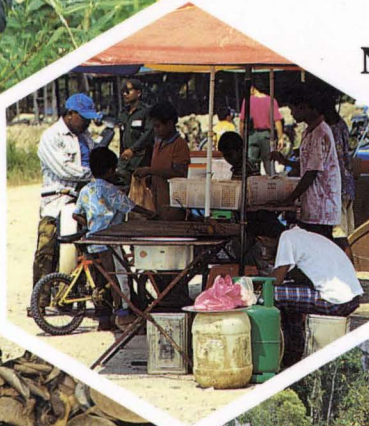


PELAN EKOPELANCONGAN KEBANGSAAN MALAYSIA

RINGKASAN EKSEKUTIF

NATIONAL ECOTOURISM PLAN

Executive Summary



1996

Disediakan untuk Kementerian Kebudayaan, Kesenian dan Pelancongan

Kerajaan Malaysia



MALAYSIAN NATIONAL ECOTOURISM PLAN

RINGKASAN EKSEKUTIF

EXECUTIVE SUMMARY

The Malaysian National Ecotourism Plan is a study prepared for the Ministry of Culture, Arts and Tourism, Government of Malaysia. It consists of seven parts:

	Ringkasan Eksekutif / Executive Summary
Part 1	The National Ecotourism Plan
Part 2	Ecotourism Potential: Site Listings
Part 3	Ecotourism Guidelines for Malaysia
Part 4	Current Status of Ecotourism in Malaysia
Part 5	Malaysia's Place in the Region
Part 6	Annexes

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Generous assistance during the preparation of the study was given by all those mentioned in Part 6, Annexe 2. Permission to use photographs in Part 2 was granted by the photographers/WWF Malaysia Resource Centre.



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HOW TO USE THE NATIONAL ECOTOURISM PLAN

The Malaysian National Ecotourism Plan includes the following parts:

Ringkasan Eksekutif / Executive Summary

Part 1 The National Ecotourism Plan

Part 2 Ecotourism Potential: Site Listing

Part 3 Ecotourism Guidelines for Malaysia

Part 4 Current State of Ecotourism in Malaysia

Part 5 Malaysia's Place in the Region

Part 6 Annexes

It is the objective of the National Ecotourism Plan to assist the Government of Malaysia at Federal and State level in the development of Malaysia's ecotourism potential. The Plan is intended to serve both as an appropriate instrument within the overall sustainable development of Malaysia and the economy as a whole, and as an effective tool for conservation of the natural and cultural heritage of the country.

How to use the Plan

The general flow of the document is as follows. **Part 1**, the plan itself, proceeds from policy matters to the identification of 14 broad strategies which should be utilised in developing ecotourism. Based upon discussions with all sectors (government, businesses, customers and local residents), the plan then identifies 37 issues to be tackled. The plan sets out 21 Action Plans which will address these 37 issues. They range from the definition of ecotourism through legal changes to monitoring and finance. The Ministry of Culture, Arts and Tourism is a lead player and co-ordinator, but these 21 Action Plans contain something for everyone.

Finding the Actions Recommended for Each Body

This Executive Summary contains a matrix (pp. 27-38) showing the actions recommended for each agency, business and community to undertake. The staff of any given agency or sector (e.g., State Economic Planning Unit; State Forestry Department; tour operators) can find, under their name, the recommended actions listed by number. The numbers refer to each of the actions from the Action Plans which are given in full in #10 (10.1 to 10.21) of Part 1, the National Plan; to the Ecotourism Site development suggestions in Part 2; and to the Guidelines in Part 3.

Part 2 lists existing and potential ecotourism areas in each State throughout Malaysia, with details of the access, facilities, attractions and activities of each one. Ecotourism area development suggestions are identified, described, and ranked in order of priority. This is essential material for the expansion and management of ecotourism areas, so that potential ecotourist numbers and revenue can be realised. Ecotourism developments must be accompanied in many cases by reservation of land to conserve the natural assets. The index of agencies given in the executive summary shows which agencies are expected to play a lead role in the development of each site, whether by developing such sites themselves, or by providing facilities and infrastructure to encourage the private sector.

Finding the References to Each State

The first index at the end of the Executive Summary lists all references to place names throughout the National Ecotourism Plan, according to State.

Part 3 of the report is a compilation of Guidelines. These form a basis for specific activities and functions in all ecotourism areas (e.g., carrying capacity, health and safety); and for management of sites in specific habitats (e.g., caves, mountains). These guidelines are available for use especially by planners, area managers, and the private sector. They should be continually revised and strengthened, and enforcement methods put in place.

Part 4 describes the current state of ecotourism in Malaysia. It describes ecotourism areas, ecotourist numbers, characteristics and attitudes. It describes some of the perceptions and attitudes of foreign and domestic tour operators, tourists and local communities. It is relevant to identifying many of the issues and strategies in other parts of the Plan, especially the needs of site planning for the benefit local communities.

Part 5 describes the tourism and ecotourism situation in countries of the Asia Pacific region, and places Malaysia within this context. It is largely background material.

Part 6 provides supplementary material including a bibliography, a list of training institutions and contacts, a list of known nature-based tour operators in Malaysia and other countries, and various appendices. These materials may form parts of data-bases for those active in ecotourism promotions, training and research.

Topics of Special Interest

The second index at the end of the Executive Summary lists the main page references to topics of special interest, for example Local Communities, Guides and Guiding, Investment, or Length of Stay

PELAN EKOPELANCONGAN KEBANGSAAN

NATIONAL ECOTOURISM PLAN

Ringkasan Eksekutif / Executive Summary

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Ecotourism is:

"environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations"

(Ceballos-Lascuráin, 1993)

Ringkasan Eksekutif ini membentang:

21 Pelan Tindakan (lihat mukasurat 7);

52 Cadangan Projek (lihat mukasurat 8);

10 Tempat Terbaik untuk pembangunan istimewa (lihat mukasurat 9);

Profil Bergambar untuk lima daripada tempat terbaik (pada mukasurat 11, 13, 20, 22, 25);

25 Garispanduan (lihat mukasurat 17);

dan sebuah **Matriks** yang menunjukkan peranan setiap agensi di dalam perlaksanaan Pelan Ekopelancongan Kebangsaan (mukasurat 27-37).

PELAN EKOPELANCONGAN KEBANGSAAN

RINGKASAN EKSEKUTIF

Pendahuluan

1. Ekopelancongan berkembang dengan pesat jika dibanding dengan semua bentuk pelancongan yang lain di Malaysia dan dunia. Pada tahun 2000, **1.25 juta** pelancong asing dijangka bertujuan melawat Malaysia kerana ingin melihat dan menikmati tarikan semulajadi. Seramai **1.25 juta** rakyat Malaysia dijangka melawat tempat semulajadi kerana tujuan pelancongan dan rekreasi. Jumlah itu dijangka membawa pendapatan sebanyak **RM1.57 bilion** pada tahun 2000.

Jumlah tersebut merupakan **10%** daripada jangkauan pendapatan keseluruhan bidang pelancongan. Malaysia mempunyai pelbagai asset alam semulajadi dan kebudayaan untuk menarik dan mengekalkan pertumbuhan ekopelancongan. Pelan Ekopelancongan Kebangsaan membentang sebanyak 21 Pelan Tindakan dan 52 Cadangan Projek supaya negara dapat **mencapai sasaran** tersebut.

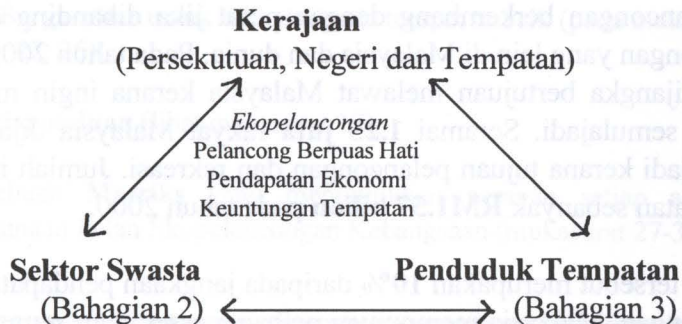
Ekopelancongan kini hangat diperbualkan. Ekopelancongan adalah istilah baru yang bermaksud:

- pelancongan berdasarkan alam semula jadi dan kebudayaan;
- yang setakat boleh mengelak merosakkan alam sekitar;
- serta memperbaiki kerosakan yang tidak dapat dielakkan.

Ianya merupakan alat yang berkuasa untuk mendapatkan keuntungan dari segi ekonomik, sosio-budaya dan alam sekitar, jika dilaksanakan secara betul. Ekopelancongan yang baik boleh memberi pelbagai kebaikan sampingan. Untuk mendapatkan keuntungan yang maksimum, ekopelancongan harus dilihat sebagai usahasama antara:

- **pihak kerajaan** (perancangan dan kawalan sebagai panduan kepada sektor swasta, dan penyediaan infrastruktur sebagai perangsang);

- **pihak swasta** (pembentukan produk, operasi dan penyelenggaraan yang tertentu, pengiklanan dan perkhidmatan klien);
- **masyarakat tempatan** (penglibatan secara dua hala bersama kerajaan dan sektor swasta di dalam proses perancangan, pembentukan produk, dan pengambilan peluang pekerjaan dan kerja sampingan).



Di seluruh dunia, istilah ekopelancongan pernah disalahgunakan sebagai alat promosi dan pengiklanan sahaja, walaupun kaitan antara pelancongan dengan alam semula jadi dan kebudayaan kadangkala amat nipis. Pendekatan itu boleh dielakkan dengan jayanya di Malaysia, dengan kerjasama tiga pihak tersebut di atas.

Apa Itu Ekopelancongan?

2. Terdapat beberapa penakrifan ekopelancongan. Pelan Ekopelancongan Kebangsaan menggunakan definisi berikut:

Ekopelancongan adalah "perjalanan dan lawatan yang bertanggungjawab terhadap alam sekitar, kepada kawasan semula jadi, untuk menikmati dan menyedari akan sifat-sifat semula jadi (termasuk sifat-sifat kebudayaan kini dan lalu), yang menggalakkan pemuliharaan alam sekitar, membawa kesan yang rendah, serta membolehkan penglibatan masyarakat tempatan di dalam aktiviti sosio-ekonomik yang positif" (Ceballos-Lascuráin, 1993).

Ekopelancongan mengelakkan kerosakan alam sekitar, memperbaiki mana-mana kerosakan yang tidak dapat dielakkan, serta membawa keuntungan kepada penghuni-penghuni tempatan.

Contoh Kejayaan Yang Cemerlang

3. Beberapa negara adalah terkenal kerana kejayaan di dalam bidang ekopelancongan. Contoh utama adalah Costa Rica. Pada tahun 1990, pelancongan adalah sektor ekonomi yang ketiga penting sebagai sumber wang asing. Pada tahun 1994 ianya menjadi sektor yang pertama. Lebih daripada separuh bilangan pelancong boleh dikelaskan sebagai ekopelancong. Sejak tahun 1970, Costa Rica sudah menerima RM180 juta khasnya untuk tujuan pemuliharaan alam sekitar dan 12.2% daripada keluasan negara itu sudah diwartakan sebagai Taman Negara bagi tujuan ekopelancongan. Pemuliharaan kawasan itu mengekalkan sektor ekonomi yang terpenting.

Destinasi seperti Afrika Timur, Afrika Selatan, Nepal, India dan Australai sudah lama menarik ramai pelawat yang minat kebudayaan dan alam semula jadi. Belize, Panama, Guatemala dan Honduras semua menumpukan kepada ekopelancongan. Di Ekuador, ekopelancongan adalah sebahagian besar daripada semua aktiviti pelancongan yang semakin tumbuh dan merupakan sumber wang asing yang penting.

Pembentukan semula struktur ekonomi Afrika Selatan adalah berdasarkan sebahagiannya ke atas pertumbuhan pesat ekopelancongan. Teknik kewangan yang membawa pembaharuan sedang dibentuk, seperti pengeluaran bon-bon dan sekuriti ekopelancongan dengan kerjasama syarikat-syarikat kewangan antarabangsa. Ekopelancongan di Afrika Selatan adalah bergantung kepada rangkaian Taman Negara yang diurus baik.

Ia sudah menjadi satu kebiasaan bahawa pelancongan adalah antara aktiviti ekonomi yang paling pesat membangun di seluruh dunia. Bilangan para pelancong asing di dunia dijangka mencapai 666 juta pada tahun 2000. Satu pertiga daripadanya akan melawat Asia, dan 12.5 juta pelancong dijangka mendarat di Malaysia pada tahun tersebut. Di pelbagai negara kadar pertumbuhan sektor ekopelancongan lebih pesat lagi dibanding jenis pelancongan yang lain. Ini bermakna ekopelancongan adalah sektor yang amat penting, dan perkembangannya harus diberi perhatian yang sewajarnya.

Keuntungan

4. Malaysia boleh mendapatkan banyak keuntungan daripada ekopelancongan yang dilaksanakan secara betul. Keuntungan yang berpotensi dari segi ekonomi, sosial dan alam sekitar adalah termasuk yang berikut:

- tambahan hasil kewangan dan peluang pekerjaan kerana tambahan bilangan para pelancong;

- keuntungan kepada komuniti tempatan di pelbagai tempat di seluruh negara, seperti jawatan kerja, pembekalan kemudahan asas dan pembangunan akibat pertumbuhan ekonomi;
- sokongan pemuliharaan dan pengurusan alam sekitar;
- imej pelancongan dan imej negara keseluruhannya yang semakin harum.

5. Malaysia mendapatkan RM9 bilion pendapatan asing daripada pelancongan pada tahun 1994. Negara ini berjaya menarik seramai 7.2 juta pelancong asing pada tahun tersebut yang menyumbang sebanyak RM 8.3 bilion kepada ekonomi negara. Kira-kira RM0.7 bilion yang lain adalah sumbangan daripada pelancongan domestik dan pendapatan berkaitan. Kira-kira 7% hingga 10% daripada jumlah pelancong dapat dianggap sebagai 'eko-pelancong' atau pelancong yang melawat terutamanya kerana alam semula jadi Malaysia. Perbezaan di antara eko-pelancong dibanding para pelancong lain yang membahagikan masa mereka di antara beberapa tarikan adalah tidak ketara.

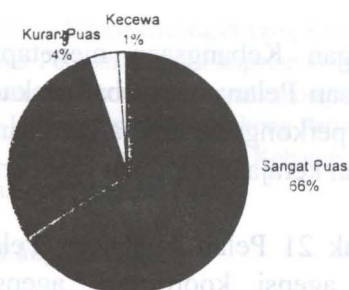
6. Ekopelancong pada biasanya orang yang pertengahan umur dan membelanjakan banyak wang. Kebenaran itu bercanggah dengan imej popular, iaitu orang muda dan miskin. Purata perbelanjaan mereka adalah serupa dengan para pelancong lain dan eko-pelancong selalu tinggal lama di dalam negara yang dilawati. Mereka sedia membayar banyak untuk kelengkapan dan sumber maklumat seperti buku panduan dan bahan bacaan yang bermutu tinggi. Mereka biasanya sanggup menyumbang dermaan untuk menyokong sekim pemuliharaan dan pengurusan alam sekitar serta usaha kebajikan tempatan, jika mereka dapat melihat hasilnya.



7. Ianya dianggarkan seramai 12.5 juta pelancong asing akan melawat Malaysia pada tahun 2000. Daripada jumlah itu, berkemungkinan 10% (1.25 juta orang) dapat dikelaskan sebagai ekopelancong yang melawat kerana alam semula jadi. Ini adalah tambahan 212% sejak 1994. Mereka dijangka menyumbang RM 1.57 bilion kepada ekonomi negara dan merupakan sebahagian pasaran pelancongan yang sangat penting. Selain itu, kira-kira 625,000 eko-pelancong domestik dan 625,000 pelawat domestik lain yang bertujuan rekreasi dijangka melawat tempat-tempat semula jadi pada tahun 2000.

Ekopelancongan akan menggunakan warisan semula jadi dan kebudayaan Malaysia untuk mempertingkatkan lagi produk pelancongan yang berdasarkan kekuatan am: infrastruktur yang baik, sistem komunikasi mudah, tenaga manusia yang berkebolehan serta keselamatan dan harga yang berpatutan.

Paling Kurang 95 % Daripada Para Eko-pelancong Berpuas Dengan Lawatan Mereka ke Malaysia

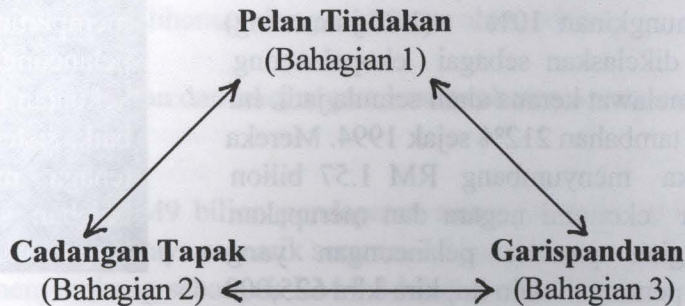


8. Anggaran itu merupakan sasaran yang dapat dicapai dengan merancang dan membentuk produk ekopelancongan; menubuhkan lebih banyak kawasan ekopelancongan; mewujudkan peluang-peluang pekerjaan terutamanya untuk komuniti tempatan, termasuk penghasilan buku, alat dan kraftangan yang membantu mendapatkan wang; dan menguruskan sumber-sumber semula jadi yang menyokong ekopelancongan.

Objektif Pelan Ekopelancongan Kebangsaan

9. Oleh itu, objektif Pelan Ekopelancongan Kebangsaan adalah **membantu Kerajaan Malaysia** di peringkat Persekutuan dan Negeri **di dalam perkembangan potensi ekopelancongan di Malaysia**. Pelan tersebut bertujuan membantu sebagai salah satu alat di dalam **pembangunan mapan Malaysia dan ekonominya** secara keseluruhannya, serta alat pemuliharaan **warisan alam semula jadi dan kebudayaan negara**.

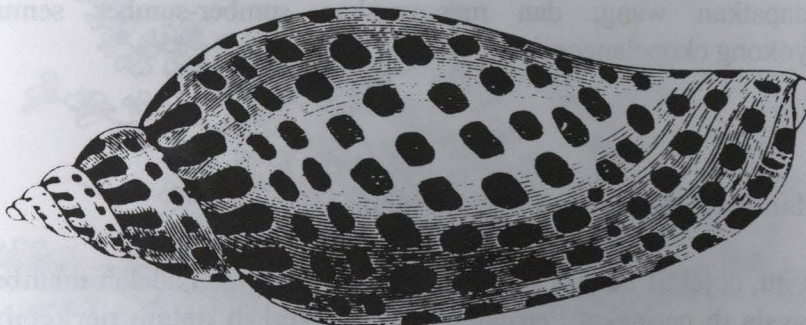
Pelan Ekopelancongan Kebangsaan mengandungi tiga bahagian yang saling berinteraksi, iaitu:

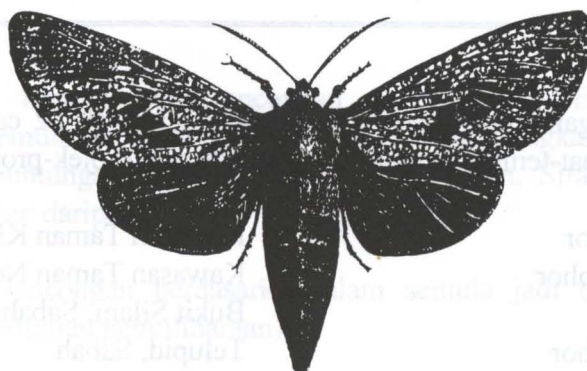


Ketiga-tiga komponen itu adalah sama penting, dan harus dilaksanakan dengan merujuk antara satu sama lain.

Pelan Ekopelancongan Kebangsaan menetapkan program implementasi yang berperingkat: kelulusan Pelan; menyebarkanluaskannya di peringkat Persekutuan dan Negeri; membentuk perkongsian antara kerajaan, sektor swasta, komuniti tempatan dan pertubuhan bukan kerajaan; seminar dan bengkel.

Terdapatlah sebanyak 21 Pelan Tindakan. Pelan-pelan itu membentang program tindakan, objektif, agensi koordinasi, agensi implementasi, langkah-langkah tindakan serta anggaran perbelanjaan dan jadualmasa.





21 Pelan Tindakan

Melaksanakan Pelan Ekopelancongan Kebangsaan

- 10.1 Mengambil dan Mengamalkan Definasi Ekopelancongan yang Ketara
- 10.2 Mengambil dan Mengamalkan Dasar Perkembangan Ekopelancongan yang Ketara
- 10.3 menguatkan Jawatankuasa Implementasi Eko dan Agropelancongan
- 10.4 Melaksanakan Perubahan Undang-Undang untuk Menyokong Perlaksanaan Pelan
- 10.5 Mengambil dan Menyebarkan Pelan Ekopelancongan Kebangsaan
- 10.6 Menubuhkan Program Pemonitoran dan Penilaian Pelan

Perancangan dan Pengurusan Kawasan Ekopelancongan

- 10.7 Menubuhkan Tatacara Perancangan Pembangunan Ekopelancongan
- 10.8 Menubuhkan Tatacara Permohonan Pembangunan Ekopelancongan
- 10.9 Memperluas Sistem Kawasan Ekopelancongan dan Mengukuhkan Pengurusannya
- 10.10 Menyediakan Pelan Pengurusan dan Pembangunan Kawasan Ekopelancongan
- 10.11 Melaksanakan Garispanduan Ekopelancongan
- 10.12 Menubuhkan Beberapa Projek Perintis Ekopelancongan
- 10.13 Menyediakan Tambahan Produk Ekopelancongan di Taman Negara
- 10.14 Menyediakan dan Mengamalkan Strategi Promosi yang Tekal
- 10.15 Menentukan dan Menggalakkan Kaedah Kewangan untuk Menyokong Ekopelancongan

Mengukuhkan Institusi dan Tenaga Manusia

- 10.16 Menubuhkan Pelan Perkembangan Sumber Manusia
- 10.17 Memastikan Masyarakat Tempatan Terlibat di dalam Ekopelancongan
- 10.18 Mengkaji Kebolehlaksanaan Sekim Pengiktirafan Aktiviti Ekopelancongan
- 10.19 Menggalakkan Pembentukan Produk Ekopelancongan
- 10.20 Menubuhkan Latihan dan Perlesenan Pemandu Ekopelancongan
- 10.21 Meningkatkan Mutu Terbitan dan Maklumat Ekopelancongan

Cadangan Projek

Pelan Ekopelancongan Kebangsaan membentang sebanyak 52 cadangan projek termasuk 48 projek pada tempat-tempat tertentu dan 4 projek am. Projek-projek tersebut adalah:

Endau Rompin, Johor	Kawasan Taman Kinabalu, Sabah
Gunung Belumut, Johor	Kawasan Taman Negara Crocker, Sabah
Pulau Kukup, Johor	Bukit Silam, Sabah
Gunung Ledang, Johor	Telupid, Sabah
Ulu Muda, Kedah	Hilir Sungai Sugut, Sabah
Pulau Tuba, Kedah	Sungai Bukau, Sabah
Gunung Stong, Kelantan	Gunung Trus Madi, Sabah
Sungai Perias, Kelantan	Kepulauan Semporna, Sabah
Talang Dam, Negeri Sembilan	Pulau Sipadan, Sabah
Kenaboi, Negeri Sembilan	Loagan Bunut, Sarawak
Bukit Fraser, Pahang	Maludam, Sarawak
Taman Rimba Kenong, Pahang	Bario / Dataran Kelabit, Sarawak
Tasik Bera, Pahang	Pulau Bruit, Sarawak
Rompin Endau, Pahang	Pergunungan Hose, Sarawak
Belum / Temenggor, Perak	Kawasan tadahan air Bakun, Sarawak
Segari Melintang, Perak	Ulu Kakus, Sarawak
Hutan Bakau Matang, Perak	Hutan paya gambut Selangor Utara
Wang Kelian, Perlis	K. Langat / Bukit Cheeding, Selangor
Pantai Acheh / Kerachut, P. Pinang	Kawasan Taman Templer, Selangor
Pulau Jerejak, P. Pinang	Kawasan tadahan air Kenyir, Terengganu
Hilir Sungai Kinabatangan, Sabah	Setiu, Terengganu
Maliau, Sabah	Rantau Abang, Terengganu
Long Pasia / Ulu Padas, Sabah	Pulau Redang, Terengganu
Hilir Sungai Segama, Sabah	Taman Negara, Pahang/Kel./Tr'u

Pusat Penerang Pelancong di pulau-pulau Johor dan Terengganu
 Bantuan Institusi untuk memperkukuhkan perkembangan ekopelancongan
 Peningkatan mutu bahan-bahan penerangan dan promosi ekopelancongan
 Projek-projek penerokaan ekopelancongan sebagai model



Konsep

10.1 Pemahaman konsep ekopelancongan agak lemah. Ekopelancongan adalah bertujuan memulihara alam semula jadi, mengurangkan kesan negatif, serta membawa keuntungan kepada masyarakat tempatan. Sifat-sifat itu membezakan ekopelancongan daripada:

- pelancongan berdasarkan alam semula jadi (yang tidak semestinya bertujuan pemuliharaan);
- pelancongan yang mengharungi cabaran (yang tidak terikat kepada konsep pemuliharaan dan kekurangan kesan negatif); dan
- agro-pelancongan (yang berdasarkan pertanian iaitu hasil buatan sahaja).

Pemahaman lemah itu adalah di antara sebab istilah 'ekopelancongan' disalahgunakan. Kesalahgunaan istilah boleh merosakkan pelancongan akibat jangkaan berbeza di antara para pelancong, operator pelancongan dan agensi pelancongan.

Oleh itu Malaysia harus mengambil definisi ekopelancongan yang ketara. Definisi tersebut harus diketahui, difahami dan diamalkan secara luas.

Sepuluh Tempat Ekopelancongan Yang Istimewa

Sepuluh tempat berikut semua mempunyai sifat semula jadi yang sangat hebat. Tempat-tempat itu adalah di antara 52 cadangan projek yang terkandung di dalam Bahagian 2 Pelan Ekopelancongan Kebangsaan. Kesemua sepuluh tempat itu memberi peluang melibatkan masyarakat tempatan di dalam perkembangan ekopelancongan. Kesemuanya harus diwartakan di bawah undang-undang tertentu. Perancangan dan pengurusan perlu dibuat secara teliti supaya memastikan ekopelancongan dan alam semula jadi saling menguntungkan.

Hilir Sungai Kinabatangan, Sabah	Monyet Bangkatan, sungai, hidupan liar
Wang Kelian, Perlis	Batu kapur, gua, hutan bermusim
Taman Rimba Kenong, Pahang	Gajah, gua, anak sungai jernih
Belum dan Temenggor, Perak	Hidupan liar, hutan, tasik
Gunung Stong, Kelantan	Gunung, air terjun, batu cenuram
Ulu Muda, Kedah	Hutan, tasik dan bukit batupasir
Tasik Bera, Pahang	Tasik, kebudayaan, ikan
Pergunungan Hose, Sarawak	Hutan, perjalanan rintis, mencari burung
Kawasan tadahan Kenyir, Terangganu	Tasik, bot, perjalanan rintis, memancing
Pulau Kukup, Johor	Hutan bakau, hidupan liar, makanan laut

Lima daripada tempat istimewa tersebut adalah ditunjuk di dalam panel pada mukasurat 11,13, 20, 22, 25.

Dasar

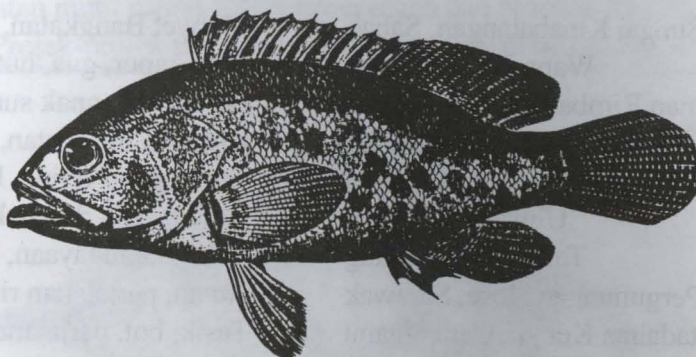
- 10.2 Malaysia memerlukan pendirian yang jelas mengenai tujuan dan cara mengembangkan ekopelancongan. Dasar itu harus diketahui, difahami dan diamalkan secara luas. Jikalau tumpuan dan pendekatan setiap jenis pelancongan adalah dibezakan secara jelas, pembangunan akan sesuai, penempatan produk pelancongan akan betul, dan pendirian Malaysia di pasaran pelancongan akan kukuh.

Kandungan Pelan Ekopelancongan boleh diambil sebagai panduan kepada konsep, dasar dan langkah implementasi ekopelancongan.

Badan Yang Melaksanakan Pelan

- 10.3 Pelan Ekopelancongan Kebangsaan adalah paling berkaitan dengan Kementerian Kebudayaan, Kesenian dan Pelancongan. Pelan itu menerima hakikat bahawa sektor swasta adalah pihak penuntun bidang pelancongan manakala pihak Kementerian memainkan peranan perancangan, kawalan dan promosi. Oleh itu Pelan Ekopelancongan memberi syor-syor tindakan Kementerian di dalam peranan tersebut. Tiga peringkat kerajaan pusat, kerajaan negeri dan kerajaan tempatan adalah terlibat di dalam pembentukan tarikan pelancong di kawasan tertentu. Pelan Ekopelancongan Kebangsaan menerangkan semua aspek ekopelancongan pada tiga peringkat tersebut dan menunjukkan peranan untuk setiap sektor kerajaan, sektor swasta dan pertubuhan bukan kerajaan.

Satu agensi harus dikenalpasti untuk koordinasi pelaksanaan Pelan. Jika tidak, Malaysia mengambil risiko terkebelakang semasa berusaha memajukan ekopelancongan.



Satu Kawasan Ekopelancongan Yang Istimewa:

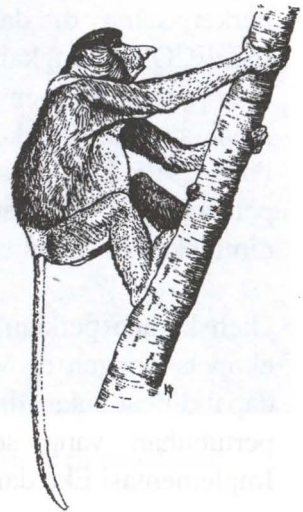
HILIR SUNGAI KINABATANGAN, Sabah

Kawasan tanah pamah di hilir Sungai Kinabatangan, di timur Negeri Sabah, adalah kawasan enapan yang terluas di Malaysia, dengan hutan dipterokarp dan tasik ladam. Ini merupakan kawasan yang sangat kaya dengan hidupan liar daripada jenis yang terancam seperti monyet bangkatan, mawas, lapan spesies burung enggang, dan burung pepondang. Sungai mengandungi sumber-sumber perikanan air tawar yang penting kepada masyarakat Orang Sungai.



Sungai Kinabatangan pada waktu senja

Foto: Azwad M.N./WWF Malaysia



Monyet Bangkatan

Kawasan ini berpotensi tinggi untuk eko-pelancongan kerana hidupan liar dapat dilihat dari bot, termasuk monyet bangkatan dan kadang-kadang gajah. Ini bermakna memerhati haiwan adalah mudah dan menyeronokkan. Kesannya biasanya rendah dan kesan itu dapat dielakkan dengan langkah pengurusan yang senang.

Setakat ini peluang pekerjaan amat terhad untuk penduduk 15 kampung di tepi sungai. Penduduk itu belum mempunyai kemahiran membolehkan mereka menyertai bidang pelancongan. Bagaimanapun kadar pertumbuhan bilangan pelancong berganda dua setiap tahun. Pelancong itu ditumpukan di dalam lima buah rumah pada kawasan kecil. Operator pelancongan membawa para pelancong melihat monyet di anak sungai yang sempit.

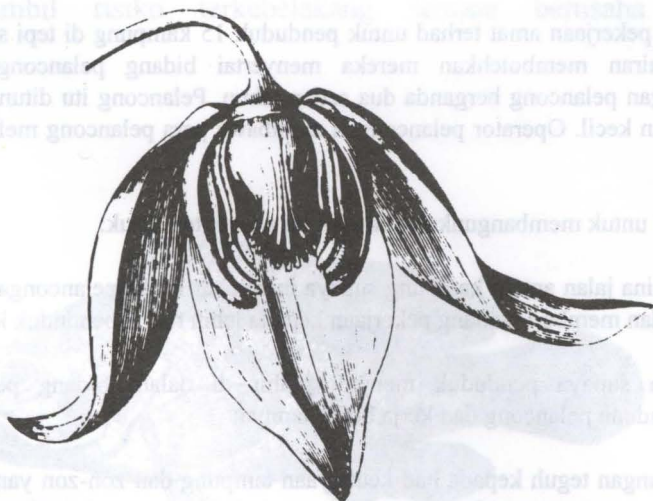
Langkah yang perlu untuk membangunkan kawasan ini adalah termasuk:

- membina jalan antara kampung supaya menyebar kesan pelancongan pada kawasan yang lebih luas, dan memberi peluang pekerjaan kepada lebih ramai penduduk kampung masing-masing;
- latihan supaya penduduk menjadi mahir di dalam bidang pengurusan tempat tinggal, pemanduan pelancong dan kerja berkaitannya;
- tanggungan teguh kepada had keupayaan tampung dan zon-zon yang dipersetujui antara pihak berkuasa, operator pelancongan dan penduduk, supaya aktiviti, pembinaan dan pengurusan ditempatkan di tempat-tempat sesuai di sepanjang Sungai Kinabatangan.

Di rantau ASEAN, beberapa negara sedang menyediakan pelan ekopelancongan. Beberapa negara itu telah menubuhkan institusi juga untuk melaksanakan pelan tersebut. Institut Ekopelancongan Thailand adalah sebuah perbadanan bertempat di universiti dan menerima sokongan kewangan daripada kerajaan Thai. Institusi itu merangkum pihak kerajaan, institusi akademik serta pihak swasta. Ianya ditubuhkan pada tahun 1994 dan langsung membentuk hubungan dengan pihak berkuasa di negeri Kampuchea, Laos dan Vietnam untuk membentuk kumpulan berantau yang berkerjasama di dalam perkembangan eko-pelancongan. Di Indonesia pula, INDECON, Rangkaian Ekopelancongan Indonesia, ditubuhkan pada tahun 1995 oleh pertubuhan penyelidikan bukan kerajaan yang berusaha bersama kerajaan dan pihak swasta. Rangkaian itu adalah pada dasarnya rangkaian pertukaran maklumat. Pada 1995 Direktorat Pelancongan Indonesia menghubungkan dengan Institut Ekopelancongan Thailand. Di Filipina, rangkaian maklumat eko-pelancongan dimulakan di dalam universiti tempatan.

Oleh kerana perkembangan tersebut di negara-negara jiran, maka perkembangan ekopelancongan di Malaysia harus diberi pimpinan yang berkuasa dan tekal. Ini dapat dibuat bukan dengan menubuhkan pertubuhan baru tetapi dengan menguatkan pertubuhan yang sedia ada. Perbadanan yang sesuai adalah Jawatankuasa Implementasi Eko dan Agropelancongan.

Implementasi penuh akan secara multi-sektoral dengan penglibatan sektor swasta. Matriks pada mukasurat 27-37 menunjukkan peranan bagi setiap peserta di dalam peroses pembangunan ekopelancongan.



Satu Kawasan Ekopelancongan Yang Istimewa:

WANG KELIAN, Perlis



Foto: Daria Maheew/WWF Malaysia

Bukit batu kapur di Perlis merupakan tempat perlindungan alam semulajadi

Wang Kelian adalah sebuah Hutan Simpan di bahagian barat daya Negeri Perlis. Di tengahnya terdapat bukit batu kapur dengan gua terkenal, Gua Burma. Inilah satu-satu tempat di Malaysia untuk mencari Beruk Kentoi, sejenis monyet bermuka merah yang terdapat dalam kumpulan besar di hutan bermusim. Hutan di sini adalah luarbiasa kerana mengalami musim kering. Spesies pokok dan bunga, terutamanya bunga di kawasan batu kapur seperti Balsam dan Euphorbia, adalah unik.

Wang Kelian merupakan kawasan yang amat sesuai untuk Taman Negeri, di mana pelawat dapat melihat sifat-sifat semula jadi yang tidak ada di kawasan lain di Malaysia. Khasnya, membekalkan tempat tinggal di luar taman itu akan menggalakkan pelawat tinggal lebih lama di Perlis. Taman itu dapat dimasukkan ke dalam jadual perjalanan yang termasuk tempat lain di Perlis dan Kedah.

Langkah yang perlu untuk membangunkan kawasan ini adalah termasuk:

- mewartakan dan menubuhkan Taman;
- pelan pengurusan yang menetapkan zon-zon dan kegunaannya;
- memperbaiki jalan dari Kaki Bukit hingga Wang Kelian;
- membina kemudahan pelawat yang sesuai dengan alam sekitar dan mengurangkan kerosakan sifat semula jadi;
- melibatkan penduduk tempatan di dalam perundingan di sepanjang tempoh pembangunan Taman, menambahkan penglibatan mereka dan peluang pekerjaan mereka serta mengelakkan kemungkinan kesan sosial yang negatif.

Lihat Bhg. 2 Pelan Ekopelancongan Kebangsaan, # 3.18

Menguatkan Jawatankuasa Implementasi Eko dan Agropelancongan

LANGKAH YANG PERLU

- Perluaskan keahlian jawatankuasa untuk melingkungi lebih ramai wakil sektor swasta dan pakar teknikal
- Buat hubungan rapat dengan institusi penyelidikan
- Kaji semula bidangkuasa supaya melibatkan pemantauan dan penilaian
- Adakan mesyuarat tetap pada jadual masa tertentu, dan membantu ahli Jawatankuasa menggunakan media elektronik untuk berkomunikasi

LANGKAH YANG ELOK

- Tubuhkan kategori keahlian membayar yuran untuk mendapatkan perkhidmatan dan manfaat
- Tetapkan fungsi setiap ahli Jawatankuasa dan mekanisma dalaman menjalankan tugas
- Gunakan yuran untuk membiayai Sekretariat
- Tetapkan tugas dan fungsi Sekretariat (11 fungsi dikenalpasti di dalam Pelan Ekopelancongan Kebangsaan)

LANGKAH PILIHAN KEMUDIAN

- Bantu perbadanan pelancongan yang sedia ada di peringkat negeri dan tempatan supaya menjalankan tugas yang sama di peringkat tempatan mereka

Perubahan Undang-Undang untuk Menyokong Perlaksanaan Pelan

- 10.4 Perubahan undang-undang tertentu akan memberi peluang ekopelancongan untuk merangsangkan penglibatan sektor swasta. Pengambilan peluang itu akan membantu mendapatkan kewangan, memberi kerja terutamanya untuk komuniti tempatan serta mendapatkan keuntungan yang berkaitan.

Butir-butir perubahan undang-undang dan alasannya dapat dilihat di Bahagian 1 Pelan Ekopelancongan Kebangsaan.

Syor-syor Tindakan dan Perubahan Undang-Undang untuk Memudahkan Perkembangan Ekopelancongan

- | | | |
|---|---------------|--|
| • Kawalan rekabentuk dan penempatan infrastruktur | ⇒ Persekutuan | Akta Kerajaan Tempatan 1967 |
| • Perluaskan EIA Order 1987 supaya merangkumi pembangunan pelancongan tertentu | ⇒ Persekutuan | Perintah Penilaian Kesan-Kesan Alam Sekitar (Aktiviti Tetap) 1987 |
| • Pengisytiharan World Heritage Site | ⇒ Persekutuan | UNESCO World Heritage Convention |
| • Syarat-syarat rawatan dan pembuangan sisa dan najis | ⇒ Persekutuan | Akta Jalan, Saliran dan Bangunan 1974 |
| • Kegunaan tanah pada atas pulau di dalam Taman Laut | ⇒ Persekutuan | Kanun Tanah Negara 1965 |
| • Hak-hak memancing di teumbu buatan | ⇒ Persekutuan | Akta Perikanan 1984 |
| • Perlesenan perahu mengambil penumpang | ⇒ Persekutuan | Ordinan Perkapalan Dagang 1952 Negeri |
| | | Ordinan Perkapalan Dagang (Sabah) 1960 |
| | | Ordinan Perkapalan Dagang (Sarawak) 1960 |
| • Undang-undang perikanan air tawar | ⇒ Persekutuan | Akta Perikanan 1984 |
| | | Negeri |
| | | Pelbagai Enakmen Perikanan |
| • Perbadanan Taman Negeri di beberapa negeri | ⇒ Negeri | Perundangan baru menggunakan model Sabah dan Johor |
| • Penubuhan taman eko-pelancongan (kawasan tertentu disenarai di Pelan Tindakan # 10.9, Bahagian Pelan Ekopelancongan Kebangsaan) | ⇒ Negeri | Kewartaan di bawah Kanun Tanah Negara, Seksyen 62(1) atau Enakmen Negeri |

Penerimaan dan Penyebaran Pelan

- 10.5 Program khas yang bertujuan menyebarkan pengetahuan mengenai Pelan Ekopelancongan Kebangsaan akan menggalakkan perkembangan eko-pelancongan. Satu Pelan Tindakan di Bahagian 1 adalah bertujuan menyebarkan maklumat, menyelaraskan pelaksanaan dan menggalakkan pihak di peringkat Negeri mengambil peluang yang terkandung di dalamnya.

Program Pemonitoran dan Penilaian

- 10.6 Mekanisma harus ditubuhkan untuk mengawasi dan menilai kemajuan melaksanakan Pelan Ekopelancongan Kebangsaan. Pihak pemonitoran dan

penilaian yang sesuai adalah Kementerian Kebudayaan, Kesenian dan Pelancongan yang bertindak melalui Jawatankuasa Implementasi Eko dan Agropelancongan.

Pemantauan dan penilaian akan berperingkat: dari penerimaan Pelan hingga implementasi; proses perlaksanaannya; dari implementasi hingga penilaian. Pelan Ekopelancongan Kebangsaan memberi jadual dan keutamaan, cadangan prosedur, serta menunjukkan hubungan antara proses itu dengan Rancangan Malaysia Lima Tahun.

Tatacara Perancangan

- 10.7 Projek pembangunan ekopelancongan harus sesuai dengan pelan kegunaan tanah termasuk Pelan Struktur dan Pelan Tempatan. Lapan langkah adalah tersenarai di dalam Pelan Ekopelancongan Kebangsaan untuk mencapainya. Jawatankuasa Perancangan Negeri memainkan peranan yang penting di peringkat negeri.

Tatacara Permohonan

- 10.8 Pembangunan ekopelancongan, terutamanya struktur fizikal, berbeza secara kualitatif daripada pembangunan pelancongan biasa. Ekopelancongan bertujuan membawa kesan negatif yang sedikit sahaja dengan menggunakan teknologi sesuai dan menguntungkan komuniti tempatan. Penelitian adalah perlu oleh pihak berkuasa semasa penilaian dan penerimaan permohonan. Sifat-sifat yang harus dinilai dan cara penilaian adalah ditetapkan di dalam Pelan.

Memperluas Sistem Kawasan Ekopelancongan dan Mengukuhkan Pengurusannya

- 10.9 Semasa pertumbuhan pelancongan dan ekopelancongan di Malaysia, warisan semula jadi yang perlu untuk mengekalkan pertumbuhan itu harus diurus dengan rapi kerana kepentingannya kepada ekonomi negara. (a) Pertumbuhan ekopelancongan akan memerlukan lebih banyak kawasan yang diisytiharkan sebagai Taman. (b) Keberkesanan pengurusan dan keupayaan kakitangan di kawasan tertentu perlu ditingkatkan. (c) Tempat-tempat tertentu memerlukan rancangan bersepadu menghubungkan pelancongan dengan kegunaan tanah dan kemajuan masyarakat.

Pelan Pembangunan dan Pengurusan

- 10.10 Setiap kawasan yang diwartakan dan digunakan untuk ekopelancongan memerlukan rancangan pembangunan dan pengurusan. Bidang-bidang pengurusan yang boleh diuruskan oleh sektor swasta harus dikenalpasti mengikut garis panduan yang diberi di dalam Pelan Ekopelancongan Kebangsaan.



Melaksanakan Garispanduan

10.11 Pelan Ekopelancongan Kebangsaan membentang garispanduan yang sesuai untuk keadaan ekonomi, sosial dan alam sekitar Malaysia. Garispanduan itu dapat diperbaiki dan diperkuatkan mengikut keperluan. Ianya boleh dirujuk sebagai piawai pelaksanaan ekopelancongan. Cara menggalakkan kegunaan garispanduan adalah diberi di dalam Pelan.

Contoh ekopelancongan yang cemerlang di Malaysia boleh dirujuk sebagai model, sebelum merujuk contoh di luar negara yang mungkin kurang sesuai kepada keadaan tempatan.

Garispanduan untuk Ekopelancongan di Malaysia Bahagian 3 di dalam Pelan Ekopelancongan Kebangsaan

Cara Menentukan Kategori dan Aktiviti
Keupayaan Tampung dan Had Perubahan
Taman Laut dan Pulau
Taman-taman Negara dan Rizab
Hutan Bakau
Hutan Lipur
Gua dan Bukit Batu Kapur
Tasik, Sungai dan Air Terjun
Pantai
Gunung
Pengezonan, Pelan Tapak dan Senibina
Kemudahan Penginapan Tempatan

Akreditasi/Pengiktirafan Produk
Pendidikan, Tunjukajar dan Latihan
Kod-kod Etika
Peranan dan Tanggungjawab Pelawat
Kesihatan dan Keselamatan
Pembuangan Sampah
Penglibatan Masyarakat Tempatan
Struktur Ekonomik
Penilaian Tender dan Tawaran
Promosi dan Pemasaran
Program Pemuliharaan
Program Pemonitoran

Pengurangan Kesan Negatif

Projek Perintis Ekopelancongan

10.12 Penubuhan projek perintis akan menguntungkan bidang ekopelancongan yang terbaik, di mana pihak pengamal ekopelancongan dapat melihat kegunaan garis-panduan secara praktik. Pihak perancang, arkitek, jurutera dan operator syarikat pelancongan dapat mencapai taraf yang menjadi sasaran untuk pihak lain.

Projek perintis ekopelancongan harus ditubuhkan sebagai model kaedah terbaik.

Menyediakan Tambahan Produk Ekopelancongan di Taman Negara

10.13 Bilangan pelawat ke Taman Negara bertambah pesat. Cara mesti dijumpai untuk memastikan bahawa para pelancong dan alam semula jadi saling menguntungkan. Satu cara adalah dengan menambahkan pembangunan di kampung Kuala Tahan di dalam kawasan penampakan yang ditetapkan. Beberapa kemudahan ekopelancongan yang besar boleh dibentuk dan dibangun oleh pihak swasta. Pembangunan itu akan menjadi kemegahan yang menyumbang kepada pembangunan sosio-ekonomi Kuala Tahan dan juga mengurangkan tekanan ke atas Taman Negara. Projek itu harus dirancang sebagai sebahagian pelan bersepadu termasuk zon-zon dan keupayaan tampung Taman Negara dan kawasan di sekelilingnya. Mekanisma kewangan harus diperkuatkan untuk mengelakkan dan membaiki kerosakan kepada alam sekitar Taman Negara.

Strategi Pemasaran

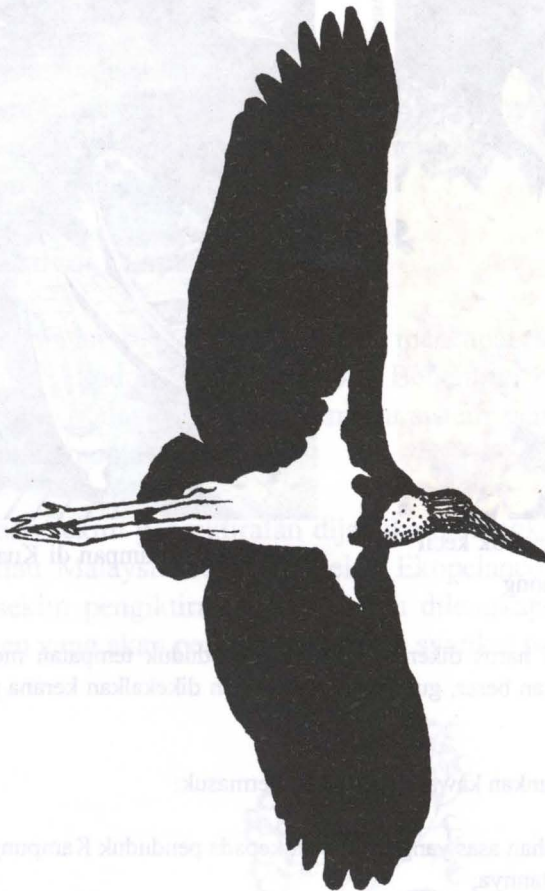
10.14 Ekopelancongan akan menjadi komponen penting di dalam imej pelancongan Malaysia di pasaran antarabangsa. Imej pelancongan Malaysia tidak boleh berdasarkan ke atas ekopelancongan sahaja kerana imej tersebut tidak akan memberikan gambaran lengkap mengenai kepelbagaian produk pelancongan (termasuk sukan, membeli-belah dan sebagainya).

Tertakluk kepada syarat di atas, pelbagai langkah dapat diambil untuk menambah dan meninggikan keberkesanan promosi dan pemasaran. Terutamanya:

- sasaran sektor pasaran pelancong yang khusus seperti peminat burung, peminat bunga, jurufoto, penyelam dan peminat gua;
- gunakan cara komunikasi elektronik yang moden, termasuk Internet, E-mail, Gopher dan Yahoo;
- bekalkan maklumat yang tepat dan bermutu tinggi dengan bantuan pakar.

Kaedah Kewangan

- 10.15 Daya maju komersil kawasan ekopelancongan harus dipandang sebagai salah satu komponen di keseluruhan bidang pelancongan. Oleh kerana melawat satu kawasan ekopelancongan, seseorang pelancong mungkin membelanja banyak wang di tempat lain seperti bandar dan pusat membeli-belah. Kesan samping itu sukar ditentukan. Oleh itu pembiayaan harus dikekalkan oleh kerajaan untuk menyokong dan mengurus kawasan ekopelancongan. Tambahan pula, cara dan mekanisma untuk mendapatkan pulangan kewangan dari kawasan tertentu dapat digalakkan, dengan syarat cara itu tidak harus bercanggah dengan prinsip mengekalkan sifat-sifat semula jadi tersebut.



Satu Kawasan Ekopelancongan Yang Istimewa:

TAMAN RIMBA KENONG, Pahang

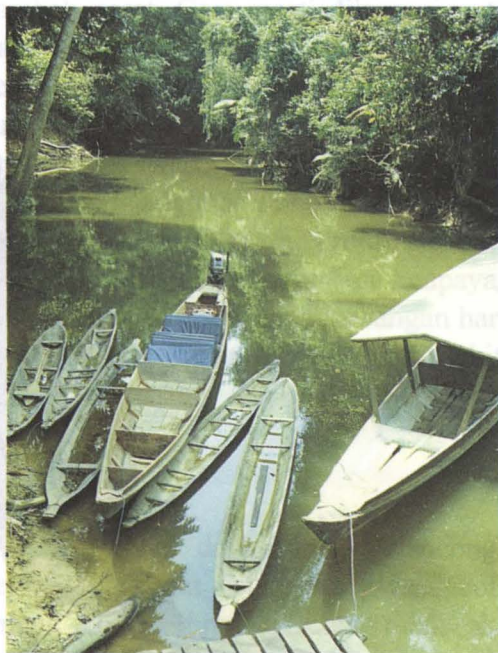
Taman Rimba Kenong adalah sebahagian daripada Hutan Simpanan Yong (Tambahan) di bawah kuasa Jabatan Hutan Negeri Pahang. Hutan tanah pamah yang lawar itu mengandungi banyak pokok ara yang menarik burung memakan buahnya; pokok berbunga seperti gapis; bukit batu kapur dengan gua dan kelawar; serta anak sungai yang jernih dengan tumbuhan langka. Beberapa buah syelet yang dibina di Taman itu adalah diselenggara oleh perbadanan Negeri. Di luar sempadan selatan terdapatlah beberapa kampung dengan ekonomi berdasarkan pertanian.

Perjalanan ke Taman Rimba Kenong adalah dengan keretapi, boat dan perjalanan kaki yang amat menarik. Jalan kereta boleh dibaiki dari Kuala Lipis ke Kampung Kuala Kenong, tetapi perancangan membina jalan sampai ke Taman akan bercanggah dengan tujuan dan keamanan Taman itu.



Bunga pokok gapis, sejenis pokok kecil di Taman Rimba Kenong

Foto: G. Davison/WWF Malaysia



Bot dan sampan di Kuala Kenong

Foto: G. Davison/WWF Malaysia

Potensi ekopelancongan yang tinggi harus dikembang supaya penduduk tempatan menerima keuntungan daripadanya semasa hutan dara, haiwan besar, gua dan ketenteraman dikekalkan kerana perlu untuk menarik pelawat.

Langkah yang perlu untuk membangunkan kawasan ini adalah termasuk:

- bekalan air dan kemudahan asas yang lebih baik kepada penduduk Kampung Kuala Kenong dan kampung yang berdekatnya;
- nasihat dan bimbingan membentuk produk 'home-stay' di kampung;
- garis panduan pengurusan zon penampian antara taman dan kampung.

Pelan Perkembangan Tenaga Manusia

10.16 Pelan Ekopelancongan Kebangsaan membentangkan cara memberi peluang latihan yang spesifik kepada yang bekerja di bidang ekopelancongan. Matlamat program latihan adalah untuk menambah kebolehan dan keupayaan di semua sektor, supaya sumbangan mereka terhadap pelancongan mapan adalah lebih berkesan.

Penglibatan Komuniti Tempatan

10.17 Ekopelancongan adalah penting kepada masyarakat luar bandar. Kegiatan itu memberi peluang ekonomik dan pilihan pekerjaan di kawasan di mana peluang kerja mungkin terhad. Hanya sebahagian daripada kemahiran yang perlu dapat diajar. Penduduk luar bandar kadangkala mempunyai kebolehan yang sesuai berdasarkan cara hidup mereka. Ekopelancongan dapat membantu menghubungkan perniagaan dengan kegunaan sumber-sumber semula jadi termasuk kegunaannya oleh masyarakat tempatan.

Di Malaysia terdapatlah beberapa contoh melibatkan masyarakat tempatan bersama pihak perancang, pemaju dan operator syarikat pelancongan. Contoh tersebut harus digunakan dan diubahsuai di tempat-tempat lain di negara. Langkah-langkah adalah ditetapkan di dalam Pelan.

Pengiktirafan Aktiviti Ekopelancongan

10.18 Ekopelancongan di Malaysia belum mencapai tahap yang memerlukan sistem mengiktiraf produk dan operator. Beberapa orang pelancong dan syarikat pelancongan Malaysia pernah meminta sistem pengiktirafan, tetapi permintaan itu belum cukup menjadi alasan.

Permintaan sekim pengiktirafan dijangka meningkat pada masa depan; ia memang bijak kalau Malaysia bersedia. Pelan Ekopelancongan Kebangsaan menerangkan rangka sekim pengiktirafan yang boleh dilengkapkan apabila diperlukan. Banyak komponen yang akan perlu, seperti lesen syarikat pelancongan, sudah ada.



Satu Kawasan Ekopelancongan Yang Istimewa:

BELUM / TEMENGGOR, Perak

Hutan Belum dan Temenggor adalah perlu untuk pengurusan berkesan kawasan tadahan Empangan Temenggor serta empangan yang lain di Sungai Perak. Kawasan itu penting kerana kaya dengan hidupan liar. Semua jenis haiwan besar difikirkan hadir. Hutan Temenggor mempunyai kepentingan di peringkat antarabangsa kerana lebih 2,500 ekor burung enggang pernah dicatitkan. Bunga Padma adalah hadir di beberapa tempat, dan herba yang jarang didapati pernah dijumpai di kawasan gunung.

Keluasan kawasan, kepelbagaian tarikan, jalan masuk yang mudah, serta tasik yang lawar memberi potensi eko-pelancongan yang besar. Pulau Banding di Lebuhraya Timur-Barat sedang dimajukan dalam bentuk resort sederhana. Beberapa operator pelancongan giat di kawasan Temenggor dengan menyewa syelet di pulau dan di rakit di tepi Tasik Temenggor. Peluang perjalanan dan perkhemahan di dalam hutan juga dibekalkan.

Masyarakat tempatan adalah termasuk penduduk bandar Gerik, penduduk Rancangan Pengumpulan Semula seperti di Air Banun dan beberapa kampung. Berbagi keturunan dan kebudayaan adalah di antara sifat yang menarik minat para pelancong. Penduduk tempatan boleh terlibat di dalam perkembangan ekopelancongan.

Langkah yang perlu untuk membangunkan kawasan ini adalah termasuk:

- menubuhkan danewartakan sebuah taman negeri;
- menyediakan pelan berperingkat untuk perkembangan taman itu;
- pelan perniagaan untuk pembentukan produk ekopelancongan, terutamanya yang melibatkan penduduk tempatan, syarikat tempatan dan kooperatif;
- penubuhan struktur pentadbiran;
- pembinaan ibu pejabat, pusat maklumat/pendidikan dan jeti;
- membekal bekalan air dan elektrik serta sistem rawatan najis.



Foto: G. Davison/WWF Malaysia

Pulau Banding, tapak kemajuan baru di bidang pelancongan

Pembentukan Produk Ekopelancongan

- 10.19 Kunci perkembangan ekopelancongan adalah pembentukan pelbagai produk ekopelancongan imaginatif. Produk itu akan menarik minat pelbagai sektor khas pasaran pelancong di dalam dan di luar Malaysia.

Banyak tema dikenali seperti arkeologi, sejarah, geologi, tumbuhan, burung, serangga, monyet, fotografi dan sebagainya. Setiap tema itu boleh digunakan untuk mengeksplorasi sektor pasaran yang tertentu, di banyak tempat di seluruh Malaysia.

Latihan dan Perlesenan Pemandu Ekopelancongan

- 10.20 Para pemandu ekopelancongan harus mempunyai kepakaran dan berkelulusan. Satu sistem yang menyeluruh untuk melatih dan mengesahkan para pemandu pelancong telah sedia ada. Sistem ini merangkumi lesen-lesen untuk para pemandu am dan para pemandu tempat-tempat khusus. Kini peluang-peluang latihan khusus lebih diperlukan (seperti teknik-teknik perampakan, ekologi hutan) kerana ini bukan sahaja dapat membantu para pemandu memenuhi kehendak para pelanggannya dengan lebih baik, malah dapat mempertingkatkan nilai dan pendapatan yang dikenakan.

Penerangan dan Maklumat untuk Pelancong

- 10.21 Hasil-hasil tinjauan telah menunjukkan bahawa penerangan dan maklumat yang lebih jelas merupakan satu kemajuan ketara yang diperlukan oleh para ekopelancong. Ini termasuklah buku-buku panduan, peta dan penerangan berkenaan pelbagai topik dan kawasan secara khusus. Di Malaysia terdapat para individu yang berkemahiran yang boleh memenuhi keperluan ini. Mereka boleh dibentuk melalui perundingan, penubuhan sebuah dana pusingan untuk bahan-bahan terbitan, penyediaan peralatan-peralatan khusus untuk kumpulan-kumpulan tertentu, penyediaan hadiah untuk hasil karya berkaitan alam semula jadi, dan dengan pelonggaran beberapa syarat berkenaan pengedaran peta.

Para ekopelancong mahu lebih banyak peta, penerangan dan buku tentang tempat yang dilawati dan apa yang dilihat.

Kesan Pelan Ekopelancongan Kebangsaan

Apa akan terjadi sekiranya Pelan Ekopelancongan Kebangsaan dilaksanakan? Ini bergantung kepada tahap pelaksanaan dan kesinambungan di antara pelbagai tindakan.

Sekiranya Pelan Tindakan dilaksanakan sepenuhnya, dengan memastikan kesinambungan secukupnya di antara sekurang-kurangnya lima aspek iaitu:

- pengurusan dan perlindungan kawasan
- gabungan antara bantuan hasil awam dan pembiayaan sendiri
- penglibatan penduduk tempatan
- projek-projek perintis, sebagai contoh dan bukti
- pemasaran tekal

Malaysia seharusnya mencapai kedudukan yang cemerlang di dunia dalam ekopelancongan. Kedudukan ini dibina berdasarkan kepada aset-aset pelancongan umum di Malaysia termasuk rakyat peramah, harga-harga sederhana, makanan yang enak, kecekapan perjalanan dan kemudahan komunikasi.

Ekopelancongan akan menggunakan aset-aset semula jadi dan budaya warisan Malaysia sebagai asas. Hasilnya, Malaysia boleh menjangka untuk menerima:

- lebih ramai pelancong asing yang sebahagian besarnya akan berminat dan ingin mempelajari tentang Malaysia, terutama mengenai alam semula jadi dan kebudayaan;
- lebih kepuasan di antara para pelawat, mengakitnya kepada peningkatan imej negara;
- lebih banyak peluan kepada pelancongan domestik sebagai satu alternatif kepada rakyat Malaysia daripada melancong ke destinasi-destinasi luar negara;
- lebih banyak peluang pekerjaan yang baik dapat diadakan di tempat-tempat yang peluang pekerjaannya terhad;
- lebih hasil dengan penguasaan pemasaran ekopelancongan khusus dari luar negara dan mengekalkan lebih pemasaran pelancong domestik;
- pengurusan lebih banyak aset-aset semula jadi yang lebih baik yang bukan sahaja menguntungkan rakyat Malaysia tetapi akan mempunyai kesan pengganda sebagai daya tarikan kepada pendekatan dan tindakan-tindakan Malaysia.

Hasil ini bukanlah diterima secara automatik. Ianya bergantung kepada kesanggupan semua sektor-sektor yang berkenaan untuk bekerja sama sebagai rakan kongsi dalam pembangunan ekopelancongan dan menggerakkan sumber manusia untuk pencapaian terbaik.

Satu Kawasan Ekopelancongan Yang Istimewa:

GUNUNG STONG, Kelantan

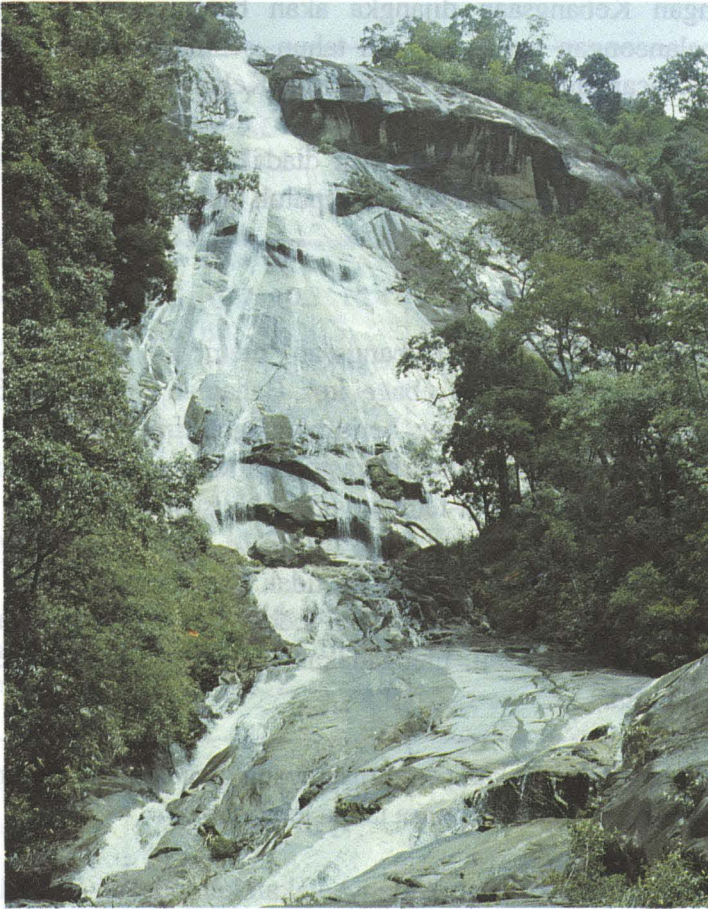


Foto: G. Davison

Air terjun Gunung Stong

Gunung Stong adalah sebuah gunung batu granit yang luar biasa kerana berbentuk kubah dengan tepi yang sebegitu curam bahawa tanah selalu runtuh. Akibatnya, anak sungai melata membentuk air terjun yang tertinggi di Malaysia. Gunung Stong penting kerana kehadiran haiwan besar termasuk gajah. Sejenis herba berbunga ungu, *Didymocarpus calcareus*, hanya didapati di Gunung Stong sahaja. Sejenis buluh yang luar biasa juga didapati di hutan di sini.

Kehadiran gunung, air terjun, hutan dan hidupan liar membentuk asas hebat bagi menubuhkan taman negeri yang menarik minat para pelancong. Pembangunan setakat ini belum dipasarkan kepada pasaran pelancong khusus, yang boleh membawa keuntungan. Oleh itu gabungan pendekatan adalah diperlukan.

Langkah yang perlu untuk pembangunan kawasan ini adalah termasuk:

- penyediaan pelan perkembangan;
- pembekalan kemudahan asas dan infrastruktur;
- promosi dan pemasaran yang dirancang baik serta ditujukan kepada kumpulan para pelancong yang tertentu.

Lihat Bahagian 2 Pelan Ekopelancongan Kebangsaan, #3.7

Pengaturan Masa

Pelan Ekopelancongan Kebangsaan dijangka akan berguna sebagai panduan kepada pembangunan ekopelancongan untuk sepuluh tahun, sehingga tahun 2005; iaitu melalui tempoh Rancangan-Rancangan Malaysia Ketujuh dan Kelapan.

Satu kajian semula tentang kemajuannya perlu diadakan selepas lima tahun dan kajian semula pelan ini secara keseluruhannya selepas sepuluh tahun.

Kos

Bahagian 1 Pelan Ekopelancongan Kebangsaan membuat cadangan-cadangan yang berjumlah dalam lingkungan RM 5 juta sebagai kos. Bahagian 2 membuat 52 saranan untuk pembangunan-pembangunan tempat yang berjumlah kira-kira RM 115 juta. Sebahagian besar daripada jumlah ini disarankan untuk infrastruktur terutamanya pembinaan jalan-jalan raya, bekalan air dan elektrik ke tempat-tempat yang dikhususkan.

Oleh kerana setiap satu daripada 52 saranan itu tidak bergantung kepada saranan-saranan lain, seberapa banyak yang perlu dilaksanakan. Lebih banyak yang dilaksanakan, lebih besar potensi untuk menguasai hasil, mengadakan peluang-peluang pekerjaan diagihkan dalam sesuatu jangka masa.

Kebanyakan daripada langkah-langkah pengurusan yang dicadangkan dalam Pelan ini boleh dilaksanakan mengikut perbelanjaan semasa tanpa lebihan kos.

Sebahagian besar daripada kos-kos untuk menyediakan kemudahan-kemudahan pelancong, pengiklanan dan promosi harus dibiayai oleh sektor swasta.

Pulangan

Malaysia dijangka memperolehi anggaran RM 1.57 bilion setiap tahun, 10 % daripada pembelanjaan para pelancong, menjelang tahun 2000. Ini termasuklah hasil daripada ekopelancongan yang sedia ada, dan juga pertambahan yang dijangka daripada pelaksanaan Pelan Ekopelancongan Kebangsaan.

**MATRIKS MENUNJUKKAN TINDAKAN YANG BOLEH DIAMBIL OLEH
SETIAP AGENSI DAN SEKTOR UNTUK PENGALAKAN
EKO-PELANCONGAN**

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Kementerian Kebudayaan, Kesenian dan Pelancongan (MOCAT)	10.1; 10.2; 10.3; 10.4 (ii), (iv), (v); 10.5; 10.6; 10.7 (iii); 10.8; 10.10; 10.11; 10.12; 10.14; 10.15; 10.16 (i), (vi), (vii), (viii), (ix), (x), (xi); 10.18; 10.19; 10.20; 10.21	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 18, 20, 21, 22, 23	
Lembaga Penggalakan Pelancongan Malaysia (MTPB)	10.11; 10.14; 10.16 (ii), (vii), (xi); 10.18; 10.20; 10.21	1, 2, 11, 15, 18, 20, 23	
Kementerian Pelancongan dan Pembangunan Alam Sekitar (Sabah) (MTED)	10.1; 10.2; 10.4 (ii); 10.9; 10.10; 10.11; 10.18	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 15, 18, 20, 21, 22, 23, 25	
Perbadanan Penggalakan Pelancongan Sabah (STPC)	10.14; 10.16 (x); 10.18	1, 2, 11, 18, 23	
Majlis Pelancongan Sabah (STC)	10.3; 10.11; 10.18	1, 2, 11, 15, 18, 20, 21, 22, 23	
Kementerian Pelancongan (Sarawak) (MT)	10.1; 10.2; 10.4 (ii); 10.10; 10.11; 10.18	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 15, 18, 21, 22, 23, 25	
Lembaga Pelancongan Sarawak (STB)	10.11; 10.14; 10.16 (x); 10.18	1, 2, 11, 15, 18, 23	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Pejabat Ketua-Ketua Menteri (CM's Offices)	10.4 (ii); 10.7; 10.8	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 21, 22	
Dewan Undangan Negeri	10.4, 10.4 (ii); 10.7 (ii); 10.9	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 20, 21, 22	
Lain Ahli EXCO		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 20, 21, 22	
Unit Perancangan Ekonomi (EPU)	10.2; 10.8; 10.15	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 20, 21, 22, 25	
Unit Perancangan Ekonomi Negeri (UPENs)	10.2; 10.4 (iii); 10.7; 10.8; 10.9; 10.13; 10.15; 10.16 (ii), (iii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 20, 21, 22, 25	
Jawatankuasa-Jawatankuasa Perancangan Negeri	10.7(ii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 21, 22, 25	
Pegawai-Pegawai Kewangan Negeri	10.15	21, 22	
Pejabat Peguam Negara (AG's Chambers)	10.4	10	
Majlis Pelancongan Negara (NTC)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 15, 23, 25	
Jawatankuasa Pelaksanaan Eco-and Agro-tourism (EAIC)	10.3; 10.4 (ii); 10.7 (iii); 10.8; 10.16 (vi), (vii), (viii), (ix), (xi); 10.14; 10.15; 10.16; 10.18; 10.20; 10.21	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 20, 21, 23, 25	

SENARAI AGENSI (BAHAGIAN 2)	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Brunei, Indonesia, Malaysia and Philippines East Asian Growth Association (BIMP-EAGA)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 15, 20, 21, 23	
Indonesia, Malaysia, Thailand Growth Triangle (IMTGT)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 15, 20, 21, 23	
Southern Growth Triangle		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 15, 20, 21, 23	
Agensi- Agensi Pelancongan Negeri dan Pusat-Pusat Penerangan (SLTAIC)		14, 15, 23	
Pejabat Sumber Alam, Sabah (NRO)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 21, 22	
Lembaga Sumber Alam dan Alam Sekitar, Sarawak (NREB)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 22, 25	
Jabatan Alam Sekitar (DOE)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 19, 25	
Pegawai-Pegawai Daerah / Pentadbir- Pentadbir Tanah (DO/ LA)	10.4 (ii), (iii); 10.8; 10.9; 10.13; 10.16 (ii), (iii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 19, 20, 21, 22	
Jabatan Tanah dan Ukur (LSD)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 21, 22	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Jabatan Perikanan (Persekutuan dan Negeri), Semenanjung Malaysia	10.4 (ii), (iii); 10.7 (i); 10.8; 10.9; 10.10; 10.15; 10.16 (i), (iii), (iv), (v); 10.17	1, 2, 3, 6, 8, 9, 11, 13, 14, 20, 21, 22, 23, 25	
Jabatan Perikanan Sabah	Seperti di atas	1, 2, 3, 6, 8, 9, 11, 22, 25	
Jabatan Perikanan Sarawak	Seperti di atas	1, 2, 3, 6, 8, 9, 11, 22, 25	
Bahagian Taman- Taman Laut, Jabatan Perikanan (Persekutuan)		1, 2, 3, 6, 9, 11, 13, 14, 19, 20, 21, 22, 23, 25	
Kuasa-Kuasa Pelabuhan (Seperti Pelabuhan Klang)		1, 2, 3, 6, 8, 9	
Jabatan Perhutanan (Persekutuan dan Negeri), Semenanjung Malaysia	10.4 (ii), (iii); 10.7 (i); 10.8; 10.9; 10.10; 10.15; 10.16 (i), (iii), (iv), (v); 10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 13, 19, 20, 21, 22, 23, 25	
Jabatan Perhutanan Negeri Johor	Seperti di atas		JOHOR: 11, 15, 22, 48-52, 56, 86, 93, 95, 97, 102, 109
Jabatan Perhutanan Negeri Perak	Seperti di atas		PERAK: 5, 8, 15, 22, 28, 30, 31, 35, 39, 40, 45, 46, 50, 55, 61, 66, 80-88, 162, 168, 187, 188, 190, 199, 200
Jabatan Perhutanan Negeri Perlis	Seperti di atas		PERLIS: 1, 2, 3, 4, 6, 43, 47, 50

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Jabatan Perhutanan Negeri Pulau Pinang	Seperti di atas		PENANG: 4, 9, 13, 15, 16, 19-22, 33, 34
Jabatan Perhutanan Negeri Selangor.	Seperti di atas		SELANGOR: 1, 2, 11, 15, 17, 19, 27, 28, 33, 35, 36, 37, 46-53, 54, 61, 95, 97, 99, 102, 104
Jabatan Perhutanan Negeri Terengganu	Seperti di atas		TERENGGANU: 5, 10, 16, 26, 28, 38-44, 52, 72, 78, 80
Jabatan Perhutanan Negeri Sabah	Seperti di atas	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 20, 21, 22, 23, 25	SABAH: 1, 3, 6, 8, 9, 10, 17, 21, 26, 27, 36, 37, 38, 43, 44, 45, 47, 54, 65, 66, 68, 73, 80-90, 91, 93, 96, 99, 100, 101, 102, 104, 105, 107, 108, 111, 112, 118, 121, 127, 130, 131, 139, 141, 143, 145, 149, 151, 153, 157, 160, 204, 211, 212, 221, 222, 229, 242, 247, 250, 253
Jabatan Perhutanan Negeri Sarawak	Seperti di atas	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 20, 21, 22, 23, 25	SARAWAK: 14, 15, 18, 45, 57, 61, 68, 84, 160, 162, 178, 183, 184-192, 219, 220, 224, 227, 228, 230, 233, 242-247, 251, 254, 258
Institut Penyelidikan Perhutanan Malaysia (FRIM)		1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 13, 14	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Jabatan Perlindungan Hidupan Liar dan Taman Negara (PERHILITAN) (Persekutuan dan Negeri), Semenanjung Malaysia (DWNP)	10.4 (ii), (iii); 10.7 (i); 10.8; 10.9; 10.13; 10.15; 10.16 (i), (iii), (iv), (v); 10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 13, 14, 19, 20, 21, 22, 23, 25	
PERHILITAN Johor	Seperti di atas		JOHOR: 17, 24, 56, 57, 88, 89
PERHILITAN Kedah	Seperti di atas		KEDAH: 26, 38, 116, 121, 122, 123, 124, 126, 127
PERHILITAN Melaka	Seperti di atas		MELAKA: 4, 25, 26, 28-31
PERHILITAN Negeri Sembilan	Seperti di atas		NEGERI SEMBILAN: 11, 51, 52
PERHILITAN Pahang	Seperti di atas		PAHANG: 22,41,57, 60, 74, 97, 98, 101, 102, 103, 104, 105, 200, 207, 211, 212
PERHILITAN Perak	Seperti di atas		PERAK: 5, 8, 15, 22,30, 31, 35, 45, 46, 50, 55, 66, 89, 162, 179, 188, 190
PERHILITAN Perlis	Seperti di atas		PERLIS: 1, 2, 48, 49, 53
PERHILITAN Pulau Pinang	Seperti di atas		PENANG: 33, 34
PERHILITAN Selangor	Seperti di atas		SELANGOR: 54, 55, 56, 57, 58, 59, 104

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Perbadanan Taman Negeri Johor (JNPC)	10.10; 10.15	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 13, 14, 19, 20, 21, 22, 23, 25	JOHOR: 11, 15, 17, 22, 24, 55, 56, 86, 88, 89, 95, 97, 98, 102, 108, 109
Perbadanan Pembangunan Bukit Fraser (FHDC)	10.9; 10.12	1, 2, 4, 5, 8, 10, 11, 13, 19, 20, 21, 22, 23, 25	
Jawatankuasa Kepel- bagaian Biologi Negara		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 25	
Jawatankuasa Hutan Bakau Negara		1, 2, 3, 4, 5, 6, 8, 9, 11, 25	
Kementerian Pertanian		1, 2, 3, 6, 8, 9, 10, 11, 25	
Jabatan Pertanian (Persekutuan dan Negeri), Semenanjung Malaysia		1, 2, 3, 6, 8, 9, 10, 11, 23, 25	
Jabatan Haiwan		1, 2, 23, 25	
KOTANI		1, 2, 3, 6, 8, 9, 10, 11, 12, 16, 20, 23, 25	
Jabatan Pengairan dan Saliran (DID)	10.9	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 19, 22, 23, 25	
Jabatan Kerja Raya (PWD)		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 22, 25	
Jabatan Hal Ehwal Orang Asli (JHEOA)	10.16 (ix); 10.17	1, 2, 14, 20, 21, 22, 25	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Majlis Produktiviti Negara (NPC)		14	
Perbadanan Kemajuan Ekonomi Negeri (SEDC)	10.16 (ix); 10.17	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 21, 22, 24	
KEJORA (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
KESEDAR (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
KETENGAH (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
DARA (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
SALCRA (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
SAFODA (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
Lain Agensi-Agensi Tanah Sabah dan Sarawak (RDA)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 20, 21, 22, 24, 25	
Kementerian Pembangunan Keusahawanan (MED)		1, 2, 11, 12, 14, 20, 21, 22, 24	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN I)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Majlis Pemandu- Pemandu Pelancong Malaysian (MTGC)	10.4 (iv); 10.7 (iii); 10.16 (vi), (vii); 10.20	1, 2, 12, 13, 14, 15, 16, 18, 19, 20, 24, 25	
Majlis Pemandu- Pemandu Pelancong Kuala Lumpur	10.4 (iv); 10.7 (iii); 10.16 (vi), (vii); 10.20	1, 2, 12, 13, 14, 15, 16, 18, 19, 20, 24, 25	
Majlis Pemandu- Pemandu Pelancong Pulau Pinang	10.4 (iv); 10.7 (iii); 10.16 (vi), (vii); 10.20	1, 2, 12, 13, 14, 15, 16, 18, 19, 20, 24, 25	
Persatuan Melancong dan Ejen Pelancongan (MATTA)	10.4 (iv); 10.7 (iii); 10.16 (vi), (ix); 10.20	1, 2, 11, 12, 13, 14, 15, 16, 18, 23, 24, 25	
Pacific Asia Travel Association Malaysia (PATA)	10.17	1, 2, 11, 12, 13, 14, 15, 16, 18, 23, 24, 25	
Pengusaha- Pengusaha Pelancongan yang Spesifik (seperti Asian Overland, Borneo Adventure, Taman Negara Resort dan lain-lain)	10.15; 10.16 (vi), (viii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 23, 24, 25	
Pemaju-Pemaju Prospektif	10.12; 10.13; 10.18; 10.21	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18, 19	
Malaysian International Chamber of Commerce and Industry (MICCI)	10.17	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18, 19	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN 1)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Persatuan Pemaju- Pemaju Perumahan (HDA)	10.16 (viii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18, 19	
Institut Jurubina Malaysia (MIA)	10.16 (viii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18, 19	
Institut Jurutera Malaysia (MIE)	10.16 (viii)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18, 19	
Persatuan Pengusaha Hotel (HOA)		1, 2, 3, 4, 5, 8, 9, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 23, 24	
Malaysia Airlines (MAS)		16, 17, 23, 24	
Syarikat Penerbangan Swasta (seperti Pelangi Air dan lain-lain)		16, 17, 23, 24	
KTM Berhad		16, 17, 23, 24	
Persatuan Pencinta Alam, WWF Malaysia and Lain- Lain Pertubuhan Bukan- Kerajaan		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 16, 17, 24, 25	
Pusat Hal Ehwal Orang Asli dan Lain- Lain Persatuan Orang Asli (COAC)		1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 14, 16, 17, 20, 24, 25	

SENARAI AGENSI	PELAN TINDAKAN (BAHAGIAN I)	GARIS PANDUAN (BAHAGIAN 2)	CADANGAN- CADANGAN PERKEMBANGAN TAPAK (BAHAGIAN 5)
Persatuan Orang Asli Semenanjung Malaysia (PMOAA)		1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 14, 16, 17, 20, 24, 25	
KEMAS		11, 12, 14, 16, 20, 24	
(Cadangan) Lembaga Pengurusan Pulau (MHLG)		1, 2, 3, 4, 5, 6, 8, 9, 11, 13, 19, 20	
Forum Wartawan Alam Sekitar Malaysia	10.16 (xi)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 16, 17, 23, 24	
Orang Ramai		3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17	

EXECUTIVE SUMMARY

This Executive Summary of the National Ecotourism Plan indicates:

the **21 Action Plans** (see page 46);

the **52 project suggestions** (see page 47);

the **top ten places** for special development (see page 48);

illustrated profiles of five of these places (on pages 50, 52, 61, 65 and 67);

the **25 Guidelines** (see page 58);

and a **Matrix** showing which agencies should do what (on pages 27-38).

EXECUTIVE SUMMARY

Introduction

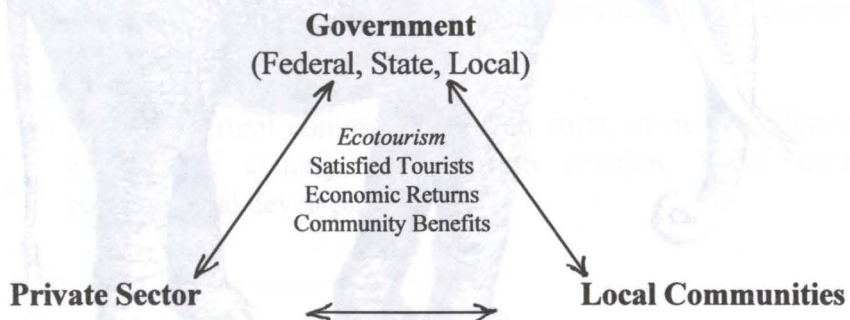
1. Ecotourism is growing faster than any other form of tourism, in Malaysia and throughout the world. By the year 2000, there may be **1.25 million** overseas tourists visiting Malaysia annually to see and enjoy nature. They will be joined by about **1.25 million** Malaysians, either as domestic tourists or recreationists. Together these groups are expected to bring in more than **RM1.57 billion** in the year 2000.

This will represent **10%** of the expected revenue from all forms of tourism. To attract and sustain this ecotourism growth, Malaysia has a wide range of natural and cultural assets. The National Ecotourism Plan sets out 21 Action Plans, and 52 project suggestions, to **achieve these targets**.

Ecotourism has become a buzz-word. It is a relatively new name for nature-based and culture-based tourism which avoids damage to the environment wherever possible, and which ensures that any unavoidable damage is repaired.

Properly implemented, ecotourism is a powerful tool for obtaining economic, socio-cultural and environmental benefits. Successful ecotourism has a variety of spin-offs. To obtain maximum benefits, ecotourism should be seen as a joint venture between:

- **government:** planning and regulation, as guidance for the private sector, and the provision of infrastructure as stimuli to the private sector;
- **the private sector:** product development, selected operations and management, advertising and customer servicing;
- **local communities:** two-way involvement with the private sector and government in planning, product development, and the exploitation of employment opportunities and spin-offs.



To obtain the full benefits, the expectations from ecotourism should be *similar*, *compatible*, and *realistic* amongst tourists, government, the private sector and local residents.

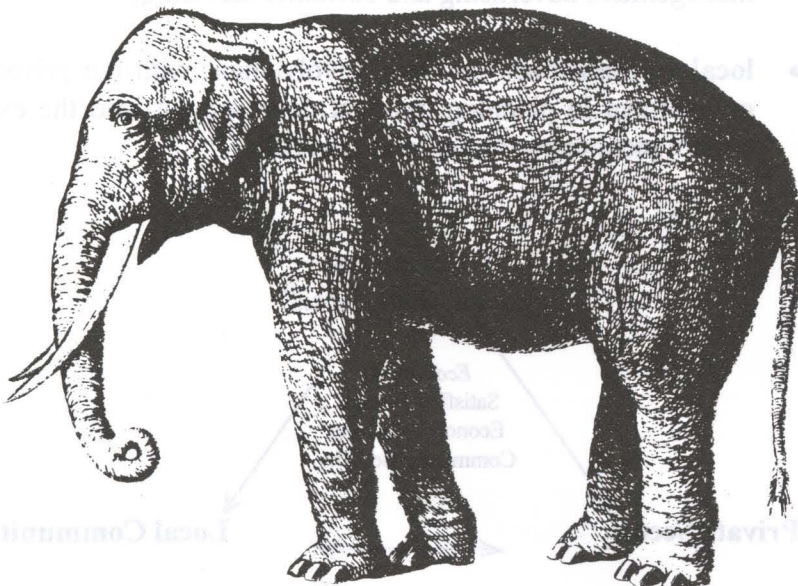
Around the world, the word ecotourism has often been mis-used as an advertising and promotional gimmick for any form of tourism to relatively natural areas, however little may be the nature content or culture content of the tourism product which is offered. This approach can be avoided by Malaysia, through co-operation between the various sectors.

What is Ecotourism?

2. Out of many available definitions, the National Ecotourism Plan has chosen the following:

Ecotourism is "environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present), that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations" (Ceballos-Lascuráin, 1993).

In other words, ecotourism prevents whatever damage it can, repairs whatever damage is unavoidable, and stresses the benefits for people on the spot.



Notable Success Stories

3. Various countries are renowned for their success in ecotourism. The prime example is Costa Rica. In 1990, tourism was the third highest earner of foreign exchange for Costa Rica; in 1994 it was the top earning sector. More than half of visitors to the country can be classified as ecotourists. Since 1970, Costa Rica has attracted more than RM180 million in funding specifically for conservation, and 12.2% of the land area is reserved as national parks. The conservation of this area sustains the country's biggest economic sector.

Destinations such as East and South Africa, Nepal, India and Australia have always attracted a high proportion of visitors keen on nature and culture. In Latin America, Belize, Panama, Guatemala and Honduras all emphasise ecotourism. In Ecuador, ecotourism is a significant and growing proportion of all tourism, and is an important revenue earner.

South African economic structural adjustment is partly based on a rapid increase in ecotourism, and innovative financial techniques such as ecotourism bonds issues and securities are being developed in co-operation with international finance houses. Ecotourism in South Africa is dependent upon a well regulated network of national parks.

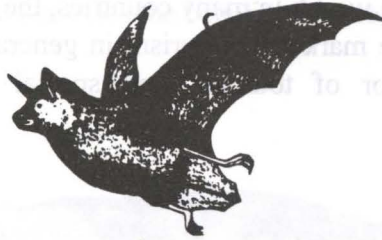
It is widely known that tourism is one of the most rapidly growing economic activities around the world. In many countries, the market for ecotourism is growing even faster than the market for tourism in general. This makes ecotourism a very important sub-sector of tourism, and special attention must be paid to its development.

The Benefits

4. Malaysia can benefit a great deal from correctly implemented ecotourism. The potential benefits are economic, social and environmental, and include:
 - increased revenue, and work opportunities, from increased tourist numbers;
 - benefits to rural communities of all sorts, in many different locations around the country, through job creation, better facilities, and consequential developments;

- support for conservation and environmental management;
- an enhanced tourism image and an enhanced overall image for the nation.

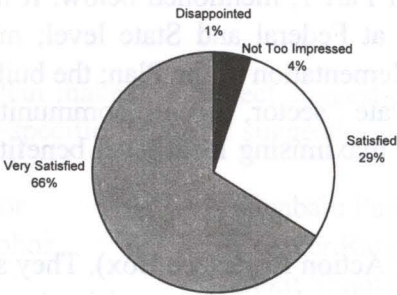
5. Malaysia earned some RM9 billion of foreign revenue through tourism in 1994. The nation attracted 7.2 million foreign tourists in that year, and they contributed RM 8.3 billion revenue to the national economy. Domestic tourism and related earnings accounted for the remainder. About 7% to 10% of the total numbers can be considered ecotourists or more generally nature-based tourists. There is no clear distinction between tourists who visit natural areas solely as ecotourists, and other tourists who may spend part of their visit looking at nature or culture, and part engaged in other activities such as business.
6. Contrary to popular ideas, ecotourists are typically middle-aged, and are often high-spending individuals. Average expenditure levels are similar to those of other tourists, and ecotourists often stay much longer. They are prepared to pay for high quality information (guide books, well produced literature) and equipment. They are often willing to contribute additional donations to support beneficial nature-related management schemes, conservation schemes, and rural welfare efforts if they can see the results of their contributions.



7. It is projected that by the year 2000 there will be approximately 12.5 million foreign tourists visiting Malaysia. Of these, 10% (1.25 million) may be nature-based tourists, an increase of 212% in absolute numbers over the 1994 figure. They are expected to contribute some RM 1.57 billion to the economy, and they are therefore very important component of the overall tourism market. In addition, another 625,000 domestic ecotourists and 625,000 casual domestic visitors to natural areas are expected. These are achievable targets.

Ecotourism will use Malaysia's natural and cultural assets to build upon the country's general tourism advantages: good infrastructure, competent work-force, easy communications, safety and value for money.

At Least 95 percent of Ecotourists Express Satisfaction With Their Visit to Malaysia

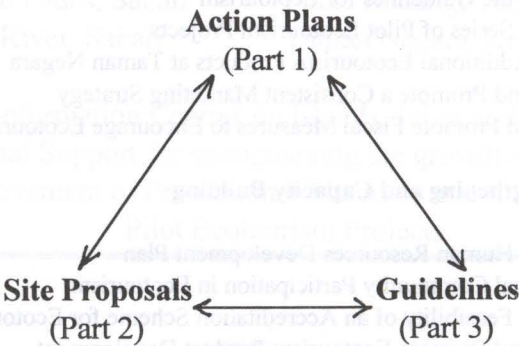


- 8. The estimates of ecotourist numbers and revenue are targets to be aimed for in planning and developing suitable ecotourism products; in creating appropriate business opportunities especially for rural communities; in producing relevant, saleable items including books and handicrafts which will contribute to revenue capture; and in managing the natural assets which ecotourism depends on.

Objectives of the National Ecotourism Plan

- 9. It is therefore the objective of the National Ecotourism Plan to assist the Government of Malaysia at Federal and State level in the development of Malaysia's ecotourism potential. The Plan is intended to serve both as an appropriate instrument within the overall sustainable development of Malaysia and the economy as a whole, and as an effective tool for conservation of the natural and cultural heritage of the country.

The National Ecotourism Plan includes three main interactive components. They are:



All three components in the Plan are of equal importance, and each component must be implemented with specific reference to the other two.

A specific programme for implementation of the National Ecotourism Plan is set out in Action Plan #10.5 of Part 1, mentioned below. It includes steps from approval, through familiarisation at Federal and State level; mechanisms to promote State involvement in the implementation of the Plan; the building of partnerships between government, the private sector, local communities and non-governmental organisations, aimed at maximising local level benefits from ecotourism; seminars and workshops.

In addition, there are 21 Action Plans (see Box). They set out programmes of action, with objectives, the co-ordinating agency and implementing agencies, and a series of action steps with indications of cost and timing.

NATIONAL ECOTOURISM PLAN

Action Plans

Implementing the National Ecotourism Plan

- 10.1 Adopt and Promote a Clear Definition of Ecotourism
- 10.2 Adopt and Promote a Clear Policy on Developing Ecotourism
- 10.3 Strengthen the Eco- and Agro-tourism Implementation Committee
- 10.4 Implement Legal Changes to Support Implementation of the Plan
- 10.5 Adopt and Promote the National Ecotourism Plan
- 10.6 Establish a Monitoring and Evaluation Programme

Site Planning and Management

- 10.7 Establish Planning Procedures for Ecotourism Developments
- 10.8 Establish Application Procedures for Ecotourism Developments
- 10.9 Expand and Improve Management of a Nationwide System of Ecotourism Areas
- 10.10 Elaborate Development and Management Plans for Ecotourism Areas
- 10.11 Implement the Guidelines for Ecotourism
- 10.12 Establish a Series of Pilot Ecotourism Projects
- 10.13 Establish Additional Ecotourism Products at Taman Negara
- 10.14 Establish and Promote a Consistent Marketing Strategy
- 10.15 Identify and Promote Fiscal Measures to Encourage Ecotourism

Institutional Strengthening and Capacity Building

- 10.16 Establish a Human Resources Development Plan
- 10.17 Ensure Local Community Participation in Ecotourism
- 10.18 Investigate Feasibility of an Accreditation Scheme for Ecotourism
- 10.19 Establish and Promote Ecotourism Product Development
- 10.20 Establish Training and Promote Certification for Ecotourism Guides
- 10.21 Upgrade Standards of Tourist Information Literature

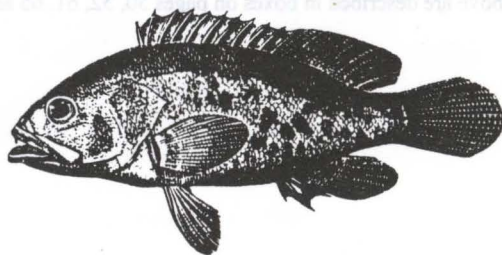
Project Suggestions

The National Ecotourism Plan makes 52 project suggestions, including 48 areas and four suggestions that are not site-specific. These 52 suggestions are:

Endau Rompin, Johor	Kinabalu Park area, Sabah
Gunung Belumut, Johor	Crocker Range area, Sabah
Pulau Kukup, Johor	Bukit Silam, Sabah
Gunung Ledang, Johor	Telupid, Sabah
Ulu Muda, Kedah	Lower Sugut River, Sabah
Pulau Tuba, Kedah	Bukau River, Sabah
Gunung Stong, Kelantan	Gunung Trus Madi, Sabah
Sungai Perias, Kelantan	Semporna Islands, Sabah
Talang Dam, Negeri Sembilan	Pulau Sipadan, Sabah
Kenaboi, Negeri Sembilan	Loagan Bunut, Sarawak
Fraser's Hill, Pahang	Maludam, Sarawak
Kenong Forest Park, Pahang	Bario / Kelabit Highlands, Sarawak
Tasik Bera, Pahang	Pulau Bruit, Sarawak
Rompin Endau, Pahang	Hose Mountains, Sarawak
Belum / Temenggor, Perak	Proposed Bakun Catchment, Sarawak
Segari Melintang, Perak	Ulu Kakus, Sarawak
Matang Mangroves, Perak	North Selangor peatswamps
Wang Kelian, Perlis	K. Langat / Bt. Cheeding, Selangor
Pantai Acheh / Kerachut, P. Pinang	Greater Templer Park, Selangor
Pulau Jerejak, P. Pinang	Kenyir Catchment area, Terengganu
Lower Kinabatangan Basin, Sabah	Setiu, Terengganu
Maliau Basin, Sabah	Rantau Abang, Terengganu
Long Pasia / Ulu Padas, Sabah	Pulau Redang, Terengganu
Lower Segama River, Sabah	Taman Negara, Kel./Phg./Tr'u

Tourist Information Centres on Islands, Johor and Terengganu
Institutional Support for strengthening the growth of Ecotourism

Improvement of Promotional Materials and Information
Pilot Ecotourism Projects



Concept

- 10.1 The concept of ecotourism is poorly understood. It specifically aims to conserve nature, reduce impacts, and provide socio-economic benefits to local communities. These elements in the concept make it different from nature tourism or nature-based tourism (which does not necessarily have a specific commitment to conservation), adventure tourism (which does not necessarily have a commitment either to conservation or to reducing impacts), and agro-tourism (which is typically based upon artificial elements within the environment).

This generally poor understanding is one of the reasons for mis-use of the name ecotourism. Mis-use of the name is potentially damaging to tourism, because it creates different expectations between the tourist, the tour operator and tour agent.

It is therefore essential to adopt a clear and consistent definition, and to make sure that this definition is widely known, understood and applied.

Ten Very Special Places for Malaysian Ecotourism

These ten places have superb natural assets. They are amongst 52 project suggestions in Part 2 of the National Ecotourism Plan. All ten present **opportunities** for involvement of local people in ecotourism development. All ten deserve more powerful legislative backing than they have so far. Special care will be needed in **planning and managing** these area, so as to ensure that ecotourism and the natural assets are mutually **beneficial and sustainable**.

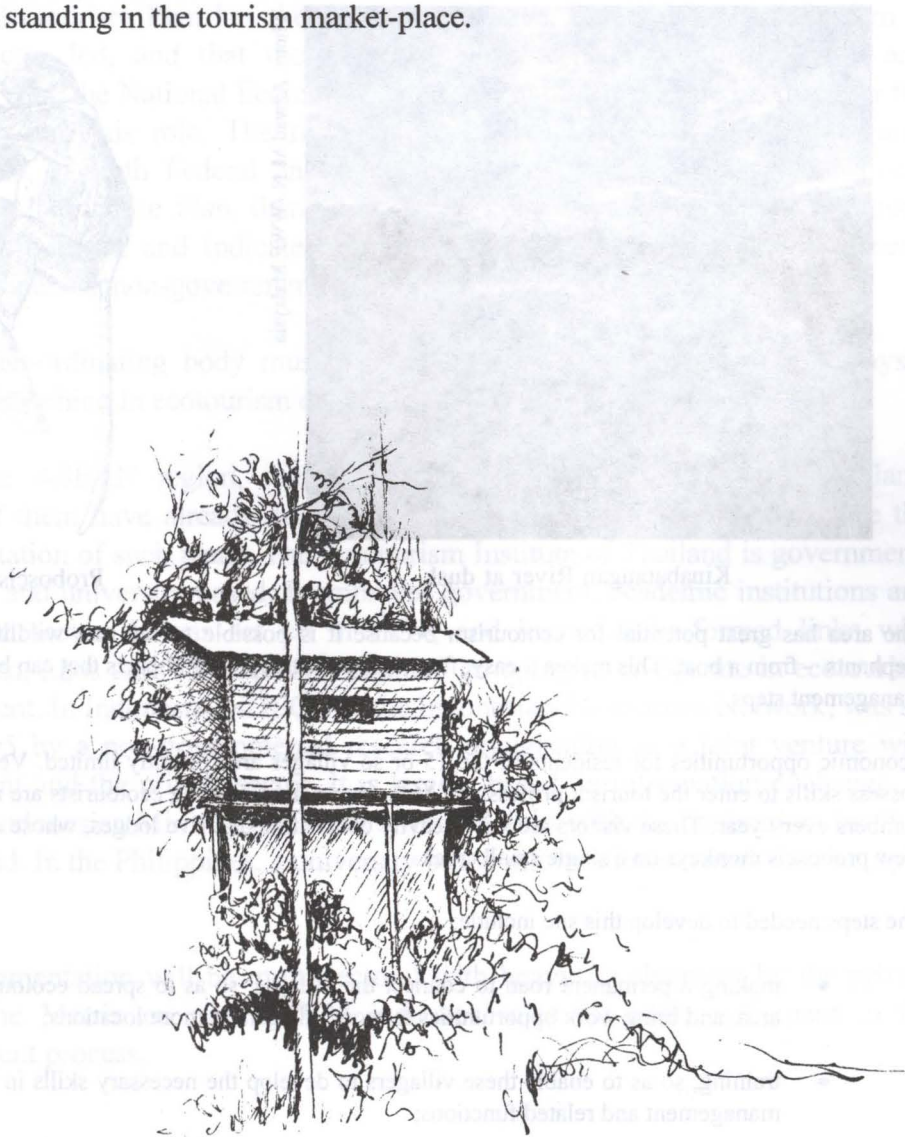
The listing below is in rough order of priority, beginning with the most important-

Lower Kinabatangan River, Sabah	Proboscis monkeys, river, wildlife
Wang Kelian, Perlis	Limestone, caves and forest
Kenong Forest Park, Pahang	Elephants, caves, streams
Belum / Temenggor, Perak	Wildlife, forest and lake
Gunung Stong, Kelantan	Mountain, waterfall, rockfaces
Ulu Muda, Kedah	Forest, lake and sandstone
Tasik Bera, Pahang	Lake, culture, fish
Hose Mountains, Sarawak	Forest, trekking, birdwatching
Kenyir catchment, Terengganu	Lake, boating, trekking, fishing
Pulau Kukup, Johor	Mangroves, wildlife, seafood

The five best areas mentioned above are described in boxes on pages 50, 52, 61, 65 and 67 of this Executive Summary

Policy

- 10.2 Malaysia should have a clear stand on why ecotourism is being promoted, and how it should be done. This, too, must be widely promulgated, understood and applied. Clarifying the different approaches and emphasis of ecotourism, in comparison with other forms of tourism, will help to guide appropriate development, ensure that each form of tourism product is assigned to its proper place, and consequently strengthen Malaysia's standing in the tourism market-place.



A Very Special Place for Malaysian Ecotourism

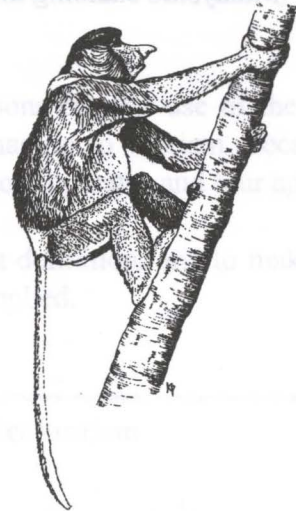
LOWER KINABATANGAN RIVER, Sabah

The lower Kinabatangan basin in eastern Sabah is Malaysia's largest river floodplain, with natural forest and oxbow lakes. It is one of Malaysia's richest wildlife areas, containing various rare and endangered species such as proboscis monkeys, orang utan, all eight species of Bornean hornbills and the Oriental darter. It supports diverse lowland freshwater fisheries, conducted by members of the Orang Sungai community.



Kinabatangan River at dusk

Photo: Azwad M.N./WWF Malaysia



Proboscis Monkey

The area has great potential for ecotourism because it is possible to see rare wildlife - sometimes even elephants - from a boat. This makes it easy, fun, with potentially light impacts that can be addressed by simple management steps.

Economic opportunities for residents of the 15 or so villages are currently limited. Very few local residents possess skills to enter the tourism profession. At the same time, visiting ecotourists are more than doubling in numbers every year. These visitors are very heavily concentrated at five lodges, whose operators take them to view proboscis monkeys on a single small creek.

The steps needed to develop this site include:

- making a permanent road to connect the villages, so as to spread ecotourism across a broader area, and bring work opportunities to more villagers in more locations;
- training, so as to enable these villagers to develop the necessary skills in tourist guiding, lodge management and related functions;
- firm commitments to carrying capacity and zoning, so as to assign suitable businesses, construction and activities to their appropriate place along the river.

See Part 2 of the National Ecotourism Plan, #3.21

The contents of the National Ecotourism Plan should be adopted as a guide to concept, policy and implementation steps for developing ecotourism.

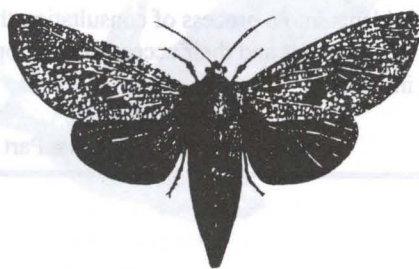
The Implementing Body

- 10.3 Of all agencies, the Ministry of Culture, Arts and Tourism is the one for which the National Ecotourism Plan has the greatest relevance. Recognising that tourism is private sector led, and that the Ministry plays a planning, promotional and regulatory role, the National Ecotourism Plan sets out recommended actions for the Ministry within this role. The role is played, however, in the context of area management by both Federal and State government agencies as well as Local Authorities. The entire Plan, therefore, tries to consider all aspects of ecotourism within this context, and indicates roles for many other sectors of government, private businesses, non-governmental organisations, and others.

A single co-ordinating body must be identified within Malaysia. If not, Malaysia risks falling behind in ecotourism development.

Within the ASEAN region, various countries are preparing ecotourism plans. Several of them have already set up institutions which are intended to guide the implementation of such plans. The Ecotourism Institute of Thailand is government-supported and university-based. It embraces government, academic institutions and the private sector. It was set up in 1994, and immediately formed links with Kampuchea, Laos and Vietnam as a regional grouping to co-operate in ecotourism development. In Indonesia INDECON, the Indonesian Ecotourism Network, was set up in 1995 by a non-governmental research organisation as a joint venture with government and the private sector. It is largely based on information exchange. In 1995 the Indonesian Ministry of Tourism formed links with the Ecotourism Institute of Thailand. In the Philippines, a university based information network was set up in 1994.

Full implementation will be multi-sectoral with heavy involvement by the private sector. The Matrix on pages 27-38 indicates roles for each participant in the development process.



A Very Special Place for Malaysian Ecotourism:-

WANG KELIAN, Perlis



Photo: Daria Mathew/WWF Malaysia

The limestone hills of Perlis are refuges for nature in the agricultural landscape

Wang Kelian is a forest reserve in the northwestern corner of Perlis, with the cave of Gua Burma at its centre. This is the only site in Malaysia where the Stump-tailed Macaque occurs, a red-faced monkey that lives in big groups in seasonal forest. The forest type here is unusual in Malaysia, and the particular species of plants and flowers growing here, especially the smaller herbs of limestone, are unique. They include the swollen-stemmed Gouty Balsam and cactus-like Euphorbia.

This is an excellent site for a State park, which can attract visitors to see aspects of nature not available anywhere else in the country. In particular, providing simple accommodation at the periphery of the park will help to extend visitor stay length in Perlis. There is good potential to build the park into tour itineraries that include other sites in Perlis and in Kedah.

The steps needed to develop this site include:

- declaration and gazettement of the park;
- a management plan specifying zones and useages;
- a monitoring body to oversee planning and management;
- providing visitor facilities which harmonise with the environment and minimise the loss of natural features;
- bringing local residents into a process of consultation throughout park development, so as to maximise their involvement and their access to work opportunities, and minimise any chance of negative social impacts.
-

See Part 2 of the National Ecotourism Plan, # 3.18

Against this background, it is essential that ecotourism development in Malaysia receives powerful and consistent guidance. This should be done, not by setting up a new organisation, but by strengthening an existing body and facilitating its operations. The most appropriate body is the Eco- and Agro-tourism Implementation Committee. The main Plan also considers the possibility that this or a similar committee may eventually achieve the status of a National Ecotourism Council.

Strengthening the Eco- and Agro-tourism Implementation Committee

ESSENTIAL STEPS

- Expand the membership, to include more private sector representatives, NGOs and technical experts
- Form partnerships with research institutions.
- Revise the terms of reference to include monitoring and evaluation
- Hold meetings regularly, and help members to communicate through electronic media

DESIRABLE STEPS

- Provide for a fee-paying membership category, with membership benefits
- Determine the internal operating mechanisms of the Committee, members' functions
- Use fees to employ a secretariat
- Set tasks and functions of secretariat (11 potential functions have been identified in the Plan)

OPTIONAL LATER STEPS

- Help existing State and local tourism bodies to act as equivalent bodies within their areas



Implementing Legal Changes

- 10.4 Specific legal changes will provide ecotourism opportunities to stimulate private sector involvement. Exploitation of these opportunities will help to capture revenue, to create jobs especially for rural people, and to obtain the related benefits mentioned earlier.

The main recommendations for legal actions are given in the following Box. The left-hand column indicates the general area of actions required. The right-hand column indicates the governmental level best placed to act, and the name of the relevant law. Details of each legal change and its justification can be found in Part 1 of the National Ecotourism Plan.



Adopting and Promoting the Plan

- 10.5 A special programme, aimed specifically at spreading knowledge about the National Ecotourism Plan, co-ordinating its implementation, and encouraging the States to take up the opportunities it offers, will be a strong boost to ecotourism development. A series of activities is given in the Action Plan #10.5 in Part 1 of the National Ecotourism Plan, and is aimed at achieving this.

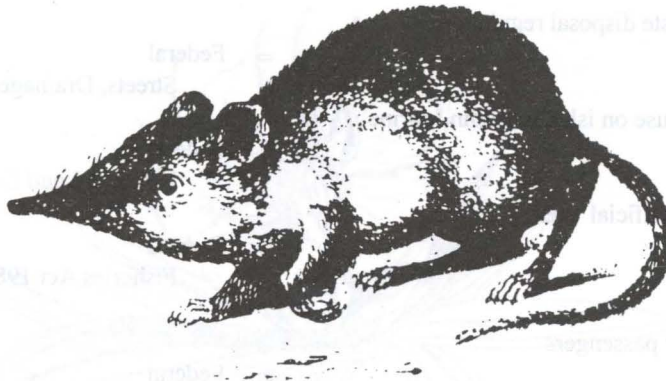
Recommended legal actions and amendments to facilitate ecotourism development

LEGAL ACTIONS / AMENDMENT NEEDED	RELEVANT LEGISLATION
• Legal controls on infrastructure design and positioning	⇒ Federal Local Government Act 1967
• Application of EIA Order 1987 to specific tourism developments	⇒ Federal Environmental Impact Assessment (Prescribed Activities) Order 1987
• Declaration of World Heritage Sites	⇒ International Treaty UNESCO World Heritage Convention
• Sewerage and waste disposal regulations	⇒ Federal Streets, Drainage & Building Act 1974
• Appropriate land use on islands within Marine Parks	⇒ Federal National Land Code 1965
• Fishing rights at artificial reefs	⇒ Federal Fisheries Act 1984
• Boat licencing for passengers	⇒ Federal Merchant Shipping Ordinance 1952 State Merchant Shipping Ordinance (Sabah) 1960 Merchant Shipping Ordinance (Sarawak) 1960
• Inland fisheries laws	⇒ Federal Fisheries Act 1984 State Fisheries Enactments
• Establishment of State Parks boards in selected States	⇒ State New legislation using Sabah and Johor models
• Establishment of parks for ecotourism (areas listed in Action Plan #10.9, in Part 1 of the National Ecotourism Plan)	⇒ State Gazettement under National Land Code Section 62(1) or State Enactments

Monitoring and Evaluation Programme

- 10.6 A mechanism must be created to monitor and evaluate progress in implementing the National Ecotourism Plan. The Ministry of Culture, Arts and Tourism is in the best position to do this, acting through the Eco- and Agro-tourism Implementation Committee.

Monitoring and evaluation would be in stages: from adoption to implementation; implementation itself; and from implementation through evaluation. The Plan indicates schedules and priorities, gives examples of monitoring procedures, and shows how these mesh with development under the Five Year Plans.



Establishing Planning Procedures

- 10.7 Ecotourism developments must harmonise with land use plans, including Structure Plans and Local Plans. Eight steps are indicated to achieve this. The State Planning Committee in every State must use its power in full.

Establishing Application Procedures

- 10.8 Ecotourism developments, especially physical structures, differ qualitatively from conventional tourism. Ecotourism is low impact, using environmentally benign technology, and involving local communities in beneficial roles. These features require special attention during the submission and approval of applications for development. Characteristics to be looked for, and how to assess them, are set forth.

Expanding and Managing the Nationwide System of Ecotourism Areas

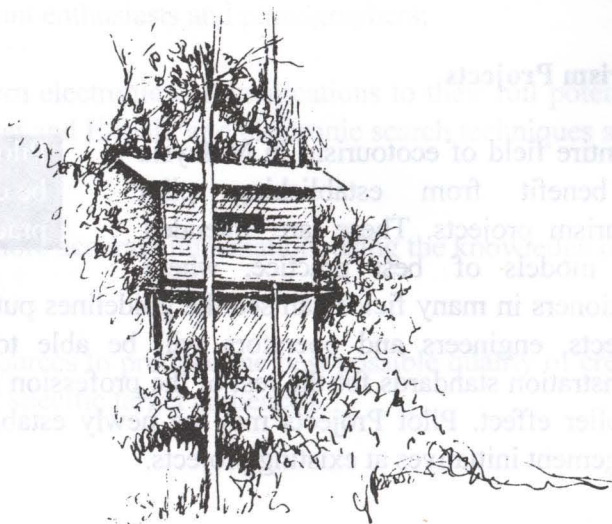
10.9 As tourism in general, and ecotourism in particular, become economically more important to Malaysia, the natural assets to sustain this growth must be properly managed. This will require the establishment of parks for ecotourism. There should be more effective management and staffing at specific sites. There should be integrated planning of land use and social development with respect to tourism, at named areas.

There will be opportunities for Malaysia to join in partnership with neighbouring countries in developing ecotourism activities. Examples include the Turtle Islands Park in Sabah (where joint co-operation is possible with the Philippines), Wang Kelian in Perlis (with Thailand) and Belum in Perak (with Thailand).

Furthermore, the three members of the Indonesia Malaysia Thailand Growth Triangle are exploring the ecotourism potential of Phuket, Langkawi and Tarutao.

Development and Management Plans

10.10 Every area which is reserved and used for ecotourism should have a development and management plan. Aspects of management which may be allocated to the private sector should be identified according to categories identified in the National Ecotourism Plan.



Implementing Guidelines

10.11 The National Ecotourism Plan sets out guidelines which are suitable for the Malaysian situation. They may be revised and strengthened as appropriate within the framework of the monitoring and evaluation programme. They can be used as a basis for standards of best practice, and methods of encouraging their use are given in the Plan.

Ecotourism Guidelines for Malaysia Part 3 of the National Ecotourism Plan

How to Categorise Sites and Activities	Accreditation
Carrying Capacity	Interpretation, Education and
and Limits of Acceptable Change	Guide Training
Marine Parks and Islands	Codes of Ethics
National Parks and Reserves	Visitors' Responsibilities
Mangroves	Health and Safety
Recreational Forests	Waste Disposal
Limestone Hills and Caves	Local Community Participation
Rivers, Waterfalls and Lakes	Economic Structuring
Beaches	Assessing Tenders and Bids
Mountains	Marketing and Promotion
Zoning, Site Plans and Architecture	Conservation Programmes
Use of Local Accommodation	Monitoring Programmes
Minimising Negative Impacts	

Pilot Ecotourism Projects

10.12 The entire field of ecotourism in Malaysia can benefit from establishing pilot ecotourism projects. These are intended to be models of best practice, where practitioners in many fields can see the guidelines put into practical use. Planners, architects, engineers and operators will be able to achieve results which set demonstration standards for the rest of the profession to match. This should have a multiplier effect. Pilot Projects may be newly established projects, or improved management initiatives at existing projects.

Pilot ecotourism projects should be established, as models of best practice.

Establishing Additional Products and Management at Taman Negara and Other Flagship Sites

10.13 Taman Negara, Bako National Park, Kinabalu Park and other major parks are attracting more and more visitors each year. Ways must be found to make the natural assets and the visitor numbers mutually beneficial. One way to do so is to boost development within specified buffer zones, for example at Kuala Tahan. Several large, private sector led tourism facilities may be developed there, as flagship attractions which contribute to the socio-economic development of the areas whilst drawing off visitor pressure from the parks themselves. These projects must be components of an integrated plan for the zoning and carrying capacity of each park and its surroundings. Financial mechanisms for avoiding and repairing environmental damage to the parks should be strengthened.

Marketing Strategy

10.14 Ecotourism will be an important component within Malaysia's tourism image internationally. It should never be the only image, because it would not convey the diversity of Malaysia's tourism products (including shopping, sports, and other activities).

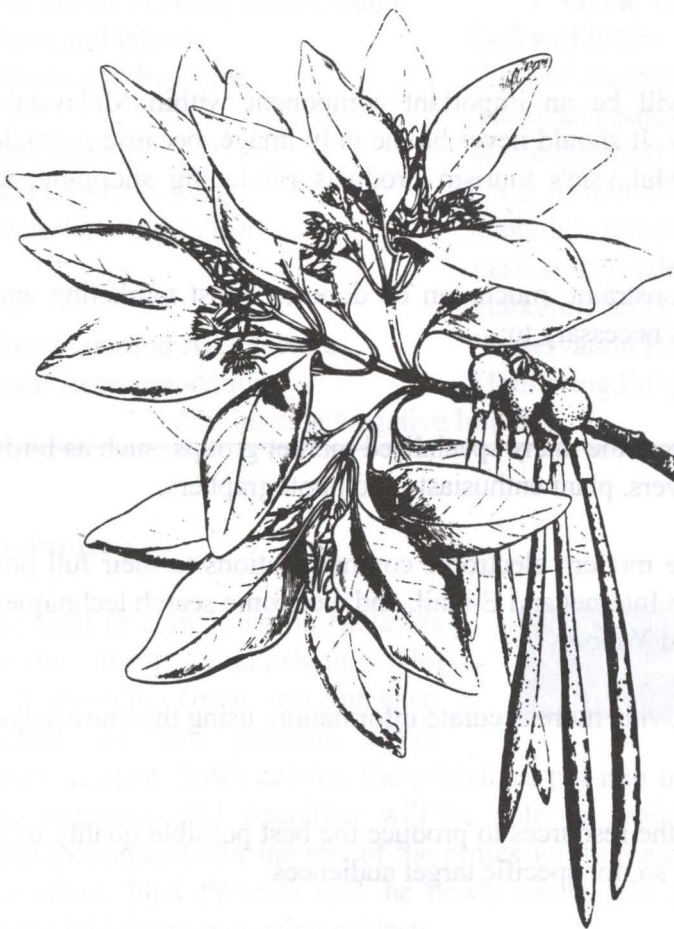
Within this constraint, much can be done to boost marketing and promotions. In particular, it is necessary to:

- target the many specialised market groups, such as birdwatchers, cavers, divers, plant enthusiasts and photographers;
- use modern electronic communications to their full potential, including the Internet and E-mail, and electronic search techniques such as Gopher and Yahoo;
- provide more accurate information, using the knowledge of specialists.

Malaysia has the resources to produce the best possible quality of creative material, and should do so, for specific target audiences.

Fiscal Measures

10.15 The financial viability of ecotourism areas must be viewed within the overall tourism scene. As a result of visiting an ecotourism area, a tourist may spend much money elsewhere. These spin-off effects are hard to trace. Fiscal spending to support ecotourism areas must therefore be continued, above and beyond the means which exist for the self-financing of areas. That said, self-financing mechanisms for each area should be encouraged and developed wherever they do not conflict with the principle of maintaining the area's natural assets.



A Very Special Place for Malaysian Ecotourism:-

TAMAN RIMBA KENONG, Pahang

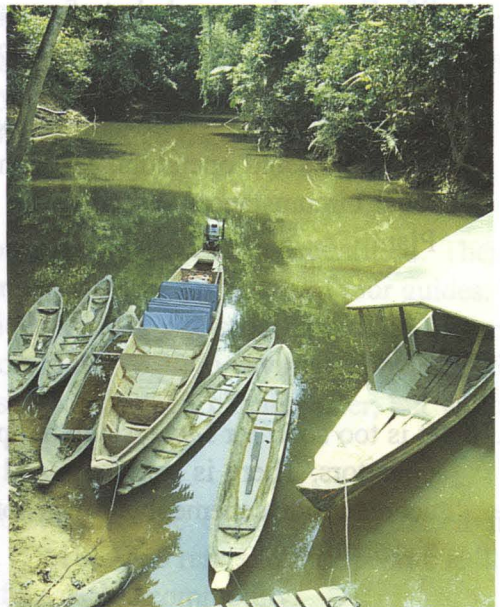
Taman Rimba Kenong (Kenong Forest Park) is an area of the Yong Forest Reserve (Extension), under the jurisdiction of the Pahang State Forestry Department. It is excellent, tall, lowland forest where the natural assets include many fig-trees that attract birds; flowering trees such as *gapis*; limestone hills with caves and bats; and clear, shallow, unpolluted streams with rare water-plants. Chalets have been constructed at the base camp, operated by a corporation. Just south of the Park are several villages with agricultural economies.

The park is reached by an interesting combination of train, boat and walking. Road access could be improved from Kuala Lipis to Kampung Kuala Kenong, but road access to the park itself would defeat the sense of adventure and isolation.



Flowers of *Saraca thaipingensis*,
a small forest tree

Photo: G. Davison/WWF Malaysia



Boats at Kuala Kenong

Photo: G. Davison/WWF Malaysia

The great potential for ecotourism must be developed in such a way as to bring benefits to the local community whilst retaining the natural features of untouched forest, big animals, caves, and tranquility which are essential for visitors.

The steps needed to develop this site include:

- better water supply and other amenities at Kampung Kuala Kenong and nearby villages;
- advice and guidance on the development of homestay products within the village;
- management guidelines for a buffer zone between the villages and the park.

See Part 2 of the National Ecotourism Plan, # 3.12

Human Resources Development

- 10.16 The National Ecotourism Plan sets out ways of giving specific training opportunities to professionals in ecotourism. The objective must be to improve the capacity of all relevant sectors to contribute to sustainable tourism.

Local Community Participation

- 10.17 Ecotourism is of special relevance to rural communities. It provides economic opportunities and alternatives in places where jobs may be few. It requires skills which can only partly be taught, and which are often inherent in the rural way of life. Ecotourism can help to forge a link between business and the sustainable use of natural assets, including their use by local communities.

Successful Malaysian examples exist involving the local community with planners, developers and operators. They should be used as models which can be adapted to local circumstances elsewhere in the country. Specific steps are described in the Plan.

Accreditation

- 10.18 It is too soon for Malaysia to adopt a system for accrediting ecotourism products or operators. There is some demand by Malaysian companies and by tourists for an accreditation scheme, but it has not yet reached a level which would justify adopting a system yet.

Such demands will probably increase, and it will be wise to be prepared. The Plan describes a skeleton system of accreditation, which can be elaborated as and when needed. Many of the components which would be needed already exist.

Product Development

- 10.19 A key step in promoting ecotourism will be the development of more, varied, imaginative products. These will appeal to more of the various specialised niche markets which exist amongst the potential Malaysian and overseas tourist market.

There are many potential themes, which can be used to exploit ecotourism opportunities amongst different market sectors, in many different parts of Malaysia, and involving many different activities.

The development of tourist circuits will be an important aspect of ecotourism, through providing satisfying packages, lengthening visitor stay and enhancing

tourism revenue. Tourist circuits have been highly successful in other countries, for example Kenya and South Africa. This is a field in which the creativity of the private sector can be pre-eminent. Many examples are listed in Action Plan #10.19 in Part 1 of the National Ecotourism Plan.

Product development should be in line with tourist expectations as well as the principles of ecotourism. Product development should therefore continually refer back to the definition of ecotourism, which provides 'self-correcting' features. Unsuitable products should be avoided, for example keeping birds in cages at a birdwatching area, or cleaning earth out of a cave to make it cleaner for visitors.

Peripheral issues that need to be addressed in relation to ecotourism include the availability of domestic flights, within and between regions of the country; improvements in the quality and range of handicrafts; and the standards of construction and maintenance of sanitary facilities for public use. The growth and profitability of ecotourism will be improved by addressing these issues.

Training and Certification of Guides

- 10.20 Ecotourism guides need to be well-informed, specialised, and qualified. There is already a comprehensive system for the training and certification of tour guides. The system includes licences for general guides and for site-specific guides. The need now is for more specialised training opportunities (e.g., in caving techniques, forest ecology) which will not only help guides to satisfy their clients better, but will also enhance their worth and the income they can command.

Training and certification of guides (10.20) must be clearly distinguished from accreditation of overall tourism products (10.18). One refers to the specific skills of individuals, and the other to the quality of a saleable commodity.

Tourist Information

- 10.21 Surveys have shown that the single biggest improvement required by ecotourists is better information. This includes guidebooks, maps, and information about specialist topics and areas. Malaysia has the

skilled individuals who can meet this need. They can be mobilised through consultation, setting up a revolving fund for publications, commissioning specific materials aimed at particular target audiences, instituting a prize for nature writing, and by relaxing some restrictions on distribution of maps.

Ecotourists want more maps, information and books about the places they visit and the things they see there.

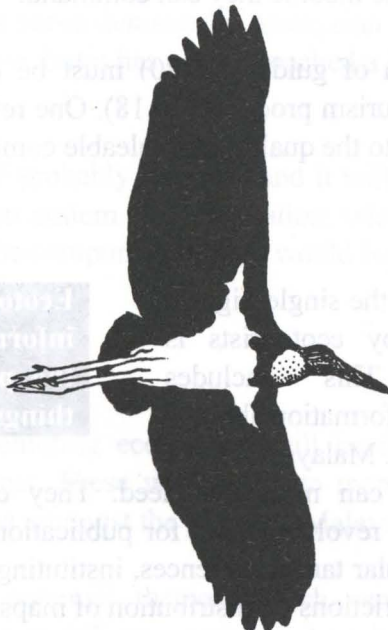
The Effects of the Plan

What should happen, if the National Ecotourism Plan is implemented? This will depend on the completeness of implementation, and the forging of links between the various actions.

If the Action Plans are fully implemented, and the links forged adequately between at least the following five aspects:

- Area protection and management
- Combination of public revenue support and self-financing
- Involvement of local residents
- Pilot projects, as models and demonstrations
- Consistent marketing

then Malaysia should achieve an outstanding position in ecotourism around the world. This position will be built upon Malaysia's general tourism assets, which include friendly people, moderate prices, good food, efficient travel, personal security, and easy communications.



A Very Special Place for Malaysian Ecotourism:-

BELUM / TEMENGGOR, Perak

The forested areas of Belum and Temenggor in northern Perak are essential to the proper management of the catchment for Temenggor Dam, and for the subsequent series of dams on the Perak River. The area is very important for wildlife, and all of Malaysia's big mammals are thought to occur here. Flights of more than 2,500 hornbills per evening have been counted, making this a site of international importance. Rafflesia occurs here, and rare montane herbs have been discovered.

Because of its size, the variety of its attractions, relatively easy access, and lake, the area has great potential for tourism. Banding Island on the East-West Highway is being developed as a moderate budget resort. Several tour operators are active, renting out chalets on small islands, or floating accommodation at the edges of the lake. There are more adventurous treks and camping opportunities available.

The local communities include residents of towns such as Gerik, of resettlement schemes such as Air Banun, and of many nearby villages. The ethnic mix is an added attraction of the area, and the people can be brought into the development and operation of ecotourism.

The steps needed to develop this site include:

- declaration and gazettement of a park;
- a step-by-step plan for park development;
- a business plan for product development, particularly involving local residents, local businesses and co-operatives;
- establishment of an administrative structure;
- construction of a headquarters, interpretative centre, jetties and moorings;
- providing water and electricity supply, and sanitation.



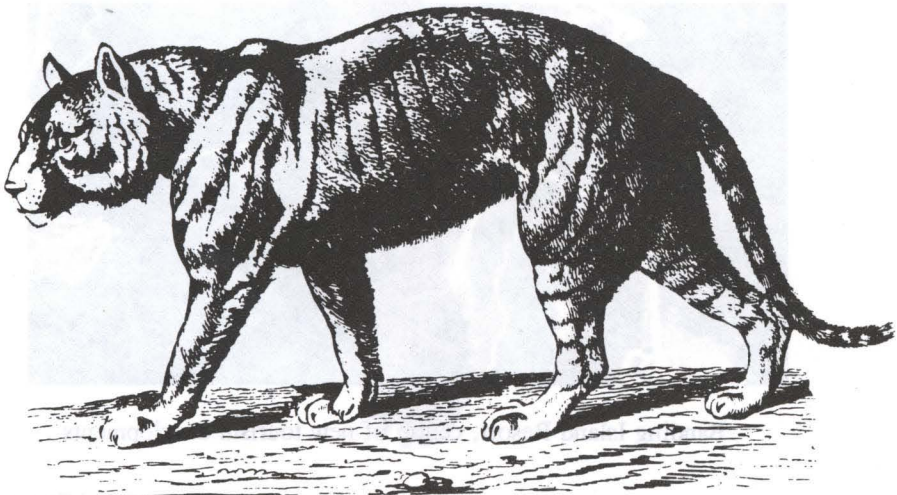
Photo: G. Davison/WWF Malaysia

Banding Island Resort, centre of new tourism developments

Ecotourism will make use of Malaysia's natural and cultural assets to build on this foundation. As a result, Malaysia can expect to receive:

- more overseas tourists, of whom a greater proportion will be interested and willing to learn about Malaysia, especially her nature and culture;
- greater satisfaction amongst such visitors, resulting in an enhanced image for the country;
- more opportunities for domestic tourism, as an attractive alternative for Malaysians instead of travelling to destinations outside the country;
- more diverse employment opportunities, in work which is satisfying, available in places where other jobs are limited;
- more revenue, both by capturing the specialised ecotourism market from overseas and by retaining more of the domestic tourism market;
- better management of more natural assets, which will not only be beneficial to Malaysians but will also have a multiplier effect in attracting support for Malaysia's approach and actions.

These results will not be automatic. They will depend upon the willingness of all relevant sectors to work as partners in ecotourism development, and the mobilisation of human resources to achieve the best.



A Very Special Place for Malaysian Ecotourism:-

GUNUNG STONG, Kelantan

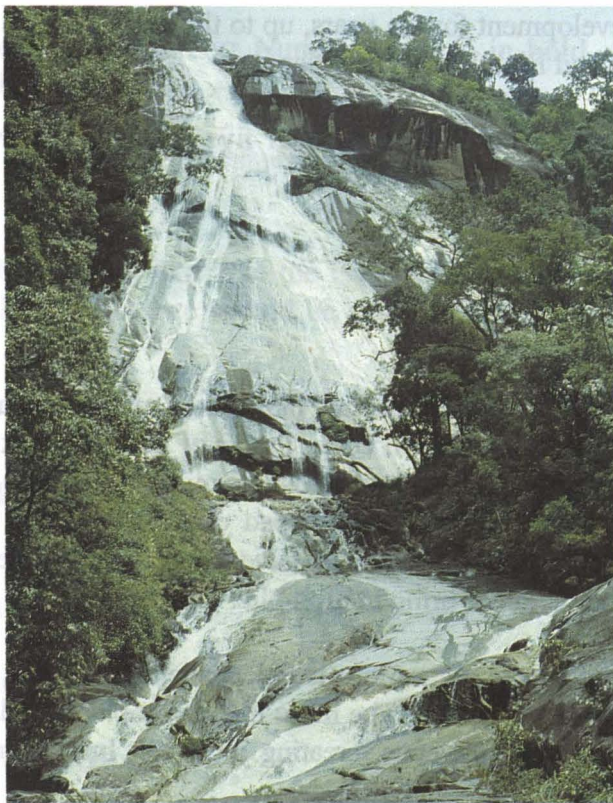


Photo: G. Davison

The waterfall of Gunung Stong

Gunung Stong is an unusual, domed granite mountain with sides so steep that soil cannot maintain its grip on the underlying rock. The result is bare, smooth rockfaces, over which streams form some of the highest cascades in Malaysia. Gunung Stong is also important for big mammals, such as elephants. High on the mountain grows a purple-flowered herb, *Didymocarpus calcareus*, found nowhere else in the world, and the forest also supports a rare form of bamboo.

The combination of mountain, waterfalls, forest and wildlife create an excellent basis for a park appealing to ecotourists. Developments so far have not appealed to the necessary specialist audiences which are needed to achieve high profitability. Therefore, a combination of approaches is needed.

The necessary steps will include:

- a development plan;
- provision of basic amenities and infrastructure;
- marketing and promotions, well planned and targeted at specific markets and special interest groups.

See Part 2 of the National Ecotourism Plan, # 3.7

Timing

It is estimated that the National Ecotourism Plan should be useful to guide ecotourism development for ten years, up to the year 2005, i.e., through the periods of the Seventh and Eighth Malaysia Plans.

A progress review would be useful after five years, and a review of the plan as a whole would be useful after ten years.

The Cost

Part 1 of the National Ecotourism Plan makes recommendations totalling in the region of RM 5 million known costs. Part 2 of the Plan makes 52 suggestions for site developments totalling about RM 115 million. Of this, a large proportion is suggested for infrastructure, notably road construction, and water and electricity supply to specified sites. This will have other, broader benefits in addition to ecotourism, and therefore bring in multiplier effects.

Because each of the 52 suggestions is independent of the rest, as few or as many as required can be implemented. The more that are implemented, the more will be the potential for capturing revenue, creating jobs, etc. Implementation can be spread over time.

Many of the management steps recommended in the Plan can be implemented without additional costs beyond current expenditure.

A large part of the costs in developing tourist facilities, and in advertising and promotions, should be borne by the private sector.

The Returns

By the year 2000, it is estimated that Malaysia will obtain approximately RM 15.7 billion per year from tourism, and about 10% of this will be tourists' expenditure upon ecotourism. This will include the revenue from existing ecotourism, as well as the increases due to implementation of the National Ecotourism Plan. If the Plan is implemented in parts, correspondingly proportionate gains would be expected.

NATIONAL ECOTOURISM PLAN

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