

Chapter VIII

Tourism



CHAPTER VIII

Tourism

I. INTRODUCTION

8.01 Tourism has become an important economic activity in the overall development of the economy. In the Sixth Malaysia Plan, the development thrust will be to expand and diversify the tourism base to reduce its dependence on a narrow range of activities and markets. The overall strategy will be to mobilize and channel investments to selected regions and activities having tourism potential leading to increased employment, incomes, value added and linkages with other sectors of the economy. This will provide the necessary support for the promotion of international as well as local tourism.

8.02 A national tourism plan will be launched during the Sixth Plan to provide specific long-term policies and strategies to ensure the coordinated and integrated development of the sector. The policies and strategies will focus on the efficient development of the sector, while concurrently enhancing the quality of life of the local people and minimizing possible detrimental socio-cultural and environmental effects. It will also identify specific programmes that increase the participation of the local population and maximize the economic opportunities from tourism.

II. PROGRESS, 1986-90

8.03 The development of the tourism industry during the Fifth Malaysia Plan was considerable despite the economic downturn in the early years of the period. The priority accorded to this sector culminated in increased public expenditure on extensive promotions and marketing, product and infrastructure development as well as extension of incentives for tourism-related investments. This was complemented by the hosting of prominent international conferences and events and the launching of

the Visit Malaysia Year 1990 campaigns and activities, both within and outside the country. Currently, greater confidence prevails in the tourism sector with the country enjoying a relatively high profile in the international market.

8.04 The estimated *tourist arrivals* increased by two fold in 1990 to reach 6 million, as shown in *Table 8-1*. The basic profile of tourist arrivals over the years has, however, remained the same. Tourists from the Association of South East Asian Nations (ASEAN) continued to account for more than 70 per cent of the total arrivals. Within ASEAN, Singapore and Thailand accounted for the largest number of tourists into Malaysia, contributing to 80 per cent and 10 per cent of all arrivals from the region, respectively. The profile of non-ASEAN tourist arrivals also remained unchanged. Tourist arrivals from Japan continued to be the largest, accounting for 24.1 per cent of the total with the other important tourist-generating markets being Australia, United Kingdom (U.K.), Continental Europe and the United States of America (U.S.A.).

8.05 The substantial increase in tourist arrivals and travel receipts during the Plan period was largely the result of promotional and marketing activities undertaken since 1985, particularly the aggressive Visit Malaysia Year 1990 campaigns launched in early 1988 as well as increasing cross-border travel, especially via the Johor Causeway. The movement of visitors across the Johor Causeway, which constitutes not less than 60 per cent of the total tourist arrivals is, therefore, important in determining the profile and pattern of arrivals. Although a substantial proportion of visitor arrivals across the causeway is not considered as conventional tourists staying at least overnight in a country, they, however, generated a sizeable amount of expenditure, particularly through shopping, leisure and entertainment activities, thus contributing to the growth of foreign exchange earnings.

8.06 *Foreign exchange earnings* from tourism have increased significantly, contributing to the improvement in the services account of the balance of payments. Gross receipts from tourism grew by 24.5 per cent per annum during the period increasing from \$1,500 million in 1985 to an estimated \$4,500 million in 1990. The share of tourism earnings in total services receipts increased steadily from 23.5 per cent in 1985 to 28 per cent in 1990, mainly due to the increase in foreign arrivals. However, the positive effects of tourism on the balance of payments were offset by the large outflows from outbound travel, which increased from \$2,800 million in 1985 to \$4,000 million in 1990. Consequently, the net receipts from tourism in the services account were not large. This, therefore, calls for a more effective implementation of

TABLE 8-1

SELECTED TOURISM INDICATORS, 1985-95

<i>Indicator</i>	<i>1985</i>	<i>1990</i>	<i>1995</i>
Number of Tourist Arrivals (million)	3.1	6.0 ¹	8.0 ¹
By Country of Origin (per cent)			
<i>ASEAN</i>	79.0	73.6	76.0
<i>Japan</i>	3.9	6.7	7.1
<i>Australia</i>	2.6	2.0	2.4
<i>United Kingdom</i>	2.4	2.7	2.4
<i>USA</i>	1.4	2.0	0.9
<i>Others</i>	10.7	13.0	11.2
Total Annual Travel Receipts (\$ million)	1,543	4,473	5,000
Average Length of Stay (nights)	4.5	4.5	5.0
Total Annual Investment (\$ million)	731.2	581.1	-
Number of Hotels	851	989	1,020
Hotel Rooms (no.)	35,720	45,032	55,280
Direct Hotel Employment (no.)	25,170	39,960	51,270
Occupancy Rate of Hotel (per cent)	50.1	72.9	60.0

Note:

- ¹ Preliminary findings of a recent tourism survey, commissioned by the Government indicated that for 1990 a large proportion of the visitors from across the Johor Causeway were excursionists or daytrippers. It was estimated that about 75 per cent and 50 per cent of total visitors from across the causeway were Singaporean and non-Singaporean daytrippers, respectively. Thus, the estimates for 1990 and the target for 1995 of tourist arrivals have been adjusted accordingly.

the two-pronged strategy of increasing foreign tourist inflows, while at the same time promoting domestic tourism to reduce foreign exchange outflows on account of overseas leisure travel by Malaysians.

8.07 The average length of stay and expenditure patterns of foreign tourists reflected similar trends as in the past Plan period. The average length of stay of foreign tourists in Malaysia remained stable at 4.5 nights, with leisure accounting for the highest share in terms of purpose of visit. The expenditure pattern of foreign tourists indicated that about 45 per cent was spent on accommodation and 40 per cent on food and beverages and shopping, a pattern typical of many other countries. In terms of per capita expenditure, the Japanese had the highest propensity to spend,

recording an average per capita expenditure of \$1,197 in 1987, followed by tourists from Australia and U.K. with \$1,115 and \$1,024 respectively. Estimates of the expenditure pattern for domestic tourists indicated 23 per cent of the total expenditure was for food and beverages, 20 per cent for transportation and 19 per cent for accommodation with the balance for shopping, entertainment and other expenses. The domestic expenditure per person per trip was relatively low, estimated at less than \$100 in 1988. This was largely attributed to the low usage of rentable accommodations, as Malaysians often stayed with friends and relatives when travelling within the country.

8.08 The potential for greater development of *domestic tourism* remains untapped. Despite rising domestic incomes and the more extensive promotional and marketing efforts, domestic travel continued to be seasonal in nature, associated primarily with school holidays and festivals. Domestic travellers often vacationed in their home towns, visiting relatives and friends. Regular leisure travel within the country is yet to become a common feature in the Malaysian society. Nonetheless, in view of the rising quality of life, changing patterns in the living styles of Malaysians and the availability of more affordable facilities, it is envisaged that domestic tourism potential will be increasingly harnessed and developed.

8.09 In anticipation of improved prospects for tourism, total *investment in approved hotel and tourism-related projects* amounted to \$2,602 million during the period. The hotel industry, particularly in the urban areas, expanded with an additional 9,312 rooms, bringing the total number of rooms from 35,720 in 1985 to 45,032 in 1990. The majority of these hotels have more than 100 rooms. With the sizeable growth in tourists arrivals, the average occupancy rate rose from about 50 per cent in 1985 to 73 per cent in 1990.

8.10 Growth in tourism increased *employment opportunities*, generated largely by the new hotels and related services which came into operation during the Plan period. Direct employment in the hotel industry increased from 25,170 in 1985 to 39,960 by 1990, creating an additional 14,790 jobs. The number of tour and travel agencies increased from 611 in 1985 to 1,545 in 1990, while licences issued to tour coach, limousine taxi and car rental companies were estimated at 8,330 during the period.

8.11 Parallel to private sector investments in tourism-related accommodation, attractions and activities, the public sector invested more than \$500 million during the period in related activities such as promotions, marketing and the provision of infrastructural facilities. Substantial expenditure was incurred for Visit Malaysia Year 1990 in

promoting various events and festivities related to culture, arts, handicrafts, national celebrations, sports and competitions unique to Malaysia. These promotions created a greater awareness of Malaysia as a holiday destination both at home and abroad.

8.12 Special attention was accorded to *promotional efforts within the domestic market*, particularly with regard to the Visit Malaysia Year 1990 programmes. This was done through increased air-time on domestic communication networks as well as awareness programmes, such as people-oriented local activities like festivals and sports competitions. Local tour operators participated actively by creating attractively-priced holiday packages to local sites, while some financial institutions introduced consumer loans for travel.

8.13 *Promotional and marketing activities abroad* were intensified, largely in the primary target markets of ASEAN, Japan, Australia, Hong Kong, Taiwan, Western Europe and the west coast of U.S.A. These markets have greater awareness of Malaysia as a tourist destination with competitively priced tour packages and having accessibility with convenient airline connections. In addition, promotional activities were initiated in new market segments such as West Asia, Canada and the Scandinavian countries.

8.14 In terms of development of *basic infrastructural facilities*, a number of projects were completed. Recognizing the need for a one-stop information dissemination facility for both foreign and domestic tourists, the Malaysian Tourist Information Complex (MATIC) was set up in Kuala Lumpur in 1989. Other tourist-related developments included improved accessibility to the national parks of Peninsular Malaysia, Sabah and Sarawak, provision of additional facilities at popular tourist destinations, such as Pulau Besar Island Resort in Melaka, Desaru Integrated Tourism Complex in Johor and Tasik Kenyir Tourism Complex in Terengganu as well as conservation of traditional culture through expansion of handicraft centres like the Sarawak Cultural Village. Other infrastructural facilities included various improvements at the Kuala Lumpur International Airport, upgrading the Pulau Langkawi airport, rebuilding jetties at major tourism areas, such as Kuala Tahan, Pulau Langkawi and Pulau Tioman as well as improvements to major stretches of road and rail routes.

8.15 *Accessibility*, a vital factor in tourism development, was further upgraded and improved. The Malaysia Airlines (MAS) began operations to new foreign destinations like Brussels, Istanbul, Fukuoka, Auckland, New Delhi, Zurich, Guangzhou, Ho Chih Min City, Adelaide, Brisbane, Vienna and Kaohsiung. In order to meet increased passenger demand

and improve accessibility into the country, the Government also adopted an open-sky policy for charter flights. During the period, Hong Kong, Canada, Japan, Germany and Yugoslavia were allowed to operate charter flights into Malaysia. In addition, Singapore International Airlines (SIA) and its subsidiary Tradewinds were given approval to increase their flight frequencies to Pulau Langkawi, Pulau Tioman, Kota Kinabalu and Kuching.

8.16 In terms of domestic travel and accessibility, MAS upgraded and increased its frequencies and capacities to primary tourist destinations in the Peninsula as well as in Sabah and Sarawak. To complement the efforts of MAS, Pelangi Air extended its services since 1988, to several tourists destinations like Pulau Tioman, Melaka, Kuala Tahan, Kuala Terengganu, Kertih, Pulau Pinang and Kuantan. In addition, Malayan Railway undertook programmes to promote tourism with the introduction of the Visit Malaysia Year Rail Pass for international tourists, Legendary Langkawi Tour and Kenong Rimba Park Adventure Tour in Kuala Lipis. In order to encourage the inflow of tourists by land from Singapore and Thailand, regulations at entry points were further relaxed.

III. PROSPECTS, 1991-95

8.17 The buoyant global economy is anticipated to continue to be conducive to growth in world tourism. There is also a positive shift to long-haul travel. The total number of long-haul trips worldwide is expected to rise substantially from 36.7 million trips in 1986 to 64.2 million trips in 1999. World tourism appears to have entered a very promising era and offers substantial opportunities for countries like Malaysia to exploit.

8.18 Malaysia is a relatively new entrant in international tourism compared with the more established destinations in ASEAN. The next decade will see the involvement of many more developing countries in tourism as part of their efforts to diversify and expand opportunities for economic development. Within this highly competitive environment, Malaysia will undertake concerted efforts to improve the quality, attractiveness and uniqueness of its tourism products and services in order to be competitive and to sustain tourist interests.

8.19 The growth prospects for the tourism sector during the Sixth Plan must be viewed in the light of the overall trend in international travel as well as the domestic policies and strategies to sustain further the relatively high levels of tourist arrivals and travel receipts attained during the Fifth Plan. In addition, the prospects for tourism will depend on

innovative follow-up promotions and marketing activities as well as development of competitive tourist products, services and related infrastructural facilities.

8.20 Tourist arrivals are expected to grow at a more sustainable pace of 6 per cent per annum during the Sixth Plan. While the ASEAN market will continue to be dominant, the non-ASEAN market consisting largely of Japan, Germany and Taiwan, is anticipated to gain greater prominence. The excursionists or daytrippers by land from and via Singapore will continue to be an important component of the tourism market. The domestic tourism sector is envisaged to become an important source of tourism growth, as a result of higher incomes and changes in the relative costs of travel.

8.21 Foreign exchange earnings from tourism are targeted to expand at an average annual rate of 2.3 per cent during the Sixth Plan period. The tourism sector is projected to create about 11,300 direct employment opportunities as well as generate considerable indirect employment. The construction of about 30 new hotels and expansion programmes are expected to increase the room supply by more than 10,000. A sizeable proportion of the new hotels to be built is envisaged to be in the medium-cost category.

8.22 There are a number of issues that need to be addressed in tourism development. These issues include the development of Malaysia's unique identity and image in the international arena, the promotion of domestic tourism *vis-a-vis* international tourism, selected development of tourist programmes and projects as well as specialized human resource development for the tourism industry. The tourism policy objectives and strategies as well as the programmes for the Sixth Plan are formulated to resolve these concerns.

Policy Objectives and Strategies for Tourism

8.23 Tourism will be promoted as an important industry contributing to the creation of new sources of growth required for socio-economic development. Increasing emphasis will be placed on strengthening its growth prospects through measures to generate rapid expansion of domestic tour and travel, diversify existing and seek new tourist-generating markets especially within the region, expand infrastructural facilities, inculcate innovation in the provision of tourism products and promote entrepreneurship in related goods and services. Within this context, the tourism industry is expected to provide for increased opportunities for Bumiputera ownership, participation and entrepreneurship.

8.24 A balanced emphasis will be given to the development of tourism in the *international and domestic markets*. Marketing and promotional activities for international tourism will concentrate on sustaining existing markets and developing new markets. Extensive and innovative follow-up measures will be intensified to enhance the image of Malaysia as a highly diversified tourist destination and as part of the tourism potential of the ASEAN region.

8.25 Domestic tourism will be more aggressively promoted to take advantage of the momentum already set for travelling more extensively within rather than outside the country. Towards this end, more imaginative back-up programmes will be launched to create the demand for domestic travel. The accommodation, tour and travel industries as well as the financial and corporate sectors will be encouraged to promote local travel and tour opportunities. Emphasis will also be given to providing more comfortable, affordable and attractive facilities for domestic tourists.

8.26 The tourism industry will place increasing emphasis on developing a more *distinct Malaysian image and identity*. The country will promote its unique brand of tourism to reflect values consonant with the Malaysian way of life. This approach will be developed within the context of preserving and enhancing the *national heritage* and taking pride in the cultures and lifestyles of the various communities. In this regard, such an image will be integrated in relevant programmes and projects in the interests of tourism and future generations.

8.27 Malaysia's heterogeneous *culture* is recognized as an added asset to tourism. The multi-faceted local cultures will be promoted for their exotic appeal and uniqueness in this part of the world. The wide socio-cultural base which is rich in folklore, performing arts, traditions, handicrafts and architecture as well as food specialities, is expected to provide extensive opportunities in product differentiation and diversification.

8.28 An area of serious concern in tourism development has been *environmental protection and preservation*. In Malaysia, tourism is generally based on natural resources such as beaches, lakes, rivers, waterfalls, forests, wildlife and other natural assets with aesthetic, archaeological, cultural and historical value, which are susceptible to environmental damage and ecological imbalance. Tourism programmes and projects will, therefore, be selective and will include the control of pollution, sewerage discharge, shoreline and soil erosion as well as the preservation

of beaches, forests, other ecosystems and the identification of general zones and areas appropriate for tourism development. Local governments and communities are expected to be involved in project preparation, implementation and maintenance to ensure that environmental and cultural displacement is minimized.

8.29 The direct involvement of the local population will be emphasized in the development of tourism. Towards this end, public awareness and educational programmes will be developed to create greater appreciation of the benefits arising from this growing industry. Further, Malaysians will be informed on the value systems and lifestyles of foreign tourists. More information will also be disseminated to foreign visitors on the traditional values and cultures of Malaysians.

8.30 *Training* will be crucial for the growth of an efficient and competitive tourism industry as well as to meet its manpower demand. As tourism reaches a higher level of development and sophistication, it is envisaged that the demands and expectations of visitors will be more varied and diversified requiring specialized services and skills. More efforts will be concentrated on enhancing the level of professionalism and expanding the type and quality of services provided in the tourism industry. In particular, efforts will be made to restructure and expand existing educational and training programmes for the tourism sector. More training will be required in tourism-related activities such as specific languages for tour guides, hotel, restaurant and hospitality management as well as maintenance of hotels and tourism-related facilities and services.

8.31 Measures will be taken to improve and facilitate access into and within the country, particularly for facilitating direct access not only to popular tourist spots but also to the newer and smaller resorts and holiday destinations in the country. The various modes of transportation will be further improved upon.

8.32 Increased funding for tourism development will provide the added impetus to effect overall strengthening of the requisite infrastructure and quality of related goods and services. More resources will be allocated for the development of diversified tourism products, related infrastructure facilities and manpower training as well as marketing and promotional activities. Increased emphasis will be on higher productivity, efficiency and competitiveness in order to maximize benefits from tourism and provide for reduced costs of travel, tour, leisure and recreation.

8.33 Besides physical infrastructural development, the *institutional and managerial aspects* will be given emphasis. There will be policy rationalization and greater coordination at the Federal, state and local authority levels to ensure that the benefits of tourism are optimized and spread throughout society with stronger linkages with other sectors of the economy. Efforts will be concentrated on policy coordination and management between the public and private sectors in order to achieve some measure of balanced and cost effective tourism development. The Government will continue to provide the requisite infrastructural support and, where necessary, review related legislation, rules and regulations to promote greater private investment. The private sector, on its part, is expected to provide the added stimulus and impetus to the development of existing and the provision of new and varied attractions, activities and services.

8.34 A national tourism plan, now in the early stages of preparation, will provide the development guidelines for the future expansion of the industry. The formulation of the plan will involve the close collaboration of all levels of Government and the private sector to ensure inter-agency and inter-sectoral coordination in national tourism planning and implementation as well as increased participation of the private sector in tourism development.

Programmes and Projects

Product Development

8.35 A variety of attractions, activities, facilities and services will be developed to provide for different interests and preferences of tourists with the view to increasing the length of stay and expenditure by both international and domestic tourists. The main thrust will be on preserving and enhancing existing natural and cultural assets, without excessive modification and over-commercialization. Several programmes will be undertaken including the preservation and restoration of historical sites, promotion of cleanliness and beautification campaigns, enforcement of environmental conservation, development of natural and cultural tourism products, provision of affordable tourist accommodation as well as the upgrading and construction of other tourism-related infrastructure and facilities.

8.36 The careful *preservation and restoration of historical places and artifacts* will conserve the national heritage and enhance the identity of the country while meeting the special interests of potential tourists. Several historical sites and buildings have been identified for preservation and restoration. These include Kellie's Castle, Muzium Taiping in Perak,

Muzium Kota Kayangan in Perlis, A Famosa in Melaka, Muzium Istana Bandar and Istana Jugra in Selangor, Muzium Kerajaan Melayu and Kubu Pertahanan Kerajaan Melayu, Johor Lama, Kota Lukut in Port Dickson and Fort Margherita in Sarawak as well as selected traditional Malay houses.

8.37 Special emphasis will be given to the preservation of the *natural attractions*, such as highland and island resorts, marine parks, forest reserves, wildlife sanctuaries and the tropical rain forests. A wide range of adventure and special interest tours will be made available where tourists can participate in a myriad of nature-related activities, particularly at the National Park in Peninsular Malaysia, Kinabalu National Park in Sabah and Niah National Park in Sarawak.

8.38 Holiday destinations and social and recreational facilities will be promoted not only for their uniqueness and exclusivity but also for their cleanliness and unspoilt beauty. The *cleanliness and beautification programmes* will concentrate on the major points of entry into the country, such as Pulau Pinang, Johor Bahru, Padang Besar, Bukit Kayu Hitam, Rantau Panjang, Kuching and Kota Kinabalu, as well as prominent tourist islands, beaches and hill resorts. In addition, more beachcombers will be mobilized to assist in the cleanliness campaigns of major beaches.

8.39 The Government will emphasize *conservation* to reduce the negative effects of environmental damage. In pursuance of this objective, specific guidelines and criteria for the development of tourism projects will be formulated as part of the process of identifying specific zones for tourism development.

8.40 *Culture and the arts* will be developed as integral components of tourism development. This approach will provide opportunities for the development of a diversified and vibrant cultural and entertainment services industry. It will also encourage local participation in the industry. The promotional efforts will focus on a number of areas such as commercial and non-commercial performing arts, museums, art galleries, handicraft and entertainment centres as well as theme parks. Among the projects to be implemented are the establishment of the National Theatre of Performing Arts, the development of cultural villages in Seremban and Sungai Rusa in Pulau Pinang as well as Cultural Craft Complexes at Pulau Langkawi and Kuala Lumpur and the *Orang Asli* Handicraft Centre at Cameron Highlands. The cultural and handicraft product development programmes are expected to provide opportunities for extensive product diversification, especially for small operators and entrepreneurs to initiate handicraft centres and culture-based activities to cater for tourists interests.

8.41 Greater emphasis will be accorded to the provision of adequate and *affordable accommodation* for tourists. The Government will embark on a programme of establishing affordable accommodation, such as camp sites, rest houses, chalets, lodges, hostels and motels at selected tourist destinations. These include the development of camping grounds in Air Keroh, Melaka and Pulau Tioman, Pahang as well as Gunong Pulai and Gunong Ledang in Johor. The construction of low- and medium-cost chalets at Tasik Kenyir, Terengganu and the national parks throughout the country will also be undertaken. Existing rest houses at a number of tourist destinations, such as Cameron Highlands and Fraser's Hill, will be upgraded. The future development, ownership and management of such accommodation will eventually be franchised and ultimately transferred to the private sector. This will create opportunities for increased participation of Bumiputera in commercial and business activities.

8.42 The anticipated growth in tourism will require the expansion of *tourism-related infrastructure and facilities*. New and better facilities will be built while existing ones upgraded. The public sector will supplement private sector efforts in providing the necessary infrastructure. During the Sixth Plan period, infrastructure and public facilities including access roads, jetties and bridges as well as tourist information centres will be provided at popular tourist destinations such as the islands of Langkawi, Pangkor and Tioman, and natural tourism attractions particularly the national parks and selected wildlife and forest reserves. Tourism potential in the less developed areas, such as those within the purview of regional development authorities, will also be considered.

8.43 Efforts will also be made to promote the country as a popular tourist destination through more attractive packaging of existing and new products taking into account different market segments. The packaging of these products will also consider the varying interests of tourists, ranging from vacations and sightseeing, recreation and sporting pursuits, business and conventions to nature and wildlife interests.

8.44 The private sector is expected to initiate the improvement of existing and provision of new and varied tourism products. This is an important challenge to private entrepreneurs to develop tourism products with a view to sustain interest among foreign tourists to continue to visit Malaysia and to induce the local population to travel extensively within the country. There is tremendous scope for creativity, innovativeness and entrepreneurship in this largely untapped field, with investment opportunities ranging from large-scale investment, such as hotels and resort development and the provision of related attractions and services.

Small- and medium-scale entrepreneurs are expected to explore and participate in the various business opportunities available such as in food and catering, shopping and entertainment as well as recreation and leisure which require relatively low capital but generate high value-added activities.

Training

8.45 To meet the increasing demands of the tourism sector, a comprehensive and integrated approach to training will be initiated. Such an approach will encompass various types of skills at the vocational and tertiary levels of education. This will involve the training of new entrants to the labour market as well as the upgrading of skills and retraining of existing workers.

8.46 The Government will coordinate the planning and development of training and education for the tourism industry. The private sector will be expected to take on more of the formal and in-service training. A National Council for Hotel and Tourism Training will be established, comprising representatives from the public and private sectors. The Council will help to identify key areas where training is lacking, establish national standards and certification, determine the relevant curricula and provide overall coordination in human resource development for the tourism industry.

8.47 The expected increase in tourism activities will raise the demand for trained and experienced manpower at the managerial, supervisory, skilled and semi-skilled levels. It is anticipated that annually some 250 managerial, 550 supervisory and 2,400 skilled staff will be required. To meet this demand, manpower training programmes conducted by the MARA Institute of Technology, National Productivity Centre and the Tourist Development Corporation will be upgraded. In order to alleviate the shortage of managerial personnel, the Government will consider the proposal that local universities and institutes of higher learning offer degree and post-graduate diploma courses in hotel administration and tourism management.

Marketing and Promotion

8.48 In promoting Malaysia as a major tourist destination, marketing and promotional efforts will be stepped up. The Government will accelerate its promotional and marketing activities in both the domestic

and international markets in close consultation with the private sector. Greater efforts will be made in increasing awareness of Malaysia as a choice destination for holidays, socio-cultural experience, conventions and special interest pursuits. The country will be projected as an all-year round multi-activity destination. In this regard, public awareness programmes will be disseminated through advertising, editorial supplements, direct mailing, trade fairs and exhibitions. Other forms of information assistance will be marketed through cooperative tour packages, educational workshops and seminars as well as the mass media and travel market information guides.

8.49 Special efforts will be made to develop a core of Malaysian wholesale and retail specialists in the area of tour and travel in all major foreign tourist-generating markets. This will ensure that Malaysians undertake the promotions and marketing of the tourism products and services available in the country without too much dependence on foreign wholesalers and retailers. In addition, these downstream services will increase value added in tourism.

8.50 Significant additional marketing and promotional efforts will be made to exploit the largely untapped domestic tourism market. The promotional thrust will be to increase awareness of Malaysians to the variety and quality of the different tourism products available locally.

Accessibility

8.51 Continued efforts will be made to strengthen accessibility into and within the country to support tourism growth. With regards to air travel, more landing rights will be negotiated especially in Europe, Canada and South America, while frequencies and capacities to overseas destinations will be increased. While the primary emphasis will be on augmenting scheduled services, provision will also be made for more passenger charter flights to complement these services.

8.52 Airport facilities and services will be increased and upgraded in order to meet rising tourism demands. The Kuala Lumpur International Airport will be further developed as the main gateway and hub of air transportation system in Malaysia, together with Pulau Pinang, Kuching and Kota Kinabalu airports. Domestic private airlines will be encouraged to provide supplementary services within the country. Alternative modes of transportation, namely, rail, road and sea transportation services will be expanded. The provision of better services at major entry points will be given emphasis.

8.53 Operational strategies to increase accessibility will also focus on the design and marketing of travel and tour packages, both for domestic and international tourists. Wholesalers and retailers in the tour and travel industry will need to pay particular attention to components, such as promotions, competitive fares, convenient routings and schedules, attractive and convenient travel packages, special accommodation and tour facilities as well as the availability of related services.

IV. ALLOCATION

8.54 The revised Federal Government development allocation and estimated expenditure for the period 1986-90 and the allocation for the period 1991-95 are shown in *Table 8-2*. The development allocation for the Sixth Plan will be more substantial compared with the amount provided under the Fifth Plan, indicating the growing importance of tourism. The increased funding will assist in accelerating the planning and implementation of programmes for the expansion of physical and social infrastructure required to support the growth of tourism.

TABLE 8-2
DEVELOPMENT ALLOCATION FOR TOURISM, 1986-95
(\$ million)

<i>Programme</i>	<i>5MP</i>		<i>6MP</i>
	<i>Allocation</i>	<i>Expenditure</i>	<i>Allocation</i>
Preservation of National/Historical Heritage	1.5	0.7	41.1
Tourist Accommodation	2.0	0	171.7
Beautification/Cleanliness Programmes and Environmental Protection	2.5	2.5	43.6
Cultural Product Development	2.5	2.5	112.9
Facilities and Infrastructure	79.2	76.7	157.4
Others	52.8	49.7	7.2
Total	140.5	132.1	533.9

V. CONCLUSION

8.55 Tourism is a newly emerging industry. The industry not only creates considerably high multiplier effects and linkages in the economy, but also fosters national integration and unity. In promoting the tourism industry, the religious, moral and cultural values of the country will be fully respected and protected. The preservation and protection of the environment against both over-exploitation of natural resources and pollution of the environment will become more important to support the development of tourism. Close collaboration between the public and private sectors will continue to be fostered in the formulation and implementation of tourism development programmes.