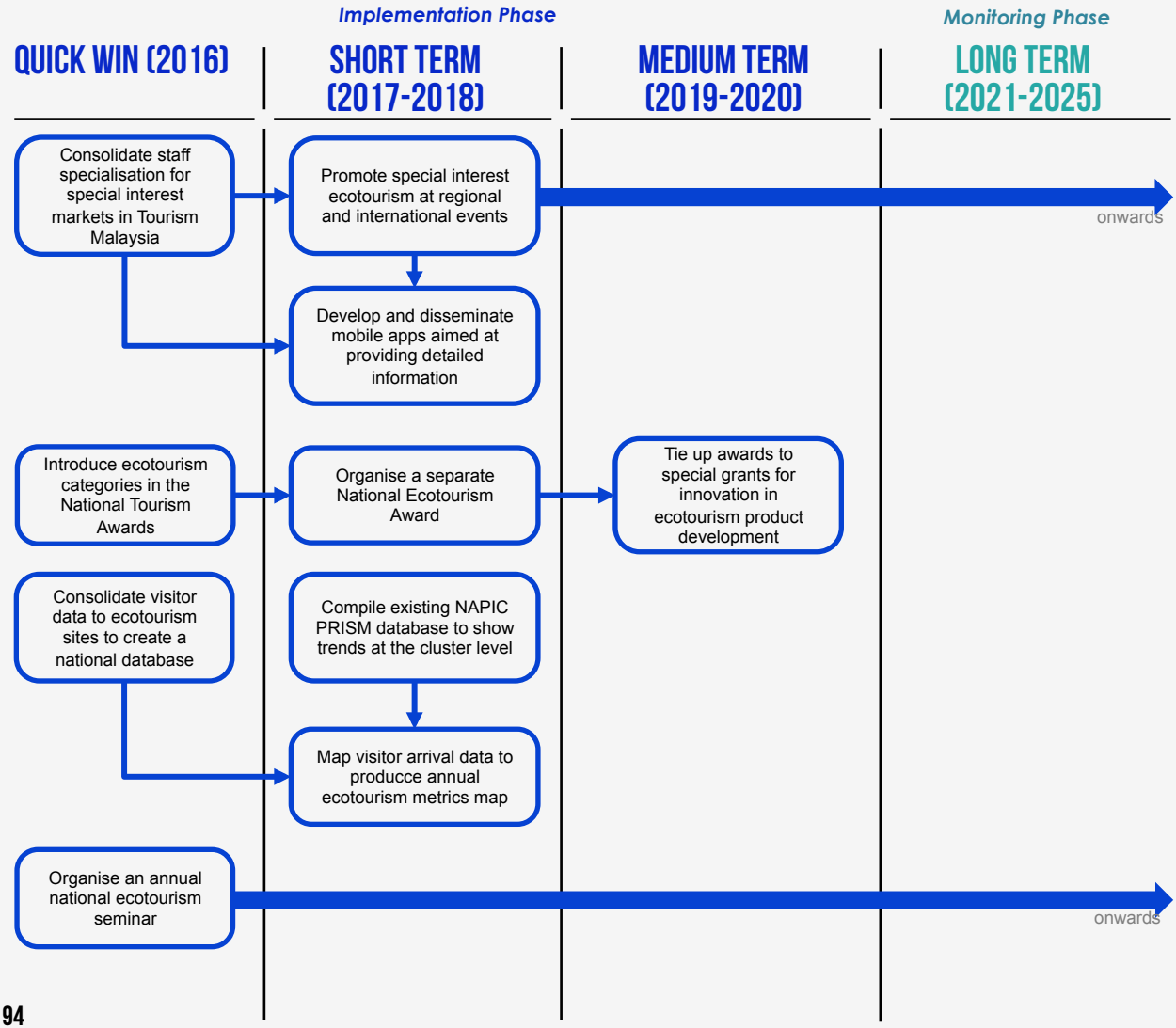
SYNERGY BETWEEN ECOTOURISM AND CONSERVATION (CONT.)



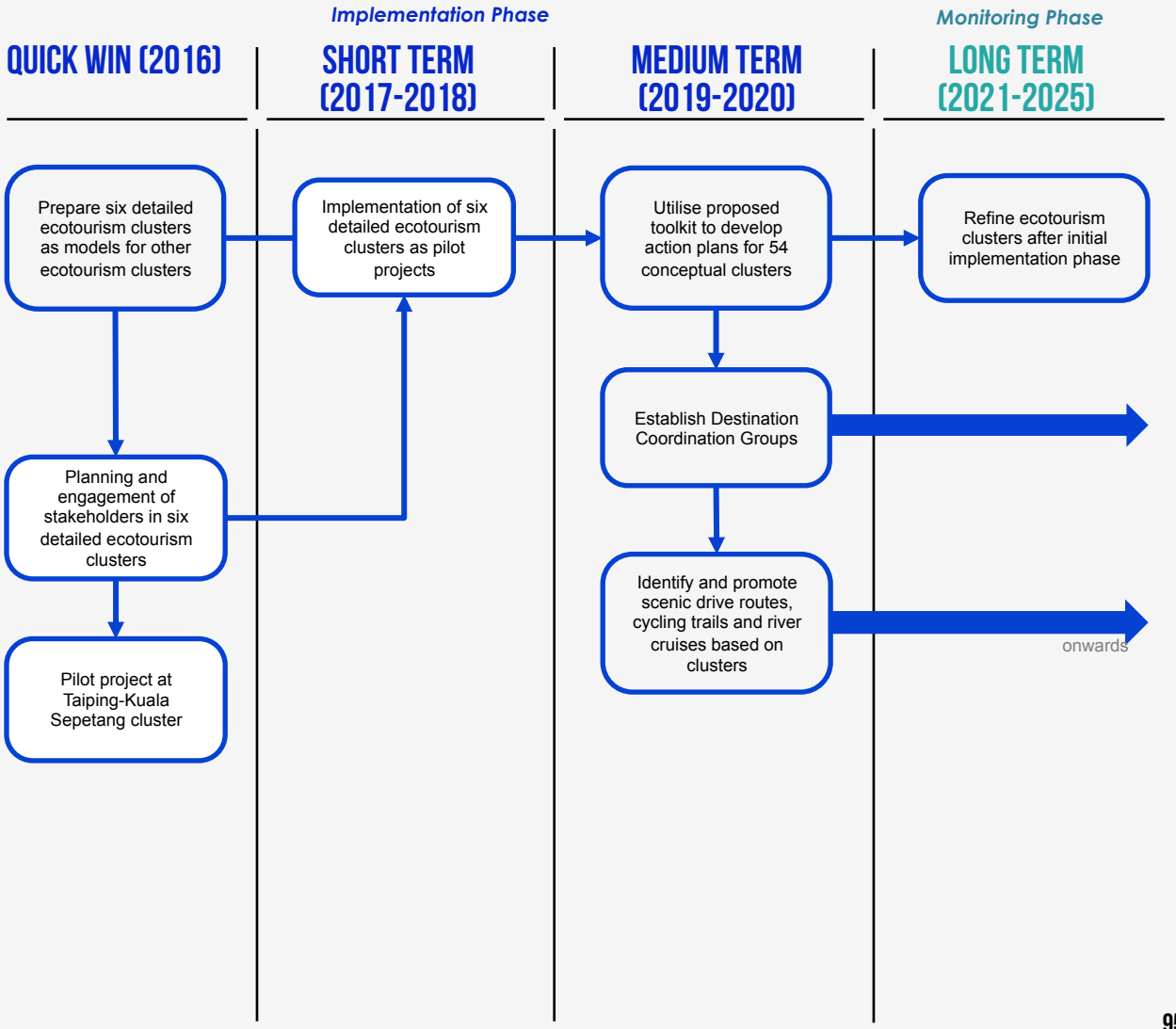
ECOTOURISM MARKETING AND PROMOTION



ECOTOURISM MARKETING AND PROMOTION



ECOTOURISM CLUSTERS





MINISTRY OF TOURISM AND CULTURE MALAYSIA (MOTAC)

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