RESPONSIBLE TOURISM:
IS THERE A FUTURE FOR SABAH?

with

Tengku Zainal Adlin
Chairman
Sabah Tourism Board
Responsible & Sustainable Tourism has a Great Future in The Land Below The Wind Baa !!
Background

Issues & Challenges
Think Tourism    Act Ecotourism    Best Practice    Shared Vision & Values    Sustainable
An Overarching Framework that provides Connectivity
Government Led, Private Sector Driven, Community Based (Locally Beneficial)
Shine among the Bests

Performance

Potentials & Opportunities

The Way Forward
Sabah Nature'ally
A Premier Nature Adventure Ecotourism Destination
Experience
Outstanding
Living Heritage
Natural & Cultural
SABAH .... emerging, exotic, exciting, highly diverse, unique strategic, very safe, a value & a must experience destination
BEST OF BORNEO
WILD SABAH resonates the Living Masterpieces of the HEART of BORNEO
What Sabah Offers?
SABAH

A Land of Eco Treasures from Mountain High to Ocean Deep

A Premier Nature Adventure Ecotourism Destination
Global Ranking

‘WORLD CLASS’

Amazon  Africa  Borneo

... National Geographic

SABAH
Malaysian Borneo
is in the
Centre
of
BIMP–EAGA
EQUATOR ASIA

in the
Heart
of
Mega
Biodiversity

Indo Pacific
Basin
&
Malesia
Ecoregion

In terms of biodiversity per unit area, land & sea, the Heart of Borneo & the Coral Triangle are unmatched in the world ... WWF.

SABAH is the Best of Borneo & at the Apex of The Coral Triangle
It all began here
Cradle of
Coral Evolution

THE CORAL TRIANGLE
‘Amazon of the Seas’
The Global Centre
of Marine Biodiversity

Home to one of the most diverse collections of marine life in the world with > 75% of coral species known to science

> 3,000 species of reef fish
> 500 species of corals

The Sulu-Sulawesi Sea off SABAH
Apex of The Coral Triangle
The Heart of Borneo
The Coral Triangle

The world’s most biologically productive & diverse ecosystem on Earth... ref. WWF

Culturally, naturally & historically resonate

A World Class Ecotourism Destination

EQUATOR ASIA

ASEAN Tourism Forum 2010
“Borneo in general and very specially Sabah, I insist, is a prime ecotourism destination for ecotourists around the world”

Hector Ceballos-Luescarian
Architect of Ecotourism
Ecotourism Consultant to United Nations

‘PARADISE FOUND’
Nature & Culture at their Best
World Class: Diversity & Beauty ... Globally Unique
Exotic Floras of Borneo

15,000 Species of Flowering Plants
(6,000 endemic including 155 dipterocarp tree species)

1,800 Species of Orchids
200 Species of Fruits & Edible Nuts
300 Species of Zingiberaceae (Ginger)
30 Species of Nepenthes
4 Species of Rafflesia

Borneo may have the highest plant biodiversity of any region on Earth...

WWF

Three Countries One Ecotourism Vision

A Gift to the Earth

Bukit Baka Bukit Raya NP

250,000 sq km

 undeveloped, back away management

world’s largest, oldest & richest
contiguous tropical rain forests

( Network of 23 transboundary Conservation Areas/Parks )

to be permanently viable.
SABAH
Malaysian Borneo

A unique history & travelogue of the
legend
mysticism
romanticism
jungle
of the
BORNEO
of the
Spice Islands

A Naturalist’s Island
Land Below The Wind

**AREA** 74,000 sq. km
**COASTLINE** 1,500 km

- 3 International Airports
- 5 International Ports
- 53% Forest Reserves & Parks
- 75% under Tree Cover

Malaysia’s biggest Ramsar Site
78,000 ha

340,000 ha
66%
Malaysia’s Mangroves

UNIQUE, EXOTIC & HIGHLY DIVERSE
NATURE at its Best

Spectacular landscape, exotic natural history, highly diverse flora & fauna, viewing experience in primeval rainforest among the oldest & richest in the world.

Rain Forests

Maliau Basin
Danum Valley
Imbak Canyon
Tabin
Kinabatangan
Crocker Range
Kinabalu Park
Trusmadi Range
Tawau Hills Park
Rain Forest Discovery Centre Sepilok
Deramakot Forest Reserve

Wetlands

Klias
Tawau
Kalumba
Darvel Bay
Murudu Bay
Kinabatangan

Wetlands Conservation Centre Kota Kinabalu
City Bird Sanctuary
LIVING MASTERPIECES OF NATURE

LIVING MASTERPIECES OF NATURE

BIRDS OF SABAH
MALAYSIA

www.oadozrudente.com
THINGS TO EXPERIENCE

Highly Diverse > 100 Choices that cater to every taste and level

NATURE
• National parks
• Flora & Fauna

CULTURE
• People & tradition
• Festivals
• Food
• Handicrafts
• Cultural villages, longhouses & homestays

ADVENTURE
• Mountains
• Rivers and waterfalls
• Caves

HERITAGE
• Museums
• Monuments & memorials
• Historic buildings & sites

LEISURE
• Golf
• Theme Park
• Diving
• Cruising
• Fishing
• Shopping

HOTEL, RESORT & SPA
Meetings, Incentives, Conventions & Exhibitions (MICE)

MEDICAL, HEALTH CARE & WELLNESS
SABAH

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals</th>
<th>Tourism Receipts</th>
<th>Percentage of Sabah GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2.5 m</td>
<td>RM 4.7 b</td>
<td>14.8%</td>
</tr>
<tr>
<td>2008</td>
<td>2.3 m</td>
<td>RM 4.0 b</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>2.2 m</td>
<td>RM 3.8 b</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>2.5 m</td>
<td>RM 4.5 b</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>2.8 m</td>
<td>RM 5.0 b</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>3.55 m</td>
<td>RM 8.0 b</td>
<td></td>
</tr>
</tbody>
</table>

Tourism Receipts = 188 times Tourism Budget

Employment = 18,000 in hospitality

Key Performance Indicators (KPI): To increase Tourism Receipts to RM 8.0 Billion by 2015

10% of Malaysia’s Tourism Receipts

Tourism needs the least investment to give the highest return in the shortest possible time
Total Arrivals To Sabah, 2000-2011

2001-2011 Average compound growth 20% per annum
Breakdown of Domestic and International Visitor Arrivals Ratio from 2001 - 2010

- Domestic: 70.6%
- International: 29.4%

Yearly Breakdown:
- 2001: Domestic 406,009, International 512,844
- 2002: Domestic 528,264, International 579,092
- 2003: Domestic 569,712, International 681,742
- 2004: Domestic 792,308, International 950,963
- 2005: Domestic 1,067,677, International 1,340,735
- 2006: Domestic 1,490,783, International 1,599,230
- 2007: Domestic 1,683,924, International 1,708,716
- 2008: Domestic 1,998,687, International 845,910
- 2009: Domestic 795,953, International 562,144
- 2010: Domestic 701,198, International 795,953
- 2011: Domestic 845,910, International 795,953
80 % for Leisure & Recreation

- 50 % Repeat Visitors

Global Trend

Tourists will be driven by a desire to learn, to discover new experiences...

Selling on Attractions is a gone era

The Future of Tourism business is about Selling on Experience
**ECOTOURISM**

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

Ref: Hector Ceballos-Lascurain UN IUCN WWF

**LOCALLY BENEFICIAL**

- Government (Federal, State, Local)
  - Ownership & Management of the Product
  - Internally Viable
  - Unlocking Potentials
  - Socially Responsible
  - Economically Viable
  - Environmentally & Culturally Sustainable

**POVERTY ALLEVIATION**

- Private Sector
  - Satisfied Tourist
  - Economic Returns
  - Community Benefits

**MALAYSIA ECOTOURISM PLAN**

... MOT...
SABAH HOMESTAY
Community Based Eco Tourism

Driven by
Conservation of
Heritage Natural & Cultural

A Taste of Life in Malaysian Borneo
Experience the Daily Life of the Local Ethnic Community & Village Environment

Total Participation
16 Homestays in 12 districts
Total Tourism Receipts 2011 RM 3.5 million

KOPEL Misowalai Kg. Batu Puteh, Kg. Perpaduan & Kg. Manggaris
Lower Kinabatangan 31 houses, Employment 180 villagers
Model Ecological Sustainable Community Tourism (MESCOT) ... WWF
Tourism Receipt RM 614,000 2,728 pax 7,480 room nights
Tourism Receipt RM 1,035,000 3,048 pax 6,943 room nights

A Case Study for Asia-Pacific Economic Cooperation
APEC Conference on Community Based Tourism 2009
Experience the daily life of the local community, culture, nature, history & village environment.
365 Days Celebration With Homestay Sabah 2011

JUNGLE TREKKING & EXPEDITION
29th - 30th January
Organizer: Tanak Nabalu Homestay Kota Belud
Coordinator: Duanis Mogirang @ Dijanis
Tel: +6019-897 3637 / 016-805 0503

SYMPOSY HANGROVE FESTIVAL
19th - 20th February
Organizer: Misampuru Homestay Kudat
Coordinator: Cobra @ Jeffry Yahya
Tel: +6013 - 8721765 / +6016 - 8155055

THE ‘CAN’ HOLIDAY PRODUCTS FESTIVAL
3rd-4th March
Organizer: Melangkap Homestay Kota Belud
Coordinator: Robbin Gurbah
Tel: +6089 491 828 / 019 831 6897

MISLUA CONSERVATION CARNIVAL
1st-3rd April
Organizer: Mising Homestay Kundasang
Coordinator: Amrin Gupil @ Giral
Tel: +6019-5982474 / 017-8325578

KOHATAN HOMESTAY CARNIVAL
22nd-23rd May
Organizer: Misampuru Homestay Kudat
Coordinator: Cobra @ Jeffry Yahya
Tel: +6013 - 8721765 / +6016 - 8155056

FOOD FAIR CARNIVAL
6th-7th June
Organizer: Koposion Homestay Papar
Coordinator: William Lee
Tel: +6088 917 388 / 019-8622301

MOUNTAIN FESTIVAL
29th-30th July
Organizer: Tanak Nabalu Homestay Kota Belud
Coordinator: Duanis Mogirang @ Dijanis
Tel: +6019-897 3637 / 016-805 0503

THE ‘OCEAN’ RHYTHM FESTIVAL
19th-21st August
Organizer: Misampuru Homestay Kundat
Coordinator: Cobra @ Jeffry Yahya
Tel: +6013 - 8721765 / +6016 - 8155055

MITABANG HOMESTAY CARNIVAL
4th September
Organizer: Mitabang Homestay Kudat
Coordinator: Ariiffin Gadda
Tel: +6089 25 7091 / 019-8624385

HARI RAYA AIDILFITRI CARNIVAL
23rd-24th September
Organizer: Wali Tokau Homestay Ranau
Coordinator: Rohadie Wainman
Tel: +6088 888166 / 019 860 2270 / 019 801 1790

HANDICRAFT CARNIVAL
29th-30th September
Organizer: Tagaramber Homestay Kota Belud
Coordinator: Robert Masih Senein
Tel: +6089 976 454 / 010 993 8616

WORLD MOUNTAIN MUSIC FESTIVAL
7th-9th October
Organizer: Wali Tokau Homestay Ranau
Coordinator: Rohadie Wainman
Tel: +6088 888166 / 019 860 2270 / 019 801 1790

TRADITIONAL SPORT CARNIVAL
26th-27th November
Organizer: Penampang Village Homestay
Coordinator: Evelyn Masudal
Tel: +6088 717 202 / 016 830 0224

RAINFOREST FESTIVAL
3rd-5th December
Organizer: Tambunan Village Homestay
Coordinator: Joanna Kaping
Tel: +6088 764 052 / 014 350 8053

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Tourists prefer direct non-stop connectivity

- 96% of Arrivals are by Air
Community Based Ecotourism
Homestay in the Heart of Borneo
Kudat – Ba Kalalan /Long Bawang - Brunei
Air Connectivity Direct Non-Stop Flights by MASWING
Ba Kalalan Homestay
THE WAY FORWARD
To Shine Among The Best

Heart of Borneo

Right in the Centre
of
BIMB - EAGA
EQUATOR ASIA
Heart of Biodiversity
&
Beacon of Cultural Diversity

A Premier Nature Adventure Destination

The New Focal Point of
Global Ecotourism