



**Asia-Pacific
Economic Cooperation**

2010/SOM3/GOS-TWG/CON/005a

Session 2

Malaysia's Experience and Best Practices in Sustainable Ecotourism

Submitted by: Malaysia



**APEC Ecotourism Conference
Sendai, Japan
16 September 2010**



APEC ECOTOURISM CONFERENCE

Malaysia Experience and Best Practices in Sustainable Ecotourism.

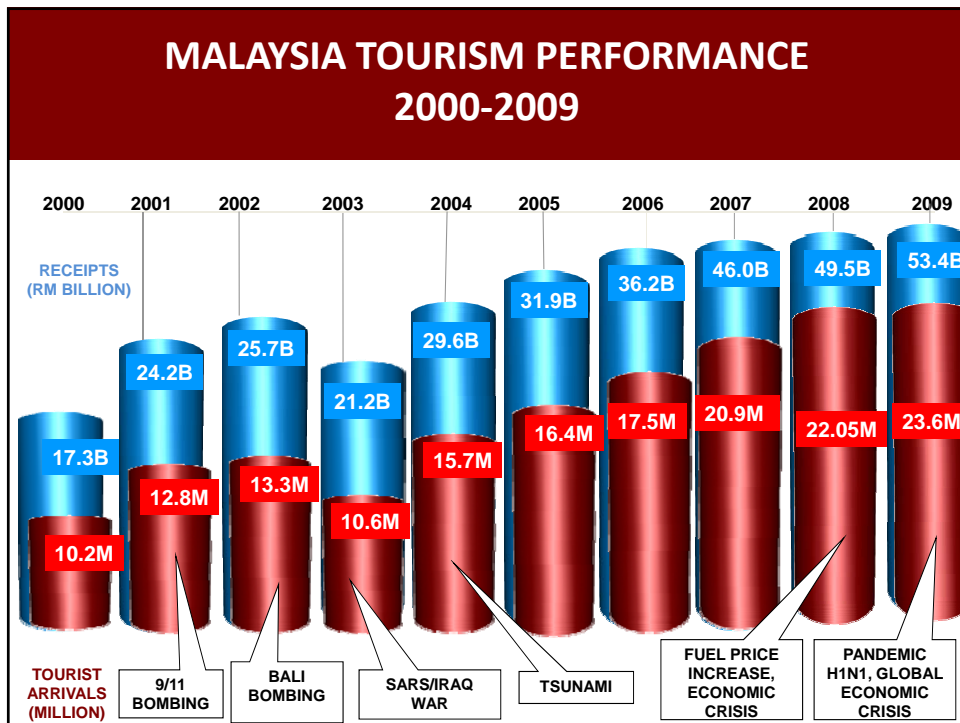
LOI YOUNG CHIN
DIRECTOR
POLICY AND PLANNING
MINISTRY OF TOURISM, MALAYSIA
CLYOUNG@MOTOUR.GOV.MY
www.motour.gov.my



MALAYSIA TOURISM PERFORMANCE



MALAYSIA TOURIST ARRIVALS & RECEIPTS 2000-2009 (RM 3.7276=100 Yen)		
YEAR	TOURIST ARRIVALS (MILLION)	TOURIST RECEIPTS (RM BILLION)
2000	10.2	17.3
2001	12.8	24.2
2002	13.3	25.8
2003	10.6	21.3
2004	15.7	29.7
2005	16.4	31.9
2006	17.5	36.3
2007	20.9	46.1
2008	22.1	49.6
2009	23.6	53.4



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



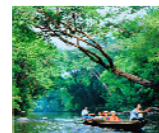
2

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

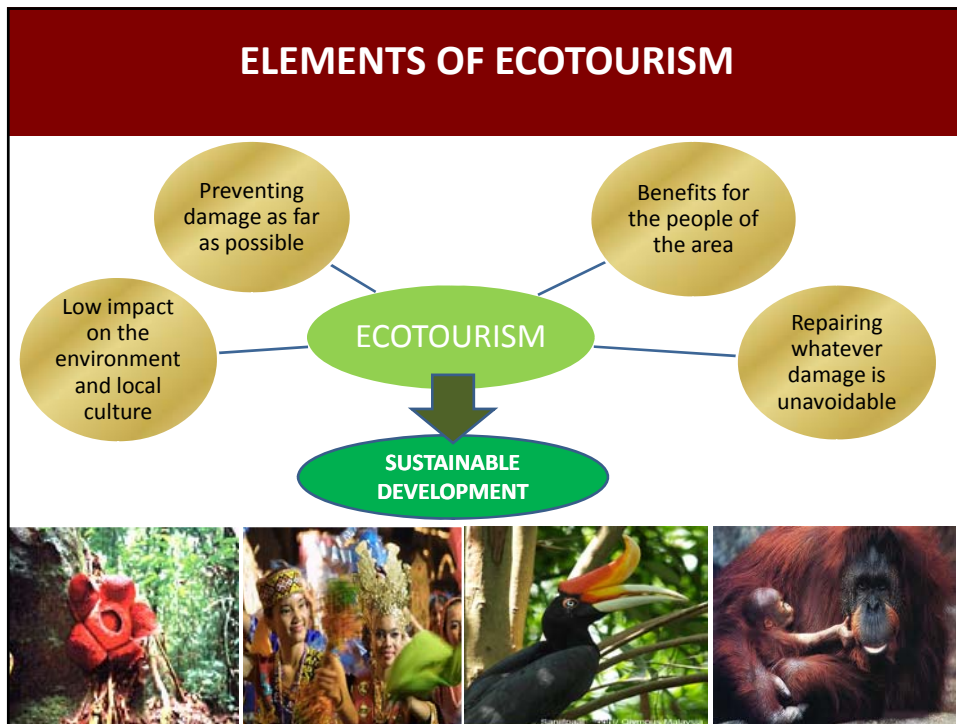
Ecotourism is
 “responsible travel to natural areas which conserves the **environment** and improves the welfare of the **local people**”. (The Ecotourism Society)
 It is expected that Ecotourism create a virtuous cycle between environment protection and economic revitalization.

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**”





WHY ECOTOURISM

75%	Malaysia Forested Land Area
60%	Virgin Rainforest in Malaysia

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

<http://www.sabahtourism.com/sabah-malaysian-borneo/en/home/>



Mulu Caves



<http://www.forestry.sarawak.gov.my/forweb/np/np/mulu.htm>

SUSTAINABLE DEVELOPMENT & ECOTOURISM

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)

15

7 Volume/25 Guidelines



7 Volumes
Main Report

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

16

7 Volume/25 Guidelines

25 Guidelines
under National
Ecotourism
Plan

- 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

17

Guidelines: 4 Categories

25 Guidelines
divided in 4
Categories

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

18

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 too 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

ECO TOURISM INITIATIVE

9. Beaches
10. Mountains
11. Zoning, Site Plans and Architecture
12. Use of Local Accommodation
13. Accreditation
14. Interpretation, Education and Guide Training
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

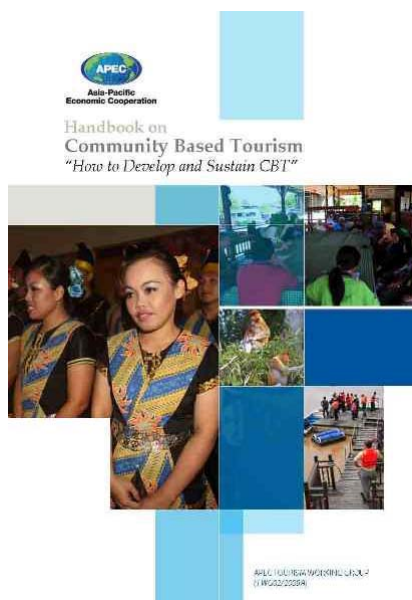
“How to Develop and Sustain CBT”

December 2009

http://publications.apec.org/publication-detail.php?pub_id=952

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.misowalaihometstay.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**
- Saug 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



Saug Angklung Udjo – From Angklung Performance to Angklung Production

Kinabatangan, Eastern Sabah



COMMUNITY PARTICIPATIONS IN HOMESTAY

NO.	STATE	NO. OF HOMESTAY	NO. OF VILLAGES	NO. OF PARTICIPANTS	NO. OF ROOMS
1	Perlis	3	3	55	64
2	Kedah	14	19	272	372
4	Pulau Pinang	9	9	200	227
5	Perak	6	30	178	248
6	Selangor	15	18	581	819
7	Melaka	5	5	103	136
8	N. Sembilan	8	26	233	385
9	Johor	15	18	471	642
10	Kelantan	8	10	163	163
11	Terengganu	6	6	106	108
12	Pahang	12	29	398	519
13	Sarawak	19	21	233	243
14	Sabah	18	39	225	413
15	Labuan	3	3	65	75
	TOTAL	141	236	3,283	4,414

*Till DEC, 2009. Source: Tourism Services, Ministry of Tourism

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 langur 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.misowalaihometstay.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)

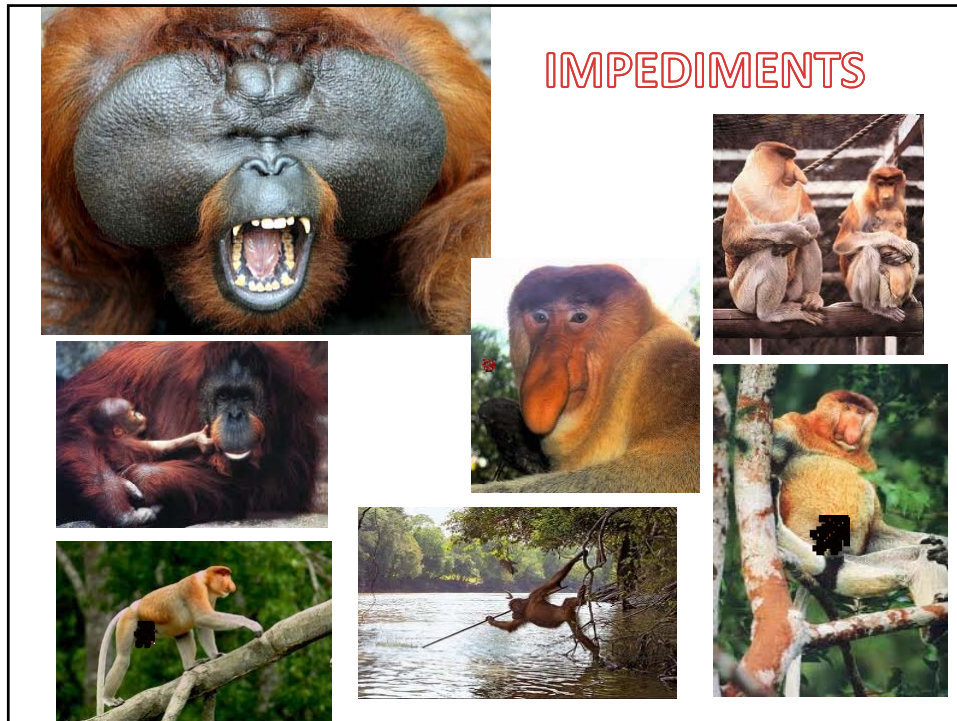


Full Day

- 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

