



# Section 2 : Contextualising Environmental Perspective of Sustainable Adventure Tourism

Professor Dr. Ahmad Shuib

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



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



# The Micro Perspective

*Component 1* *Adventure Tourist*

---

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

---

*Component 3* *Adventure Activity Resources*

---

# The Micro Perspective



May or may not demonstrate environmentally responsible behaviour.

Motivation -- achieving a certain personal goal without taking into account the consequence that may arise to the environment.

Necessary to embed **environmental education and awareness programmes** within adventure tourism activities

Hence, to advocate environmental protection, the following actions are deemed necessary.

- 1) Studies on different types of adventure tourist and their *Responsible Environmental Behaviour*.
- 2) Partnership with environmental NGOs to ensure existence of 'watchdog' to flag unwanted deterioration of natural resources
- 3) Partnership with local communities as voluntary guardians to safeguard their home environment from unwanted damage
- 4) Studies on environmental carrying capacity on Adventure Tourism activities to ensure the fragile ecosystem is provided time and space to recover.
- 5) Partnership with adventure tourism business entities to ensure ownership and stewardship of environmental advocacy. In return, such business entities can be awarded respective star rating for efforts in protecting the environment.
- 6) Application of technology as a sounding board (alarm system/barometer) in sensitive areas are required including social media marketing for awareness creation to adventure tourist.

# The Micro Perspective



Agency /  
Management  
/ Industry  
Cluster

To enhance Responsible Environmental Behaviour at an Adventure Tourism site, inclusive effort by agencies involved is required to ensure environmental leadership.

- the local council
- the local businesses
- the award rating agencies
- the NGOs
- the enforcement bodies etc

For this to happen, an **Environmental Stewardship Council** with the presence of respective stakeholders need to be established at every Adventure Tourism destination.

# The Micro Perspective



Adventure  
Activity  
Resources

- Corals, forest trails, beaches and mountains are some of the fragile ecosystem.
- Act as natural attractions to the adventure tourist.
- Give space and time for these ecosystems to recuperate and remain healthy.
- Deriving the **physical carrying capacity** the resource can cater.
- **Technological advancement** like the RFID can monitor the movement of adventure tourist in these fragile ecosystems.
- Provide appropriate **environmentally responsible training** to guides/personnel who will be the front-liners in adventure tourism to lead by example.

# The Macro Perspective

Thrusts	Pillars of Sustainability	
	Environment (Planet)	Industry Cluster
<b>Building Workforce of the Future</b>	Strong AT policies on carrying capacity and workforce enforcing the policies to ensure environmental protection and user safety.	KeTSA , MOCAT, NIOSH. Curriculum for guides/adventure tourism front-liners to emphasise on responsible environmental behaviour
<b>Driving Digitalisation and Innovation</b>	Use of RFID and GIS to monitor user safety and environmental protection	MDEC, MCMC, Local Government, New e-commerce start-up for AT
<b>Making Industry Accountable for Productivity</b>	AT Industry to comply to environmental protection legislation and policy and given star ratings to indicate their level of environmental responsibility.	KeTSA, MOCAT, Local Government
<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

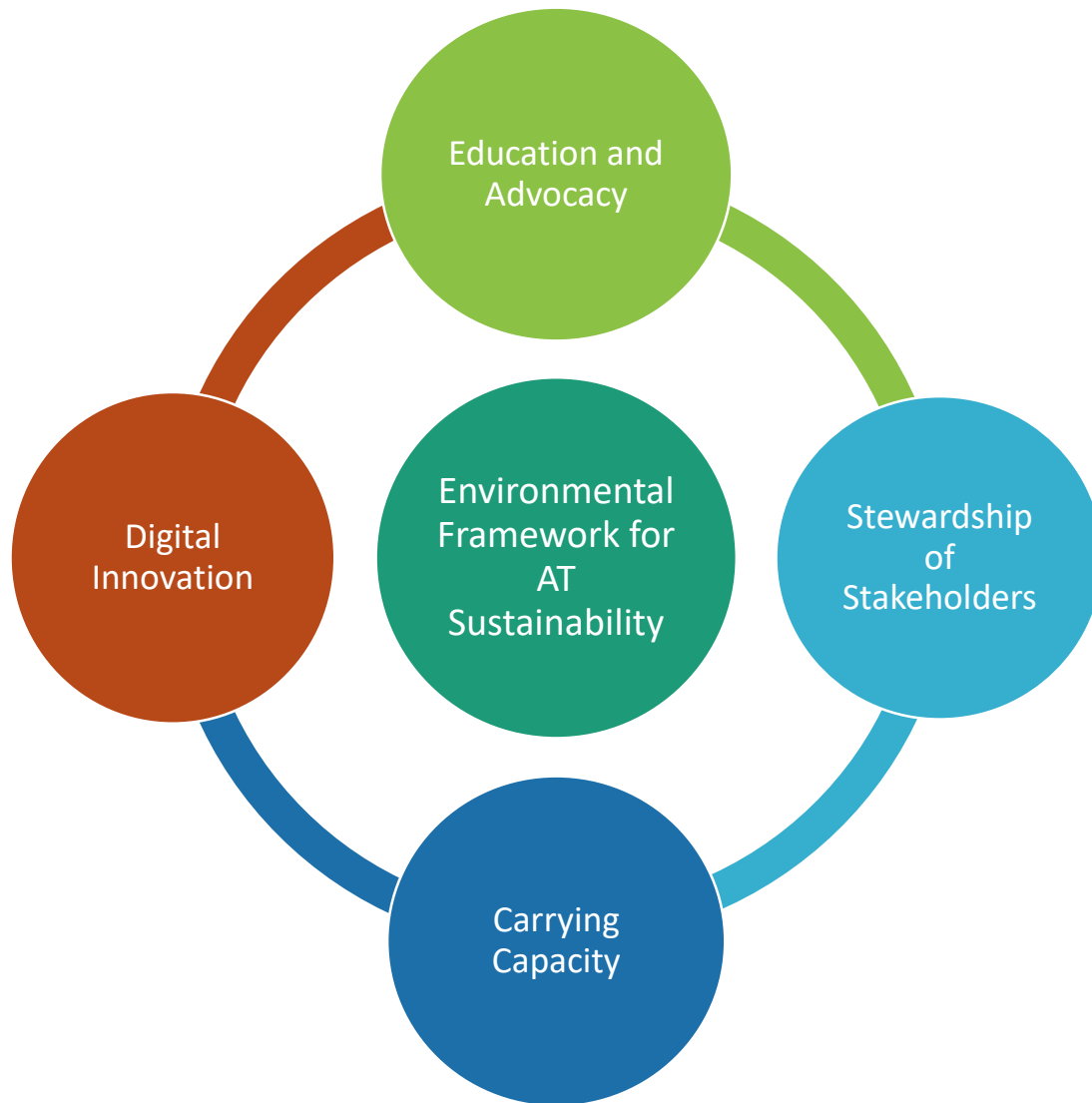


Figure 4. Environmental Framework for AT Sustainability

# Thank you

Prepared for  
Malaysia Productivity Corporation (MPC)

