



# SUSTAINABLE TOURISM IN MALAYSIA

ASEAN INTER PARLIAMENTARY ASSEMBLY - THE 7<sup>TH</sup> AIPA CAUCUS SIEM REAP,  
KINGDOM OF CAMBODIA

# OVERVIEW

ASEAN have identified tourism as one of their twelve priority sectors for integrating ASEAN countries by 2015 (ASEAN Secretariat, 2011). In 2011, they developed the ASEAN Tourism Strategic Plan 2011-2015 to stimulate responsible and sustainable tourism development to further integrate tourism in the ASEAN Economic Community. This plan is organized around three sets of strategic directions that encompass a series of actions and activities



# SUSTAINABLE TOURISM IN MALAYSIA

- In Malaysia, tourism provides the third largest source of national income from foreign exchange and represents 7% of Malaysia's economy as of 2005. Employment in the tourism sector has grown at an average rate of 4.7% between 2005 and 2012, providing slightly over two million jobs in 2012, and estimated more than 15% of total employment.
- In 2013, Malaysia recorded 25.7 million tourist arrivals, a growth of 1.4% compared to 2011. With the Visit Malaysia Year in 2014 the number of tourists increased.
- Malaysia is one of the 12 mega-diverse countries in the world that accepts the importance of preserving its social, environmental and cultural wealth heritage. There are many policies and acts which were formulated by the Malaysian government that are favored to the environmental issues.
- Among others are the Environmental Quality Order, 1987; National Parks Act, 1980; The Protection of Wildlife Act of 1972, The Fisheries Act, 1985; The National Forestry Act, 1984 and the establishment of Marine Parks Malaysia Order of 1994. Each of these policies falls under different jurisdiction of the government authorities which might impede smooth implementation of sustainable tourism due to the bureaucratic obstacles.

- 
- Serious interest in developing the tourism sector was first reflected in the 5-year Malaysian Plan (MPs) in particular the last seven plans (4<sup>th</sup> to 10<sup>th</sup> MPs) and the latest plan (11<sup>th</sup> MP 2016-2020). These plans were supplemented with National Tourism Policy (NTP) in 1992, the National Ecotourism Plan (NEP) in 1996 and the Malaysian Transformation Programme (MTTP) in 2010.
  - Acknowledging the need to have a more holistic guide, the Malaysian government has come out with the Malaysian National Conservation Strategy (NCS) to set out plans and suggestions which can be used to integrate more fully the many existing efforts toward natural resources management for conservation and development, to build on the strength of existing institutions and mechanisms, and to incorporate additional future efforts into the process of conservation as a key to successful and sustainable development.

- 
- The strategies outlined by the National Conservation NCS seemed to have close similarity with what are prescribed in the Agenda 21. This implies that the Malaysian government is serious in making their way toward achieving sustainable tourism. The whole process of the implementation of Agenda 21 can be summarized as follows:
    - Establishing effective structures for multi-stakeholder participation, both in setting the direction for tourism in the community and in working together to develop and manage it.
    - Identifying a strategy for sustainable tourism within the context of a wider sustainable development strategy that reflects stakeholders' views and that allows tourism management and implementing a set of actions, in line with the strategy, that address the economic, social and environmental sustainability of tourism in the area.

## PROMOTING NATURE CONSERVATION

1. There is a need to urgently adopt a range of policies which encourage truly sustainable tourism that reflects a “quadruple bottom line” of environmental, social, economic and climate responsiveness, climate mitigation and adaptation must be central to strategies and plans for the sustainable growth and development of the sector.

# DISCUSSION AND CONCLUSION

- Sustainable tourism development is only considered successful if and when the tourism is able to provide quality employment to its community. It should be a win-win situation for all; it should sustain the well being of the local people, support efforts to conserve the environment, and contributes to biodiversity.
- The ASEAN Member States have to devise ways and means to place poverty reduction at the centre of tourism planning, development and management. This will require, amongst other things, genuine community participation, greater technical and financial assistance, human resources development, and institutional capacity building.
- Thus ASEAN Member States have to evolve common approaches to address environmental management and protection to be an integral part of the tourism development process, contribute to the conservation, protection and restoration of the natural areas and ecosystems, and at the same time, provide benefits to the local communities.



THANK YOU