

AN ACTION PLAN FOR PULAU PANGKOR AS ECO-TOURISM TOURIST DESTINATION

Leading Agency: Institute Darul Ridzuan
Partner: International Islamic University, Malaysia (Dr Mariana Osman)
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The vision of Perak Amanjaya Development Plan is to enhance the socio-economic status of Perak people corresponding to the Federal Government's development philosophy. In order to achieve this vision, Institut Darul Ridzuan is committed in playing the roles whereby IDR assists the Perak State Government in formulating development policies and initiating innovative strategies and programs with the aim of driving peace, stability and progress by focusing on the delivery of "3Qs" – Quality Opportunity, Quality Income and Quality Living.

Therefore, collaboration with local and international research communities, helped IDR to gain insights into the theoretical and practical problems concerning the development in Perak State. One of the projects is to study the infrastructure and public utilities in Pulau Pangkor as vibrant tourism destination. To achieve the goal, the research is conducted regarding the infrastructure master plan for developing Pulau Pangkor as a new eco-tourism tourist destination.

Recomendations

Based on the analyses, below are some of the recommendations;

1. Based on the analysis in page 4-24, we identified that internet is one of an effective method to promote Pulau Pangkor at international level. Promotion and advertising through internet and multimedia should be done by the government and tourism sector operators in promoting Pangkor as nature and eco-tourism site. Website for Pangkor Island should be developed and this website should be link to all official federal, state and local government (eg, tourism Malaysia, perak Government website, Manjong District website etc) and also other tourism sites in Malaysia. Tourism packages related to nature and eco-tourism components should be

developed and promoted to local and international tourists so that Pangkor Island can be known as nature based and eco-tourism destination.

2. Based on the analysis in page 4-26, the study can summarized that community based tourism such as chalets and homestay, which is part of ecotourism concept can be promoted in Pangkor. This is because majority of tourists either local or foreign tourists prefer to stay in chalets and homestays. Based on eco-tourism concept, accommodation such as chalet and homestays are operated by local people themselves. In order to make the chalet and homestays accommodation successful, training on house-keeping and languages should be given to the operators and staffs. Based on practices in Europe and the UK, accreditation from tourism board can help to control the quality of the services offered. The Board will visit and inspect the property and certain awards will be given to this property. The element of cleanliness and provision of facilities are very important for tourist especially international tourists. Certain standards need to be met in order to make sure the quality is maintained and positive review can be given by the tourists.
3. Based on the analysis in page 4-28, promotion and proper planning of the packages need to be done to make sure that the tourists would stay longer in Pangkor. Heritage trails, nature-based trails and other tourism products such as visiting seafood product making, boat making and handicraft making should be carefully coordinated in the packages.
4. Based on analysis in page 4-32 – 4-33, we can conclude that many sites within Pangkor Island were not being promoted to the visitors. The tourists mostly visited the beach areas but did not visited historical sites and other sites such as boat making and satay factories that can be promoted as successful tourism sites.
5. Based on the observation done refer page 4-20 – 4-22, it is identified that there is no component for management provided at Pangkor Island. A separate development authority should be provided to monitor and manage ecotourism development at Pangkor Island.

Tindakan

- Telah dibentangkan di dalam Majlis Mesyuarat Kerajaan Negeri (MMK) pada tahun 2013.
- Telah dibentangkan di Seminar Penyelidikan Tahunan IDR Pertama (ke-1) yang telah diadakan pada tahun 2014.