

EXECUTIVE SUMMARY

TITLE	:	Enhancement and Sustainability Programmes for Adventure Tourism Frontiers
OBJECTIVES	:	To seek approval for the cost to develop Enhancement and Sustainability for Adventure Tourism Programme under Initiative T5: Align marketing strategy on targeted market segment
EXPECTED DELIVERABLES	:	<ul style="list-style-type: none"> ▪ Publication on Adventure Tourism Industry ▪ Adventure Tourism Productivity Enhancement Programmes
PROPOSED PROJECT TIMELINE	:	November – December 2020
ALLOCATION	:	RM63,000.00
BUDGET	:	SPN-Tourism
Comments/ Signature by PCT	:	
Comments/Signature of Accountant	:	

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

1.0 Purpose

To seek approval from MPC Board of Management (BOM) on the budget for Enhancement and Sustainability Programmes for Adventure Tourism Frontiers under Initiative T2: Establish a certification/accreditation programme for tourist sites to boost tourist volume and improve services delivery as outlined in Malaysia Productivity Blueprint (MPB), with the estimated cost of RM63,000.00 utilising the SPN-Tourism budget.

2.0 Background

Initiative T5: Align marketing strategy on targeted market segment, is one of the five (5) initiatives under Tourism Productivity Nexus (TPN) as outlined in Malaysia Productivity Blueprint (MPB).

Recently, adventure tourism has exhibits an explosive growth in its development and has been regarded as one of the most popular types of niche tourism segments worldwide. Stimulated mainly by high numbers of participants who are aiming for novel, exciting, challenging as well as adrenaline-rushed experiences, commercially specialised adventure tour operators have emerged to fulfill this demand. A wide range of activities are offered and various promotional initiatives are advertised in order to attain wider market segments.

Furthermore, the potential of adventure tourism as an alluring attraction has also been recognized by Malaysia Productivity Corporation (MPC) and consequently has provided the much-needed optimism for future industrial expansion through the introduction of Malaysia Tourism Excellence Business Certification (MaTEx) Adventure Tourism. The development of this industry level standard is aimed to impacts tourists" trust by introducing a standardization of practices to control the risks involved in adventure tourism activities and heightens the quality of services offered. Drawing upon limitations possessed by related available standards as well as contemporary inputs from industry experts, the standard is also envisioned to generate a more vibrant and productive adventure tourism industry of Malaysia.

3.0 Gaps to be Addressed

- 3.1 Gap 1 - Non-existence of proper recognition from Ministry of Tourism, Arts and Culture (MOTAC)
- 3.2 Gap 2 - Competition with unregistered operators
- 3.3 Gap 3 - Misapprehension of adventure tourism among related government authorities

4.0 Objectives

- 4.1 To establish industry cluster for Adventure Tourism in Malaysia;
- 4.2 To identify Adventure Tourism industry key players in Malaysia; and
- 4.3 To improve service delivery of the adventure operators by leveraging on MaTEx Business Certification programme for Adventure Tourism category.

5.0 Proposed Phases of Project

- 5.1 Phase 1 – Mapping of Adventure Tourism (AT) Cluster in Malaysia
- 5.2 Phase 2 – Identify key industry players in AT cluster
- 5.3 Phase 3 – SWOT Analysis and identify the issues and challenges
- 5.4 Phase 4 – Develop strategic recommendations

6.0 Expected Deliverables / Output

- 6.1 Publication on Adventure Tourism Industry in Malaysia which will be a promotion material to engage with government ministries, agencies and related industry associations to establish a branding for adventure tourism in Malaysia. This publication consists of the following, but not limited to; overview, industry cluster, issues and challenges, opportunities for improvement and strategic recommendations.
- 6.2 Adventure Tourism Productivity Enhancement Programmes to facilitate and equip AT as frontier companies.

7.0 Proposed Implementation Timeline

November – December 2020

8.0 Estimated Cost

The total estimated cost to conduct this project is as follows:

No.	Item	Details	Estimated Cost (RM)
8.1	Publication on Adventure Tourism Industry in Malaysia	Design, layout, stock images and proofread	20,000.00
8.2	Industry / Technical Expert Professional Fees	RM2,000 x 20 man-day	40,000.00
8.3	Administrative Cost	Internet service, mileage claim, other claims etc.	3,000.00
TOTAL			63,000.00

9.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake Enhancement and Sustainability for Adventure Tourism Programme with the total estimated cost of **RM63,000.00** from the SPN-Tourism budget.

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Date: 3/11/2020

Reviewed by:



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Deputy Director

Date: 3/11/2020

Supported by:



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Director

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