

### EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>SHOWCASE LENGGONG LAB: STRENGTHENING ECOTOURISM PACKAGES</b>
<b>OBJECTIVES</b>	:	To seek approval from MPC Board of Management (BOM) for implementation of conducting Showcase Lenggong Lab to Strengthen Nature Tourism Packages focusing on KeTSA's tourism products in Lenggong
<b>OUTPUT</b>	:	Action plan to strengthen KeTSA's ecotourism packages in Lenggong
<b>PROPOSED PROJECT TIMELINE</b>	:	April - June 2021
<b>ALLOCATION &amp; BUDGET</b>	:	RM47,000.00 DE: RM42,870.00 – SPC 2.0 OE: RM4,130.00
<b>Comments/ Signature by PCT</b>	:	
<b>Comments/Signature of Accountant</b>	:	

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

**SHOWCASE LENGGONG LAB: STRENGTHENING ECOTOURISM PACKAGES**

**1.0 Purpose**

To seek approval from MPC Board of Management (BOM) on the budget of implementing and executing Showcase Lenggong Lab: Strengthening Ecotourism Packages focusing on KeTSA's tourism products in Lenggong in line with initiative 5 (T5): Align marketing strategy on targeted tourist segments, with the total estimated cost of RM47,000.00 utilising the SPC 2.0 budget.

**2.0 Background**

Tourism Productivity Nexus's fifth initiative - T5: Align marketing strategy on targeted tourist segments is one of the five (5) initiatives under Tourism Productivity Nexus (TPN) as outlined in Malaysia Productivity Blueprint (MPB).

The Lenggong Valley, which is located in Lenggong, Perak was declared as a UNESCO World Heritage Site on 30th June 2012. The UNESCO World Heritage Sites are defined by UNESCO as special places to visit and have activities, such as National Parks, forests, mountains, islands, deserts, ancient buildings, complexes, regions, cities and the countryside which have been registered on the international heritage programme administered by the UNESCO World Heritage Committee. There are many exciting attractions and products that are available in Lenggong that is yet to be commercialized to the inbound and outbound tourist. Previously, TPN has conducted several initiatives focusing on Lenggong such as Inbound Tourism Bootcamp (ITB) and strategic sessions. It is believed that Lenggong has the potential to become one of the famous attractions in Malaysia by commercializing and promoting the products of nature tourism based in Lenggong. TPN has also introduced series of webinar sessions – Let's Talk About Lenggong, to introduce and commercialize the products of nature tourism-based in Lenggong. Currently, 5 series have been conducted and the remaining 45 series will be conducted soon.

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. This project aims to develop ecotourism products with focus on Lenggong with emphasis on revenue generation, sustainability practices and community-based tourism. 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 to enhance the attraction of

tourism sites. Therefore, TPN has decided to organize Showcase Lenggong Lab to strengthen Ecotourism packages focusing on KeTSA's products in Lenggong.

### **3.0 Objectives**

- 3.1. To strengthen KeTSA's ecotourism packages in Lenggong;
- 3.2. To identify SWOT and challenges impeding growth and expansion of KeTSA's ecotourism products in Lenggong;
- 3.3. To establish strategic collaborative network and smart partnership between tourism players and relevant stakeholders; and
- 3.4. To formulate strategic direction and plan for marketing and promotion of KeTSA's ecotourism packages in Lenggong.

### **4.0 KeTSA's Ecotourism Products in Lenggong**

#### **4.1 Product under Jabatan Perhutanan Semenanjung Malaysia**

##### **4.1.1 Lata Kekabu**

#### **4.2 Product under Aspiring Geopark (JMG)**

##### **4.2.1 Gua Kajang**

##### **4.2.2 Gua Harimau**

##### **4.2.3 Gua Badak**

##### **4.2.4 Gua Teluk Kelawar**

### **5.0 Proposed Activities and Agenda**

#### **5.1 Lab Session 1 (3-day) in Kuala Kangsar**

<b>Day 1</b>	<ul style="list-style-type: none"><li>• Introduction on Ecotourism</li><li>• Best Practices of Ecotourism</li><li>• Introduction of KeTSA's Ecotourism Products in Lenggong (by local tour guide)</li><li>• Identify SWOT on ecotourism products in Lenggong</li></ul>
<b>Day 2</b>	<ul style="list-style-type: none"><li>• Discussion session with local community leaders<ul style="list-style-type: none"><li>○ Gathering information and identifying potential economic activities, environmental and social protection add values</li></ul></li><li>• Identify ecotourism promotion strategies</li><li>• Develop and planning of ecotourism activities</li></ul>
<b>Day 3</b>	Summarize the proposed ecotourism action plan

## 5.2 Lab Session 2 (1-day) in Putrajaya

- Presentation of output from Lab Session 1: Action plan of KeTSA's ecotourism packages in Lenggong
- Discussion of the action plan

## 6.0 Deliverables

6.1 Action plan to strengthen KeTSA's ecotourism packages in Lenggong

## 7.0 Estimated Cost

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

No.	Item	Details	Estimated Cost (RM)
	<b>Development Expenditure (DE)</b>		
7.1	Seminar Package in Kuala Kangsar	RM150 x 3 days x 35 pax	15,750.00
7.2	Accommodation in Kuala Kangsar (11 single rooms & 12 twin sharing rooms)	RM 220 x 2 nights x 23 rooms	10,120.00
7.3	Seminar Package in Putrajaya	RM160 x 1 day x 20 pax	3,200.00
7.4	Facilitator (>100km)	RM2,000 x 3 days	6,000.00
7.5	Facilitator (<100km)	RM1,800 x 1 day	1,800.00
7.6	Report Writer	RM200 x 20 pages	4,000.00
7.7	Industry Expert	RM400 x 5 hours	2,000.00
		<b>Total DE</b>	<b>42,870.00</b>
	<b>Operation Expenditure (OE)</b>		
7.7	Transportation, Mileage claim & other claims		4,130.00
		<b>Total OE</b>	<b>4,130.00</b>
		<b>TOTAL DE + OE</b>	<b>47,000.00</b>

## 8.0 Approval from BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake Showcase Lenggong Lab: Strengthen Ecotourism Packages with the total estimated cost of **RM 47,000.00** utilising the SPC 2.0 budget.

Prepared by:



Danial Zarkasyi Mazlan  
Assistant Manager  
Date: 25/3/2021

Reviewed by:



Ab Rashid Omar  
Senior Manager  
Date: 25/3/2021

Supported by:



Hj. Suhaimi Hamad  
Director  
Date: 26/3/2021