

EXECUTIVE SUMMARY

TITLE	: GREEN TOURISM PRACTICES (GTP): A CASE STUDY OF SEMPORNA, SABAH
OBJECTIVES	: <ul style="list-style-type: none">• To identify criteria towards developing standards for Green Tourism Practices (GTP)• To create awareness on the importance of sustainability of the environment in tourism industry
OUTPUT/OUTCOME	: <ul style="list-style-type: none">• Baseline case study paper on Semporna, Sabah in relation to adoption of Green Tourism Practices (GTP)
DURATION	: November – December 2019
TOTAL COST	: RM120,000.00
BUDGET	: MPB-Tourism Productivity Nexus
COMMENTS/ SIGNATURE OF ACCOUNTANT	
COMMENTS/ SIGNATURE OF PCT MGR	

MALAYSIA PRODUCTIVITY CORPORATION (MPC)
INFORMATION PAPER FOR BOARD OF MANAGEMENT (BOM)

1.0 Purpose

The purpose of this paper is to seek approval from Board of Management (BOM) to undertake Tourism Productivity Nexus (TPN) programme - Green Tourism Practices (GTP): A Case Study of Semporna, Sabah and to utilise MPB-Tourism Productivity Nexus budget of RM120,000.00.

2.0 Background

2.1 With reference to Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery, outline in the Malaysia Productivity Blueprint (MPB), Tourism Productivity Nexus (TPN) has developed six (6) standards for travel agency, adventure tourism, product/site operator, event management company, MICE & event venue, and Homestay & Kampungstay.

2.2 Recently, TPN and MPC's Top Management has decided to embark into developing standards in Green Tourism Practices (GTP). Semporna is identified as pilot with focus on inculcating sustainable practices.

3.0 Objectives

- 3.1 To identify criteria towards developing standards for Green Tourism Practices (GTP)
- 3.2 To create awareness on the importance of sustainability of the environment in tourism industry

4.0 Proposed Activities

- 4.1 Field study to identify key industry players
- 4.2 Engagement session with key industry players
- 4.3 Present preliminary findings

5.0 Expected Deliverables

5.1 Preliminary report on baseline case study in Semporna

6.0 Estimated Cost

No.	Item	Estimated Cost (RM)
1.	Lab, Workshop, Seminar, Engagement and Meeting Package i.e. RM200 x 30 pax x 3 sessions	18,000
2.	Transportation for Programme & Site Visit i.e. Flight, bus, MPV, airport transfer etc.	30,000
3.	Professional Fees i.e. Trainers, Facilitators and Consultants	30,000
4.	Accommodation MPC / TPN (NGC, related stakeholders and secretariat) i.e. RM300 x 20 pax x 6 nights	36,000
5.	Administrative Cost, Media Coverage & Promotional Items	6,000
	TOTAL	120,000

7.0 Approval from BOM

The consideration and approval of the Board of Management (BOM) for Tourism Productivity Nexus (TPN) project – Green Tourism Practices (GTP): A Case Study of Semporna, Sabah using SPN – Tourism budget of **RM120,000**.

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5 November 2019

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5 November 2019