



Adventure Tourism Cluster

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



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Definition

ATTA and UNWTO

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



AT in Malaysia

Non-existence of official database

- Pattern of contemporary engagements in tourism activities
- Wealth of Malaysia's natural resources, geographical condition, and environmental richness
- Economic aspect looks promising

Problem Statement

Challenges

1. Constraints to Run Adventure Tourism Businesses Legally
2. Differences against Tour Operators or Travel Agencies
3. Dependency on Travel Agency Companies
4. Lack of Quality Monitoring and Enforcement

Adventure Tourism Cluster

Definition

A tourism cluster “a critical mass of competitive (and / or complementary) tourism products including one or more major attractions in a concentrated geographical area”

adventure tourism cluster interpreted as a concentrated geographical area where exists a critical mass of adventure tourism activities as its main attraction.

Conceptual Framework

Survivability and Sustainability

Recommendation

Piloting an Adventure Tourism Cluster

Select area

Identify people

Analyse gap/s

Design approach

Execute approach

Describe ecosystem