

PRELIMINARY DISCUSSION (MALAYSIA ADVENTURE TOURISM INDUSTRY STRUCTURE)

MPC



Saya mengesahkan laporan ini dan pembekal
telah melaksanakan perkhidmatan dengan sempurna.

A handwritten signature in black ink.

NOR HAFIZAH MOHD AROP
Timbalan Pengarah
Delivery Management Office (DMO)
Malaysia Productivity Corporation (MPC)

*Compilation of inputs gathered from MaTEx-certified adventure tourism
operators (IWGATF)*

A person is paragliding, suspended from a large, colorful canopy. The canopy is primarily red with green, yellow, and blue accents. The person is wearing a red helmet and a black vest. The background is a clear blue sky. The perspective is from below, looking up at the canopy.

What is
ADVENTURE TOURISM?

GENERAL DEFINITION & CONCEPT



expansion of active outdoor recreation
(Christiansen, 1990)

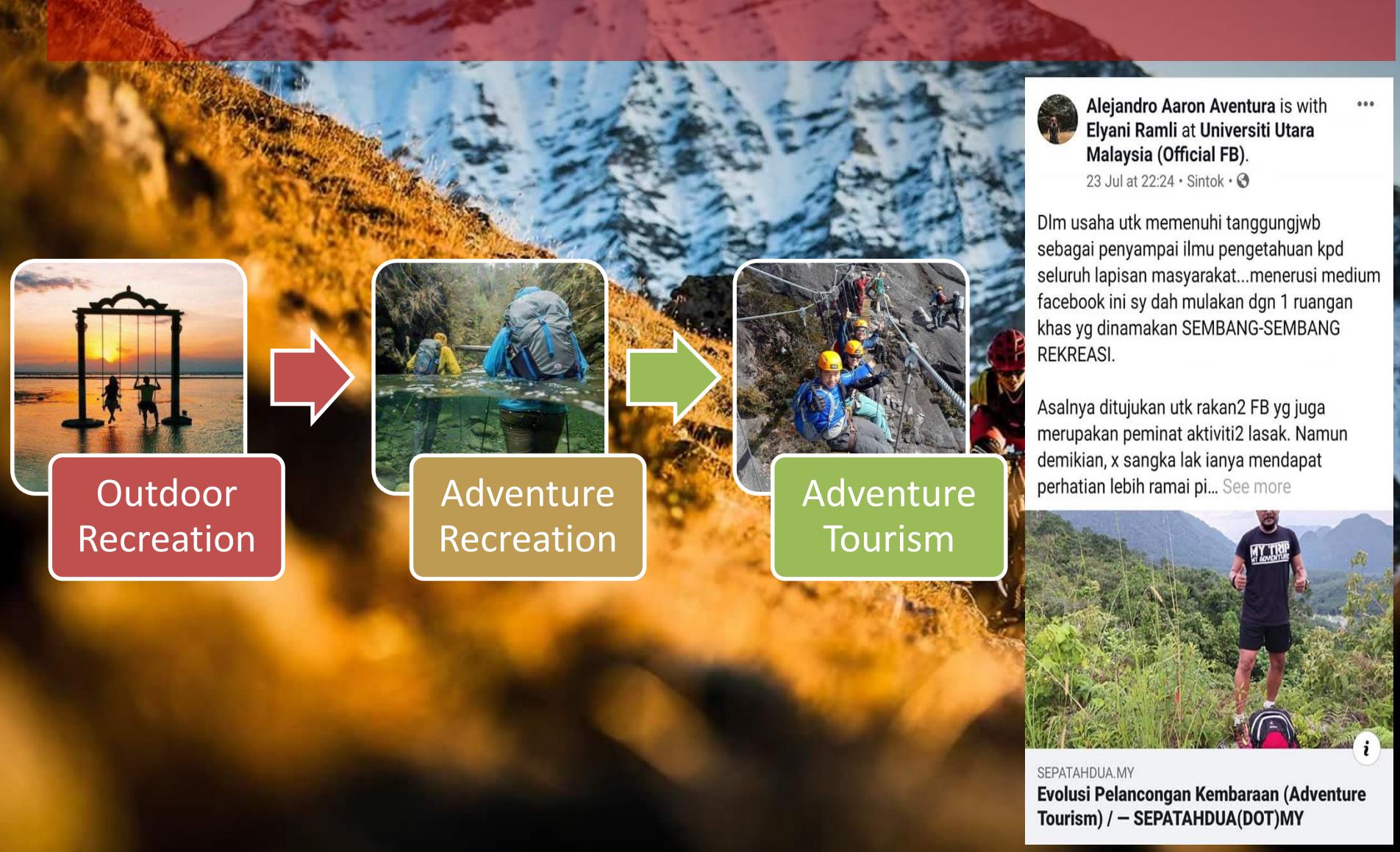
physically challenging outdoor leisure in remote areas
(Lala and Bhat, 2008)



tourism in the environment
(Newsome et al, 2001)



EVOLUTION OF ADVENTURE TOURISM





UNDANG-UNDANG MALAYSIA

CETAKAN SEMULA

Akta 482

AKTA INDUSTRI PELANCONGAN 1992

Mengandungi segala pindaan hingga 1 Januari 2006

DITERBITKAN OLEH
PESURUJAIYA PENYEMAK UNDANG-UNDANG, MALAYSIA
DI BAWAH KUASA AKTA PENYEMAKAN UNDANG-UNDANG 1968
2008

“institusi latihan pelancongan” ertinya—

- (a) suatu institusi, pusat pengajian atau sekolah yang menyediakan latihan atau kursus berkenaan dengan perkhidmatan dan pengurusan pelancongan, termasuk perkhidmatan hotel dan katering; dan
- (b) telah dinamakan oleh Menteri di bawah seksyen 3 sebagai suatu institusi latihan pelancongan;

“kenderaan persiaran” ertinya kenderaan yang digunakan secara eksklusif untuk membawa pelancong dan sebagai balasan kepada satu pembayaran yang tiada peringkat tambang;

“Ketua Setiausaha” ertinya Ketua Setiausaha Kementerian yang dipertanggungkan dengan tanggungjawab bagi pelancongan;

“Lembaga Penggalakan Pelancongan Malaysia” ertinya Lembaga Penggalakan Pelancongan Malaysia yang ditubuhkan di bawah seksyen 3 Akta Lembaga Penggalakan Pelancongan Malaysia 1992 [Akta 481];

“lesen” ertinya lesen yang diberikan di bawah Akta ini;

“melancong” termasuklah berdarmawisata, bersiar-siar, membeli-belah, melawat ke tempat menarik atau hiburan, dan aktiviti lain yang biasanya dilakukan oleh seseorang pelancong;

“Menteri” ertinya Menteri yang dipertanggungkan dengan tanggungjawab bagi pelancongan;

“orang” termasuklah kumpulan orang, diperbadankan atau tidak diperbadankan;

“pegawai diberi kuasa” ertinya pegawai yang diberi kuasa oleh Menteri di bawah seksyen 40;

“pelancong” ertinya mana-mana orang, sama ada dia ialah seorang warganegara Malaysia atau selainnya, yang melawat mana-mana tempat di dalam Malaysia untuk apa-apa maksud yang berikut, iaitu—

- (a) keseronokan, rekreasi atau percutian;

Industri Pelancongan

9

- (b) kebudayaan;
- (c) agama;
- (d) melawat kawan atau saudara-mara;
- (e) sukan;
- (f) perniagaan;
- (g) mesyuarat, persidangan, seminar atau konvensyen;
- (h) pengajian atau penyelidikan;
- (i) apa-apa maksud lain yang tidak berhubungan dengan suatu pekerjaan yang mendapat saraan daripada tempat dilawati itu;

“pelancongan dalam negeri” ertinya pelancongan ke atau di Malaysia atau mana-mana tempat di dalam Malaysia;

“pelancongan ke luar negeri” ertinya pelancongan ke atau di mana-mana tempat di luar Malaysia;



ECOTOURISM

(Tourism **FOR** the environment)



NATURE-BASED & WILDLIFE TOURISM

(Tourism **ABOUT** the environment)



ADVENTURE TOURISM

(Tourism **IN** the environment)

(Newsome, Moore & Dowling, 2001)



“a broad spectrum of outdoor touristic activities; often commercialised; involving an interaction with the natural environment; away from the participants home range; and containing elements of risk in which the outcome is influenced by the participants, settings and management of the touristic experience” (Hall, 1992).

“a trip or travel with the purpose of activity participation to explore new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting” (Sung, Morrison and O’Leary ,1997).

A commercialized version of outdoor recreation, normally conducted in the forms of guided tour, provides excitement to the clients via utilization of specialized equipment and skills, and relies upon features of natural terrain as its principal attraction (Buckley, 2012).



BICARA KEMBARAAN

Apakah yg dimaksudkan dgn Adventure Tourism? Apakah bentuk aktiviti Adventure Tourism? Apakah ciri2 yg boleh kita gunakan utk memahami konsep sebenar Adventure Tourism?

Semoga artikel ini mampu menghadirkan manfaat buat semua. Muchas gracias SEPATAHDUA(DOT)MY atas jemputan & penerbitan.

#nadaesimposible

#adventuretourismmalaysia

#MaTExadventuretourismoperator





UNWTO Global Report on Adventure Tourism



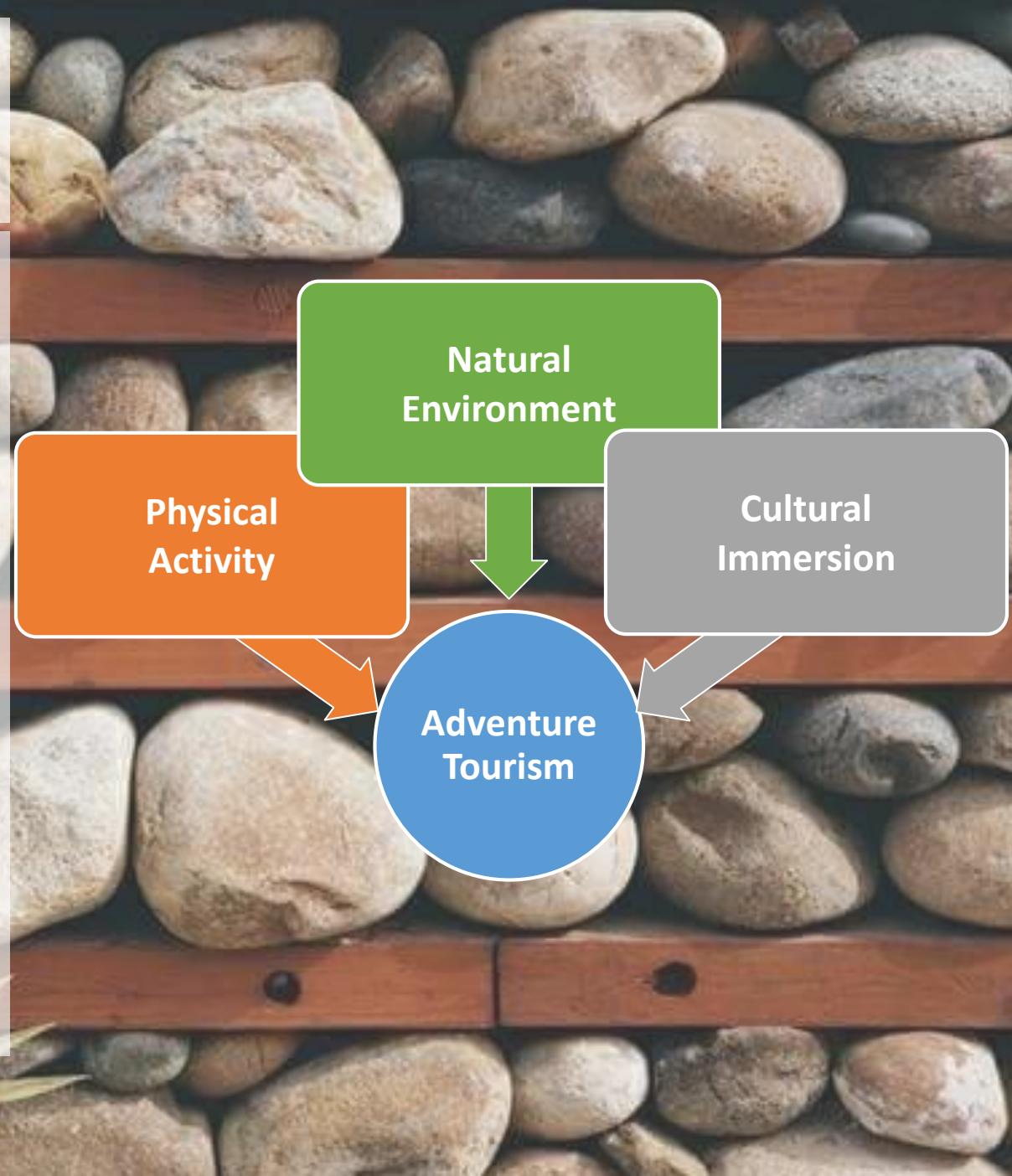
World Tourism Organization



ATTA & UNWTO (2014)

A trip that includes at least **TWO** of the following three elements: **physical activity, natural environment, and cultural immersion.**

While the definition of adventure tourism only requires two of these components, trips incorporating all three tend to provide tourists with the fullest experiences in any adventurous travel.



OPERATIONAL DEFINITION

“A trip or travel with the intention to participate in a broad spectrum of physically challenging endeavours outside the participants’ locality; involving an interaction with the natural or man-made environment via the use of specialized skills, equipment and leadership; containing elements of risk with specific safety interventions; and commercialized service in which the overall outcome is influenced by the participants, operators, locations, and management of the experience”

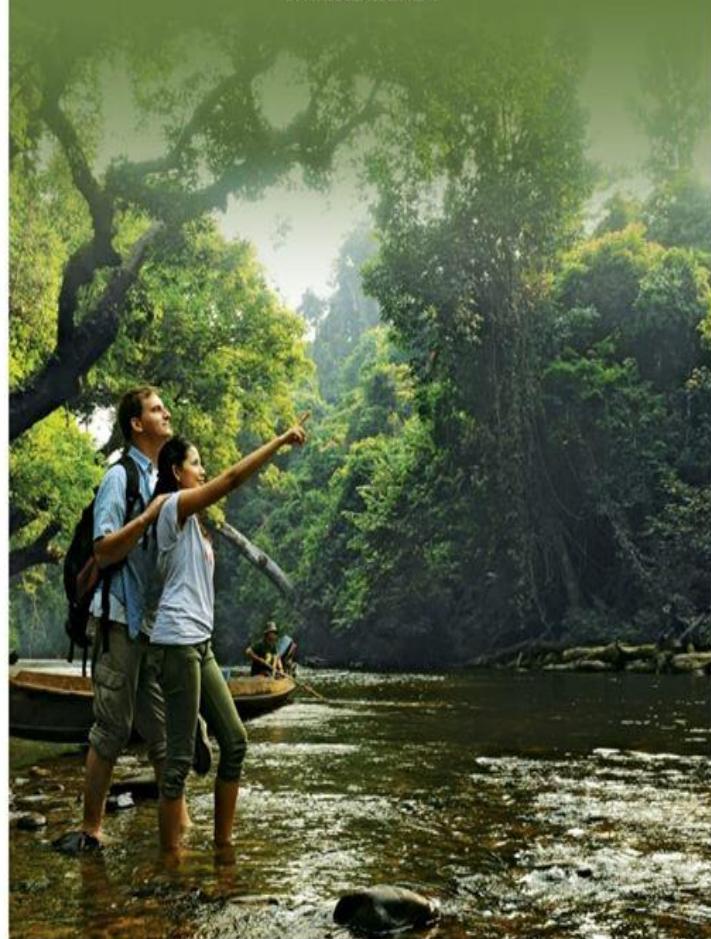
*Operational Definition of Adventure Tourism
(Malaysia Productivity Corporation, 2019)*



WHAT IS ADVENTURE TOURISM?

Adventure tourism has emerged as one of the fastest growing sector of international niche tourism market worldwide.

BY MOHAMAD KHAIRI ALWI



KEMENTERIAN
PELANCONGAN,
SENI DAN BUDAYA MALAYSIA

AKTIVITI YANG DIBENARKAN DENGAN SOP

Pameran Hasil Seni, Budaya & Warisan di Premis dan Fasiliti Awam Kebudayaan,
Premis Penginapan Hotel,
Syarikat Pengendali Pelancongan,
Pemanduan Pemandu Pelancong,
Operasi Institut Latihan Pelancongan (ILP),
Program Pengalaman Homestay Malaysia,
Aktiviti Pelancongan Pengembaraan dan Aktiviti Lasak (SOP Umum KBS telah lulus),
Aktiviti Selam Skuba dan Snorkeling (SOP Umum KBS telah lulus).

ADVENTURE TOURISM ACTIVITIES

land-based	water-based	aviation-related
<ul style="list-style-type: none"> • Cross-country skiing • Downhill skiing • Ski-touring • Snowboarding • Trekking/tramping • Jungle hiking/bush walking • Off-road safaris • 4wd tours • Flying-fox • Zipline • Via-ferrata • Bungy jumping • Mountain biking/cycling • Horse riding • Hill climbing • Mountain climbing • Abseiling • Rock climbing • Ice climbing • Caving 	<ul style="list-style-type: none"> • White-water rafting • Sailing • Snorkelling • Scuba diving • Jet-boating • Sea/river kayaking • White-water kayaking • Canoeing • River boarding • Water skiing • Wind surfing • Board surfing • Expedition cruise • Fishing 	<ul style="list-style-type: none"> • Hot-ballooning • Hang gliding • Heli-bungy jumping • Parachuting • Paragliding • Paramotor • Sky diving • Scenic aerial touring (small aircraft/helicopter)



LAND-BASED ADVENTURE TOURISM ACTIVITY

Mountain-based adventure tourism activities.
Forest-based adventure tourism activities.
Cycling-based adventure tourism activities.
Rope-based adventure tourism activities.
Cave-based adventure tourism activities.
Motorized adventure tourism activities.



WATER-BASED ADVENTURE TOURISM ACTIVITY

Sea-based adventure tourism activities.
Flatwater river and lake adventure tourism activities.
Basic white water river adventure tourism activities (Grade 1-3).
Advanced white water river adventure tourism activities (Grade 4-6).



AIR-BASED ADVENTURE TOURISM ACTIVITY

Glider/ Parachute-related adventure tourism activities.
Motorized aircraft
Hot air balloon

PARTICIPATION PATTERN

HARD

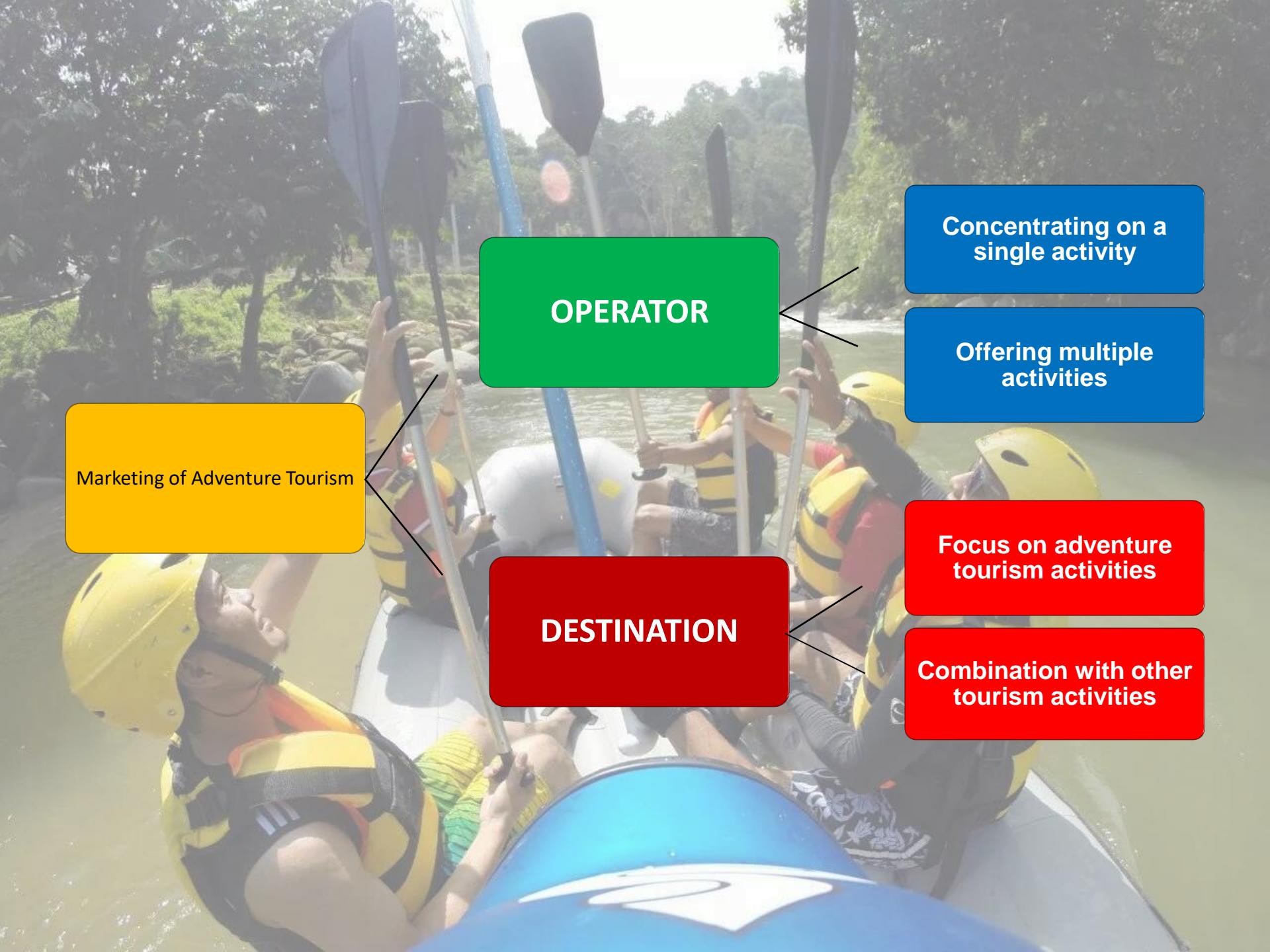
- travel to environmentally as well as socially remote destinations to acquire experiences that exist upon some extents of a confrontation with inherent risks and dangers.
- Risks are real rather than perceived, and need to be carefully managed through the advanced skills, intense commitment as well as experiences of participants and tour operators.
- high risk, active engagement, adrenaline-rushed and extremely challenging.

SOFT

- seeking for a carefully planned level of novel activities that provide excitement and emotional release rather than extremely challenging or high-risked circumstances.
- enjoyment comes from overcoming the perceived risks and dangers that are produced through the leadership and experiences of the tour operators.
- 'All-in-one package' .

ADVENTURE TOURISM MARKET





OPERATOR

Marketing of Adventure Tourism

DESTINATION

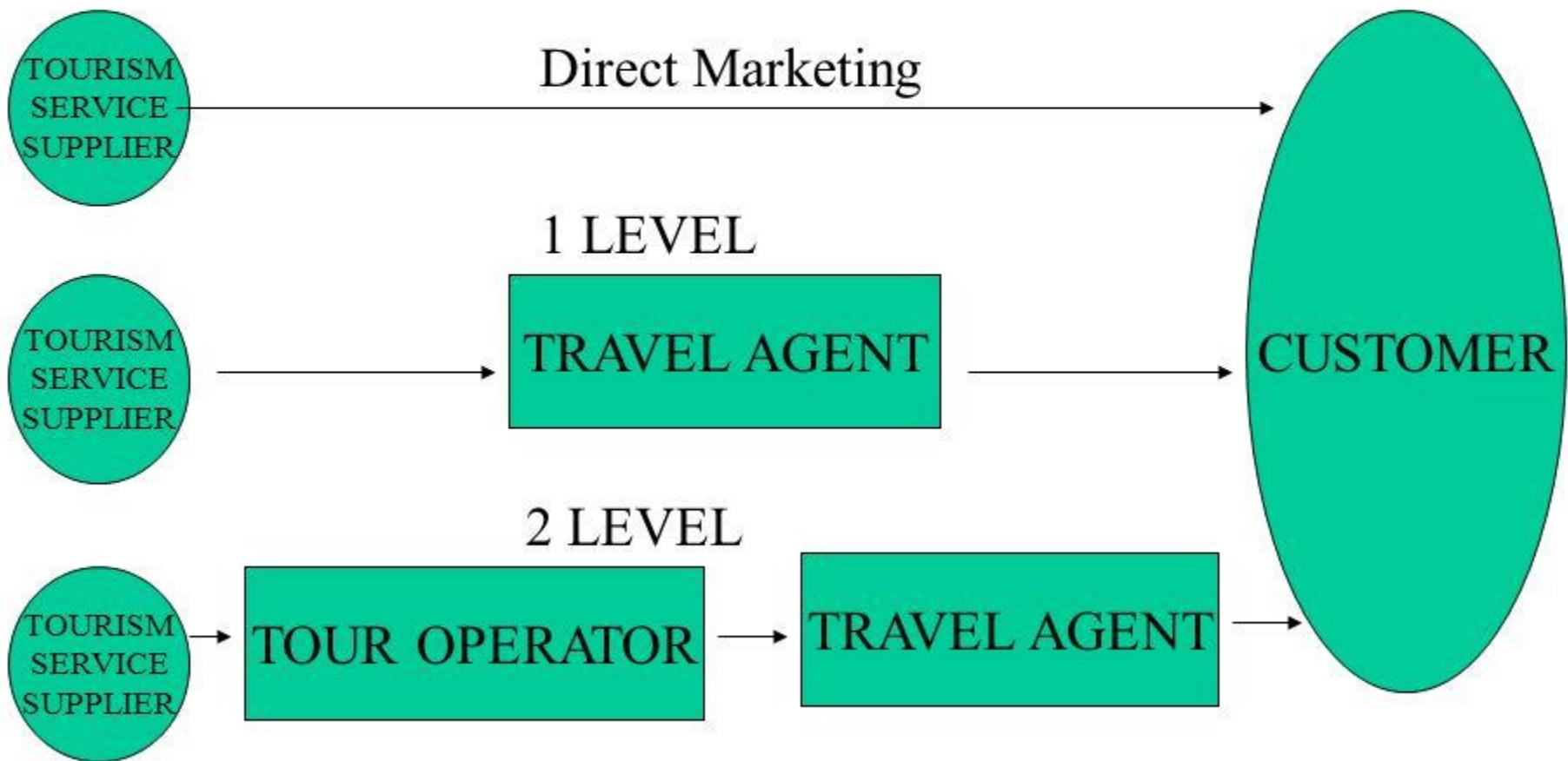
Concentrating on a single activity

Offering multiple activities

Focus on adventure tourism activities

Combination with other tourism activities

DISTRIBUTION CHANNELS



Existing certification

STANDARD	SOURCE
<p>ISO21101:2014 (Adventure Tourism – Safety Management System – Requirements)</p>	International Organization for Standardization (ISO) (2014)
<p>ISO21102:2014 (Adventure Tourism – Leaders – Personal Competence)</p>	
<p>ISO21103:2014 (Adventure Tourism – Information for Participants)</p>	
<p>International Adventure Travel Guide Qualifications and Performance Standard</p>	Adventure Travel Trade Association (2016)
<p>National Occupational Skills Standard (Land-based Adventure Tour Guiding)</p> <p>National Occupational Skills Standard (Water-based Adventure Tour Guiding)</p>	Department of Skills Development (2016, 2018)
<p>Malaysia Tourism Quality Assurance (MyTQA) - Nature & Adventure</p>	Ministry of Tourism, Arts & Culture (2014)

MaTEx (ATO)

LIMITED CIRCULATION

Entails the **minimum but mandatory requirements** for proper operationalization and implementation of adventure tourism businesses.

Focuses on **six** main criteria.

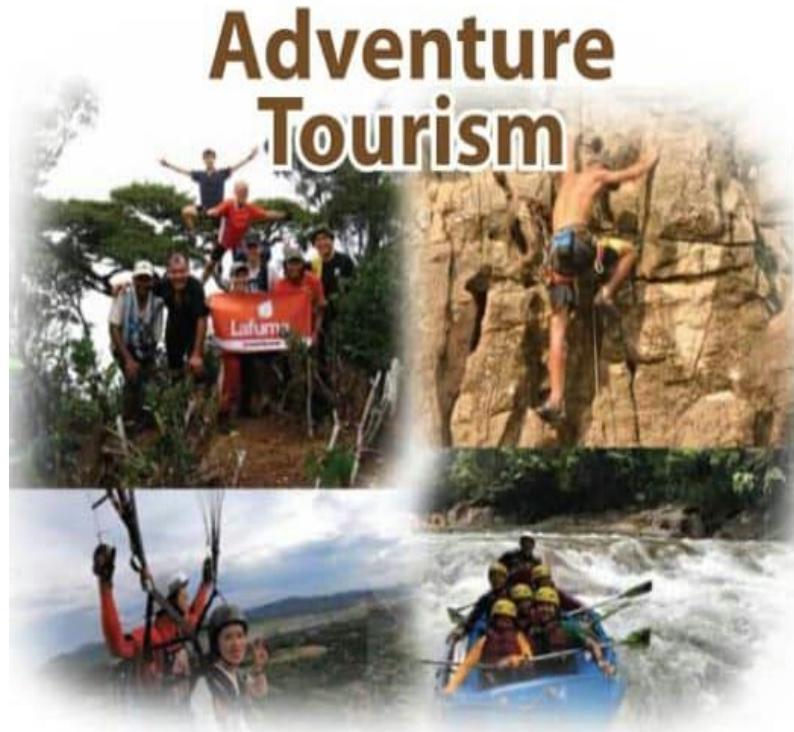
Covers **various types** of adventure tourism activities operated in numerous geographic, cultural and social environments. Nevertheless, this industrial standard **does not apply to technical under water adventurous activity** such as scuba diving, for which there are other specific standards related to the activity.

Depending on the categories of adventure tourism activities, different operational necessities are required. Nevertheless, there are some **operational necessities that are common across various categories** of adventure tourism activities. These common operational necessities are the focus of this industrial standard.

Intended for use by any existing adventure tourism service providers **regardless of type, size, and products or services provided**. While special considerations are made towards the Small and Medium Enterprises (SMEs), it does not impede the participation and adoption by well-established service providers.



TPN STANDARD ATO : 2019





MaTEX (Adventure Tourism Operator)			
Criteria	Sub-criteria	Indicators	Weightage
SAFETY MANAGEMENT	Risk Assessment Operational Procedure Equipment	27	30%
STAFF COMPETENCY / LEADERSHIP	Knowledge & Experience Skills Attitude Physical Appearance & Presentation Maintenance & Improvement of Competence	40	30%
INFORMATION DELIVERY	Pre-Activity Requirement Requirement During Activity Post-Activity Requirement	10	15%
BUSINESS INFORMATION	Telephone Inquiries Content of Promotional Materials Booking & Confirmation Procedure Company's Digital Platform Establishment	24	10%
SUPPORTING SERVICES	Meals & Refreshment Transportation	11	10%
INITIATIVES		11	5%

CONSIDERATION & justification

HELP BOOST ENTREPRENEURSHIP
INITIATIVES of *SME & Micro* companies
through the provision of competitive
advantages

1

AWARENESS & ADOPTION of best
practices & proper implementation

2

BOTTOM UP APPROACH- INDUSTRIAL
LEVEL STANDARD with the intention
to '**MEMBANTU** dan *bukannya*
MENGHUKUM!'

3





Certificate Of Excellence 2020 - 2022

This Certificate of Excellence is awarded to

RASHIHAH NORDIN RESOURCES

for the achievement in excellent quality service and delivery in the category of

ADVENTURE TOURISM



DATO' ABDUL LATIF HJ ABU SEMAN
DIRECTOR GENERAL
MALAYSIA PRODUCTIVITY CORPORATION
(MPC)



UZAIDI UDANIS
CHAMPION
TOURISM PRODUCTIVITY NEXUS
(TPN)



Certificate Of Excellence 2020 - 2022

This Certificate of Excellence is awarded to

ORL VENTURES

for the achievement in excellent quality service and delivery in the category of

ADVENTURE TOURISM



DATO' ABDUL LATIF HJ ABU SEMAN
DIRECTOR GENERAL
MALAYSIA PRODUCTIVITY CORPORATION
(MPC)

UZAIDI UDANIS
CHAMPION
TOURISM PRODUCTIVITY NEXUS
(TPN)

“From industry to the industry” initial development stage



“From industry to the industry”

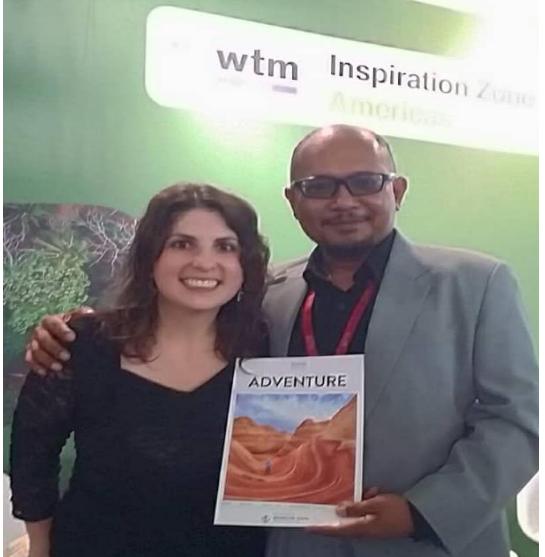
on-site pre-pilot stage



“From industry to the industry”

TOT for assessors & training of applicants





WORLD TOURISM MARKET 2019 LONDON

Initial attempt to bring our Adventure Tourism industry to the WORLD

**“From industry
to the industry”
REVIEW
PROCESS**



“From industry to the industry”

Endorsement of Working Committee



Adventure Tourism Companies

ANBOT	CIKGU MURNI ENTERPRISE
CLOUD BASS	DECO ALAM CONSULT
DELTA ADVENTURE	DOTH 47 RESOURCES
FARISYAVAYCARL TRADING	HIKERS TRAINING & CONSULTANT
HILOADNA ENTERPRISE	JENOBA TRADING & SERVICES SDN BHD
KBX RERAMARIA ENTERPRISE	KEM BARA MURNI
KJ OUTDOOR SERVICES	LARUT ATV PARK
LUSUH OUTDOOR RECREATION & SURVIVAL	MAVERICK TRAINERS & CONSULTANTS SDN BHD
MEGA WATER SPORT SDN BHD	MFA TRAINING AND EVENT
MOSSY TREKKERS	MULTITASKER ENTERPRISE
OHANA ADVENTURE SPORT	ORL VENTURES
OUTBOUND AVENTURA CREW	OUTDOOR GEEKS PRODUCTS & SERVICES
RADAK ADVENTURE CONSULTANT	RASHIHAH NORDIN RESOURCES
RECREATION OUTDOOR HIKERS	RENTAS BUANA VENTURE
RIVER EXPLORER	SAS ADVENTURE
SATISFLY OUTDOOR VENTURE	SEA EXTREME SPORT
SEAAT RESOURCES	THIRTY ASCEND SERVICES
TSTC DISCOVERY SERVICES	WILDOOUTDOOR ADVENTURE
WIRA ADVENTURE CONSULTANT	ZAREEQ ENTERPRISE



Official Launch

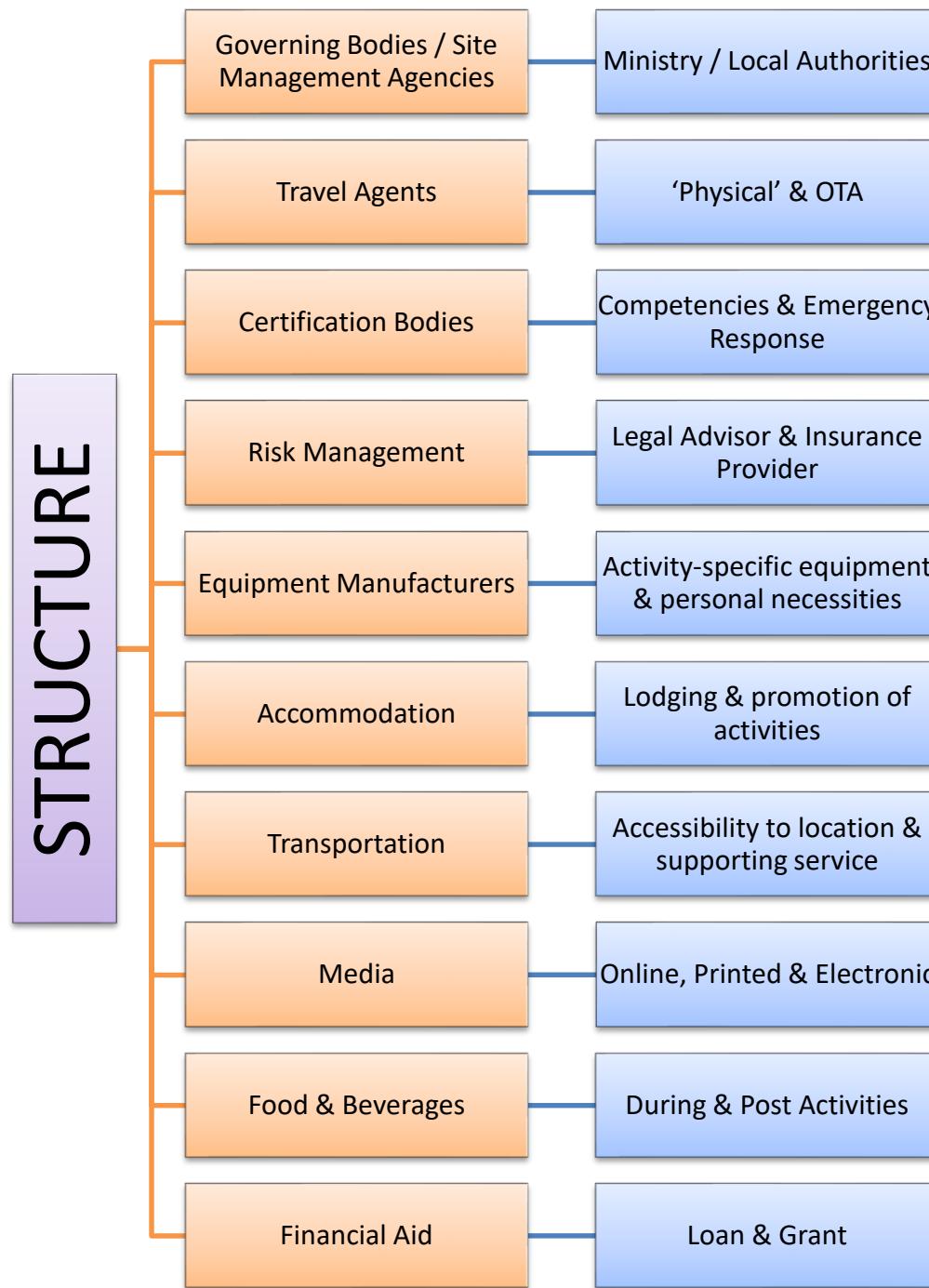
Malaysia Tourism Excellence (MaTEX)
Business Certification Programme

By

YB Datuk Mohamaddin bin Ketapi
Minister of Tourism, Arts and Culture

27 NOVEMBER 2015
MARRIOTT GALLERIA JALAN RAJAYA HOTEL







MUCHAS
GRACIAS !