



# Section 3: Contextualising Social Perspective of Sustainable Adventure Tourism

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



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# The Micro Perspective

*Component 1* *Adventure Tourist*

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*Component 2* *Agency/Management/Industry Cluster*

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*Component 3* *Adventure Activity Resources*

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# The Micro Perspective



Social context = People who participate in an adventure tourism setting.

- The adventure tourist themselves
- The local communities
- The indigenous communities
- The business people providing adventure tourism services
- The people with authority who may or may not give access to participate in an adventure tourism pursuit.

One common denominator for all adventure tourism actors is the **wellbeing** construct. Not only, adventure tourist achieves their personal wellbeing, but the spillover effect provides a wider scope of wellbeing to other actors that includes social, career and community **wellbeing**.

Hence, to advocate social equity, the following actions are deemed necessary:

- 1) Determining the importance of products and services offered to the adventure tourist
- 2) Examine the performance of products, services, facilities and infrastructures available to the adventure tourist
- 3) Assess and develop memorable adventure tourism products and experiences.
- 4) Establish mechanism to ensure and empower local and indigenous community participation in adventure tourism activities.
- 5) Provide platform and resources (i.e. microfinance) to local/indigenous community for social enterprise/startups in adventure tourism.
- 6) Ensure digital access (info and infrastructure) reaches the people in the adventure tourism setting

# The Micro Perspective



Agency /  
Management  
/ Industry  
Cluster

To enhance Social Responsibility at an Adventure Tourism site, inclusive effort by agencies involved is required.

Only then the people (tourist, locals, government officials and NGOs) will get **access** to the experiences and get the benefit of Adventure Tourism.

The local council, the local businesses, the microfinance agencies, the NGOs and the enforcement bodies should play the role of stewards of their adventure tourism destination to enable **social access** to gain benefit from adventure tourism.

**Social Access Council for Adventure Tourism** with the presence of respective stakeholders need to be established at every Adventure Tourism destination.

# The Micro Perspective



- Adventure tourism especially in natural settings come with risks.
- People who participate in these risky pursuits (users or service providers) need to be equipped with **emergency response** knowledge and technical know-how.
- Guides and front-liners of adventure tourism services need to be well trained and equipped with both traditional and technological emergency response skills when providing adventure tourism services.

# The Macro Perspective

| Thrusts   | Pillars of Sustainability   |  |
|---|---|--|
|   | Social (People)   | Industry Cluster   |
| <b>Building Workforce of the Future</b>             | Policies to train, employ, empower local communities to participate and own AT initiatives  | Should establish a AT Learning and Competency Development Centre . Local Government, microfinance agencies (TEKUN, Amanah Ikthiar), Kementerian Pembangunan Usahawan dan Koperasi, |
| <b>Driving Digitalisation and Innovation</b>        | Ensure to bridge digital divide and address digital illiteracy both at infrastructure and infostructure levels.   | MDEC, MCMC, Local Government, New e-commerce start-up for AT   |
| <b>Making Industry Accountable for Productivity</b> | AT Industry to ensure employment priority and training given to local community through social-enterprise initiatives via local schools and JKKK/MPKK   | AT business partners, Local government, JKKK/MPKK, Pejabat Pendidikan Daerah   |
| <b>Forging a Robust Ecosystem</b>                   | Establish Adventure Tourism Association of Malaysia by benchmarking against US/Canada/Australia/European standards to ensure productivity in economy-environment-society. Also benchmark against global Adventure Travel Scorecard. | MPC, MTPB, MOTAC, MAH, MATTA, IPTA/IPTS, NIOSH, Malaysian Insurance Institute (MII), State Tourism EXCOs, Local governments.   |
| <b>Securing a Strong Implementation Mechanism</b>   | To incorporate AT when Tourism Act 92 is reviewed and revised to ensure implementation/enforcement at federal, state and local governments.   | MOTAC, MPC, State and Local Governments  |



Figure 5. Social Framework for AT Sustainability

# Thank you

Prepared for  
Malaysia Productivity Corporation (MPC)

