EMPOWERING & ENABLING SUSTAINABLE TOURISM DEVELOPMENT
CURRENT SCENARIO
TOURISM AS A DRIVER OF THE WORLD ECONOMY GROWTH

Source: United Nations World Tourism Organization (UNWTO)
MALAYSIA TOURISM INDUSTRY TRENDS

2013
- 25.03 Million Tourists
- RM60.6 Billion Tourism Receipts

2014
- VISIT MALAYSIA YEAR
  - 27 Million Tourist
  - RM 76 billion Tourism Receipts

2015
- YEAR OF FESTIVAL
  - 29.4 Million Tourists
  - RM 89 Billion Tourism Receipts

Source: Tourism Malaysia
TOURISM TARGETS

Malaysia Tourism Transformation Plan (MTTP) 2020

TARGET
36 million Tourist Arrivals
RM 168 billion Tourist Receipts

Source: Tourism Malaysia
## MALAYSIA & LANGKAWI 2015 PERFORMANCE

<table>
<thead>
<tr>
<th></th>
<th>MALAYSIA</th>
<th>LANGKAWI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tourist Arrivals</strong></td>
<td>25.7 million</td>
<td>3.62 million</td>
</tr>
<tr>
<td><strong>Tourists Receipts</strong></td>
<td>RM69.1 billion</td>
<td>RM5.6 billion</td>
</tr>
<tr>
<td><strong>Average Per Capita</strong></td>
<td>RM2,687</td>
<td>RM2,300</td>
</tr>
<tr>
<td><strong>Average Length of Stay</strong></td>
<td>5.5 nights</td>
<td>4 nights</td>
</tr>
<tr>
<td><strong>Average Occupancy Rate</strong></td>
<td>61.9%</td>
<td>57.4%</td>
</tr>
</tbody>
</table>

*Source: Tourism Malaysia, USM (Understanding the Impact of Tourism on Local Business Langkawi) & LADA*
LANGKAWI TOURISM
BLUEPRINT 2011-2015
ACHIEVEMENT
TOURIST ARRIVALS

2015
3.62 Million

2014
3.60 Million

2013
3.41 Million

2012
3.06 Million

2013 Target 3 Million

2015 Target

TOURISM RECEIPTS

2015
RM 5.6 Billion

2014
RM 5.2 Billion

2013
RM 4.5 Billion

2012
RM 2.6 Billion

Source: LADA Compilation Report
(Malaysia Airports Holding Berhad (MAHB), Marine Department of Malaysia, Immigration Department of Malaysia & Langkawi Port Sdn. Bhd.)
SCHEDULED FLIGHT

- 239
  - 2016
- 227
  - 2015
- 230
  - 2014
- 182
  - 2013
- 155
  - 2012

CHARTERED FLIGHT

- 77
  - 2016
- 53
  - 2015
- 35
  - 2014
- 28
  - 2013
- 24
  - 2012

Source: Malaysia Airports Holding Berhad (MAHB)
IT / COMMUNICATION

**DROP CALL**
- 2013: 7%
- 2015: 2.8%

**2G COVERAGE**
- 2013: 90%
- 2015: 99%

**3G COVERAGE**
- 2013: 50%
- 2015: 95%

**4G COVERAGE**
- 2013: 6%
- 2015: 50%

**TOWER FIBERIZATION**
- 2013: Microwave
- 2015: Fibre

**INTERNET SPEED**
- 2013: 2 Mbps
- 2015: 100 Mbps

**COMMUNICATION TOWER**
- 2013: 37
- 2015: 47

**WIFI 1 MALAYSIA**
- 2013: 0
- 2015: 260

Source: Malaysia Communications And Multimedia Commission (MCMC)
NUMBER OF ROOMS

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>8,600</td>
</tr>
<tr>
<td>2014</td>
<td>9,040</td>
</tr>
<tr>
<td>2015</td>
<td>10,567</td>
</tr>
</tbody>
</table>

Source: Tourism Malaysia
<table>
<thead>
<tr>
<th>Year</th>
<th>Category</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Travel Agents</td>
<td>145</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>Food &amp; Beverages</td>
<td>44</td>
<td>355</td>
</tr>
<tr>
<td></td>
<td>Business Center</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Hotel</td>
<td>32</td>
<td>151</td>
</tr>
<tr>
<td></td>
<td>Entertainment</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Manufacturing</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Retail</td>
<td>308</td>
<td>1,296</td>
</tr>
<tr>
<td></td>
<td>Business (SME + SMI)</td>
<td>1,288</td>
<td>1,793</td>
</tr>
<tr>
<td></td>
<td>Money Changer</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

*Source: LADA Compilation Figure (Ministry of Tourism and Culture, Langkawi Municipal Council & The Companies Commission Of Malaysia)*
ACCOLADES
LANGKAWI

Awards

“1st Geopark In Malaysia & South-East Asia”
- UNESCO -

“Top 10 Islands In Asia”
- Trip Advisor -

“Best Honeymoon Destination”
- Travel Leisure India -

“Travellers Choice Award 2013 / 2014 / 2015”
- TripAdvisor -

“Top 10 Destination In Malaysia”
- TripAdvisor -

“Top 10 Best Places To Visit In Malaysia”
- TripAdvisor -

“Top 10 Malaysian Highlight And Attraction”
- Wonderful Malaysia -

“10 Best Places To Visit In Malaysia”
- TripAdvisor -

“Top 20 Best Resort In Asia”
- Traveler Readers -

“Top 5 Insanely Gorgeous Beaches”
- US Publication -

“Top 10 Most Beautiful Beaches in the World”
- National Geographic -

“Best Destination Website In The World”
- ITB Asia -

“Top 10 Islands In Asia”
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- ITB Asia -
OVERALL RANKING BY ISLANDS

1. Maldives 83.33 %
2. Hawaii 82.73 %
3. Jeju 78.57 %
4. Canary 74.30 %
5. Mauritius 73.27 %
6. Tasmania 72.80 %
7. Boracay 65.87 %
8. Bali 64.17 %
9. Langkawi 63.53 %
10. Palawan 63.47 %
11. Sardinia 62.53 %
12. Phuket 60.50 %
13. Koh Samui 59.53 %

Source: (USM)
SUSTAINABLE TOURISM
SUSTAINABLE TOURISM?

**Social Goals**
- Community benefits
- Participation
- Education
- Health
- Employment
- Visitor

**Environment and Resource Goals**
- Resource benefits
- Minimal resource degradation
- Acceptance of resource values
- Matching of supply and demand

**Economic Goals**
- Economic benefits to local and other stakeholders
- Economically viable industry

**Conservation with equity**

**Community Based Economics**

**Integration of Environment With Economy**

**SUSTAINABLE TOURISM**
WHAT IS A SUSTAINABLE DESTINATION?

- Environmental protection
- Conservation of natural and cultural heritage
- Community involvement and benefits
- Destination management

4 key pillars of sustainability
Development Framework of Sustainable Development

Economic Aspect
- Balancing Mass and Specialised Tourism
- Geotourism as a part of Knowledge-based tourism
- Innovative Tourism Products

Heritage Conservation
- Conservation of Geological, Biological & Cultural Heritage
- Integrated Conservation of Natural & Cultural Heritage
- Sustainable utilization of Heritage Resources without destruction

Social Aspect Community Development
- Community as a key player
- Capacity building of local community
- Education on Heritage
- Strengthening of “Shared Values”

Economic Development

SUSTAINABLE DEVELOPMENT

Environmental / Natural Resources Aspect Heritage Conservation
11th Malaysia Plan for Tourism Industry

**ENHANCING TOURISM PRODUCTS**

01 Ecotourism
02 Heritage, Culture & Arts
03 Meetings, Incentives, Conventions and Exhibitions (MICE)
04 Shopping destinations
05 Muslim travel market

**WAY FORWARD**

- Capturing the high yield tourists to stimulate the industry’s contribution to the economy.
- Domestic tourism will be harnessed to further increase the vibrancy of the industry.

**Strategies**

- A Enhancing tourism products
- B Upgrading service quality
- C Improving governance
- D Restrategising marketing and promotion
- E Intensifying domestic tourism
CHALLENGES
THANK YOU...