



Perlis : Asia's Best Kept Secret

EXECUTIVE SUMMARY

PERLIS PHYSICAL TOURISM PLANNING MASTERPLAN



August 2020

distinctive heritage



dazzling agricul-tour



an array of shopping delights



exhilarating refreshment



from colours of nature



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EXECUTIVE SUMMARY

PERLIS PHYSICAL TOURISM PLANNING MASTERPLAN

August 2020

This report covers only a portion of the content of Perlis Physical Tourism Planning Masterplan Report only. Further information and details must be refer to the Perlis Physical Tourism Planning Masterplan Report

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PHYSICAL TOURISM PLANNING MASTERPLAN

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"Truly Asian in every thread: A potpourri enriched with alluring wonders, from colours of nature, dazzling agricul-tour, distinctive heritage, exhilarating refreshment, an array of shopping delight and mouthwatering delicacies"



A | INTRODUCTION

01. INTRODUCTION

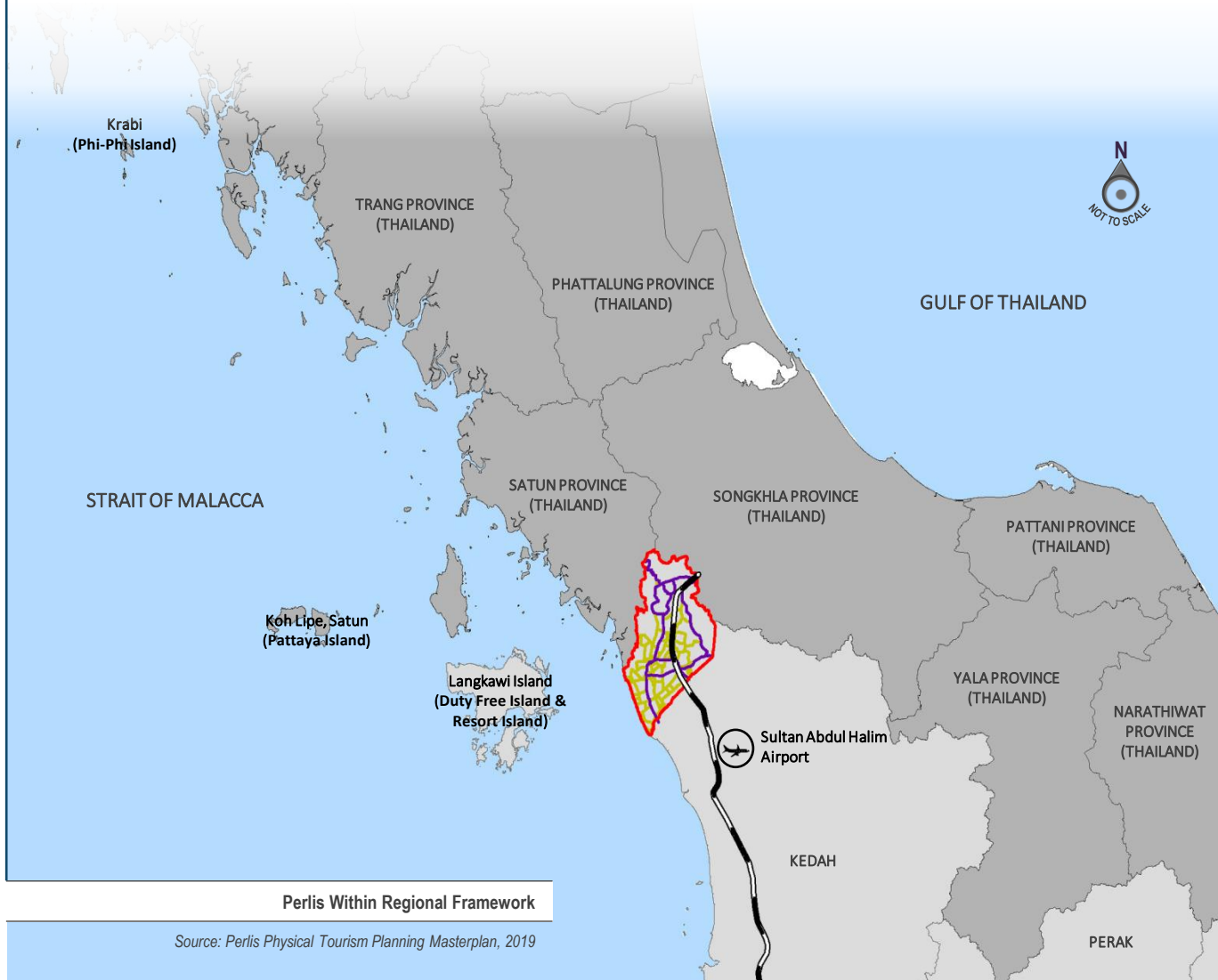
Perlis Physical Tourism Planning Masterplan is a strategic plan implemented to formulate the direction of tourism development in Perlis. This is in line with the direction of tourism development of Malaysia towards consolidating and strengthening Malaysia's position as world tourism destination choice. This masterplan will also act as a reference to state government and agencies in developing the tourism sector of Perlis. The Malaysian Government has identified tourism industry as one of the country's key economic areas (NKEA). This is part of the government's policy to diversify Malaysia's income by becoming less dependent on export production.

Development of tourism industry is vital in attracting tourists. Indirectly, it generates positive impacts on destination from various aspects of economic and social development. Tourism functions as an agent of transformation to the economic, environmental and social landscape of an area. It is capable to create new growth centers, generate employment and entrepreneurship opportunities for local people as well as utilize existing resources as tourist attractions.

02. PROFILE OF PERLIS

The State of Perlis comprises of an area of 81,931.20 hectares (819 km²) is situated on the northern region of Peninsular Malaysia which is a very strategic expanse bordering Southern Thailand (Songkhla Province and Satun Province) on the northern part and the State of Kedah on the southern part. Perlis is the smallest state in Malaysia. Perlis is in close proximity to present-day notorious tourist destinations such as Langkawi Island in Kedah and Krabi, Phuket and Koh Lipe in Thailand.

The main land use of Perlis (2019) is agriculture with a whopping 63.63% followed by built up land uses accounting to 18.04%, forest 15.29%, water body 1.46%, vacant land 1.05% and open space & recreation 0.53%. Perlis is blessed with natural resources in the form of limestone caves and dipterocarp forests. Apart from that, Perlis is also rich in diverse tourism products including historical, heritage, art and cultural tourism, eco tourism, agro tourism, shopping tourism as well as sport and recreational tourism.



03. TOURISM PRODUCT RESOURCES

In total, there are sixty two (62) tourism products that have been identified suitable to be incorporated into tourism development of Perlis. The breakdown of these tourism products is based on resource classification. The breakdown of Perlis tourism products by categorized group are as follows: -

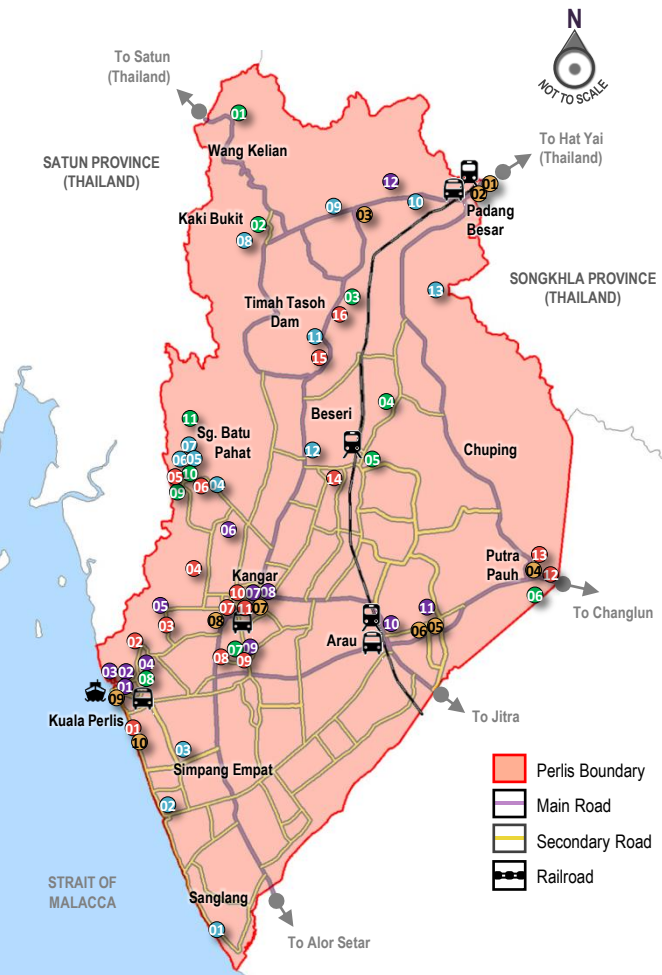


04. ACCESSIBILITY OF PERLIS

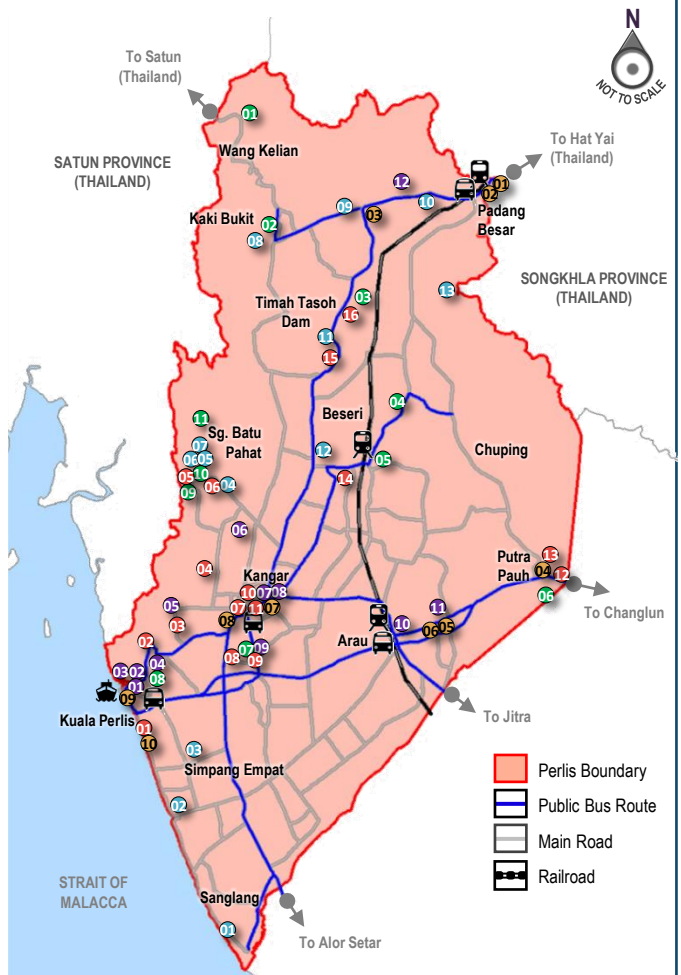
Perlis is accessible by land via Changlun-Kuala Perlis Highway and Alor Setar-Kangar Federal Road. There are three (3) train stations located within the boundary of Perlis, namely Padang Besar Railway Station, Bukit Ketri Railway Station and Arau Railway Station. Public bus services include four (4) main bus terminals, namely Bukit Lagi Bus Terminal in Kangar, Arau Bus Hub, Kuala Perlis Bus Terminal and Padang Besar Bus Hub.

The entrance to Perlis through sea passage is via Kuala Perlis Ferry Terminal. This terminal connects Kuala Perlis with Langkawi Island. For the time being, this ferry terminal is the main transit center in Perlis.

Air route to Perlis is through Sultan Abdul Halim Airport situated at Kepala Batas, Alor Setar. The airport offers car rental and taxi service to facilitate tourists to continue their journey to Perlis.



Perlis Tourism Product Resources



Perlis Public Transport Accessibility

Source: Perlis Physical Tourism Planning Masterplan, 2019

Source: Perlis Physical Tourism Planning Masterplan, 2019



STRATEGIC FINDINGS

05. STRATEGIC FINDINGS



TOWARDS EFFECTIVE AND PROGRESSIVE TOURISM DEVELOPMENT PROPOSALS



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0011 1110 0110
0110 0111 0001
1010 0011 1101

0011 1110 0110
0110 0111 0001
1010 0011 1101
0010 1001 0001



BI TOURISM DEVELOPMENT DIRECTION

01. TOURISM DEVELOPMENT PLANNING STRATEGY

02. PERLIS TOURISM DEVELOPMENT CONCEPT

01 SUSTAINABLE ECONOMIC DEVELOPMENT

- Enhancing the contribution of service sector to the development of GDP;
- Generating state and local community income;
- Escalating investment in Perlis; and
- Stimulating the growth of a dynamic physical tourism development.

02 SHAPING IMAGE & CHARACTER

- Emphasizing unique and high potential tourism products;
- Accentuating the identity and distinctiveness of Perlis tourist destinations; and
- Emerging international standard iconic tourism products.

03 ENVIRONMENTAL CONSERVATION & PRESERVATION

- Preserving and promoting natural resources;
- Conserving and preserving endangered natural treasures; and
- Applying the concept of sustainable tourism

04 INTEGRATION OF SMART TOURISM

- Integrating web and GIS application in the development of tourism promotion;
- Delivering tourism information at consumer's fingertips; and
- Promoting tourism through social media platforms.

05 EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUES

- Providing quality tourist supporting facilities;
- Ensuring the finest hospitality offered by tourism service providers; and
- Accentuating the well-conserved cultural values of Perlis community.

06 STRENGTHENING TOURISM MANAGEMENT

- Solidifying collaboration between private sectors and government agencies; and
- Establishing an integrated governance system for the purpose of tourism development.

07 EMPOWERING LOCAL COMMUNITY PARTICIPATION

- Enriching cooperation of tourism industry players with the local community;
- Encouraging local participation as tour guides to accentuate local living history; and
- Opening employment opportunities for local people.



01 DEVELOPMENT-CENTRIC AREA (MAIN ENTRY POINT)

- Development-centric areas focusing on entry points of Perlis, specifically Kuala Perlis and Padang Besar due to the readiness of prevailing tourists and high intensity of tourist arrivals.
- The success of tourist retention by trying to persuade them to stay longer in these two main entry points will open up more opportunities for tourism products to generate greater tourist arrivals.



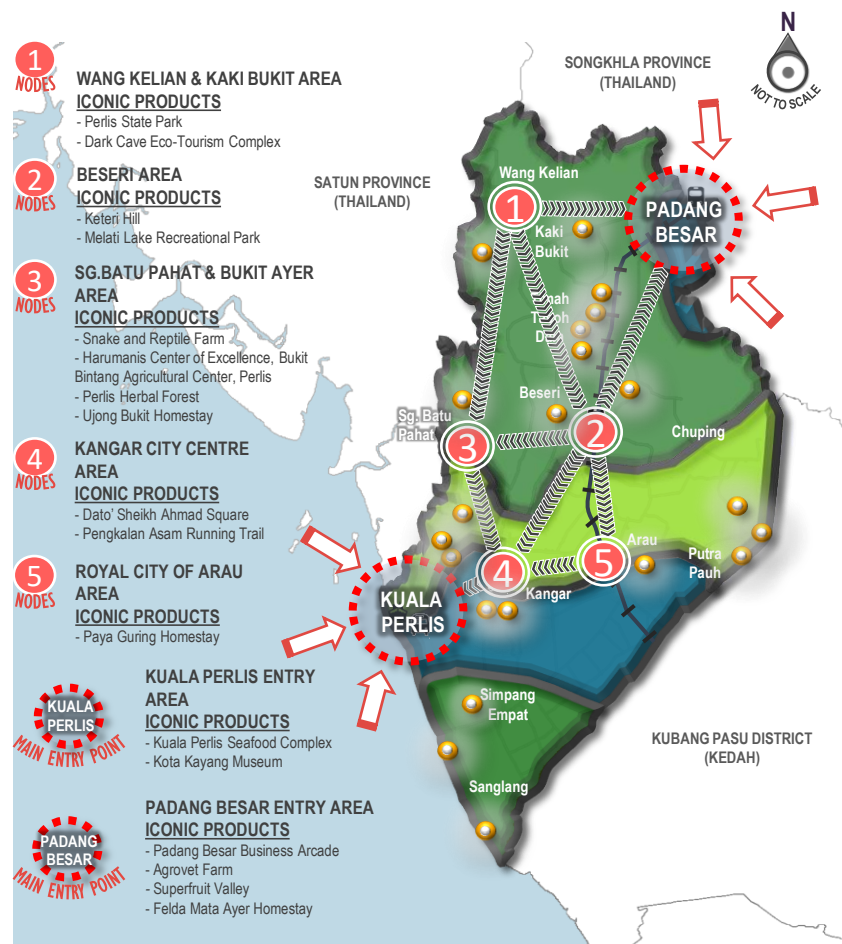
02 ICONIC TOURISM PRODUCT (NODES)

- Perlis iconic tourism products will act as the stimulator for local tourism development.
- These iconic tourism products will serve as nodes to support other existing tourism products.
- Main emphasis is directed towards iconic products because these products will be focus as designated symbol, identity and image of Perlis in term of products offering to tourists.



03 SUPPORTING TOURISM PRODUCT

- Supporting tourism products are proposed to be integrated with effective tourist supporting facilities in the forms of eatery, bank, petrol station, accommodation, retail and religious facility.
- These supporting facilities serve as the catalyst for the efficacy of iconic tourism products and supporting products of Perlis.



Perlis Tourism Development Concept

03. PERLIS TOURISM TARGET 2030

04. PERLIS TOURISM BRANDING

01 | 6,500,000 TOURIST ARRIVALS

* 2018 Milestone: 4,100,000 tourist arrivals

The average growth of tourist arrival to Perlis is at a 5.08% during the period of 2014 to 2018 and based on the exponential algorithm projection technique analysis, Perlis is anticipated to welcome 4.5 million tourists in 2020, increasing to 5.5 million in 2025 and 6.5 million in 2030. The average annual increase in the number of tourists is almost 200,000 tourists over a period of 5 years.

02 | GDP WORTH RM 8,000 MILLION (AVERAGE ANNUAL GROWTH RATE OF 2.75%)

* 2018 Milestone: Worth RM 5,884 million

The projected value is based on the increase in growth of the basic GDP projection with an average annual rate of 2.48%. The potential and contribution of the service sector to GDP is expected to grow by more than 70% spearheaded by the growth of wholesale and retail trade sub-sector. The average growth of the service sector is projected to grow at a rate of 4.5% - 5.0% over a span of 5-10 years.

03 | 4 INTERNATIONAL STANDARD TOURISM PRODUCTS & 2 INTERNATIONAL STANDARD TOURISM EVENTS

* 2018 Milestone: Zero international standard tourism products and events

Auditing analysis of tourism product has identified three (3) existing tourism products specifically Perlis State Park, Keteri Hill and Dark Cave Eco-Tourism Complex possess the required potential to be developed as an international destination. In addition, Perlis Cultural Center is proposed to be highlighted as a new international standard tourism product. This is coherent with the goal of tourism development to position Perlis as the main destination of Malaysia by converging these four (4) tourism products on the international market.

In terms of tourism events, it is suggested to focus on two (2) existing events, namely World Cup Woodball Championship and Sunnah Village Program. This is due to the potential of World Cup Woodball Championship to attract participants from across the world. The market for religious tourism concentrates on target markets from ASEAN countries for instance in the form of tabligh congregation event held in Kuala Lumpur.

04 | WORKFORCE PARTICIPATION IN THE SERVICE SECTOR ATTAINED 100,000 EMPLOYMENT

* 2018 Milestone: 74,400 workforce in the service sector

The projected value is based on an increase in the workforce participation rate of 77% in 2030. This amount involves an average annual increase in workforce participation at a rate of 2.9%. The projection also took into account the current composition of the total workforce in the service sector with an annual percentage rate increase of 6%. Taking into account the potential increase in the contribution of the service sector to GDP, workforce in the service sector is expected to increase at an average annual rate of 3.3% - 3.5% and reach a total of 100,000 employment by 2030.

05 | ACCOMMODATION OCCUPANCY RATE OF 45%

* 2018 Milestone: Accommodation occupancy rate of 31%

The number of tourists staying in Perlis is approximately 183,286 tourists (2018) which is 4.4% from the total tourists visited Perlis (2018). In 2030, the occupancy rate is expected to increase to 45% coherent with the rising number of tourist arrivals. It is assumed that the percentage of occupancy will escalate due to international tourists (in IMT - GT region) travelling to Perlis by means of tourism packages will stay at existing hotels in Perlis as well as domestic tourists travelling by means of tourism packages in addition to newly developed attractions.

06 | 100% OF TOURISM ENTREPRENEURS REGISTERED WITH THE OFFICIAL TOURISM WEBSITE

* 2018 Milestone: There is no official website for the purpose of tourism entrepreneurs registration

The official tourism website is a newly introduced proposal to create a one stop center application for tourism information to facilitate incoming tourists. The target is to achieve a 100% increase in tourism entrepreneurs registered with this website in realizing a smart tourism model in consistent with the current global trend.

01 | Tagline

Perlis: Asia's Best Kept Secret

"Truly Asian in every thread: A potpourri enriched with alluring wonders, from colours of nature, dazzling agricul-tour, distinctive heritage, exhilarating refreshment, an array of shopping delights and mouthwatering delicacies"



from
colours of
nature



dazzling
agricul-
tour



distinctive
heritage



exhilarating
refreshment



array of
shopping
delights and
mouthwatering
delicacies

02 | Perlis Iconic Tourism Products (Short Term)

Proposal in emphasizing fifteen (15) iconic tourism products of Perlis will be the catalyst of short term growth of local tourism development. The proposed fifteen (15) iconic tourism products of Perlis are as follows: -

1. Perlis State Park;
2. Snake and Reptile Farm;
3. Dark Cave Eco-Tourism Complex;
4. Kota Kayang Museum;
5. Perlis Herbal Forest;
6. Padang Besar Business Arcade;
7. Melati Lake Recreational Park;
8. Harumanis Centre of Excellence, Bukit Bintang Agricultural Centre
9. Kuala Perlis Seafood Complex;
10. Agrovet Farm;
11. Keteri Hill;
12. Kampungstay;
13. Pengkalan Asam Running Trail;
14. Superfruit Valley; and
15. Dato' Sheikh Ahmad Square.

03 | Perlis Iconic Tourism Product (Long Term)

Addition of a new iconic product which is the proposed Perlis Cultural Center is earmarked to create a long term international standard tourism product in realizing the state government's aspiration to position Perlis as a major tourist destination in Malaysia.

Perlis is blessed with cultural values, handicrafts, dances and traditional foods of antiquity. However, abundance of traditional cultures, arts and foods currently are not fully utilized towards the direction of tourism development.



GOAL : “Positioning Perlis As One Of The Major National Tourism Destination”

TAGLINE : Asia’s Best Kept Secret

2030 TARGET



TARGET 01:

6,500,000 TOURIST ARRIVALS

* 4,100,000 tourist arrivals in 2018



TARGET 02:

GDP WORTH RM 8,000 MILLION (AVERAGE ANNUAL GROWTH RATE OF 2.75%)

* Worth RM 5,884 million in 2018



TARGET 03:

4 INTERNATIONAL STANDARD TOURISM PRODUCTS & 2 INTERNATIONAL STANDARD TOURISM EVENTS

* 0 international standard tourism product in 2018



TARGET 04:

WORKFORCE PARTICIPATION IN THE SERVICE SECTOR ATTAINED 100,000 EMPLOYMENT

* 74,400 workforce in the service sector in 2018



TARGET 05:

ACCOMMODATION OCCUPANCY RATE OF 45%

* Accommodation occupancy rate of 31% in 2018



TARGET 06:

100% OF TOURISM ENTREPRENEURS REGISTERED WITH THE OFFICIAL TOURISM WEBSITE

* There is no official website for the purpose of registration of tourism entrepreneurs in 2018. Application of official tourism website is a newly introduced proposal

STRATEGY 1				STRATEGY 2				STRATEGY 3				STRATEGY 4				STRATEGY 5				STRATEGY 6				STRATEGY 7			
SUSTAINABLE ECONOMIC DEVELOPMENT				SHAPING IMAGE & CHARACTER				ENVIRONMENTAL CONSERVATION & PRESERVATION				INTEGRATION OF SMART TOURISM				EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE				STRENGTHENING TOURISM MANAGEMENT				EMPOWERING LOCAL COMMUNITY PARTICIPATION			
EL01	SA 01 SA 04 SA 05	SA 02 SA 05	SA 03	IK01	SA 01 SA 05	SA 02 SA 05		AS01	SA 01 SA 04 SA 05	SA 02 SA 05	SA 03	PP01	SA 01 SA 04 SA 05 SA 06			HN01	SA 01 SA 04 SA 05	SA 02 SA 05		UP01	SA 01 SA 04 SA 05 SA 06			PK01		SA 02 SA 05 SA 06	
EL02	SA 01 SA 04 SA 05	SA 02 SA 05		IK02	SA 01 SA 05	SA 02 SA 05	SA 03	AS02	SA 01 SA 04 SA 05	SA 02 SA 05		PP02	SA 01 SA 05 SA 06			HN02	SA 01 SA 04 SA 05	SA 02 SA 05		UP02	SA 04 SA 05 SA 06			PK02	SA 04 SA 05 SA 06		
EL03	SA 01 SA 04 SA 05	SA 02 SA 05		IK03	SA 01 SA 05	SA 02 SA 05	SA 03	AS03	SA 01 SA 04 SA 05			PP03	SA 01 SA 05 SA 06			HN03	SA 01 SA 04 SA 05			UP03	SA 04 SA 05 SA 06			PK03	SA 04 SA 05 SA 06		
EL04	SA 01 SA 04 SA 05	SA 02 SA 05		IK04	SA 01 SA 05	SA 02 SA 05		AS04	SA 01 SA 04 SA 05			PP04	SA 01 SA 05 SA 06			HN04	SA 04 SA 05			UP04	SA 05 SA 06	SA 03		PK04	SA 04 SA 05		
EL05	SA 01 SA 05	SA 02 SA 05	SA 03	IK05	SA 01 SA 05	SA 02 SA 05		AS05	SA 01 SA 04 SA 05			PP05	SA 01 SA 05 SA 06			HN05	SA 01 SA 05			UP05	SA 01 SA 05			PK05	SA 04 SA 05 SA 06		
				IK06	SA 01 SA 05	SA 02 SA 05		AS06	SA 01 SA 04 SA 05	SA 02 SA 05		PP06	SA 01 SA 05 SA 06			HN06	SA 01 SA 04 SA 05	SA 02 SA 05		UP06	SA 02 SA 05 SA 06			PK06	SA 04 SA 05 SA 06		
				IK07	SA 01 SA 04 SA 05	SA 02 SA 05		AS07	SA 01 SA 04 SA 05	SA 02 SA 05		PP07	SA 01 SA 05 SA 06			HN07	SA 01 SA 04 SA 05	SA 02 SA 05		UP07	SA 01 SA 05			PK07	SA 04 SA 05 SA 06		
				IK08	SA 01 SA 05	SA 02 SA 05	SA 03	AS08	SA 01 SA 04 SA 05	SA 02 SA 05						HN08	SA 04 SA 05 SA 06			UP08	SA 01 SA 05	SA 02 SA 03					
				IK09	SA 01 SA 05											HN09	SA 01 SA 04 SA 05	SA 02 SA 05	SA 03	UP09	SA 01 SA 04 SA 05	SA 02 SA 03					





C I PROPOSED DEVELOPMENT

01. PROPOSED TOURISM TRAIL

TRAIL CATEGORY	 ECO TOURISM TRAIL <i>Lush Greeneries and Limestone Caves: A Picturesque Combination</i>	 SHOPPING AND GASTRONOMIC TOURISM TRAIL <i>A Cross Border Shopping Gateway and Authentic Delicacies</i>	 AGRO TOURISM TRAIL <i>Fertile Region With Extraordinary Climatic Environment</i>
TOURISM PRODUCTS	<ol style="list-style-type: none"> 1. Perlis State Park 2. Dark Cave Eco-Tourism Complex 3. Chabang Hill 4. Jernih Hill Recreational Forest 5. Keteri Hill 6. Tok Dun Hill 7. Cenderawasih Cave / Lagi Hill 8. Kubu Hill Recreational Forest 9. Wang Gunung 10. Snake and Reptile Farm 11. Bukit Ayer Amenity Forest 	<ol style="list-style-type: none"> 1. Emas Kerajang Duty Free Complex 2. Padang Besar Business Arcade 3. Uniciti Farmer's Market 4. Ulu Pauh GBBS Court 5. Taman Sena Indah Farmer's Market 6. Rubber Tree Market 7. C-Mart 8. Kayangan Square 9. Kuala Perlis Seafood Complex 10. Kurong Tengar Farmer's Market 	<ol style="list-style-type: none"> 1. Kipli's Nipah Palm Farm 2. Berembang River Local Shrimp Paste 3. MADA Paddy Field 4. Harumanis Center of Excellence 5. Perlis Vineyard 6. FF Harmony Bee Farm 7. Perlis Herbal Forest 8. 120 Years Durian Orchard 9. FRIM Research Station 10. Agrovet Farm 11. Freshwater Fish Sanctuary 12. Bukit Temiang Agro Tourism Center 13. Superfruit Valley
TOURISM ACTIVITIES OFFERED	<ol style="list-style-type: none"> 1. Climbing and jungle trekking 2. Rock climbing and abseiling 3. Cave exploration 4. Nature watch (research and learning tour) 5. Camping 6. Leisure through waterfall and river 7. Picnic 8. Jogging and cycling 9. Kayaking 	<ol style="list-style-type: none"> 1. Shopping 2. Dining in a multiple selection of foods 3. Sunset watch 	<ol style="list-style-type: none"> 1. Learning tour, farms, exhibition galleries and kelulut honey courses 2. Relaxing tour, photo capturing and sightseeing 3. Fishing and immersing into fishermen daily life 4. Overnight (campsite) 5. Food tasting 6. Bee-based treatment (apitherapy) 7. Purchasing local agro-based products
TRAVEL PERIOD	2 Hours and 14 Minutes	1 Hour and 40 Minute	2 Hours and 22 Minutes
TRAVEL DISTANCE	111.3 km	90.7 km	113.5 km
ACCOMMODATIONS	7 Accommodations	10 Accommodations	6 Accommodations
EATERIES	34 Eateries	28 Eateries	23 Eateries
WORSHIP FACILITIES	12 Worship Facilities	10 Worship Facilities	8 Worship Facilities
HEALTH FACILITIES	9 Health Facilities	6 Health Facilities	8 Health Facilities
SAFETY FACILITIES	9 Safety Facilities	8 Safety Facilities	8 Safety Facilities
DIGITAL INFRASTRUCTURE	Network Coverage & Free Wifi	Network Coverage & Free Wifi	Network Coverage & Free Wifi
OVERALL CONCEPT OF TRAIL PATH			



HISTORICAL, HERITAGE, ART AND CULTURAL TOURISM TRAIL

A Distinctive Way of Life: Learn Their Values, Appreciate Their Distinction

SPORT & RECREATIONAL TOURISM TRAIL

"Stay Active With Fun-Filled Leisure Excitement"

1. LKIM Fishermen Market Complex
2. Tuanku Syed Putra Bridge
3. Crab Island Village
4. Kayang City Museum
5. Western Flood Diversion
6. Ujong Bukit Homestay
7. Government Building Complex (Clock Tower)
8. Kangar Art Street
9. Department of Arts & Culture Complex
10. Arau Royal Gallery
11. Paya Guring Homestay
12. Felda Mata Ayer Homestay

1. Kurong Tengar Track
2. Bazaar Sport Fishing Pool
3. Sakura Park
4. A.B.E Fishing Pool
5. Putra Golf Club
6. Sungai Batu Pahat Recreational Park
7. Pengkalan Asam Running Trail
8. Bukit Lagi Public Park
9. Tuanku Lailatul Shahreen Paper Floral Garden
10. Dato' Sheikh Ahmad Square
11. Keris Square
12. UniMAP Go Kart Circuit
13. Syed Sirajuddin Areeb Putra Sports Complex
14. Melati Lake Recreational Park
15. Perlis Water Sports Complex
16. Manik Hill ATV

1. Purchasing local products
2. Leisure tour, photo capturing and sightseeing
3. Learning tour through gallery, monumental, art and historical attractions
4. Enjoying local dances and music performances
5. Immersing and experiencing local community culture (kampungstay)
 - Making traditional biscuits, kites and organic insect repellents
 - Paddy harvesting, rubber tapping and harumanis farm tour
 - Pond fishing and catching fish using bare hands
6. Overnight (room booking)
7. Ambling through village sceneries and vistas

1. Kiting
2. Jogging and cycling
3. Leisure and sightseeing tour
4. Angling
5. Woodball
6. ATV sports
7. Outdoor and indoor sports (stadium)
8. Kayaking and sailing
9. Go-Kart
10. Golfing
11. Camping

2 Hours and 20 Minutes

2 Hours and 25 Minutes

99.0 km

110.6 km

12 Accommodations

12 Accommodations

8 Eateries

8 Eateries

6 Worship Facilities

5 Worship Facilities

6 Health Facilities

6 Health Facilities

6 Safety Facilities

7 Safety Facilities

Network Coverage & Free Wifi

Network Coverage & Free Wifi





02. PROPOSED TOURISM DEVELOPMENT

EL STRATEGY 1 SUSTAINABLE ECONOMIC DEVELOPMENT

5
PROPOSED DEVELOPMENTS

EL01

Proposed Redevelopment of Kuala Perlis

EL02

Proposed Redevelopment of Padang Besar

EL03

Proposed Malaysia – Thailand Food Fair Kuala Perlis

EL04

Proposed Perlis Fruity Fest

EL05

Proposed Package Involving IMT-GT and Tourism Trail Concept

IK STRATEGY 2 SHAPING IMAGE & CHARACTER

9
PROPOSED DEVELOPMENTS

IK01

Proposed Redevelopment of Putih Hill (North Tip)

IK03

Proposed Upgrading of Dark Cave Eco-Tourism Complex

IK05

Proposed Upgrading of Bukit Ayer Amenity Forest

IK07

Proposed Strengthening of Harumanis Carnival

IK09

Proposed Physical Facilities For Captivating Panorama of Perlis

IK02

Proposed Upgrading of Keteri Hill

IK04

Proposed Upgrading of Snake And Reptile Farm

IK06

Proposed Upgrading of Perlis State Park

IK08

Cadangan Karnival Perlis: *Asia's Best Kept Secret*

AS STRATEGY 3 ENVIRONMENTAL CONSERVATION & PRESERVATION

5
PROPOSED DEVELOPMENTS

AS01

Proposed Keteri Climbing Challenge

AS03

Proposed Community, Tourist and Tourism Industry Player Awareness Program

AS04

Proposed Development of Mitigation Mechanisms To Detrimental Tourism Activities and Developments

AS05

Proposed Enhancement of Nature Tour Guide Training Skills

AS06

Proposed Revival of ATV Activities in Manik Hill

AS08

Proposed 'Perlis Geopark Ambassador' Program

AS02

Proposed Perlis Plogging Race

AS07

Proposed Perlis Fossil Festival

PP STRATEGY 4 INTEGRATION OF SMART TOURISM

7
PROPOSED DEVELOPMENTS

PP01

Proposed Perlis Influencer Festival (Social Media Promotional Week)

PP03

Proposed Digital Advertising Billboard Promoting Tourism of Perlis

PP04

Proposed Perlis Tourism Website and Mobile Apps

PP05

Proposed Enhancement of Digital Promotional Advertising

PP07

Proposed Kuala Perlis Smart Jetty Program

PP02

Proposed Tourism Calendar 2021

PP06

Proposed Remuneration To Individuals Promoting Perlis Through Social Media

9
PROPOSED DEVELOPMENTS

STRATEGY 5 EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

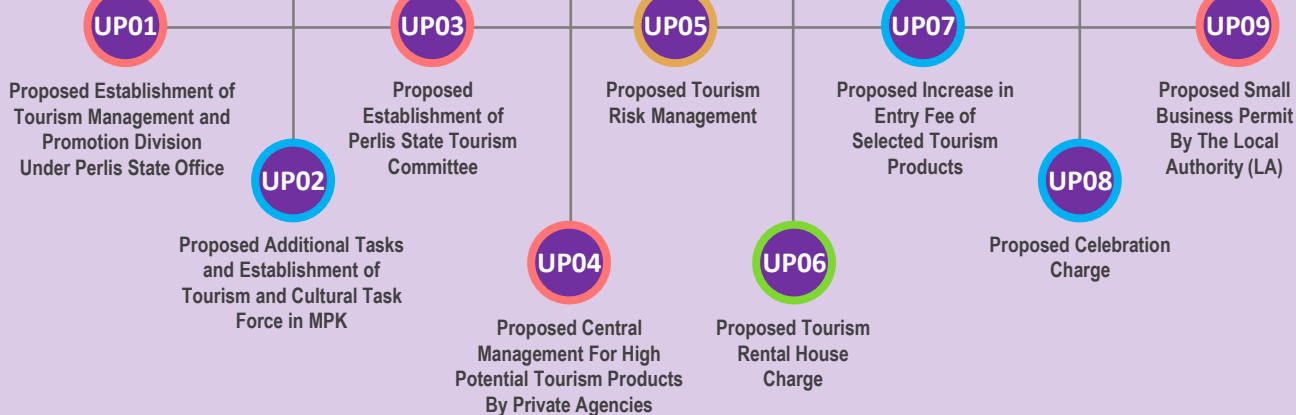
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9
PROPOSED DEVELOPMENTS

STRATEGY 6 STRENGTHENING TOURISM MANAGEMENT

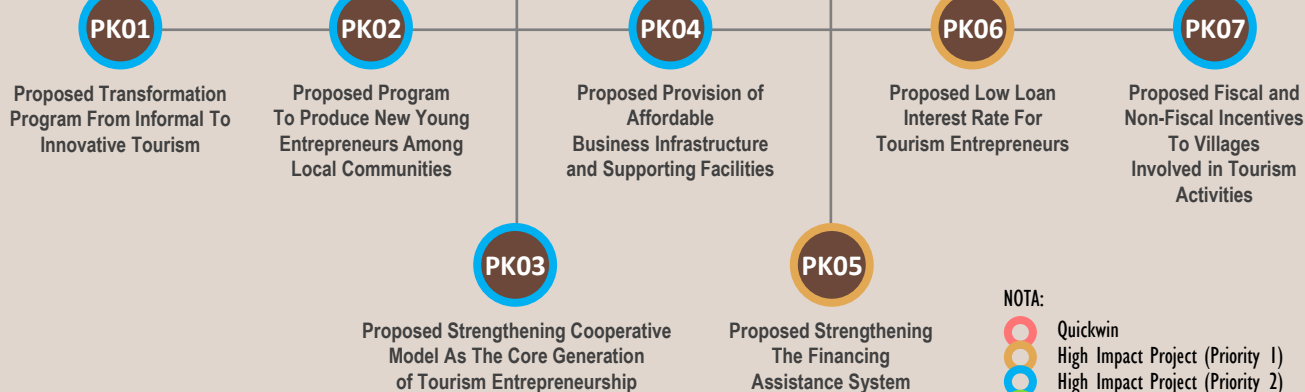
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7
PROPOSED DEVELOPMENTS

STRATEGY 7 EMPOWERING LOCAL COMMUNITY PARTICIPATION

PK



NOTA:

- Quickwin
- High Impact Project (Priority 1)
- High Impact Project (Priority 2)
- Entry Point Project

STRATEGY I: SUSTAINABLE ECONOMIC DEVELOPMENT

EL 01

HIP 1

PROPOSED REDEVELOPMENT OF KUALA PERLIS

- Privatization under BPEN (newly established division)
- Involve public-private partnership (PPP) business model through cooperative arrangement between government and private industry players
- Privatization approach is implemented based on fixed distribution of gross development revenue
- Business model in the form of a stand-alone business funded and operated by the private sector as a package that includes construction management, maintenance and repair works as well as replacement of public facilities including buildings, infrastructures, equipment and facilities



PROPOSED COMPONENTS

- 1 Multi-Storey Parking & Perlis Local Product Center
- 2 Beautify Kuala Perlis Tower Square Esplanade Design and Landscape
- 3 Beautify Brasmana Courtyard
- 4 Open Square For Sunset Watch
- 5 Perlis Cultural Centre
- 6 Public Park
- 7 Leisure Square
- 8 Arrangement of KOMA Laut and Seafood Food Court
- 9 Mangrove Forest Boardwalk Route
- 10 Mangrove Forest Seafood Restaurant
- 11 Foodtruck Court
- 12 Parking and Leisure Area
- 13 Protocol Road (Interlocking & Pavement)

PROPOSED KUALA PERLIS REDEVELOPMENT MASTERPLAN



ILLUSTRATION OF PROPOSED DEVELOPMENT



PHASE I

HIGH IMPACT PROJECT (PRIORITY 1)

PROPOSED PROJECT DURATION	PROPOSED COST
10 YEARS	RM 29,700,000



PHASE II

ENTRY POINT PROJECT

PROPOSED PROJECT DURATION	PROPOSED COST
10 YEARS	RM 86,000,000



STRATEGY I: SUSTAINABLE ECONOMIC DEVELOPMENT

EL 02



PROPOSED REDEVELOPMENT OF PADANG BESAR

- Privatization under BPEN (newly established division)
- Involve public-private partnership (PPP) business model through cooperative arrangement between government and private industry players
- Privatization approach is implemented based on fixed distribution of gross development revenue
- Business model in the form of a stand-alone business funded and operated by the private sector as a package that includes construction management, maintenance and repair works as well as replacement of public facilities including buildings, infrastructures, equipment and facilities



PROPOSED PADANG BESAR REDEVELOPMENT MASTERPLAN



ILLUSTRATION OF PROPOSED DEVELOPMENT



ASSORTMENT OF DELICACIES FOR EXHIBITION PURPOSE



EXAMPLE OF KUCHING FOOD FAIR

STRATEGY I: SUSTAINABLE ECONOMIC DEVELOPMENT

EL 03

QW

PROPOSED KUALA PERLIS MALAYSIA-THAILAND FOOD FAIR

- Presentation to Thailand travel agencies
- Provide a viable and feasible business model
- Provide opportunities for participation of local communities involved in seafood business
- Ensure that delicacies marketed by participating traders are unique and appealing to be sold to tourists through a food tasting session conducted by the organizer
- 70% quota allocation for local traders and 30% for traders from Thailand



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 130,000

STRATEGY I: SUSTAINABLE ECONOMIC DEVELOPMENT

EL 04

QW

PROPOSED PERLIS FRUITY FEST

- Engagement process with all agencies and parties involved to discuss this initiative
- Identify small local fruit traders in Perlis to ensure local involvement
- Provide opportunities for local agricultural entrepreneurs to market agro-based products
- Actively promote this festival on social media and design attractive banners to be displayed throughout the entrance to Perlis



CHINCHILLA WATERMELON FESTIVAL, AUSTRALIA



PAHIYAS FESTIVAL DAY, PHILIPPINES



MENTON LEMON FESTIVAL, FRANCE & KONKAN FRUIT FESTIVAL, INDIA



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 130,000

STRATEGY 1: SUSTAINABLE ECONOMIC DEVELOPMENT

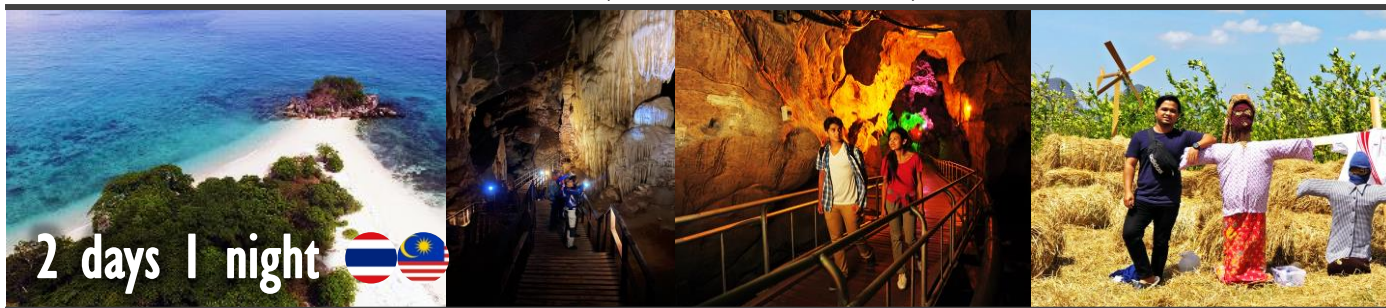
EL 05

HIP 1

01 | PROPOSED CLIMBING AND SHOPPING TOURISM PACKAGE (PERLIS - HAT YAI ADVENTURE AND LEISURE TRAIL)



02 | PROPOSED NATURAL AND CULTURAL TOURISM PACKAGE (GEOPARK TRAIL SATUN - PERLIS)



03 | PROPOSED INTER COUNTRY TRAVEL - 3 COUNTRIES TOUR TOURISM PACKAGE (PHUKET - KANGAR - MEDAN LEISURE TRAIL)



04 | PROPOSED ECO TOURISM TRAIL PACKAGE

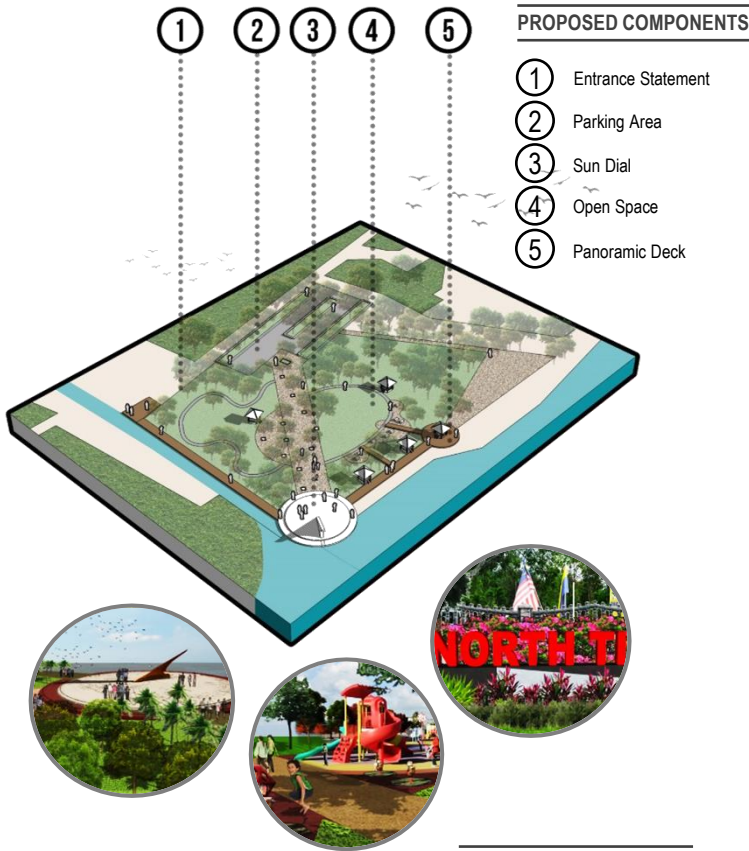
05 | PROPOSED SHOPPING AND GASTRONOMIC TOURISM TRAIL PACKAGE

06 | PROPOSED AGRO TOURISM TRAIL PACKAGE

07 | PROPOSED HISTORICAL, HERITAGE, ART AND CULTURAL TOURISM TRAIL PACKAGE

08 | PROPOSED SPORT AND RECREATIONAL TOURISM TRAIL PACKAGE





STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 01 **EPP**

PROPOSED REDEVELOPMENT OF PUTIH HILL (NORTH TIP)

- To be develop by the local authority (Kangar Municipal Council) according to the provision of open space under hierarchy of 'Urban Park'
- This park carries a twofold functions in the form of recreational space for locals as well as a tourism product to attract tourists



FASA II

ENTRY POINT PROJECT

PROPOSED PROJECT DURATION	PROPOSED COST
2 YEARS	RM 1,650,000

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 02 **HIP I**

PROPOSED UPGRADING OF KETERI HILL

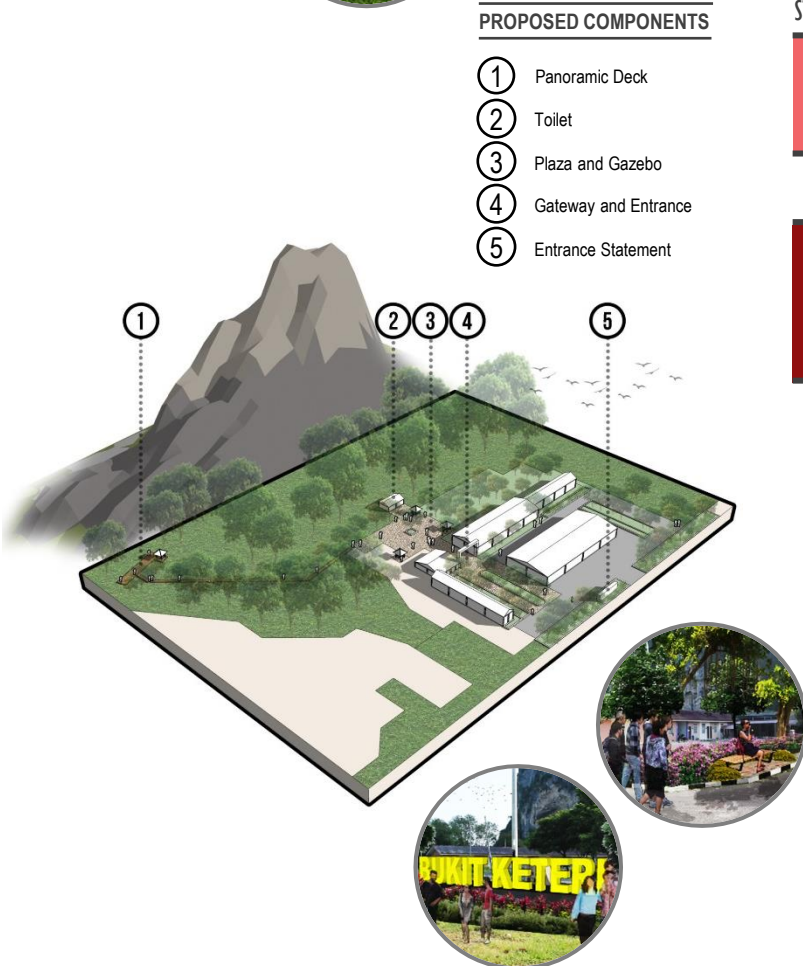
- Privatization approach is implemented based on allotment of completed physical projects
- The private sector will be given partial floor spaces to operate



FASA I

HIGH PRIORITY PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
2 YEARS	RM 960,000



PROPOSED COMPONENTS

- Upgrading works of dangerous cave tracks as well as supplying relevant safety equipment
- Dark Cave I track platform upgrading works
- Upgrading works of caving lights
- Telecommunication system radio connection in the cave
- Emergency siren installation
- Upgrading works of slippery walkways and stairs
- Gazebo resting area improvement works
- Dressing room improvement works
- Toilet repairment works
- Children's playing area improvement works
- Campsite improvement works
- Souvenir and grocery stores erection works
- Dangerous trees and branches cutting works



ILLUSTRATION OF PROPOSED DEVELOPMENT



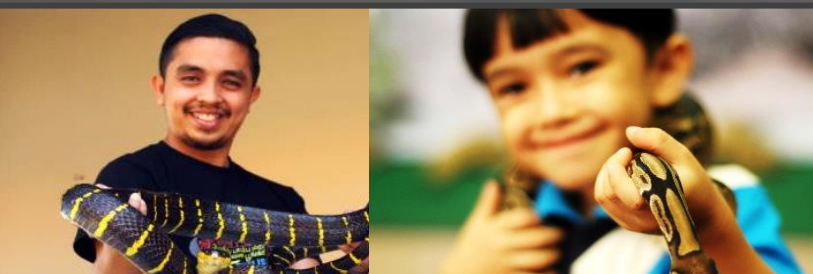
ILLUSTRATIVE EXAMPLE OF LIGHTING AND SOUVENIRS STORE

PROPOSED COMPONENTS

- Welcoming structure erection works
- Pedestrian pavement improvement works
- Landscaping enhancements
- Souvenir and grocery stores erection works



ILLUSTRATION OF PROPOSED DEVELOPMENT



TOURISTS HAVE THE CHANCE TO EMBRACE AND CARESS SNAKES

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 03 **HIP I**

PROPOSED UPGRADING OF DARK CAVE ECO-TOURISM COMPLEX

- This project is implemented through privatization approach
- Privatization model is implemented based on allotment of completed physical projects
- The private sector will be given partial floor spaces to operate



PHASE I

HIGH PRIORITY PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
3 YEARS	RM 1,760,000

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 04 **HIP I**

PROPOSED UPGRADING OF SNAKE AND REPTILE FARM

- Privatization approach is implemented based on allotment of completed physical projects
- The private sector will be given partial floor spaces to operate



PHASE I

HIGH PRIORITY PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
1 YEAR	RM 300,000

PROPOSED COMPONENTS

- Welcoming structure
- Pedestrian pavement improvement works
- Landscaping enhancements
- Souvenir and grocery stores erection works
- Glamping camp site in Eagle Park area erection works
- Family pool on glamping site erection works
- Provision of hammock designated area in the glamping site
- Boardwalk and a lookout tower erection works
- Dangerous trees and branches cutting works



ILLUSTRATION OF PROPOSED WELCOMING STRUCTURE & LANDSCAPING



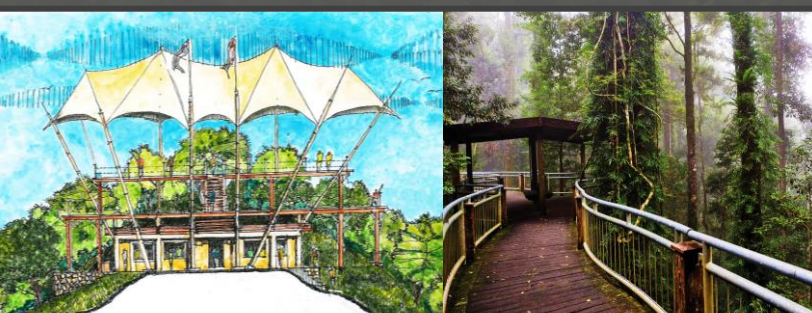
ILLUSTRATIVE EXAMPLE OF HAMMOCK, GLAMPING TENT AND BOARDWALK

PROPOSED COMPONENTS

- Welcoming structure
- Embroidery of ornamental trees improvement works
- Damaged chalet structures and picnic areas repairment works
- Accommodation upgrading works
- Research facilities erection works (mini lab, library, meeting room, lounge, toilet and bathroom, store and watch tower)
- Tree house erection works
- Perlis State Park Information Center upgrading works
- Tarred route tracks upgrading works
- Upgrading works of routes around the accommodation area
- Electrical system upgrading works
- Boardwalk and a lookout tower erection works
- Dangerous trees and branches cutting works



ILLUSTRATION OF PROPOSED WELCOMING STRUCTURE



ILLUSTRATIVE EXAMPLE OF PROPOSED LOOKOUT TOWER AND BOARDWALK

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 05 **HIP I**

PROPOSED UPGRADING OF BUKIT AYER AMENITY FOREST

- Privatization approach is implemented based on allotment of completed physical projects
- The private sector will be given partial floor spaces to operate



PHASE I

HIGH PRIORITY PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
3 YEARS	RM 1,910,000

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 06 **HIP I**

PROPOSED UPGRADING OF PERLIS STATE PARK

- Privatization approach is implemented based on allotment of completed physical projects
- The private sector will be given partial floor spaces to operate



PHASE I

HIGH PRIORITY PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
3 YEARS	RM 1,980,000



HARUMANIS MANGO AND HARUMANIS DOWNSTREAM PRODUCTS AS THE CENTRAL ATTRACTION OF THIS CARNIVAL

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 07

QW

PROPOSED STRENGTHENING OF HARUMANIS CARNIVAL

- Engagement process with all agencies involved to discuss this initiative
- Proposal presentation for funding application
- Open up opportunities for local farmers to market and publicize agro-based products
- Actively promote this festival on social media and design attractive banners to be displayed throughout the entrance to Perlis



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 130,000



PERLIS: ASIA'S BEST KEPT SECRET CARNIVAL WILL BE THE GROWTH ENGINE FOR FUTURE CAPABILITY IN ATTRACTING TOURISTS

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 08

QW

PROPOSED PERLIS: ASIA'S BEST KEPT SECRET CARNIVAL

- Initial stage involves engaging with key players which involves presentations regarding this carnival
- Actively promote this carnival on social media and design attractive banners to be displayed throughout the entrance to Perlis to attract many participants and tourists to share their comments and views on the effectiveness of Visit Perlis 2021 and the performance of existing tourism products available



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 75,000



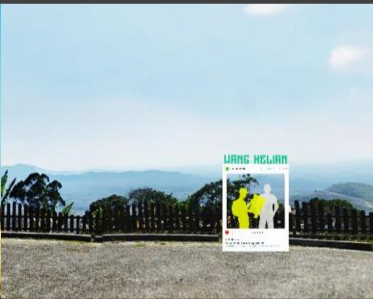
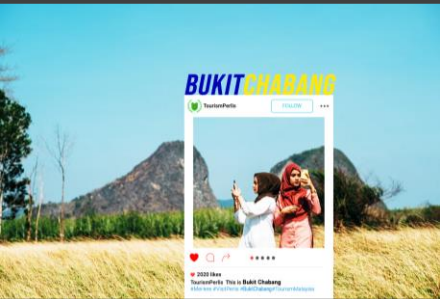
Perlis : Asia's Best Kept Secret

PROPOSED COMPONENTS

- Signboard
- Instagram Signage
- Other Related Facilities (Cradle, Boardwalk etc.)
- Business Facilities (Selected Locations)



PICTOGRAPHIC SIGNBOARD



INSTAGRAM SIGNAGE

STRATEGY 2: SHAPING IMAGE & CHARACTER

IK 09 HIP I

PROPOSED PHYSICAL FACILITIES FOR CAPTIVATING PANORAMA OF PERLIS

- Propose two (2) types of panoramic locations, specifically: -
 - 1 - Seven (7) Perlis Captivating Panoramic Scenery (Perlis Seven Wonder Panoramic Scenery)
 - 2 - Other intriguing panoramic stopover in Perlis
- The list of seven (7) captivating panoramic scenery of Perlis are as follows:-
 - 1 - Local fishing boats of Perlis River scenery
 - 2 - Wang Kelian Lookout point
 - 3 - Bukit Chabang scenery
 - 4 - Scenery of Dark Cave internal route
 - 5 - Scenery of Secret Garden – Dark Cave
 - 6 - Scenery of rice fields of Banjaran Nakawan - Kg. Wang Ulu
 - 7 - Scenery of Timah Tasoh Lake back dropped of Nakawan Range - Freshwater Fish Sanctuary and Terinai Lakeview
- Privatization under BPEN (newly established division)
- Privatization approach is implemented based on allotment of completed physical projects
- The private sector will be given partial floor spaces to operate



CRADLE



BOARDWALK

PHASE I

HIGH PRIORITY PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
3 YEARS	RM 2,000,000



THE PURPOSE OF KETERI CLIMBING CHALLENGE IS TO INTRODUCE THE DISTINCTIVENESS OF THIS KNOLL TO TOURIST GLOBALLY THROUGH ROCK CLIMBING SPORT

STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 01

QW

PROPOSED KETERI CLIMBING CHALLENGE

- Engagement process with all agencies and private parties involved to discuss this initiative
- Discuss the appropriate modules and implementation methods to organize this event taking into account the carrying capacity limitation
- Provision of adequate rock climbing equipment and experts for all participants and tourists
- Actively promote this festival on social media and design attractive banners to be displayed throughout the entrance to Perlis



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 130,000



PLOGGING RACE WILL CONTRIBUTE TO ENVIRONMENTAL SUSTAINABILITY IN THE STATE OF PERLIS

STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 02

QW

PROPOSED PERLIS PLOGGING RACE

- Engagement process with all agencies involved to discuss this initiative
- Discuss the appropriate modules and implementation methods in carrying out this event taking into account the carrying capacity limitation of the involving ecological areas
- Discuss and set competition routes (routes should involve areas with major waste disposal problem)
- Set up conditions for participants by obliging requirement of one sack of garbage collection for each participant
- Suggested to combine this event with the existing event (Fun Run Carnival MPK Dihati Rakyat) for the purpose of funding management and creating an integrated management model
- Actively promote this festival on social media and design attractive banners to be displayed throughout the entrance to Perlis



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 75,000



HIGH LEVEL OF AWARENESS AMONG COMMUNITIES, TOURISTS AND INDUSTRY PLAYERS CAN ENSURE A SUSTAINABLE TOURISM SUCCESS

STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 03

QW

PROPOSED COMMUNITY, TOURIST AND TOURISM INDUSTRY PLAYER AWARENESS PROGRAM

- This program to be held 5 times annually
- Perlis State Government together with MOTAC and Tourism Malaysia Perlis have to identify the villages and schools to be involved for the purpose of this program
- Government agencies need to encourage the involvement of non-governmental organizations, universities and other tourism-related government agencies to provide talks and workshops to the target group
- Apart from talks and workshops, these target groups need to be given new knowledge related to tourism potential worth venturing
- Perlis State Government together with MOTAC and Tourism Malaysia Perlis together with universities need to carry out the task of observing changes to the community after organizing talks and workshops.



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
1 - 5 YEARS CONTINUOUSLY	RM 500,000 FOR 5 YERAS

STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 04

HIP 2

PROPOSED DEVELOPMENT OF MITIGATION MECHANISMS TO DETRIMENTAL TOURISM ACTIVITIES AND DEVELOPMENTS

- Every agency and product proprietor require to identify issues encountered consequence of tourism development and tourist activities within their jurisdiction area
- Enforce carrying capacity technique at several listed eco tourism destinations
- Introduce private impact control techniques (charging entrance fees and booking reservations)
- Introduce tourist code of ethics by empowering tour guides as tourist monitoring agents during visits to eco tourism destinations
- Enforce the rules and regulations contained in the Environmental Impact Assessment (EIA) Report and Social Impact Assessment (SIA) Report for any tourism project that inflicted significant negative impacts to the environment and social surroundings
- Enforce acts and enactments related to nature and tourism adopted by the state government



TOURIST ACTIVITY OPERATORS MUST POSSESS A RECOGNIZED CERTIFICATE OF QUALIFICATION TO CONDUCT TOURISM ACTIVITIES IN NATURAL DESTINATIONS

PHASE I

HIGH PRIORITY PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
1 - 5 YEARS	RM 1,000,000 ANNUALY





SAFETY ASPECTS ARE VERY VITAL AND MUST BE SENSIBLY MEASURED IN CARRYING OUT TOURISM ACTIVITIES IN A NATURAL BIOME SETTINGS



PHASE I

HIGH PRIORITY PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
2 YEARS	RM 50,000

STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 05 **HIP 2**

PROPOSED ENHANCEMENT OF NATURE TOUR GUIDE TRAINING SKILLS

- The number of licensed nature tour guides is still inferior compared to the number of licensed city tour guides in Perlis under the regulation of MOTAC
- Based on tourism attraction and strategies to enhance eco tourism, encouraging youth participation in nature tour guide training is imperative to ensure the continuity of trained labor in elevating eco tourism to a higher sustainable level
- Training for Trainer (TOT) should also be introduced as one of the approach to convey information to local residents, especially young generation regarding specialties and storytelling of tourism products
- Trained youths can contribute in guided tour activity at the agency / location manager level with an agreed incentive payment
- At the same time, such training also require to be expanded to extreme recreational activities in the form of rock climbing and Geotrail exploration involving delivery of information on millions years geological treasures to improve existing storytelling;
- With the addition of trained workforces, the value of information can be channeled to visitors more effectively and in turn contribute to ever growing positive impacts to touristic experience
- The increase in nature tour guides will also contribute to the sustainability of eco tourism products where they will serve as tourist monitors while conducting tourism activities that may contribute negative impacts to the environment



EXAMPLES OF GEOCACHING TOOLS USING GPS SYSTEM

STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 06 **HIP 1**

PROPOSED REVIVAL OF ATV ACTIVITIES IN MANIK HILL

- This project is implemented through privatization approach
- Involves the business model of public-private partnership (PPP) through the arrangement of cooperation between government and private industry players
- Privatization model is implemented based on allotment of completed physical projects
- Business model in the form of stand-alone business funded and operated by the private sector as a package that includes construction management, maintenance and repair as well as replacement of public facilities including building structure, infrastructure, equipment and facilities
- The private sector will be given space to conduct and operate ATV activities in Bukit Manik
- Introduce geocaching activities (treasure hunt using GPS coordinates) as a supportive element to ATV activities in Bukit Manik to attract participation of larger group tourist segments
- The proposed physical project should be developed minimally to ensure it does not harm the environment to create a harmonic tourism product blend perfectly with the natural ecosystem



ATV ACTIVITIES CAPABLE TO STIMULATE ECONOMIC GROWTH

PHASE I

HIGH PRIORITY PROJECT (PRIORITY 1)

PROPOSED PROJECT DURATION	PROPOSED COST
1 YEAR	RM 800,000



Perlis : Asia's Best Kept Secret



LYME REGIS FOSSIL FESTIVAL



TAMPA BAY FOSSIL FEST

PHASE I

QUICKWIN

PROPOSED PROJECT DURATION

6 MONTHS

PROPOSED COST

RM 130,000



STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 07

QW

PROPOSED PERLIS FOSSIL FESTIVAL

- Engagement process with all agencies involved to discuss this initiative to be carried out in Perlis
- The festival should involve collaboration from various parties, especially relevant government agencies, researchers and students from various universities and local communities who are interested in scientific field.
- Discuss the appropriate modules and implementation methods to carry out this event by taking into account the carrying capacity of geotourism areas involved to ensure that this event will not affect the sustainability of limestone treasures of Perlis
- Discover local talents as Geoguide by offering collaboration opportunities, courses and training pertaining to structure and stratigraphy of geological resources of Perlis
- Actively promote this event on social media and form an attractive banner to be displayed throughout the entrance to Perlis



'PERLIS GEOPARK AMBASSADOR' IS THE KEY TO DEVELOPMENT OF GEO TOURISM IN PERLIS

PHASE I

HIGH PRIORITY PROJECT (PRIORITY 1)

PROPOSED PROJECT DURATION

CONTINUOUS

PROPOSED COST

RM 100,000

ANNUALLY



STRATEGY 3: ENVIRONMENTAL CONSERVATION & PRESERVATION

AS 08

HIP I

PROPOSED 'PERLIS GEOPARK AMBASSADOR' PROGRAM

- Identify and encourage individuals, NGOs and business entities that are active and interested in elevating the geological resources of Perlis
- These groups require to undergo 'Perlis Geopark Ambassador Course' under the supervision of Department of Minerals and Geoscience (JMG) as a training medium to develop knowledge on several important subjects as follows: -
 - Area and geological potential of Perlis (geosite)
 - Concept and geotourism / geopark development efforts
 - History of fossil formation and geological resources of Perlis
 - Principles of 'sustainable tourism'
- Individuals or parties who successfully undergo this training course will be recognized as 'Perlis Geopark Ambassador'
- The 'Perlis Geopark Ambassador' group acts as a small ambassador and spokesperson to provide travel advice on geotourism and promote the uniqueness of Perlis geological resources through activities carried out at the local level.
- Efforts to promote Perlis Geopark should emphasize several important elements such as Geoguide and storytelling of local geological heritage formation. This effort should also be matched with the existing strength of State of Perlis in terms of industry, local handicrafts, food and local heritage arts in order to create continuity between every aspect of travel experience
- This 'Geopark Ambassador' status is suggested to be valid for two (2) years only. They are required to renew their recognition by attending new courses
- 'Perlis Geopark Ambassador Course' is proposed to be constantly updated and innovated in line with the global development trend to ensure that this program can compete with geopark destinations globally



SOCIAL INFLUENCERS INVOLVEMENT IS THE KEY TO AN EXTENSIVE PROMOTIONAL APPROACH OF TOURISM OF PERLIS

STRATEGY 4: INTEGRATION OF SMART TOURISM

PP 01 **QW**

PROPOSED PERLIS INFLUENCER FESTIVAL (SOCIAL MEDIA PROMOTIONAL WEEK)

- Selection of key opinion leaders (social influencers) who are well-known and possessed huge fan base
- Discuss cost and profit sharing model that can be agreed upon by both management and social influencer party
- Set at least five (5) famous key opinion leaders (based on the number of viewers and followers) to be accompanied in exploring Perlis tourist destinations for 7 consecutive days
- Selected key opinion leaders will promote tourism of Perlis by sharing experiences and videos on their social media sites



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 160,000



EAST WIND FESTIVAL 2020

STRATEGY 4: INTEGRATION OF SMART TOURISM

PP 02 **QW**

PROPOSED TOURISM CALENDAR 2021

- Discussion session between Perlis State Government, MOTAC and every agency and NGO involved in this event calendar based on tourism events that are currently in planning stage
- Recommended to organize at least two (2) events every month to ensure continuous tourism events throughout the year
- In total, twenty-four (24) annual events are proposed to be introduced under the 2021 tourism calendar
- Publicize in every promotional medium to highlight the calendar as a reference for tourists in visiting Perlis



PHASE I

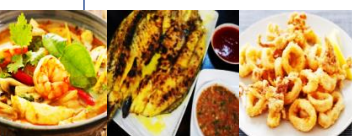





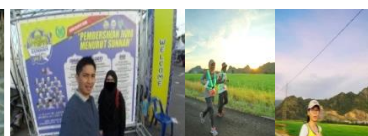

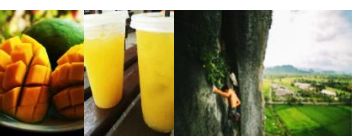















QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 75,000



PERLIS ANNUAL TOURISM EVENT CALENDAR 2021

VISIT PERLIS 2021
Perlis: Asia's Best Kept Secret

<p>JAN 2021</p> <p>KUALA PERLIS MALAYSIA-THAILAND FOOD FAIR <i>Satisfying your inner craving for Asian food cuisine</i></p>  <p>VILLAGE LOVE RIDE <i>Stroll across a colourful scenery of countryside landscape</i></p> 	<p>FEB 2021</p> <p>MY BELOVED VILLAGE FESTIVAL <i>A fresh exposure promises a memorable experience</i></p>  <p>INFLUENCER FESTIVAL <i>Aspiring social influencers for the growth of Perlis tourism industry</i></p> 	<p>MAC 2021</p> <p>TIMAH TASOH ANGLING CHALLENGE <i>Angling for a catch through a vista of an exquisite estuarine biome</i></p>  <p>EAST WIND FESTIVAL <i>A climatic winter-to-summer wind cycle from the east showcasing tradition of a peasant community</i></p> 	<p>APR 2021</p> <p>SUNNAH VILLAGE PROGRAM <i>A spiritual sojourn</i></p>  <p>PERLIS MARATHON <i>Stay fit while enjoying a lush of greeneries across an untouched landmass</i></p> 
<p>MEI 2021</p> <p>PERLIS HARUMANIS CARNIVAL <i>Harumanis delights with assortment of local-based products</i></p>  <p>KETERI CLIMBING CHALLENGE <i>Toughest climbing route in South East Asia on an unfading limestone wonder</i></p> 	<p>JUN 2021</p> <p>PERLIS CONSERVED CULTURE AND ART FESTIVAL <i>Authentic exhibition of cultural dance, arts and music</i></p>  <p>PERLIS FOSSIL FESTIVAL <i>Majestic natural treasures ready to captivate those who cherish</i></p> 	<p>JUL 2021</p> <p>NIGHT OF GLITTERING LIGHT <i>A fun-filled night carnival in the heart of royal city of Arau</i></p>  <p>WORLD CUP WOODBALL CHAMPIONSHIP <i>World woodballers competing for the ultimate gold prize</i></p> 	<p>OGO 2021</p> <p>MALAYSIA REVERTS CAMP PERLIS <i>Congregation of Muslim converted preachers, sharing real life stories</i></p>  <p>PERLIS FRUITY FEST <i>Indulge yourself into an array of local harvested fruits</i></p> 
<p>SEP 2021</p> <p>KUALA PERLIS WATER FESTIVAL <i>Traditional water-based games along the river of Perlis</i></p>  <p>PERLIS DUATHLON <i>Tough fitness challenge for tough athletes</i></p> 	<p>OKT 2021</p> <p>RALLY OF PERLIS <i>Race along the rugged motor track in Chuping, Perlis</i></p>  <p>ARITHMETIC RUN <i>Leisure running with family and friends</i></p> 	<p>NOV 2021</p> <p>PLOGGING RACE PERLIS <i>Run towards a clean and sustainable environment</i></p>  <p>KANGAR CITY RUN <i>Run through a city with colourful scenic modern and heritage buildings</i></p> 	<p>DIS 2021</p> <p>PERLIS ULTRA MARATHON <i>Ultra fitness test across an untouched landmass</i></p>  <p>PERLIS: ASIA'S BEST KEPT SECRET CARNIVAL <i>Closing ceremony in dictating the development of tourism in Perlis for the next 10 years</i></p> 



PROPOSED LOCATION OF DIGITAL BILLBOARDS PROMOTING TOURISM OF PERLIS

STRATEGY 4: INTEGRATION OF SMART TOURISM

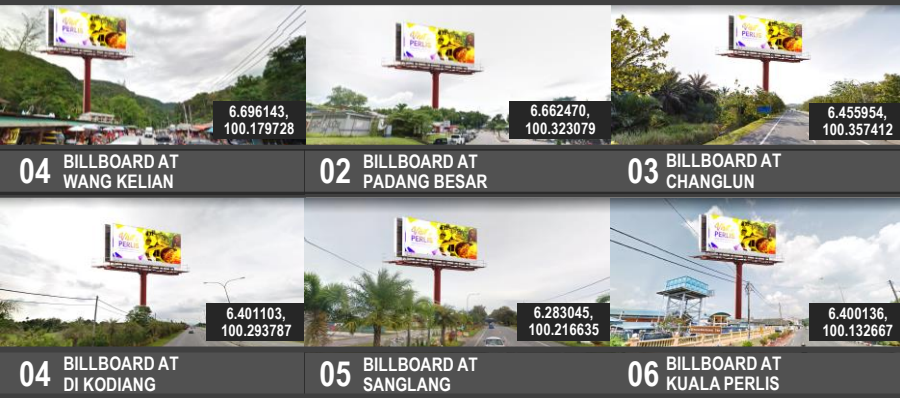
PP 03

HIP I

PROPOSED DIGITAL ADVERTISING BILLBOARD PROMOTING TOURISM OF PERLIS

- Provision of digital billboard is proposed to be implemented by private sector under the supervision of BPEN (newly established division)
- Digital billboard ads should feature iconic Perlis tourism products
- Digital billboard is proposed to be erected at six (6) different main entrances of Perlis as follows: -

- Wang Kelian (Coordinate: 6.696143, 100.179728)
- Padang Besar (Coordinate: 6.662470, 100.323079)
- Changlun (Coordinate: 6.455954, 100.357412)
- Kodiang (Coordinate: 6.401103, 100.293787)
- Sanglang (Coordinate: 6.283045, 100.216635)
- Kuala Perlis (Coordinate: 6.400136, 100.132667)



PHASE I

HIGH IMPACT PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 9,000,000

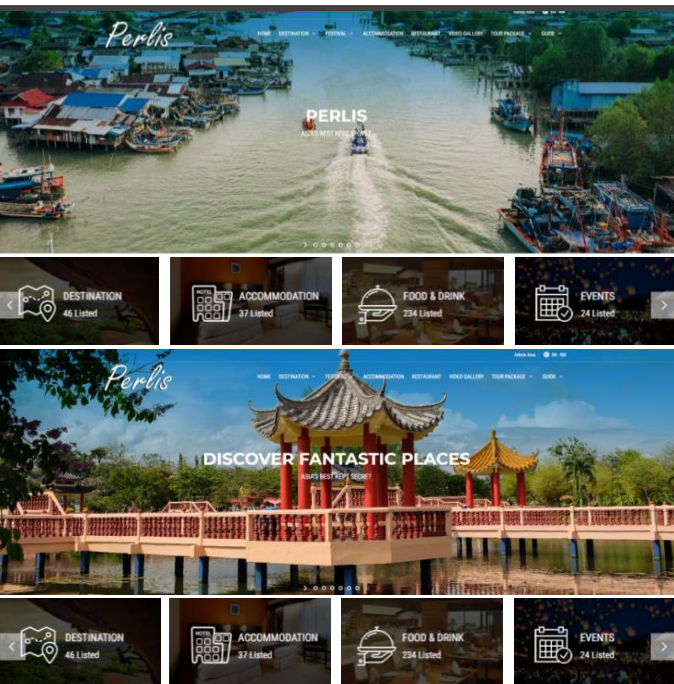
STRATEGY 4: INTEGRATION OF SMART TOURISM

PP 04

QW

PROPOSED PERLIS TOURISM WEBSITE AND MOBILE APPS

- Conduct user requirement study to identify website and mobile apps specification requirement to be developed
- Prepare terms of reference and open quotation or tender offer to vendors in developing websites and mobile apps
- Identify department or agency that will be responsible in managing the developed website and mobile app. Perlis Information Technology Division is suggested to be given responsibility for the purpose of website and mobile apps management
- Ensure continuous maintenance and updating of website and mobile app



PROPOSED PERLIS TOURISM WEBSITE DEVELOPMENT



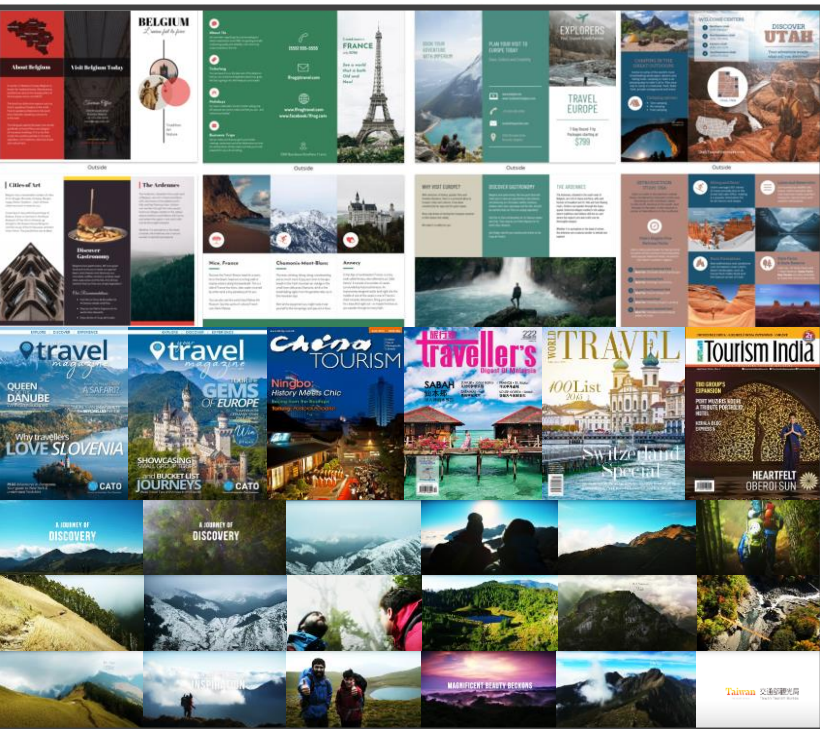
PHASE I QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
1 YEAR	RM 680,000

CONTINUOUS MAINTENANCE



Perlis : Asia's Best Kept Secret



EXAMPLE OF TRAVEL PAMPHLETS, ARTICLES AND VIDEO

STRATEGY 4: INTEGRATION OF SMART TOURISM

PP 05

HIP I

PROPOSED ENHANCEMENT OF DIGITAL PROMOTIONAL ADVERTISING

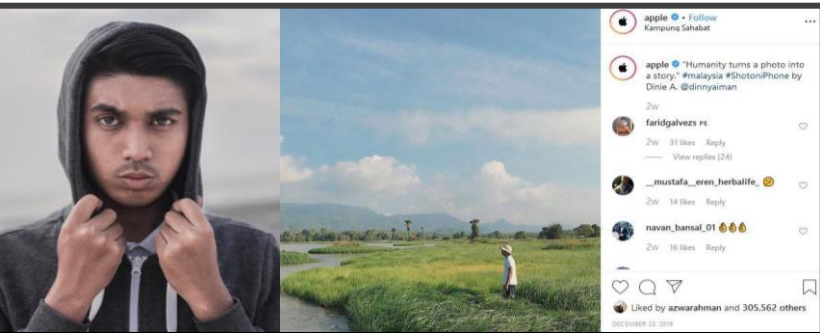
- BPEN requires to develop and provide materials for promotional initiatives as follows:
 - Travel Article
 - Tourism Video
 - Television and Radio Promotion
 - Infographic and Pamphlet
 - Billboard Ads and LED Screen
- BPEN requires to appoint suitable consultants to develop promotional materials listed according to expertise. The consultant expertise is recommended as follows: -
 - Travel article – institute of higher education lecturers / institute of higher education students / journalists
 - Tourism video - film production
 - TV and radio promotion - advertising company
 - Infographic and pamphlet - graphics / printing company
 - Billboard ads and LED screen - advertising company
- Establish an information technology (IT) unit for social media maintenance and promoting digital advertising

PHASE I

HIGH IMPACT PROJECT (PRIORITY I)



PROPOSED PROJECT DURATION	PROPOSED COST
CONTINUOUS	RM 8,500,000
	ANNUALLY



Perlis, I'll take it to forevermore, into the heart of those who cherish...



EXAMPLE OF SOCIAL MEDIA INFLUENCER AND INSTITUTE OF HIGHER EDUCATION STUDENT INVOLVEMENT IN PERLIS TOURISM PROMOTION

STRATEGY 4: INTEGRATION OF SMART TOURISM

PP 06

QW

PROPOSED REMUNERATION TO INDIVIDUALS PROMOTING PERLIS THROUGH SOCIAL MEDIA

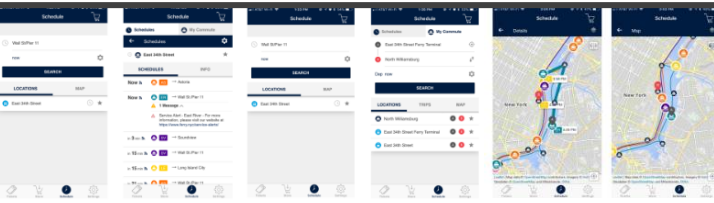
- Select a renowned social media influencer to promote Perlis tourism products in their respective social media posts
- Select individuals to promote Perlis through social media by emphasizing high number of viewer
- Conduct Perlis tourism promotional competition on social media through participation of school or institute of higher education students



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
10 YEARS	RM 500,000



EXEMPLARY OF PROPOSED DEVELOPMENT COMPONENTS

STRATEGY 4: INTEGRATION OF SMART TOURISM

PP 07 HIP I

PROPOSED KUALA PERLIS SMART JETTY PROGRAM

- BPEN should acquire Smart Jetty specification to be implemented at Kuala Perlis Ferry Terminal
- Submit quotation or tender offer accordingly to information technology vendors to develop Smart Jetty
- Develop Smart Jetty according to the terms and references prescribed in the tender offer or quotation
- Maintain Smart Jetty software and hardware
- Provide special annual allocation for Smart Jetty maintenance purpose

PROPOSED COMPONENTS

- Smart ticketing technology innovation
- Ferry schedule technology innovation
- Closed-circuit television (CCTV)
- Digital billboard
- Multimedia kiosk

PHASE I

HIGH IMPACT PROJECT (PRIORITY I)



PROPOSED PROJECT DURATION
6 MONTHS

PROPOSED COST
RM 500,000

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 01 QW

PROPOSED MY BELOVED VILLAGE FESTIVAL



TA VAN VILLAGE HOMESTAY PROGRAM, VIETNAM



HOMESTAYS IN PERLIS REGISTERED WITH MOTAC

- Engagement process with the management of homestays registered with MOTAC to introduce initiative of the festival
- Provide a business model and profit sharing agreement for the provision of this festival in terms of preceding capital and so forth
- Seek volunteers in realizing this festival by providing sensible monetary value to encourage the participation of village communities as tour guide to portray the local living history of village community to impending tourists
- Actively promote the festival on social media and design attractive banners to be displayed throughout the entrance to Perlis



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION
6 MONTHS

PROPOSED COST
RM 130,000



PERLIS CONSERVED CULTURAL DANCE AND PERFORMANCE

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 02

QW

PROPOSED PERLIS CONSERVED CULTURE AND ART FESTIVAL

- Engagement process with all agencies involved to discuss this initiative to be carried out in Perlis
- Proposal presentation for funding application
- Formulate and prepare a plan to select crucial dances, music, paintings and local products to be showcased in this event
- Encourage involvement of local community who are skilled in the ins and outs of Perlis cultural arts
- Actively promote this festival on social media and design attractive banners to be displayed throughout the entrance to Perlis



PHASE I QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 130,000



PERLIS CRAFTING ARTS

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 03

HIP 2

PROPOSED CULTIVATION OF CULTURE AND VILLAGE ASSETS PROGRAM

- State government in collaboration with Ministry of Rural Development have to identify three (3) to five (5) villages possessed the required potential and distinctiveness in terms of culture, heritage, handicrafts, activities and performing arts.
- The selection process is based on working paper showcasing the uniqueness of the village and activities from its peculiar viewpoint applied by the Village Community Management Council (MPKK) and reviewed by the appointed meeting members and lastly followed by a visit during final selection stage. The selection is based on the criteria and aspects set by the meeting committee
- The committee will hold further discussions with selected Village Community Management Council (MPKK) to formulate strategies and implementation plans involving joint ventures with the local community
- Grants and support assistance should be coordinated as incentives to encourage active involvement of the community in ensuring that the locality will unremittingly remain as a tourist attraction
- A briefing session pertaining to the positive impacts should be held to gather the support of the local community
- Provide a special direct exhibition / demonstration of heritage works to impending visitors

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
2 YEARS	RM 200,000





EXAMPLE OF 'CSR FOR SUSTAINABLE TOURISM' PROGRAM UNDER THE CATEGORY OF ENVIRONMENTAL CONSERVATION AND PRESERVATION

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 04

HIP 2

PROPOSED 'CSR FOR SUSTAINABLE TOURISM'

- State government in collaboration with the Companies Commission of Malaysia (SSM) have to intensify the participation of private institutions in tourism-based Corporate Social Responsibility (CSR) program
- Organize a series of engagements with NGOs as well as private firms and GLCs to identify the form and location of CSR activities that can be implemented
- This includes the direct participation of private sector in several aspects related to tourism sector in the form of environmental conservation and preservation projects including forests, beaches, rivers, state parks and building heritage conservation and preservation projects (under the National Heritage Act 2005)
- This is in accordance to the new tax incentive amendment of Income Tax Act 1967 subsection 34 (6) in force for the year of 2020 assessment
- To encourage the private sector to complete corporate social responsibility, donation reporting under the Income Tax Act under subsection 44 (6) has been increased to RM20,000 effective from September 5, 2019 onwards
- These CSR activities and programs meet the mandatory requirements of Bursa Malaysia and Securities Commission to be reported in the annual report of public listed companies
- The key in achieving the above goals is advocacy for integrated and collaborative efforts by all parties involving the government, private sector and the society in general. This advocacy component should be emphasized to produce a tourism friendly CSR integration to assist in achieving positive outcomes

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION
CONTINUOUS

PROPOSED COST
NO IMPLICATION



STUDENTS INVOLVEMENT IN GLORIFYING THE TOURISM INDUSTRY

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 05

HIP 2

PROPOSED TOURISM AMBASSADOR PROGRAM IN HIGHER EDUCATION INSTITUTIONS

- Leadership and student associations at the tertiary level serve as ambassadors to promote the diversity of tourism products in Perlis
- This method can be applied where volunteers work as hosts to provide information and assist visitors on itinerary planning
- Department of student affairs should also emphasize on tourism-based student community programs
- Among the community programs that essentially in high priority are programs that capable to promote Perlis as a tourist destination as follows: -

- i. Collaboration between student groups / organizations at the tertiary institution level with the local community to organize local festivals and carnivals
- ii. Organize student community's programs and activities at the national level organized in Perlis as an annual event that shall be attended by institutional student representatives of higher learning from every state
- iii. Intensify and empower collaboration of student groups / organizations and tourism-based non-governmental organizations such as Perlis Climbers Association, Perlis Nature and Wildlife Association (PNW), Perlis Painters Association and so forth. For instance, in terms of management of Perlis tourism festivals or carnivals

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION
CONTINUOUS

PROPOSED COST
NO IMPLICATION





POTENTIAL OF TRADITIONAL INHERITANCE SKILLS FOR COMMERCIALIZATION

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 06 HIP 2

PROPOSED RE-ACTIVATION OF KNOWLEDGE EXPERTISE AND TRADITIONAL INHERITANCE SKILLS FOR COMMERCIAL PURPOSE

- Identify traditional art heritage and knowledge expertise with the help of Department of Arts and Culture Malaysia (Perlis Branch), Malaysian Handicraft Development Corporation (Perlis Branch), Perlis Historical Association and the local community
- Organize traditional art skill workshops for youth as an approach of transforming knowledge to the new generation
- Provide an integrated training center covering variety of heritage products at the same time for the purpose of demonstration to visitors and tourists
- Adapt the latest technology in the production process for commercial and marketing purposes



PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
2 YEARS	RM 50,000



INTERNATIONAL BORDER AREA OF WANG KELIAN — WANG PRACHAN

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 07 HIP 2

PROPOSED TWIN VILLAGE PROGRAM (WANG KELIAN — WANG PRACHAN)

- Launch the cooperation of two twin villages on the aspect of promotion involving state parks and cultural heritage of the local community
- Creating an integrated tour package between Wang Kelian and Wang Prachan in an effort to elevate the tourism sector in the form of twin village
- Establish a homestay (registered homestay under MOTAC) in Wang Kelian as a framework to promote the culture and heritage of the local community matching the homestay in Wang Prachan complementing the heritage of neighboring country
- Homestay in this context is ensuring tourists living with the host family and learn their lifestyle and culture either directly or indirectly
- Encourage direct involvement of local community (Wang Kelian Community) as a travel companion to Perlis State Park and also a certified tour guide for marketing purpose



PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
2 YEARS	RM 500,000



DEVELOPMENT OF RURAL TOURISM GEORGIA AS A PERFECT BENCHMARK



COMMUNITY INVOLVEMENT IN TOURISM DEVELOPMENT WILL YIELD POSITIVE OUTCOMES

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 08

QW

PROPOSED CONSCIOUS COMMUNITY TOURISM PROGRAM

- Provide a comprehensive module of 'Conscious Tourism' to be shared with the public and locals through a briefing session
- The purpose of the module is to: -
 - i. Prepare the community to be more knowledgeable and ready to face and welcome Visit Perlis 2021 and serve the tourism industry from time to time
 - ii. Provide exposure regarding the direction of tourism industry
 - iii. Understand the importance of tourism industry and improve an ideal customer service skills to ensure excellent quality of service
 - iv. Understand communication processes, barriers and effective communication techniques usage
 - v. Provide awareness and information sharing pertaining to the latest tourism products
 - vi. Instill the spirit of 'Ownership' and 'A Proud Spirit' among local community towards the growth of tourism sector



PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
1 YEAR	RM 500,000

STRATEGY 5: EMBRACING EXCELLENT HOSPITALITY & CULTURAL VALUE

HN 09

HIP I

PROPOSED KUALA PERLIS CULTURAL CENTER

- Privatization under BPEN (newly established division)
- Involve public-private partnership (PPP) business model through cooperative arrangement between government and private industry players
- The privatization approach is implemented based on fixed distribution of gross development revenue
- Business model in the form of a stand-alone business funded and operated by the private sector as a package that includes construction management, maintenance and repair works as well as replacement of public facilities including buildings, infrastructures, equipment and facilities

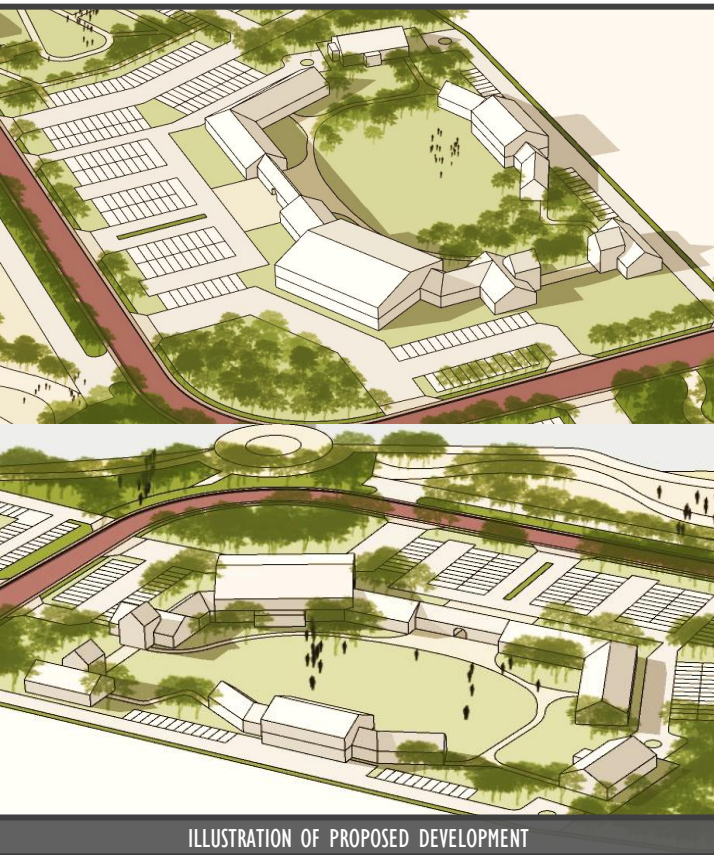


ILLUSTRATION OF PROPOSED DEVELOPMENT



PHASE I

HIGH IMPACT PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION	PROPOSED COST
5 YEARS	RM 15,000,000

STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 01

QW

PROPOSED ESTABLISHMENT OF TOURISM MANAGEMENT AND PROMOTION DIVISION UNDER PERLIS STATE OFFICE

- The new division proposed at the administrative level of state government is termed as Tourism Management and Promotion Division. This division is placed under the administration of Deputy State Secretary (Development)
- This division is led by a Grade M48 officer and assisted by a Grade M41 officer
- Propose the establishment of three (3) units as follows: -
 - Promotion and Event Unit (Assistant Officer Grade N29)
 - Maintenance and Cheerfulness Unit (Assistant Officer Grade N29)
 - Community, Culture and Art Brigade Unit (Assistant Officer Grade N29)
- Recommend to hire a Grade N19 personnel for clerical matters

PHASE I

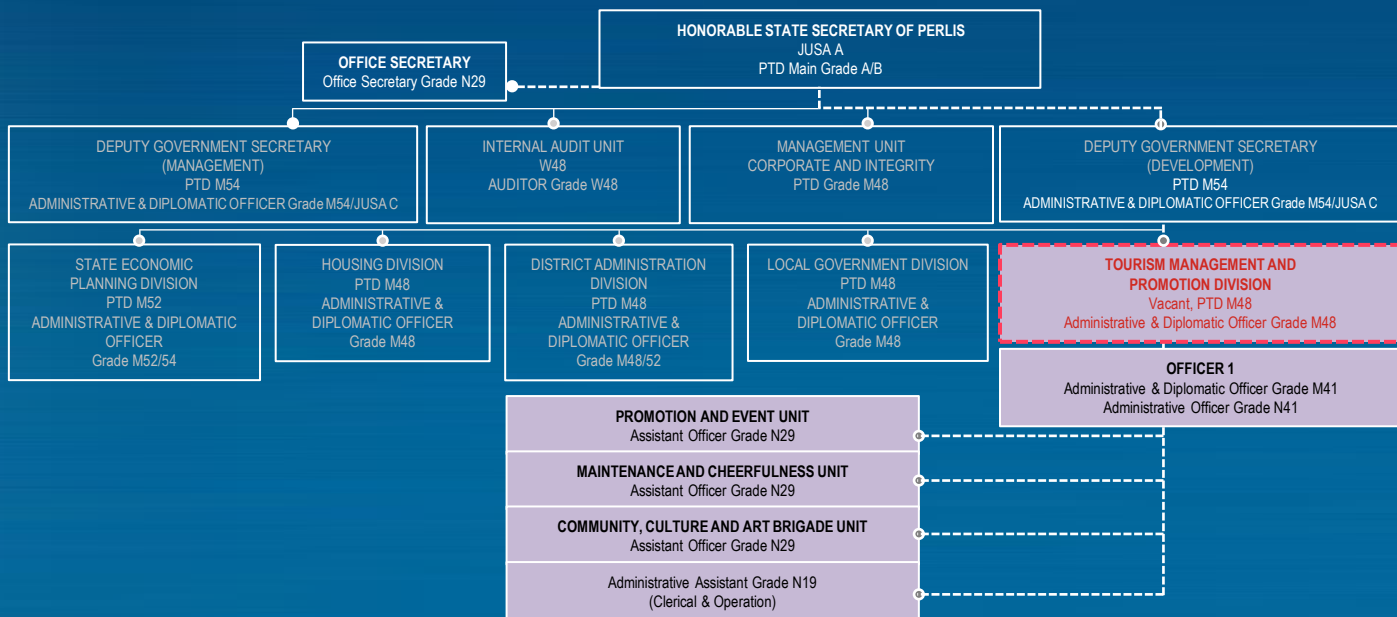
QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	RM 222,833.50

SALARY PROVISION FROM 2020 TO 2030



ORGANIZATION CHART OF TOURISM MANAGEMENT AND PROMOTION DIVISION UNDER PERLIS STATE OFFICE



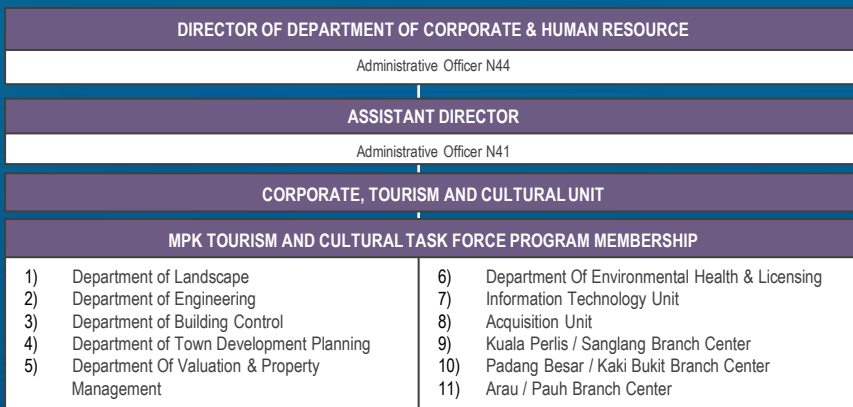
STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 02

HIP 2

PROPOSED ADDITIONAL TASKS AND ESTABLISHMENT OF TOURISM AND CULTURAL TASK FORCE IN MPK

- Tourism and cultural assignments are proposed to be absorbed into Corporate Unit under Department of Corporate and Human Resource (JKSM)
- This unit is suggested to be renamed as 'Corporate, Tourism & Culture Unit'
- A task force team is proposed to be established involving several internal departments of Kangar Municipal Council (MPK) for the purpose of implementing tourism and cultural projects and programs under the supervision of this proposed 'Corporate, Tourism & Culture Unit'
- The organizational structure of Kangar Municipal Council (MPK) tourism and cultural program task force is as follows: -

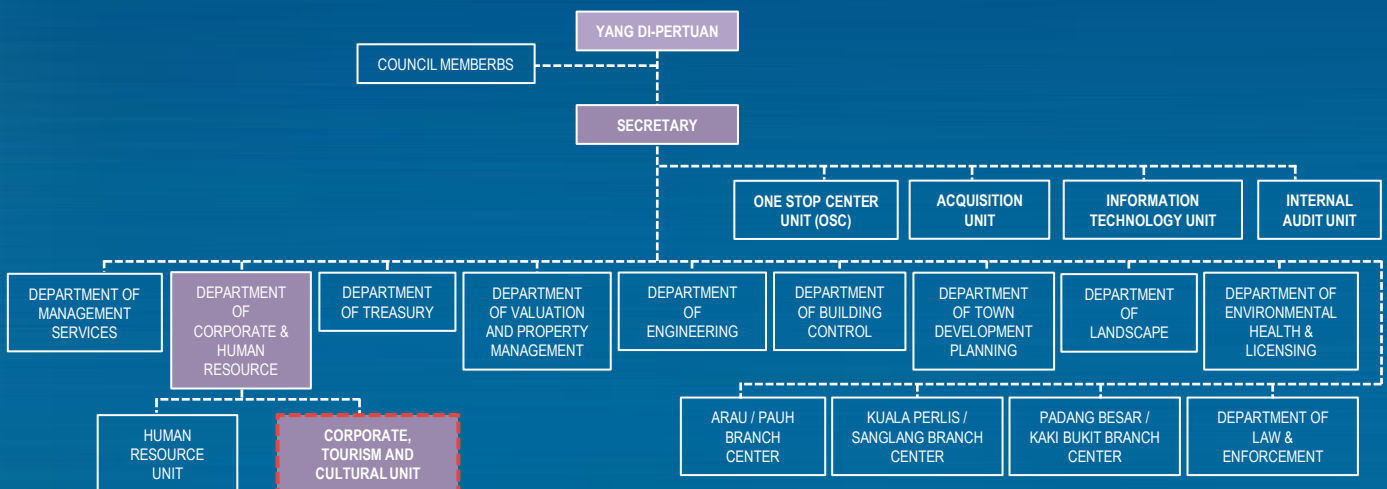


PHASE I
HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
6 MONTHS	NO IMPLICATION

- The additional duties and roles of this 'Corporate, Tourism & Cultural Unit' are as follows: -
 - ✓ Striving in improving the formation of identity and image of Kangar City in the context of preservation and conservation of tourism assets and responsible in providing ideas on the stability of image of the city in terms of physical development of tourism products
 - ✓ Responsible in providing programs and projects involving residents in the tourism industry
 - ✓ Responsible in managing, coordinating and handling tourism and cultural events organized by council or organizing events involving the council in collaboration with other government agencies / departments or the private sector
 - ✓ Providing working papers related to tourism and cultural activities and programs as well as handle them
 - ✓ Planning, managing and developing tourism and cultural activities covering all sectors
 - ✓ Attracting tourism events organized by the private sectors
 - ✓ Planning the process of collecting and providing information related to the tourism components
 - ✓ Providing publication materials and information related to tourism
 - ✓ Implementing Tourism Strategic Plan
 - ✓ Responsible in establishing bilateral cooperation with all tourism industry activists
 - ✓ Performing audits on all tourism products

CADANGAN CARTA ORGANISASI MAJLIS PERBANDARAN KANGAR (MPK)





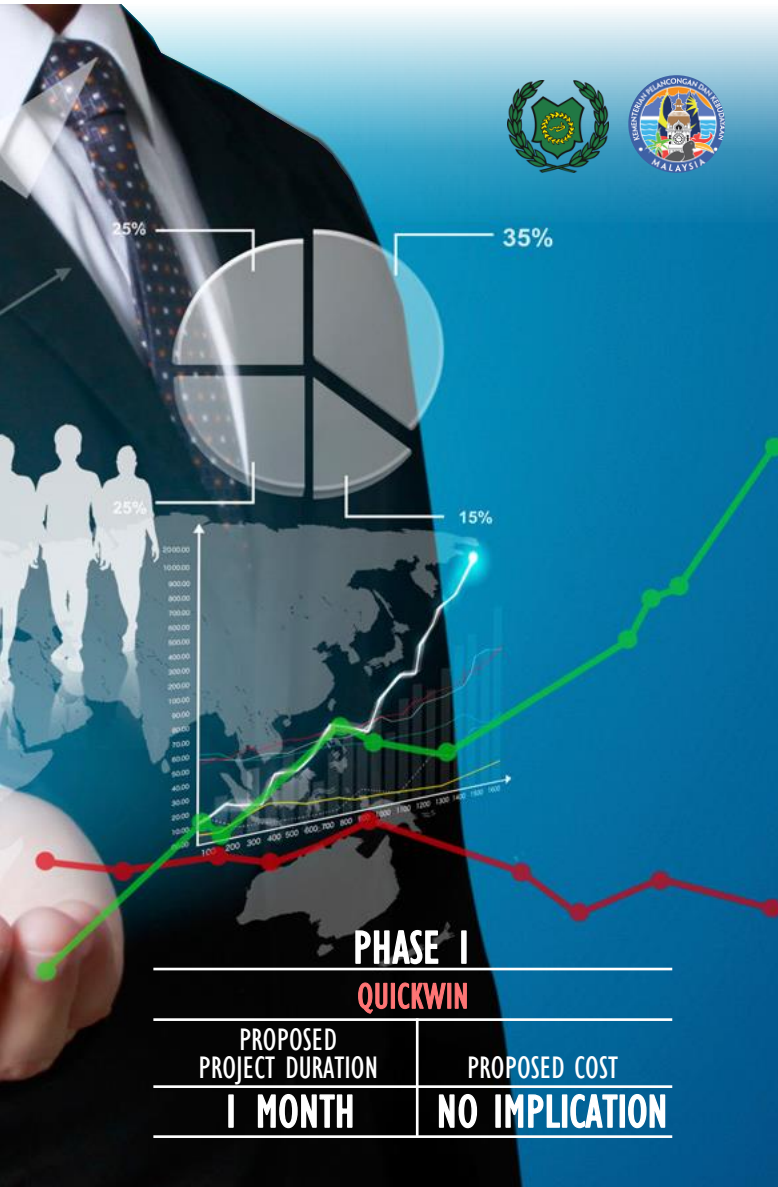
STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 03

QW

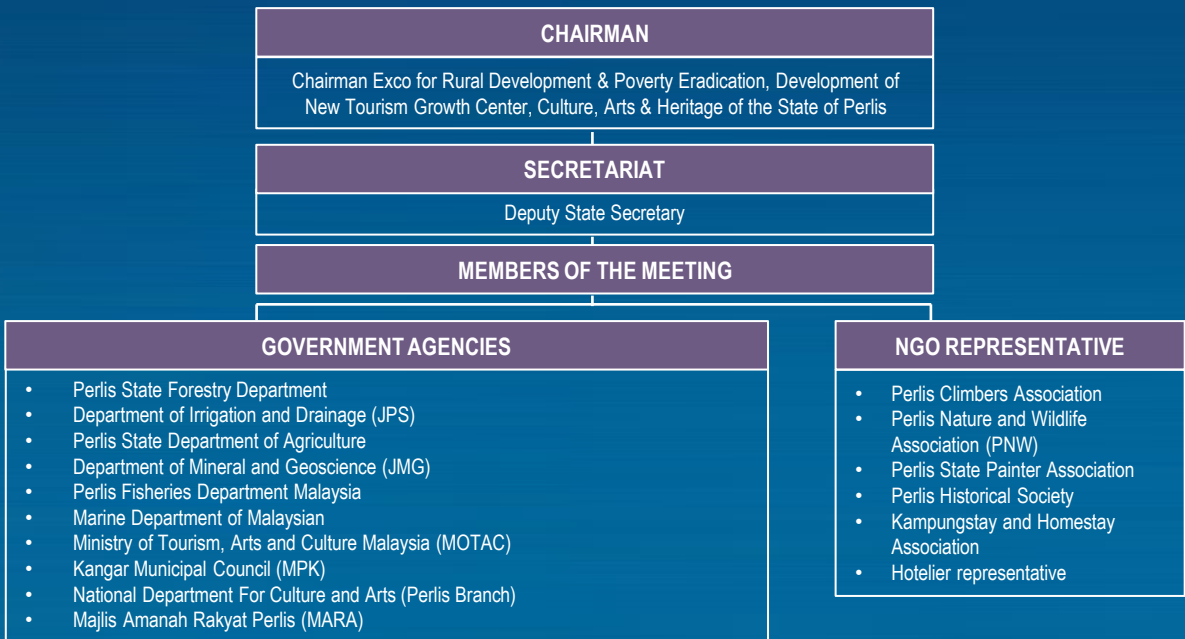
CADANGAN PENUBUHAN JAWATANKUASA PELANCONGAN NEGERI PERLIS

- The Committee is chaired by the Chairman Exco for Rural Development & Poverty Eradication, Development of New Tourism Growth Center, Culture, Arts & Heritage of the State of Perlis.
- BPEN (proposed new division) serves as the secretariat
- The recommended members of the meeting from government agencies are: -
 - Perlis State Forestry Department
 - Department of Irrigation and Drainage (JPS)
 - Perlis State Department Agriculture
 - Department of Mineral and Geoscience (JMG)
 - Perlis Fisheries Department Malaysia
 - Marine Department of Malaysian
 - Ministry of Tourism, Arts and Culture Malaysia (MOTAC)
 - Kangar Municipal Council (MPK)
 - National Department For Culture and Arts (Perlis Branch)
 - Majlis Amanah Rakyat Perlis (MARA)
- Members of the meeting representing private sector and NGOs are:-
 - Perlis Climbers Association
 - Perlis Nature and Wildlife Association (PNW)
 - Perlis State Painter Association
 - Perlis Historical Society
 - Kampungstay and Homestay Association
 - Hotelier representative
- Frequency of meeting occurrence is once per month



PROPOSED PROJECT DURATION	PROPOSED COST
1 MONTH	NO IMPLICATION

PERLIS STATE TOURISM COMMITTEE ORGANISATION CHART



STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 04

QW

PROPOSED CENTRAL MANAGEMENT FOR HIGH POTENTIAL
TOURISM PRODUCTS BY PRIVATE AGENCIES

- Tourism products identified to be managed by private sector are as follows: -

TOURISM PRODUCT	MANAGEMENT AGENCY	JUSTIFICATION
Dark Cave Eco-Tourism Complex (Dark Cave I and II)	Perlis State Forestry Department	These products are well-known throughout Malaysia. Measures in rebranding these products are necessary to attract tourists. The facilities provided are at a satisfactory level, however, the lack of maintenance funds causing the facilities provided are poorly maintained. This phenomenon is due to the fees charged to tourists are very low and do not correspond to the level of quality of existing facilities offered.
Snake and Reptile Farm	Perlis State Economic Development Corporation (PKENPs)	
Perlis State Park	Perlis State Forestry Department	
Bukit Ayer Amenity Forest	Perlis State Forestry Department	

- State authority needs to issue a policy decision stating these four tourism products require to be managed by private sector
- BPEN needs to issue an open offer to private sector to develop these tourism products. The private sectors require to submit a proposal for the distribution of contribution to state government in their respective proposals.
- Selection of contractors must go through strict procedures and must be presented to the State Tourism Committee and the State Executive Council
- Selected private sectors require to submit an application for a Forest Use Permit (Form 4) to Perlis State Forestry Department as well as submitting other required documents
- Selected private sectors are allowed to develop the product to attract tourists. The following is the proposed approach method: -

MANAGEMENT STRATEGY	TOURISM PRODUCT	APPROACH	AGENCY INVOLVEMENT	COMMUNITY INVOLVEMENT
Whole area	Snake and Reptile Farm	The appointed company is allowed to manage the entire area of Snake and Reptile Farm including allowing the development of infrastructure and tourism facilities.	-	20% job opportunities must be offered to local people of Perlis.
Partial area	Dark Cave Eco-Tourism Complex	The appointed company is allowed to manage partial area of Dark Cave Eco-Tourism Complex including allowing the development of infrastructure and tourism facilities.	The tour guide for exploration of Dark Cave II must be accredited by the Perlis State Forestry Department.	20% job opportunities must be offered to local people of Perlis.
	Bukit Ayer Amenity Forest	The appointed company is allowed to manage partial area of Bukit Ayer Amenity Forest including allowing the development of infrastructure and tourism facilities.	-	-
Facility management only	Perlis State Park	The appointed company requires to manage the tourism facilities provided. The development of tourism facilities and infrastructure is only allowed at a minimal proportion.	The tour guide for exploration of the area is handled entirely by officers from the Perlis State Forestry Department.	Locals need to be trained and offered jobs as tour guide.

- The period of managing and developing the product must be agreed upon by state government and the appointed private sector
- The state government is recommended to provide an annual grant amounting to RM 200,000 to help the selected private sector to develop the area

PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
1 YEAR	RM 200,000

ANNUALLY



STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 05

HIP I

PROPOSED TOURISM RISK MANAGEMENT

- Ensuring tourists to adhere to procedures before partake on activities
- Ensuring tourist service providers comply with license terms and conditions
- Destination development should follow the set guidelines
- Government's strategy in ensuring the tourism industry recovers



PHASE I

HIGH IMPACT PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION

CONTINUOUS

PROPOSED COST

NO IMPLICATION

'4R' CONCEPT OF TOURISM RISK AND CRISIS MANAGEMENT

Expect The Unexpected, Be Prepared

1	Reduction	<ul style="list-style-type: none"> 1 - Crisis Awareness 2 - Political Awareness 3 - Standard Operating Procedures 	3	Response	<ul style="list-style-type: none"> 1 - Emergency response procedures 2 - Investigation 3 - Family assistance 4 - Communication
2	Readiness	<ul style="list-style-type: none"> 1 - Crisis Management Plan 2 - Tourism Planning 3 - Health and Safety Measures 	4	Recovery	<ul style="list-style-type: none"> 1 - Business Continuity Plan 2 - Human Resources 3 - Debriefing

PROPOSED MITIGATION STRATEGY OF COVID-19 IMPACT FOR THE TOURISM INDUSTRY

Towards A Safe and Secure Travel & Tourism Environment



01

Perlis State Government is recommended to provide exemption or deferment of rental payments to licensed premises under its administration for tourism-related services such as travel agency and 'budget hotel' accommodation. Reduction of entrance charges of tourism products can also be applied to stimulate the growth of domestic tourism.



02

Enforcement of existing rules for tourists and product operators such as body temperature inspection, individual registration before entering premises, application of face mask and use of hand sanitizer.



03

Continuous promotion to the general public. Product operators, Tourism Malaysia (Malaysia Tourism Promotion Board) and Perlis State Government need to provide attractive packages such as offering affordable accommodation prices and cheaper entry fees. Apart from that, promotion through social media should be carried out regularly to ensure that people continue to be exposed to the distinctiveness of tourism in Perlis.



04

Targeting 1 million government employees as a tourist segment to Perlis. This group received monthly salary during the Covid-19 outbreak and a 6-month loan moratorium. Product operators need to provide attractive packages to attract their arrival such as MICE activities and so on.



05

Target small families (husband, wife and 1-2 small children) as a tourist segment to Perlis. This group is not severely bound to working hours and school children and should be the main focus by tourism activists of Perlis due to their high purchasing power.



06

International students who are still pursuing studies in universities in Malaysia as a tourist segment to Perlis. This group is able to aid in reviving the tourism industry of Perlis. These students have high purchasing power and are capable to travel.

STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

EPP

UP 06

PROPOSED TOURISM RENTAL HOUSE CHARGE

- Kangar Municipal Council (MPK) requires to launch a tourism rental house legalizing program by encouraging rental house owners to register and obtain business licenses from Kangar Municipal Council (MPK)
- Facilitate and simplify approval requirements from approving departments regarding the application. This includes imposing a minimum license fee
- Offering affordable advertising services to entrepreneurs who possess local authority license to be promoted in the official tourism website of Perlis State Government
- The success of this project depends on additional tourism tasks under Kangar Municipal Council (MPK), establishment of the new tourism division under Perlis State Government and launching of official tourism website

PHASE II

ENTRY POINT PROJECT

PROPOSED PROJECT DURATION	PROPOSED COST
BERTERUSAN	NO IMPLICATION



STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

HIP 2

UP 08

PROPOSED CELEBRATION CHARGE

- Requires a joint venture between Kangar Municipal Council (MPK), Marine Department Malaysia and Perlis State Government
- MPK needs to provide facilities first before this charge can be implemented
- The proposed charge is 6%. These charges are collected through the following approach: -
- 6% from the existing ticket payment rate
- Marine Department Malaysian raises the minimum new fare at a rate of 6%.
- This charge is exempted from residents of Langkawi Island and Perlis
- This proposal depends on the provision of quality facilities in close proximity to Kuala Perlis Terminal Ferry
- The success of this project depends on the establishment of the new tourism division under Perlis State Government and additional tourism tasks under Kangar Municipal Council (MPK)

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
CONTINUOUS	NO IMPLICATION



STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 07

HIP 2

PROPOSED INCREASE IN ENTRY FEE OF SELECTED TOURISM PRODUCTS

- This proposal only involves certain tourism products which are Dark Cave Eco-Tourism Complex, Snake and Reptile Farm, Bukit Ayer Amentiy Forest, Perlis State Park and Keteri Hill
- Fee augmentation can only be implemented after refurbishment works on existing facilities are carried out
- Approval on the increase of entry fee must be approved by BPEN through the secretariat of the tourism division which is the new unit proposed
- The proposed rate of increase in entry fee is up to 50% for local tourists
- The proposed rate of increase in entry fee is up to 100% for international tourists
- The success of this project depends on the establishment of the tourism division under Perlis State Government

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
CONTINUOUS	NO IMPLICATION



STRATEGY 6: STRENGTHENING TOURISM MANAGEMENT

UP 09

QW

PROPOSED SMALL BUSINESS PERMIT BY THE LOCAL AUTHORITY (LA)

- Accelerate and simplify matters of issuing small business permit and also in providing flexibility to existing conditions
- If a small business activity does not pose any risk, permit can be issued immediately
- Allowable small businesses are not only limited to existing business areas, but can be extended to residential and village areas if they do not create any sort of nuisance
- Fees for processing small business permit application should be waived
- This proposal depends on the establishment of the new tourism division under Perlis State Government and additional tourism tasks under Kangar Municipal Council (MPK)

PHASE I

QUICKWIN

PROPOSED PROJECT DURATION	PROPOSED COST
CONTINUOUS	NO IMPLICATION



innovation



PROFESSIONAL ENTREPRENEURSHIP TRAINING MODULE IS THE KEY TO GENERATION OF INNOVATIVE TOURISM STREAM

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
CONTINUOUS	RM 1,000,000



STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 01

HIP 2

PROPOSED TRANSFORMATION PROGRAM FROM INFORMAL TO INNOVATIVE TOURISM

- Establish a capacity development program through continuous professional entrepreneurship training module for existing entrepreneurs
- These entrepreneurs need to be prioritized to carry out business related to the development of tourism sector
- Process of cultivating entrepreneurship should be focused on rural youth, women and graduates as the main target group
- Program starts with the formation of mind, attitude and followed by skill and knowledge
- The training module covers comprehensive business procedures in terms of entrepreneurial approach, production, marketing, business premises, financial system and business financing
- Apart from that, the module should also focus on cultivating innovation such as invention of new products and services as well as marketing of products and services
- In order to attract the target group, ongoing systematic, scheduled, series campaign and training need to be expanded



Program & Latihan Keusahawanan



TRAINING ASSISTANCE AND FINANCING WILL BE THE CATALYST FOR THE GROWTH OF NUMBER OF YOUNG ENTREPRENEURS IN PERLIS

PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
1 YEAR 6 MONTHS	RM 1,000,000



STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 02

HIP 2

PROPOSED PROGRAM TO PRODUCE NEW YOUNG ENTREPRENEURS AMONG LOCAL COMMUNITIES

- The program is conducted by MARA Perlis and MARA central entrepreneurship division in collaboration with other agencies
- Interested participants require to present tourism-related entrepreneurship products to MARA management. MARA is suggested to select potential participants between the age of 22 - 30 (youth) among the locals
- Selected participants will be provided with 6 months training. This course is conducted by MARA in collaboration with other relevant agencies. Throughout the period, allowances and other facilities will be given to participants
- After the completion of the 6 months period, participants are required to start their business and are monitored directly by the financier
- Sepanjang tempoh 1 tahun mereka memulakan perniagaan, agensi-agensinya seperti MARA dan agensi yang memberi kursus tersebut hendaklah membimbing peserta tersebut sehingga berjaya
- Throughout the first year of business, MARA and the agencies that provide the course must guide the participants to success



PROGRAM DESA LESTARI

PROGRAM DESA LESTARI MEMACU PEMBANGUNAN BELIA LUAR BANDAR



PROGRAM DESA LESTARI

MEMACU TRANSFORMASI DESA

EXAMPLE OF COOPERATIVE MODEL AS THE CORE GENERATION OF TOURISM ENTREPRENEURSHIP (SUSTAINABLE VILLAGE PROGRAM) BY KPLB

STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 03

HIP 2

PROPOSED STRENGTHENING COOPERATIVE MODEL AS THE CORE GENERATION OF TOURISM ENTREPRENEURSHIP

- Increase the number of villages using cooperative model (as in the same as the Sustainable Village Program, KPLB) to mobilize manpower, land and capital towards profitable large-scale tourism-economic focused activities
- Provide exposure to small farming entrepreneurs to move through cooperative organizations / associations to ensure a strong financial support can be provided to elevate the tourism sector based on harumanis production
- Increase the level of financing and incentives to successful and active cooperative groups to venture into the tourism stream of economic landscape
- Intensify skills training and advocacy related to the cooperative model to the local community through the cooperation of state government and related agencies such as Cooperative Commission of Malaysia and Cooperative Institute of Malaysia



PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
CONTINUOUS	RM 3,000,000

STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 04

HIP 2

PROPOSED PROVISION OF AFFORDABLE BUSSINESS INFRASTRUCTURE AND SUPPORTING FACILITIES

- Increase the provision of affordable floor space including kiosk, bazaar, arcade, permanent hawker center and mobile hawker center
- Emphasizing on urban design elements to create attractive aesthetic values in terms of provision of affordable floor spaces for the purpose of attracting tourists
- Provide space in or within proximity of tourism center to provide business opportunities to B40 group
- Ensure affordable business space is occupied by locals from the B40 group
- Provide good and suitable ICT services and facilities to facilitate e-commerce and modern service sector
- Free Wi-Fi (5G) is encouraged to be provided at accommodation and tourist concentrated areas
- Coordinate the collection of information on financial assistance, resource allocation and economic development opportunities at the state level
- Introduce and encourage involvement in mobilepreneur program, rural tourism economic financing scheme, foodtruck, arcade and community bazaar or uptown, financing facilities under TEKUN, mySuria, eUsahawan and eRezeki



ASSISTANCE IN PROVISION OF AFFORDABLE INFRASTRUCTURE SUPPORTING FACILITIES IN EMPOWERING B40 GROUP IN PERLIS



PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
3 YEARS	RM 800,000



Perlis : Asia's Best Kept Secret

STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 05 HIP I

PROPOSED STRENGTHENING THE FINANCING ASSISTANCE SYSTEM

Grow your business with imSME.

Find out more about Malaysia's 1st SME Financing/Loan Referral Platform.

No Collateral • Hassle-Free • 2-Day Response



EFFECTIVE FINANCING ASSISTANCE SYSTEM WILL DELIVER A BRIGHT PROSPECT TO THE DEVELOPMENT OF TOURISM INDUSTRY

PHASE I

HIGH IMPACT PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION

CONTINUOUS

PROPOSED COST

NO IMPLICATION

- A designated database and interactive portal should be provided to disseminate the latest information on opportunities and grants to new and small entrepreneurs
- This initiative requires effective maintenance through a centralized website run by the agency responsible for entrepreneurship at the state level. This includes updating schedule / calendar of events and any upcoming entrepreneurship carnival
- Circulate the portal as an entrepreneurship reference center for the community of Perlis
- Coordination in providing development services
- Entrepreneurship and financing also need continuous improvement to reduce overlapping of functions and at the same time reduce bureaucracy problems
- An alternative to this method is through the cooperation of state entrepreneurship agency center with several financing agencies to form and introduce new financing packages related to tourism business of Perlis. The new package introduced should include direct tourism sector and the tourism-related sector

STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 06 HIP I

PROPOSED LOW LOAN INTEREST RATE FOR TOURISM ENTREPRENEURS



- Perlis State Government needs to collaborate with financial institutions for instance Bank Pembangunan Malaysia Berhad, Bank Pertanian, MARA and Amanah Ikhtiar Malaysia to provide loan scheme to potential entrepreneurs
- The potential forms of tourism enterprises for the purpose of providing low loan interest rate are as follows: -

- Food & beverage entrepreneurs (gastronomic tourism)
- Souvenir entrepreneurs
- Homestay entrepreneurs
- Lodging entrepreneurs
- Other related entrepreneurship



PHASE I

HIGH IMPACT PROJECT (PRIORITY I)

PROPOSED PROJECT DURATION

10 YEARS

PROPOSED COST

NO IMPLICATION



CULTURAL-BASED SOUVENIR ENTREPRENEURS SHOULD BE STRENGTHENED THROUGH PROVISION OF LOW LOAN INTEREST RATE

STRATEGY 7: EMPOWERING COMMUNITY INVOLVEMENT

PK 07

HIP 2

PROPOSED FISCAL AND NON-FISCAL INCENTIVES TO VILLAGES INVOLVED IN TOURISM ACTIVITIES

- Tourism activities in a particular village should be carried out under an association or committee
- That particular association or committee must possess ROS or related agencies approval
- The factors that need to be considered for promotional facilities are: -
 - Modification of natural landscapes and hardscapes according to standards
 - Improvement of lighting system
 - Upgrading to an innovative facilities and signage
 - Adding urban design elements that suit the demand and preference of tourists
 - Highlighting local identity and culture



PHASE I

HIGH IMPACT PROJECT (PRIORITY 2)

PROPOSED PROJECT DURATION	PROPOSED COST
10 YEARS	RM 2,000,000



VILLAGE ACTIVITIES CONTRIBUTE TO AN UNIQUE TOURISM EXPERIENCE



D I IMPLEMENTATION OF PROPOSED DEVELOPMENT

01. IMPLEMENTATION APPROACH OF PROPOSED DEVELOPMENT

02. IMPLEMENTATION PHASE OF PROPOSED DEVELOPMENT

01 INSTITUTIONAL DEVELOPMENT

Aims to strengthen tourism management at the state government level. Institutional development must be implemented immediately to ensure the success of Perlis Physical Tourism Planning Master Plan (Critical Success Factor).

02 PROJECT / PROGRAM

The proposed projects and programs are to ensure the strategies outlined are achieved. The proposed projects involve initiatives of upgrading existing product facilities, product construction and new tourism facilities on both small and large scale. The proposed programs purpose is to attract new tourists while retaining repeat tourists. The success of tourism products is highly dependent on private and local community involvement. In this regard, the proposed programs are to ensure that both parties are actively involved in promoting tourism of Perlis.

The proposed development of this masterplan is divided into two (2) phases. The duration of each phase is five years where Phase 1 falls in the period of 2021-2025 and Phase 2 in the period of 2026-2030.

The 5 year period of each phase is in line with the national economic development plan (Malaysia Plan). In connection to that, development in each phase can be coordinated through channeling financial assistance to agencies that own or manage tourism products in Perlis.

PHASE 1



(2021 – 2025) - 5 years

In line with the 12th Malaysia Plan (RMK-12)

PHASE 2



(2026 – 2030) - 5 years

In line with the 13th Malaysia Plan (RMK-13)

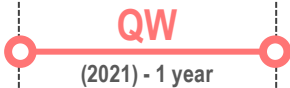
2021

2022

2023

2024

2025



QW

(2021) - 1 year

19

Tourism Development Proposals

HIP PRIORITY 1

(2022 - 2023) - 2 years

17

Tourism Development Proposals

HIP PRIORITY 2

(2024 - 2025) - 2 years

15

Tourism Development Proposals

PHASE I

(2021 – 2025) - 5 years

In line with the 12th Malaysia Plan (RMK-12)

03. IMPLEMENTATION STRATEGY OF PROPOSED DEVELOPMENT

LEVEL OF PRIORITY	DESCRIPTION	COMMENCEMENT OF IMPLEMENTATION
Implementation of Short Term Project (Quickwin)	Physical projects, programs and institutional strengthening that require to be implemented immediately to ensure the success of Perlis Physical Tourism Planning Master Plan (Critical Success Factor). The implementation success of other proposed projects and programs depending highly on these quickwin projects.	PHASE 1 (1 YEAR) (2021)
Implementation of Medium Term Project (High Impact Project)	A very potential and strategic project due to the positive impact to the local and state economy progression. The proposed projects entail a moderately high investment value. The implementation process is divided into two (2) priorities, namely: Priority 1: Physical projects and programs involving initiatives of upgrading existing tourism products. These projects must be expedited to maintain tourist arrivals and attract large numbers of tourists. Priority 2: New and existing physical projects and development programs that require to be implemented to strengthen the involvement of tourism industry players in Perlis.	PRIORITY 1 PHASE 1 (2 YEARS) (2022-2023) PRIORITY 2 PHASE 1 (2 YEARS) (2024-2025)
Implementation of Long Term Project (Entry Point Project)	New development projects (iconic projects) that contribute huge impacts to the development of Perlis tourism industry. Project implementation entails high investment value but guarantees huge impact on the tourism industry.	PHASE 2 (5 YEARS) (2026-2030)

04. FINANCIAL RESOURCE OF PROPOSED DEVELOPMENT

FINANCIAL RESOURCE	DESCRIPTION
State Government	Allocation from the state government can be channeled to projects and matters related to the state list and matters agreed in the joint list.
Federal Government	Allocation from the federal government can be obtained by collaborating on projects and programs with federal government departments and agencies at the state level.
Kangar Municipal Council	Kangar Municipal Council can issue an allocation to fund projects with the approval of state government.
Private	Privatization approach is implemented based on: 1) Distribution of completed physical projects. The private sector will be given some units or floor space to operate in certain areas. 2) Private sectors develop and conduct operations. The benefit to the state government is the permanent distribution of gross development revenue.

2026

2027

2028

2029

2030

03

Tourism Development Proposals

EPP

(2026 - 2030) - 5 years

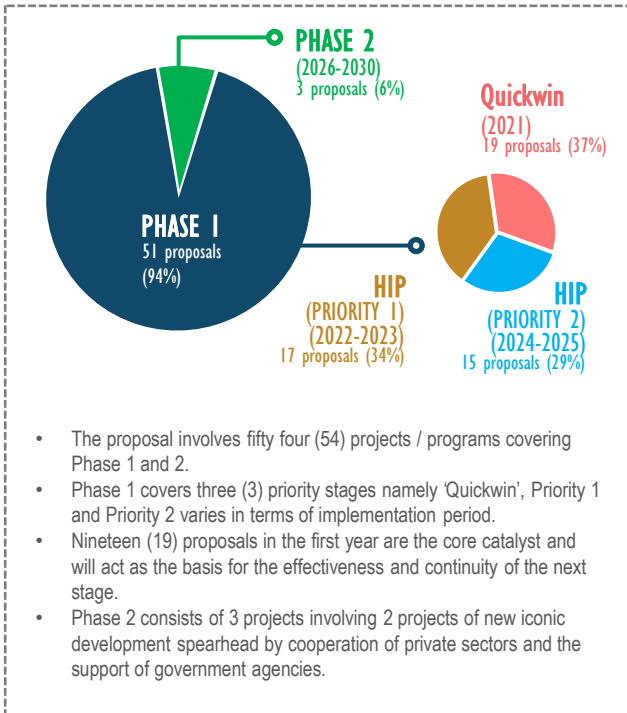
PHASE 2

(2026 – 2030) - 5 years

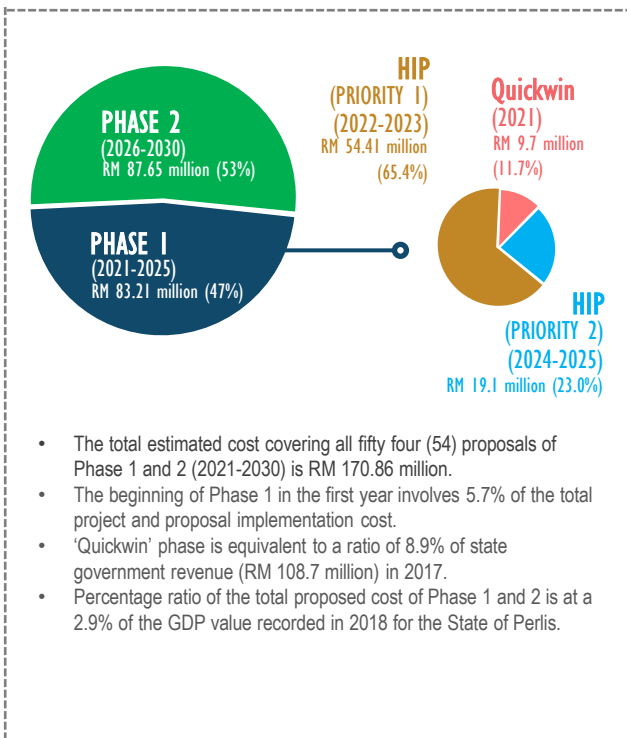
In line with the 13th Malaysia Plan (RMK-13)

05. PROPOSED IMPLEMENTATION PHASE OF PROPOSED DEVELOPMENT DETAILS

BREAKDOWN OF PROPOSED PROJECT BASED ON NUMBER



BREAKDOWN OF PROPOSED PROJECT BASED ON COST ESTIMATION



06. IMPLEMENTATION IMPACT PROJECTION OF PROPOSED DEVELOPMENT

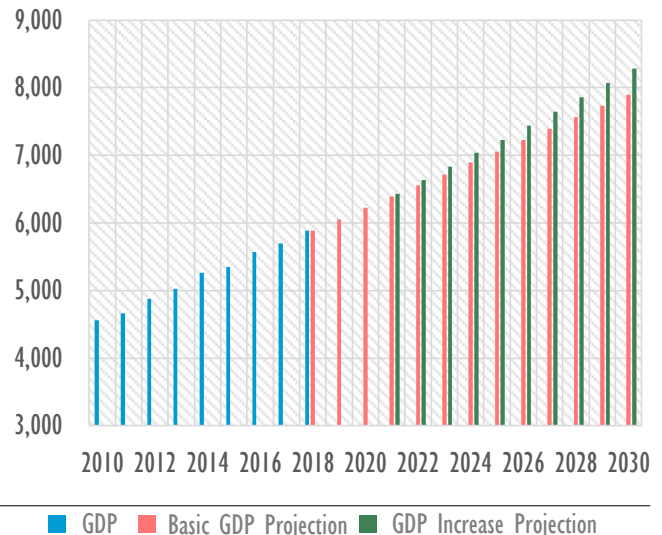
Contribution of service sector to GDP of Perlis recorded the highest percentage of 65.9% (2018). 50% of the service sub-sector consists of sectors related to tourism industry. Based on input-output study, the tourism-related sectors generate a contribution of 49% to GDP of Perlis. On average, the tourism sector production multiplier is estimated at 2.073. It means that each generating demand unit for the tourism-related sector will contribute to the increase in GDP of Perlis at least in a twofold manner.

The increase in state GDP reflecting in the increase of economic activity and purchasing power and indirectly providing an increase in government financial revenue. The impact analysis method is based on comparison of the basic GDP projection compared to the projected GDP increase as a result of implementation of the proposals. The basic GDP projection is based on the current average annual GDP growth (2010-2018) and the projected findings of Perlis State Structure Plan 2030. The impact of projected increase in GDP and impact of implementation of the proposals are based on the average multiplier of the tourism sector and simulation of the projected growth rate of the current GDP value.

Based on the basic GDP projections (at a constant price in 2015) with an average rate of 2.48% annual growth, Perlis GDP is targeted to reach a value of RM 7,066 million in 2025 and RM 7,896 in 2030. With an estimated cost of implementing projects over a period of 10 years (2021 -2030) of RM 170.86 million, it is estimated to provide an overall increase of RM 2,111.3 million to GDP compared to the basic projection over 10 years.

GDP growth in a 10 years period from 2021 is expected to increase with an average annual growth of 2.86%, compared to the base GDP projection of 2.48%. The impact of the overall implementation of proposals is expected to contribute positive growth with projected value of GDP in 2030 amounting to RM8,291.8 million (compared to the basic GDP projection of RM 7,897.9). At this growth rate, it is expected that the cumulative contribution of the service sector to GDP from 2021-2030 will increase to a total of RM 1,391.4 million compared to the basic projection without proposals implementation. This projected figures are based on the percentage of current contribution of service sector to GDP which is at a 65.9% (2018).

RM million





'QUICKWIN' IMPLEMENTATION IMPACT PROJECTION (2021)		'HIGH IMPACT PROJECT' IMPLEMENTATION IMPACT PROJECTION – PRIORITY 1 (2022-2023)			'HIGH IMPACT PROJECT' IMPLEMENTATION IMPACT PROJECTION – PRIORITY 2 (2024-2025)		
Year	2021	Year	2023	2022	Year	2025	2024
GDP Basic Projection (RM million)	6,387.5	GDP Basic Projection (RM million)	6,555.1	6,716.6	GDP Basic Projection (RM million)	6,893.6	7,056.6
GDP projection (RM million) of Proposed Implementation Impact	6,407.6	GDP projection (RM million) of Proposed Implementation Impact	6,632.1	6,851.9	GDP projection (RM million) of Proposed Implementation Impact	7,052.3	7,238.8
Increase Value (RM million)	20.1	Increase Value (RM million)	77.0	135.3	Increase Value (RM million)	158.7	182.2
Percentage of Increase	0.32%	Percentage of Increase	1.2%	2.0%	Percentage of Increase	2.3%	2.6%

PROPOSED PHASE 1 GDP PROJECTION					
Year	2021	2022	2023	2024	2025
GDP Basic Projection (RM million)	6,387.5	6,555.1	6,716.6	6,893.6	7,056.6
GDP projection (RM million) of Proposed Implementation Impact	6,407.6	6,632.1	6,851.9	7,052.3	7,238.8
Increase Value (RM million)	20.1	77.0	135.3	158.7	182.2
Percentage of Increase	0.32%	1.2%	2.0%	2.3%	2.6%

**'ENTRY POINT PROJECT' IMPLEMENTATION IMPACT PROJECTION
(2026-2030)**

UNJURAN KDNK CADANGAN FASA 2					
Year	2026	2027	2028	2029	2030
GDP Basic Projection (RM million)	7,229.9	7,394.2	7,561.6	7,728.8	7,897.9
GDP projection (RM million) of Proposed Implementation Impact	7,452.9	7,658.6	7,868.4	8,078.7	8,291.8
Increase Value (RM million)	223.0	264.4	306.8	349.9	393.9
Percentage of Increase	3.1%	3.6%	4.1%	4.5%	5.0%

Cumulative Impact of Proposals Projection by Phase

Implementation Phase (Year)	Phase 1 (2021-2025)	Phase 2 (2026-2030)	Total (2021-2030)
GDP Increase Cumulative Value of Proposal Impact (RM Million) Compared to Basic Projection	573.4	1,538.0	2,111.3
Percentage of Increase	1.7%	4.0%	2.9%
Generation of New Labour (Job Creation)	4,308	4,297	8,605

PERLIS PHYSICAL TOURISM PLANNING MASTERPLAN

August 2020



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