Malaysia’s Experience and Best Practices in Sustainable Ecotourism

Submitted by: Malaysia
APEC ECOTOURISM CONFERENCE

Malaysia Experience and Best Practices in Sustainable Ecotourism.

LOI YOUNG CHIN
DIRECTOR
POLICY AND PLANNING
MINISTRY OF TOURISM, MALAYSIA
CLOYOUNG@MOTOUR.GOV.MY
www.motour.gov.my

MALAYSIA TOURISM PERFORMANCE
NATIONAL TOURISM POLICY: SHIFTING PARADIGMS AND STRATEGIC ADAPTATIONS

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

OBJECTIVE

1. To develop a sustainable tourism industry in order to generate a major source of income for the country

2. To promote the tourism sector professionally, efficiently and continuously to meet the needs and preferences of foreign and local tourists

3. To strengthen and upgrade a quality service delivery system in order to ensure tourist satisfaction
ECOTOURISM

Ecotourism is “responsible travel to natural areas which conserves the environment and improves the welfare of the local people”. (The Ecotourism Society)

It is expected that Ecotourism create a virtuous cycle between environment protection and economic revitalization.

National Ecotourism Plan

DEFINITION OF ECOTOURISM

Ecotourism is “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present), that promotes conservation, has low visitors impact, and provides for beneficially active socio-economic involvement of local populations”
### ELEMENTS OF ECOTOURISM

- Preventing damage as far as possible
- Benefits for the people of the area
- Low impact on the environment and local culture
- Repairing whatever damage is unavoidable

#### SUSTAINABLE DEVELOPMENT

### WHY ECOTOURISM

<table>
<thead>
<tr>
<th>75%</th>
<th>Malaysia Forested Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>Virgin Rainforest in Malaysia</td>
</tr>
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</table>

**Rich with natural and cultural wonders**
UNESCO World Natural Heritage Sites

Mount Kinabalu
Mulu Caves
Langkawi Geo Park

http://www.langkawigeopark.com.my/

Mount Kinabalu

Mulu Caves
http://www.forestry.sarawak.gov.my/forweb/nr/nr/mulu.htm
Developing Malaysia’s vast ecotourism potential involves careful planning and effective implementation. The National Ecotourism Plan has therefore been adopted to provide policy and development guidelines in line with the overall sustainable development of the country and promote ecotourism as a tool for conservation.
NATIONAL ECOTOURISM PLAN

• Developed together with World Wide Fund for Nature (WWF) Malaysia in 1996

• Aims to assist the Government (Federal & State) in the development of Malaysia’s ecotourism potentials

• Appropriate instrument within the overall sustainable development of Malaysia

• Effective tool for conservation of the natural and cultural heritage of the country providing socio-economic benefits to local communities

• 7 volumes and 25 Booklets (can be downloaded from www.motour.gov.my/download)

7 Volume/25 Guidelines

Executive Summary
The National Ecotourism Plan
Ecotourism Potential: Site Listing
Ecotourism Guidelines for Malaysia
Current Status of Ecotourism in Malaysia
Malaysia’s place in the Region
Annexes
### 7 Volume/25 Guidelines

- To address specific activities and functions in all ecotourism areas, from the general to the specific
- To guide management of sites in specific habitats
- To form a basis for standards of best practice
- To be a foundation for continual evaluation and improvement

### Guidelines: 4 Categories

- Guidelines for Categorising Sites and Activities
- Carrying and Limits of Acceptable Change
- Guidelines according to Ecosystem
- Guidelines according to Activity
AMONG TYPES OF ECOSYSTEM

- Marine Parks and Islands
- National Parks, Reserves and Other Forests
- Mangroves Sites
- Recreational Forest Reserves
- Limestone Hills and Cave Sites
- Rivers, Waterfalls, Lakes Beach Sites

Guidelines

Guide 1: Guide for categorising sites
Guide 2: Basic requirement for all ecotourism sites; studies of carrying capacity must be carried out for every site; day-to-day management practices must be capable of modification so as to limit changes to acceptable level

Guides 3-10: These guides refer to particular ecosystems. Typically only one set of these guidelines will apply to a given ecotourism area. Or a few guidelines in large areas where several different ecosystems are represented.

Guides 11-25: These guidelines refer to specific practices which may be carried in every ecotourism area. They indicate planning needs, management practices, administrative structures, etc.
ECO TOURISM INITIATIVE

1. How to Categorize Sites and Activities
2. Carrying Capacity and Limits of Acceptable Change
3. Marine Parks and Islands
4. National Parks and Reserves
5. Mangroves
6. Recreational Forests
7. Limestone Hills and Caves
8. Rivers, Waterfalls and Lakes

9. Beaches
10. Mountains
11. Zoning, Site Plans and Architecture
12. Use of Local Accommodation
13. Accreditation
15. Codes of Ethics
16. Visitor's Responsibilities
ECO TOURISM INITIATIVE

17. Health and Safety
18. Waste Disposal
19. Local Community Participation
20. Economic Structuring
21. Assessing Tenders and Bids
22. Marketing and Promotion
23. Conservation Programmes
24. Monitoring Programmes
25. Minimising Negative Impacts

Community Based Tourism
2009
Handbook on Community Based Tourism
“How to Develop and Sustain CBT”,
December 2009

The Handbook on Community Based Tourism: “How to Develop and Sustain CBT” is designed to provide guidance for tourism/rural planners, NGOs, industry players and CBT organisations in deciding whether tourism could work for a particular community and if it is feasible, how to participate in the tourism industry and sustain it over the long term. The handbook recommends a step by step approach in which each step is supported by a list of actions. Although it is recognised that one size does not fit all, this handbook can be adapted by communities at various stages of tourism development.

www.misowalohomestay.com/
COMMUNITY BASED TOURISM

Guisi Heritage Based Tourism, Guimaras, Philippines
Seongeup Folk Village, Cheju Island, Korea
Ta Phin Village, Sapa, Vietnam
Lashihai Homestay, Lijiang, China
Saung Angklung Udjo, Bandung, Indonesia
St. Jacobs County, Toronto, Canada
Shueili Shiang Snake Kiln Ceramic Park, Nantou, Chinese Taipei
Misowalai Homestay, Kinabatangan, Sabah
Whale Watch, Kaikoura, New Zealand
Kuku Yalanji Dreamtime Walk, Mossman, Australia

Whale Watching at Kaikoura, New Zealand

Saung Angklung Udjo – From Angklung Performance to Angklung Production

Kinabatangan, Eastern Sabah
COMMUNITY PARTICIPATIONS IN HOMESTAY

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<th>STATE</th>
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<th>NO. OF PARTICIPANTS</th>
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<td><strong>TOTAL</strong></td>
<td><strong>141</strong></td>
<td><strong>236</strong></td>
<td><strong>3,283</strong></td>
<td><strong>4,414</strong></td>
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*Till DEC, 2009. Source: Tourism Services, Ministry of Tourism

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Misowalai Homestay as Part of Lower Kinabatangan Wildlife Tourism Corridor

**LOWER KINABATANGAN WILDLIFE SANCTUARY**

**NATURAL BIODIVERSITY**

Primates species such as the endemic proboscis monkey, the Borneo gibbon, three langou species, the orang-utan and hornbill species. Wildlife and endangered species including three species of otters, seven species of civet cats, sun bear and the Borneo pygmy elephant. The wetlands, limestone caves and lakes.

**CULTURAL HERITAGE**

More than 10 different language dialects spoken
The local people known as the “Orang Sungai” (or River People)
Trade of forest produce by local people such as incense woods, ivory and edible birds nests.
Homestay Activities (www.misowalaihomestay.com/)

½ day Morning or Afternoon

- Collecting forest vegetables (with host family)
- Local Traditional Children’s Games (with host family)
- Traditional Cooking (with host family)
- Wearing Traditional Clothes (with host family)
- Fishing (with host family)
- Fruit Orchards (seasonal – with host family)
- Bird watching (local guide needed)
- Forest Ethno-botany Walk (local guide needed)
- Cast netting (local guide needed)
- Traditional Fish-Trap Making (local guide needed)

Full Day

- Traditional Fish Trap Making (local guide, forest picnic & additional boat trip needed)
- Swamp Forest & Lake Trip (local guide, forest picnic & additional boat trip needed)
- Cave Exploration & Scenic Forest Views (local guide, forest picnic & additional boat trip needed)
- Forest Wildlife Habitat Restoration - Educational Safari (local guide, forest picnic & additional boat trip needed)
- Wetland & Lake Habitat Restoration - Educational Safari (local guide, forest picnic & additional boat trip needed)
- Volunteer - Conservation or Community Program (local guide, forest picnic & additional boat trip needed)

Local community and tourists in forest fires prevention and forest restoration programme and building of jungle lodge
IMPEDIMENTS: SUSTAINABLE DEVELOPMENT

- Understanding ecosystem/biodiversity
- Disposal of Solid/Liquid Waste
- Green initiatives: Carbon Emission and Production
- Human Resource
  - Natural Tourist Guides
  - Local Participations
- Awareness among the locals/implementors
  - Importance of sustainable development
  - Preserving Environment
TERIMA KASIH
THANK YOU
CLYOUNG@MOTOUR.GOV.MY