

EXECUTIVE SUMMARY

TITLE	:	DEVELOPMENT OF NATURE TOURISM PRODUCT: SHOWCASE LENGGONG – NATURE'S JEWEL
PROPOSED DATE	:	September – November 2020
BUDGET/COST	:	RM400,000.00 (SPN-Tourism Productivity Nexus)
OBJECTIVES	:	To seek approval from MPC Board of Management (BOM) on Development of Nature Tourism Product: Showcase Lenggong – Nature's Jewel utilising SPN-Tourism budget.
OUTPUT	:	<ul style="list-style-type: none"> ▪ Nature tourism product packages; ▪ Nature tourism MyVXp showcases; and ▪ MaTEx.certified companies.
DEPARTMENT	:	Tourism Productivity Nexus/Productivity Growth
COMMENTS/ SIGNATURE OF ACCOUNTANT		
COMMENTS/ SIGNATURE OF PCT MGR		

PAPER FOR BOARD OF MANAGEMENT APPROVAL

DEVELOPMENT OF NATURE TOURISM PRODUCT: SHOWCASE LENGGONG – NATURE'S JEWEL

September – November 2020

1.0 Purpose

The purpose of this paper is to seek approval from MPC Board of Management (BOM) on Development of Nature Tourism Product: Showcase Lenggong – Nature's Jewel to utilise SPN-Tourism budget allocation estimated at RM400,000.00.

2.0 Background

- 2.1** This project is in collaboration with Kementerian Tenaga dan Sumber Asli (KeTSA) in line with Tourism Productivity Nexus's T3: Product owners to review pricing system of sites.
- 2.2** KeTSA's concern is to utilise the unique and priceless assets comprising wildlife, forest, eco-park and geo-park; but at the same time sustainability and conservation are their priorities - these assets are managed and run by government personnel largely dependent upon government funds.
- 2.3** This project aims to develop nature tourism products with focus on Lenggong with emphasis on revenue generation, sustainability practices and community based tourism.
- 2.4** There is a need to expose tourism operators and relevant authorities on methods to revise business model, including pricing of tourism products and services to generate revenue for the operation, to inculcate sustainability practices and involve local community to benefit from its operation in order to enhance the attraction of tourism sites.
- 2.5** The project will reciprocate with TPN's initiatives as follows:
T1: Establish a certification / accreditation prog for tourist sites to boost tourist volume & improve service delivery
T3: Product owners to review pricing system of sites.
T5: Align marketing strategy on targetted tourist segments.

3.0 Objectives

The objectives of this project are:

- 3.1** To identify products of nature tourism-based in Lenggong;
- 3.2** To polish nature tourism products in Lenggong sustainably, efficiently and competitively;
- 3.3** To develop strategic planning blueprint for digital/virtual marketing of tourism products;
- 3.4** To recognize selected companies with MaTEx certification;

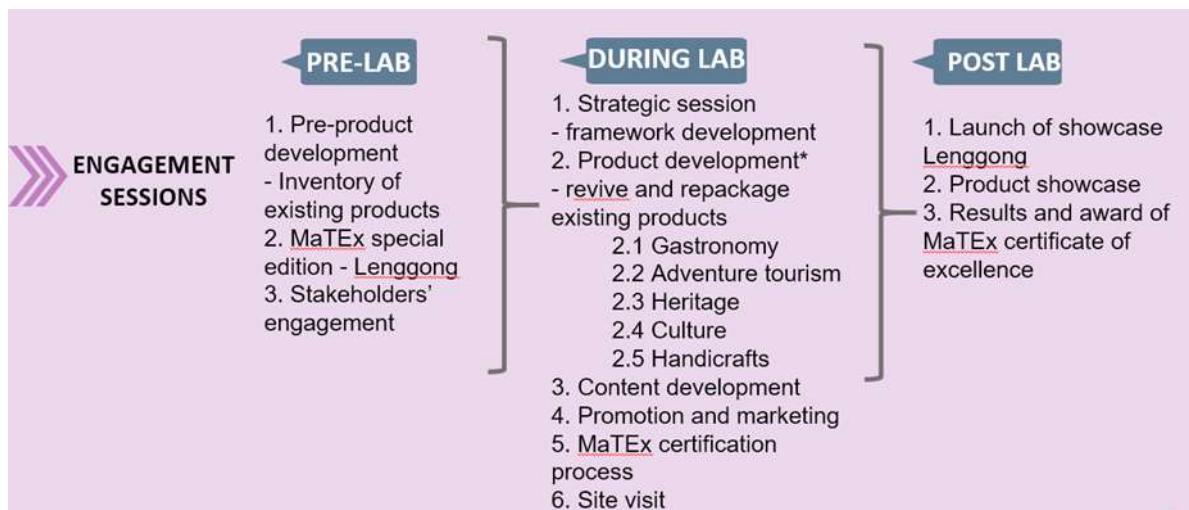
3.5 To develop KPI, measure and monitor program achievements based on agreed KPIs by all stakeholders; and

3.6 To establish strategic network collaboration and smart partnership between tourism players and relevant stakeholders.

4.0 Proposed Activities

The Showcase Lenggong – Nature’s Jewel will be implemented via Showcase Lenggong Lab (SLL) in three stages: pre-, during and post-lab (Figure 1).

Figure 1: Showcase Lenggong Lab



**The list is not exhaustive*

5.0 Output

- 5.1 Nature tourism-based product packages;
- 5.2 Nature tourism-based MyVXp showcases; and
- 5.3 MaTEx certified companies.

6.0 Taskforce

Several taskforces will be established gathering experts from the relevant stakeholders (Figure 2). The taskforce is proposed as follows:

- 6.1 Product development – Dr Ida Yasin (lead)
- 6.2 Content development – Irwan Dahnil (lead)
- 6.3 Framework development – Dr Afiza Saad (lead)
- 6.4 Promotion and marketing – Atika Sulaiman (lead)
- 6.5 MaTEx certification – Romaiza Ab Rahman (lead)
- 6.6 Lead technical expert – Zatun Zuraida

Proposed term of reference (ToR) is enclosed as Appendix 1.

Figure 2: Showcase Lenggong Stakeholders



*The list is not exhaustive

7.0 Estimated Cost

The total estimated cost are as follows:

No.	Item	Details	Estimated Cost RM
7.1 Task Force (TF) Working Group (5 groups x 4 pax)			
7.1.1	Expert fees for TF Leader / Moderator	RM2,000 x 5 man-day x 1 pax per TF x 5 TF	50,000.00
7.1.2	Expert fees for members of TF	RM500 x 10 man-day x 3 pax x 5 TF	75,000.00
7.1.3	Lead Technical Expert	RM2,000 x 25 man-day	50,000.00
7.1.4	Industry Expert Fees for ITB	RM2,000 x 6 man-day x 2 pax	24,000.00
7.1.5	Industry Expert fees for MyVXp	RM2,000 x 5 man-day x 1 pax	10,000.00
7.2 Lab Sessions and ITB			
7.2.1	Residential Package	RM400 x 3 days x 35 pax	42,000.00
7.2.2	Seminar Package (Full-day)	RM200 x 2 days x 25 pax	10,000.00
7.2.3	Media Coverage	RM30,000	30,000.00
7.3 MaTEx Training and Assessment (20 companies)			
7.3.1	Expert fees for trainers	RM2,000 x 1-day x 4 pax	8,000.00
7.3.2	Expert fees for Assessors	RM500 x 2 pax x 20 companies	20,000.00

No.	Item	Details	Estimated Cost RM
7.3.3	MaTEx training	RM200 x 1 day x 25 pax	5,000.00
7.3.4	Certificate and plaques	RM200 x 20 companies	4,000.00
7.4	Showcasing Tourism Products (STP) Lenggong & Launching		
7.4.1	Full-day Seminar Package	RM200 x 100 pax	20,000.00
7.4.2	Transportation	Van / Bus	6,000.00
7.4.3	Promotion materials	Banner, bunting, montage, media coverage etc.	30,000.00
7.5	Administrative Cost	Mileage claim, allowance, transportation, etc.	16,000.00
		TOTAL	400,000.00

8.0 Conclusion

The approval of BOM is sought to approve the budget of **RM400,000** using SPN - Tourism Productivity Nexus for Development of Nature Tourism Product: Showcase Lenggong – Nature's Jewel.

Prepared by:

Nik Nazarina Nek Mohamed
Project Manager, TPN
Date: 14 Sept 2020

Reviewed by:

Hjh Nor Hafizah Mohd Arop
Programme Manager, TPN
Date: 14 Sept 2020

Endorsed by:

Haji Suhaimi Hamad
Director, PGD
Date: 15 Sept 2020

Appendix 1: Proposed Terms of Reference for Task Force Leader

TERMS OF REFERENCE (TOR)
APPOINTMENT OF EXPERT AS TASK FORCE LEADER / MODERATOR
STRATEGIC SESSION FOR DEVELOPMENT OF NATURE TOURISM PRODUCT:
SHOWCASE LENGGONG – NATURE'S JEWEL

1.0. Purpose of the Assignment

The purpose of this assignment is to appoint the task force (TF) leader / moderator for Tourism Productivity Nexus (TPN) Strategic Session (SS) to Develop Nature Tourism Product: Showcase Lenggong – Nature's Jewel.

TPN SS will discuss on the suitable plan of actions in enhancing the productivity growth in the tourism industry, specifically to enhance tourism products in Lenggong, Perak – declared as UNESCO Heritage Site in 2012. The strategic session will be based on the five (5) task force as stated below:

No.	Strategic Thrust
1.	Framework Development
2.	Product Development
3.	Content Development
4.	Promotion and Marketing
5.	MaTEx Business Certification Programme

2.0. Scope of Work

2.1. Preparatory work

- 2.1.1. Attend and contribute to relevant meetings and discussions prior to the session;
- 2.1.2. Research and synthesise relevant materials to enable effective progress of the session.
- 2.1.3. Prepare relevant materials for the purpose of the session.

2.2. Main tasks

- 2.2.1. Lead, moderate, and facilitate the discussion among members of the sessions towards achieving the session's objective;
- 2.2.2. Synthesise input from members of the session to produce draft report on the output of the discussion in the group; and

2.3. Post-lab related tasks:

- 2.3.1. Review the completed report for consistency and accuracy; and
- 2.3.2. Attend and contribute to relevant meetings and discussions after the lab session, if any.

3.0. Document Formatting

- 3.1. The document must be written in English Language.
- 3.2. Finalised format of report will be done in consultation with MPC.
- 3.3. First draft of report must be completed at the end of the session for further review.

4.0. Payment Terms

- 4.1. The task force leader / moderator will be paid RM 2,000 per day (maximum 5 days), which includes the preparatory tasks prior to the session, the session, and post-session tasks.
- 4.2. The payment includes transportation and other relevant costs incurred in completing the tasks assigned.