



PRELIMINARY DISCUSSION (MALAYSIA ADVENTURE TOURISM INDUSTRY STRUCTURE)

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

A handwritten signature in black ink, reading 'Nor Hafizah'.

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)



What is
ADVENTURE TOURISM?

GENERAL DEFINITION & CONCEPT



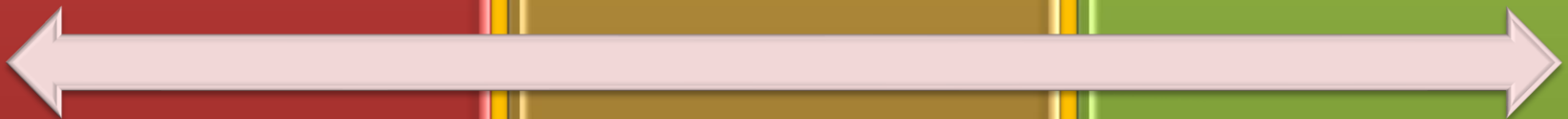
expansion of active
outdoor recreation
(Christiansen, 1990)



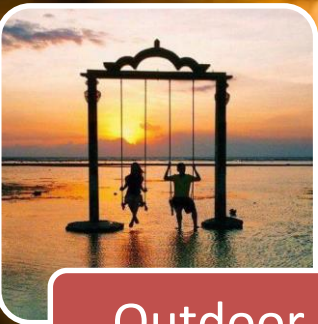
physically
challenging outdoor
leisure in remote
areas
(Lala and Bhat, 2008)



tourism in the
environment
(Newsome et al, 2001)



EVOLUTION OF ADVENTURE TOURISM



Outdoor
Recreation



Adventure
Recreation



Adventure
Tourism



Alejandro Aaron Aventura is with Elyani Ramli at Universiti Utara Malaysia (Official FB).

23 Jul at 22:24 • Sintok •

Dlm usaha utk memenuhi tanggungjwb sebagai penyampai ilmu pengetahuan kpd seluruh lapisan masyarakat...menerusi medium facebook ini sy dah mulakan dgn 1 ruangan khas yg dinamakan SEMBANG-SEMBANG REKREASI.

Asalnya ditujukan utk rakan2 FB yg juga merupakan peminat aktiviti2 lasak. Namun demikian, x sangka lak ianya mendapat perhatian lebih ramai pi... [See more](#)



SEPATAHDUA.MY

Evolusi Pelancongan Kembaraan (Adventure Tourism) / – SEPATAHDUA(DOT)MY



UNDANG-UNDANG MALAYSIA

CETAKAN SEMULA

Akta 482

AKTA INDUSTRI PELANCONGAN 1992

Mengandungi segala pindaan hingga 1 Januari 2006

DITERBITKAN OLEH
PESURUHJAYA 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 dipertanggungjawabkan 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 dipertanggungjawabkan 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

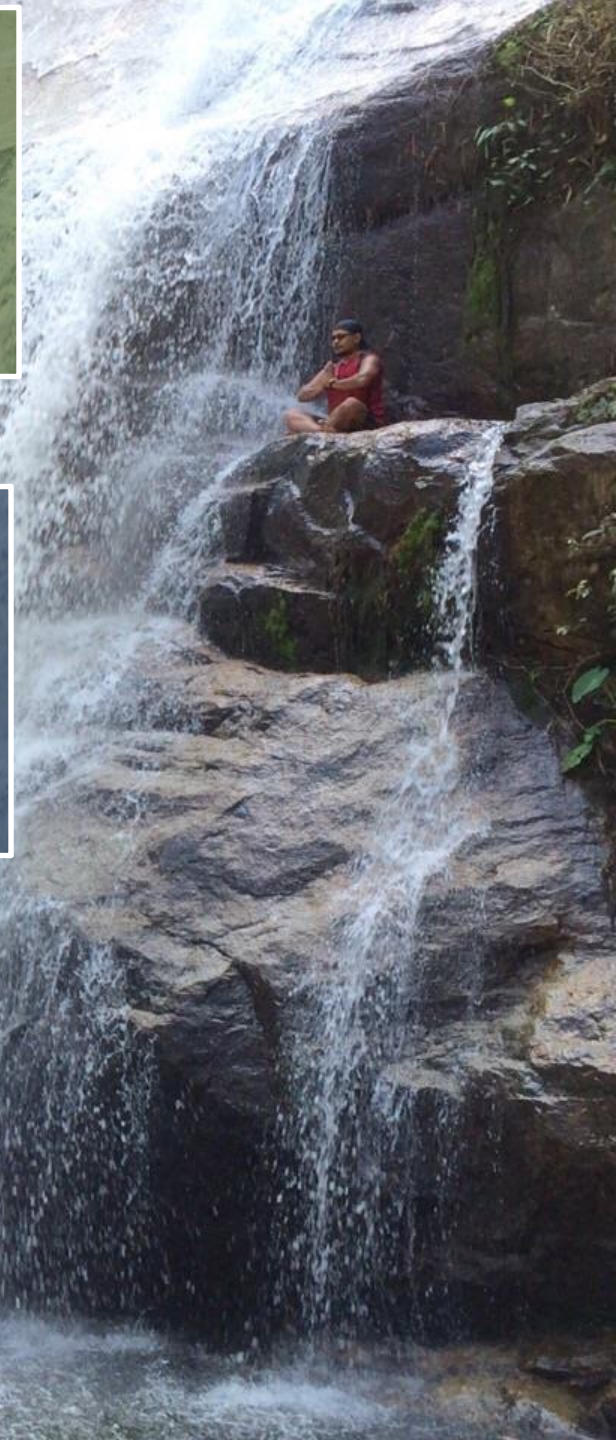
(Tourism **ABOUT** the environment)



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





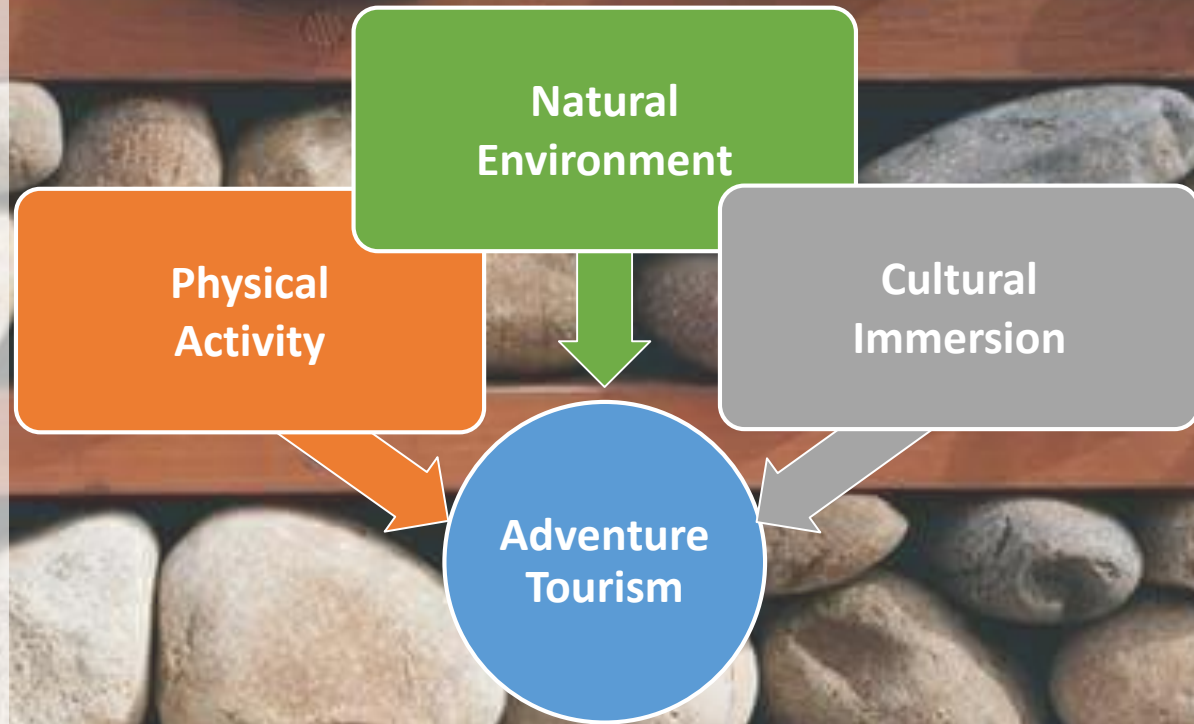
UNWTO Global Report on Adventure Tourism



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”

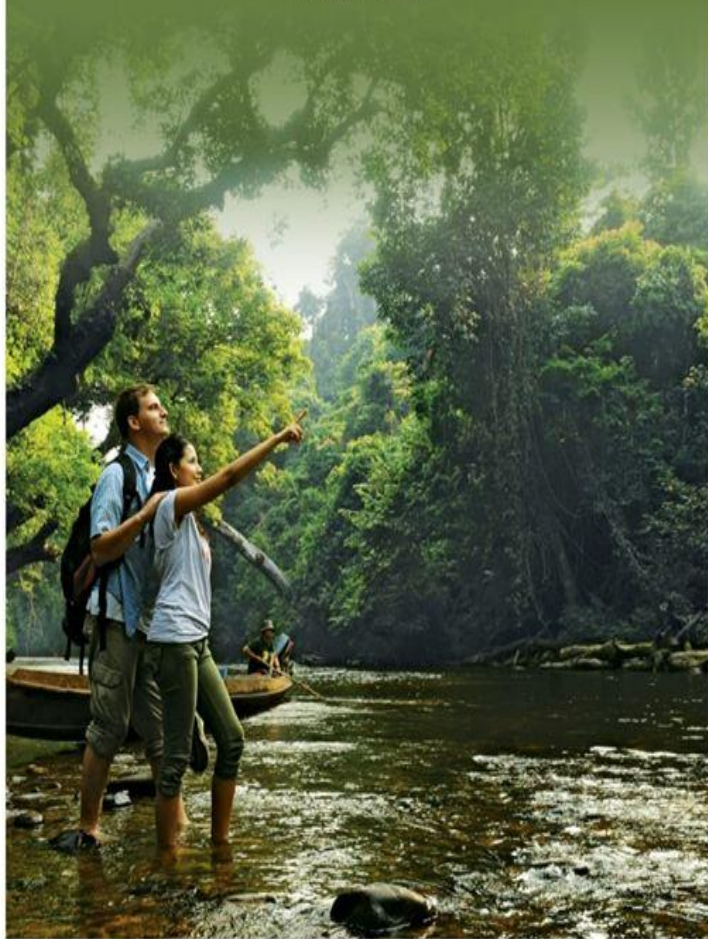


*Operational Definition of Adventure Tourism
(Malaysia Productivity Corporation, 2019)*

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



AKTIVITI YANG DIBENARKAN DENGAN SOP

Pameran Hasil Seni, Budaya & Warisan di Premis dan Fasilitas Awam Kebudayaan,

Premis Penginapan Hotel,

Syarikat Pengendali Pelancongan,

Pemanduan Pemandu Pelancong,

Operasi Institut Latihan Pelancongan (ILP),

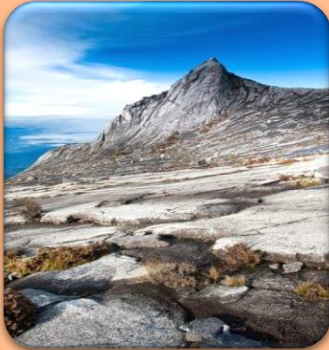
Program Pengalaman Homestay Malaysia,

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

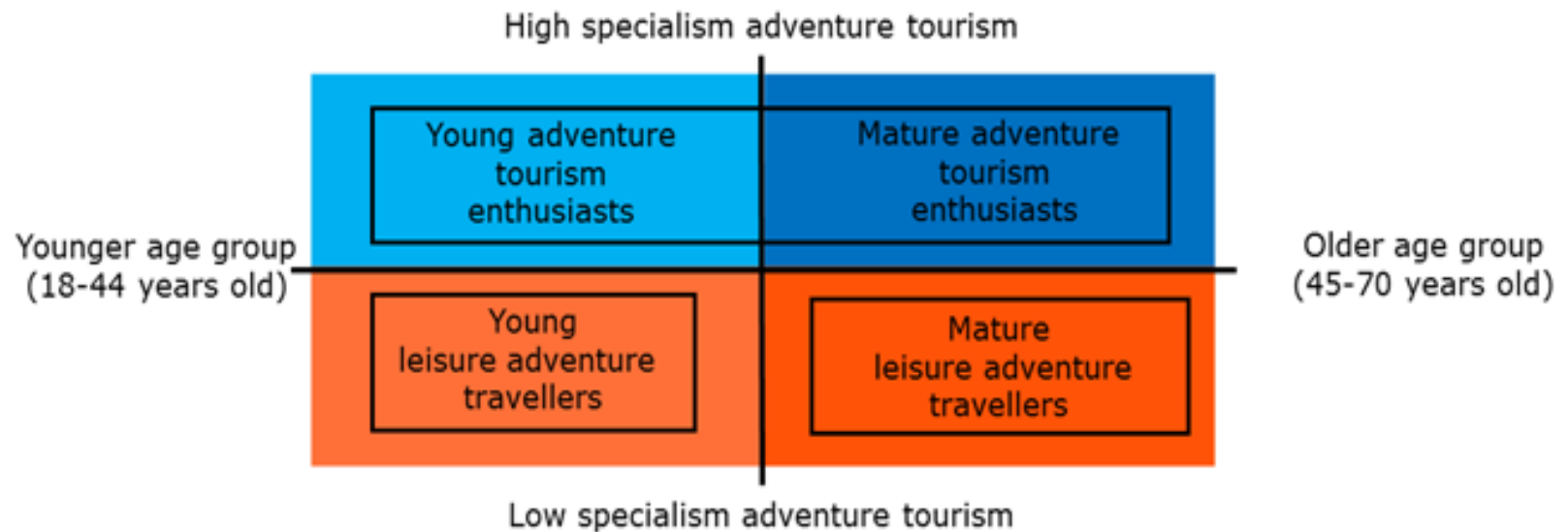
HARD

- 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

Concentrating on a single activity

Offering multiple activities

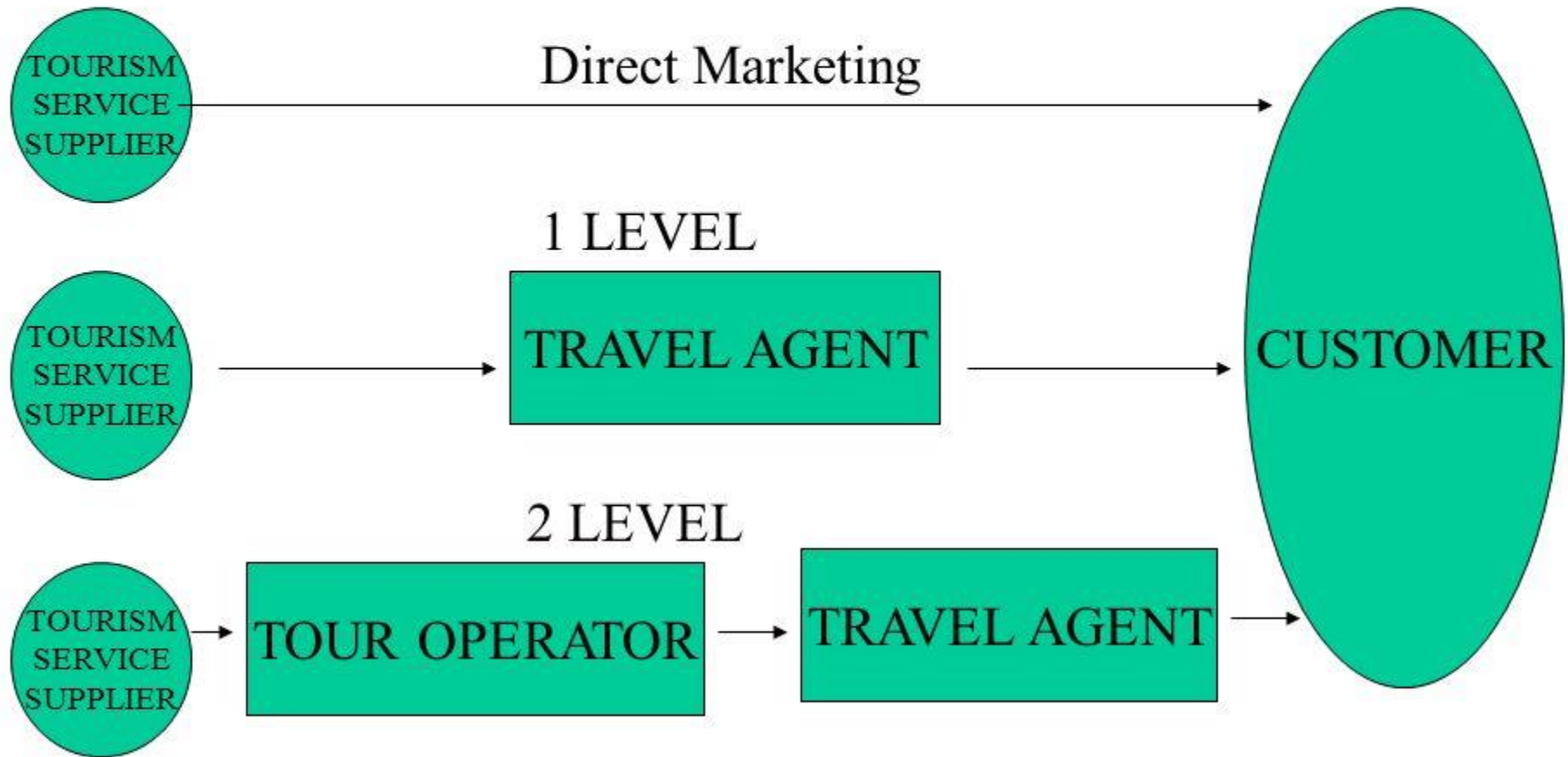
Marketing of Adventure Tourism

DESTINATION

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

MaTEEx (ATO)

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.

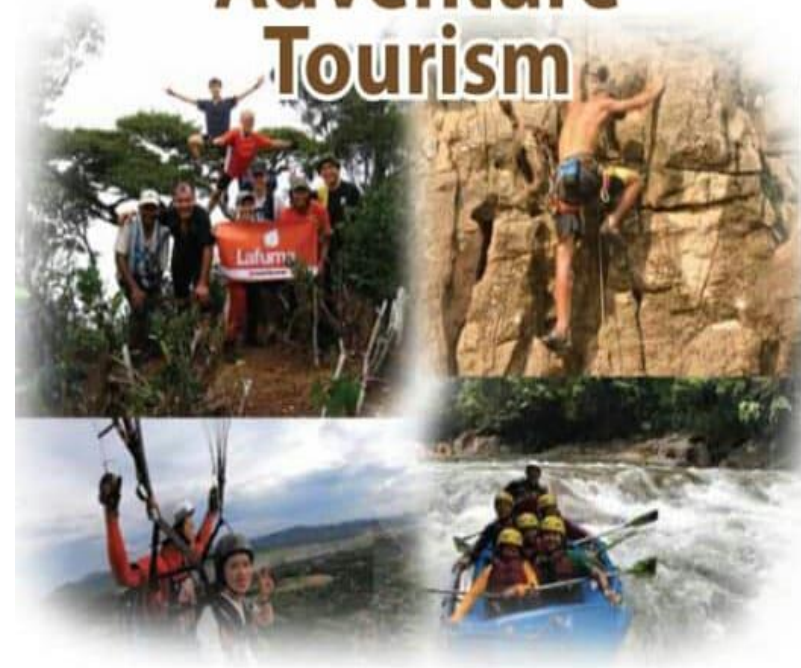
Intended for use by any existing adventure tourism service providers **regardless of type, size, and products or services provided**. While special considerations are made towards the Small and Medium Enterprises (SMEs), it does not impede the participation and adoption by well-established service providers.

LIMITED CIRCULATION



TPN STANDARD ATO : 2019

Adventure Tourism





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

CONSIDERATION & justification

1
HELP BOOST ENTREPRENEURSHIP
INITIATIVES of *SME & Micro* companies
through the provision of competitive
advantages

2
AWARENESS & ADOPTION of best
practices & proper implementation

3
BOTTOM UP APPROACH- INDUSTRIAL
LEVEL STANDARD with the intention
to '**MEMBANTU** dan *bukannya*
MENGHUKUM!'





Certificate Of Excellence

2020 - 2022

This Certificate of Excellence is awarded to

RASHIAH NORDIN RESOURCES

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

ADVENTURE TOURISM



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

UZAIIDI 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' ABUL LATIF HJ ABU SEMAN
DIRECTOR GENERAL
MALAYSIA PRODUCTIVITY CORPORATION
(MPC)

UZAIIDI UDANIS
CHAMPION
TOURISM PRODUCTIVITY NEXUS
(TPN)

“From industry to the industry” initial development stage



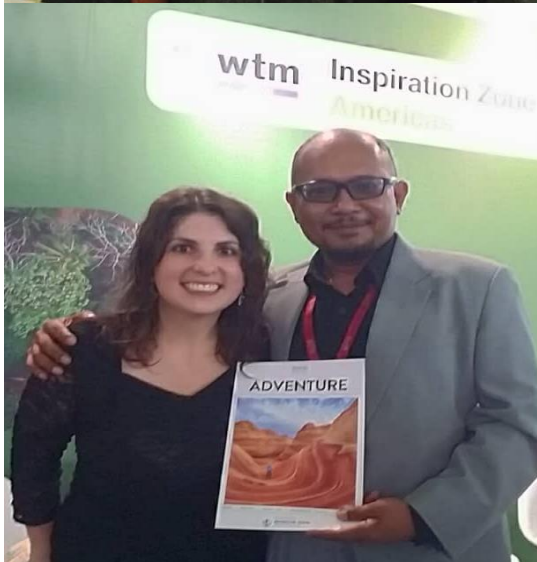
“From industry to the industry” on-site pre-pilot stage



“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	RASHIAH 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	WILDOUTDOOR ADVENTURE
WIRA ADVENTURE CONSULTANT	ZAREEQ ENTERPRISE



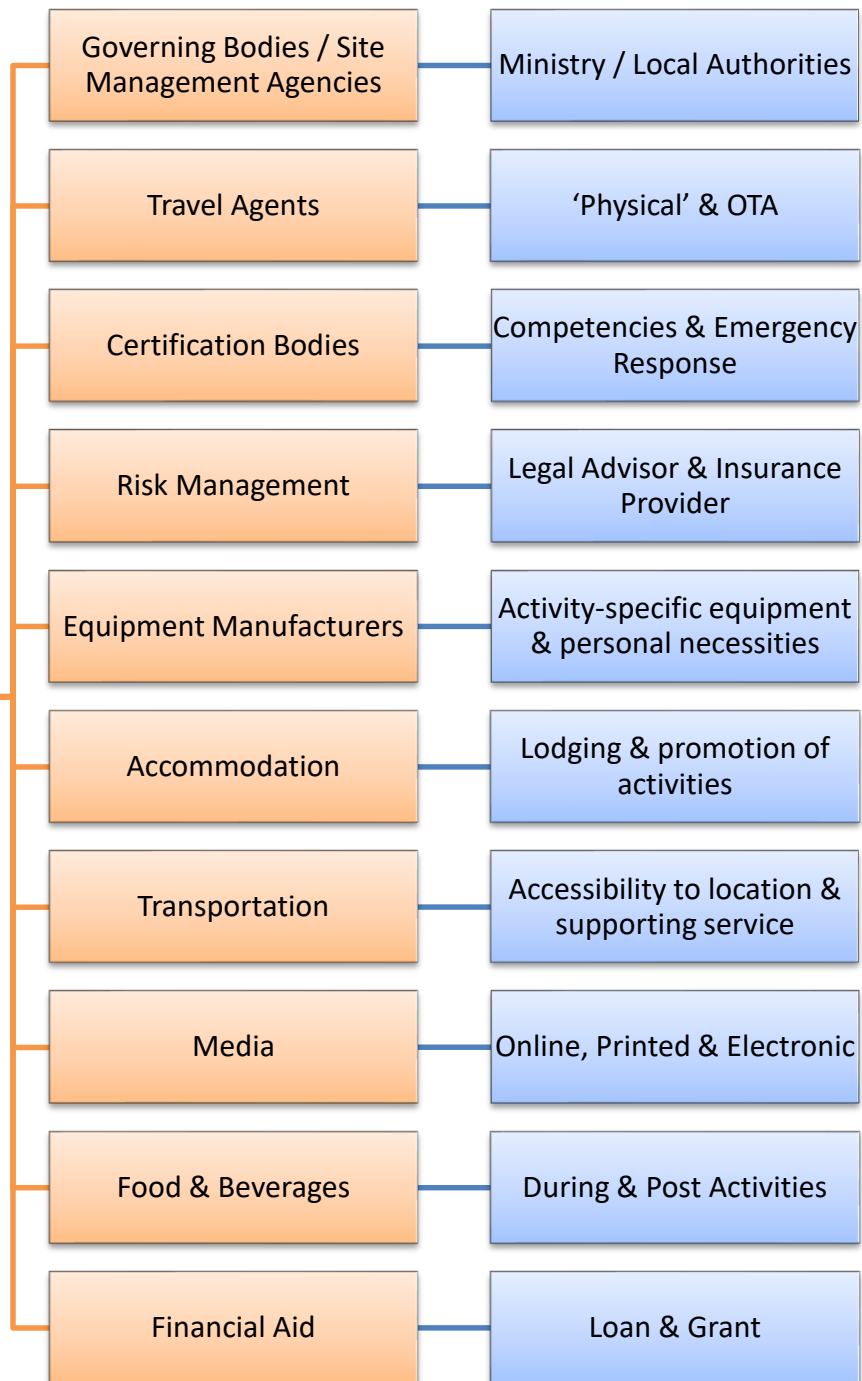
Official Launch
Malaysia Tourism Excellence (MaTeX)
Business Certification Programme

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

27 NOVEMBER 2015
HARRIOT RAJAYA HOTEL



STRUCTURE





*MUCHAS
GRACIAS!*