



## Conservation and Consumption Goods & Nature-Based Recreation: A Community-Based Ecotourism Project in Malaysia

### COUNTRY

Malaysia

### PROPONENT

Biodiversity and Forestry Management Division  
Ministry of Natural Resources and Environment

### IMPLEMENTING INSTITUTION

Forest Research Institute Malaysia (FRIM)

### BACKGROUND

Tourism has been identified as the second largest industry and provider of jobs, and is fast developing in Malaysia. As part of Malaysia's economic growth plan towards high income status nation, tourism was selected as one of the National Key Economic Areas (NKEA) under the National Transformation Programme (NTP) in 2010. According to the Ministry of Tourism and Culture, about 10% of the tourist who visit Malaysia are expected to be ecotourists. Ecotourism in Malaysia takes place in the country's system of protected areas. As of 2013, Malaysia has 444 protected areas. These encompassed both land and sea area with a total area of 4,125,895.1 ha.

In order for an ecotourism programme to be successful, the implementers/authorities need to ensure that the benefits gained have a positive impact on socioeconomic and cultural livelihood of local communities in the host area. In the case of Malaysia, where most remaining forests are under the control of the government agency/institutions, ecotourism development offers local people opportunities to become more involved in the management of their neighboring forests and, at the same time, to see material benefits from those forests.

### OBJECTIVES

The overall objective of this project is to create financial incentives for strengthening local community involvement in biodiversity conservation. The specific objectives are:

1. To create economic opportunity for local communities;
2. To increase the local communities' involvement in the management of the Lentang Forest Reserve;

### PROPONENT



### AWG-SF STRATEGIC RESPONSE FUND (ASRF) PROJECT PARTNERS



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Swiss Agency for Development  
and Cooperation SDC**

## ABOUT SEARCA

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3. To have collective plan for ecotourism development and management that reflects socio-economic and ecological benefits of local communities and government; and
4. To have appropriate model for local community-based ecotourism development.

## EXPECTED OUTPUTS

1. A technical report on participatory assessment of conservation value of forest resources in the Ulu Tampik Waterfall (UTW) and its surrounding area, which can be used as guide for planners, especially the Pahang Forestry Department, to make more effective decisions and management policies;
2. Different itineraries for community based ecotourism; and
3. A collective plan for the UTW ecotourism development and management with inputs from local communities.

## METHODOLOGY

The project will be participatory in nature and will involve local communities right from the beginning of implementation. Initially, members of the local communities will be encouraged to participate in preliminary discussions with the Local Village Safety and Development Committee (JKKK).

The study will implement three main research methods, namely, rapid rural appraisal, survey research, and field research. The structure of the study will involve economic valuation of nature tourism area. The focus is to estimate the economic benefits of preserving the proposed area based on public preferences. Measurements will be in terms of whether or not people would be willing to pay for natural resource conservation. Contingent Valuation approach will be used to quantify public preference and willingness to pay (WTP) approach for natural resource conservation.

## PROJECT AREA

Ulu Tampik Waterfall, Lentang Forest Reserve  
Bentong, Pahang, Malaysia

## CONTACT INFORMATION

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## DURATION

One year (March 2018 – February 2019)

## APPROVED BUDGET

25,000 US Dollars