

Sustainable Tourism in Penang:

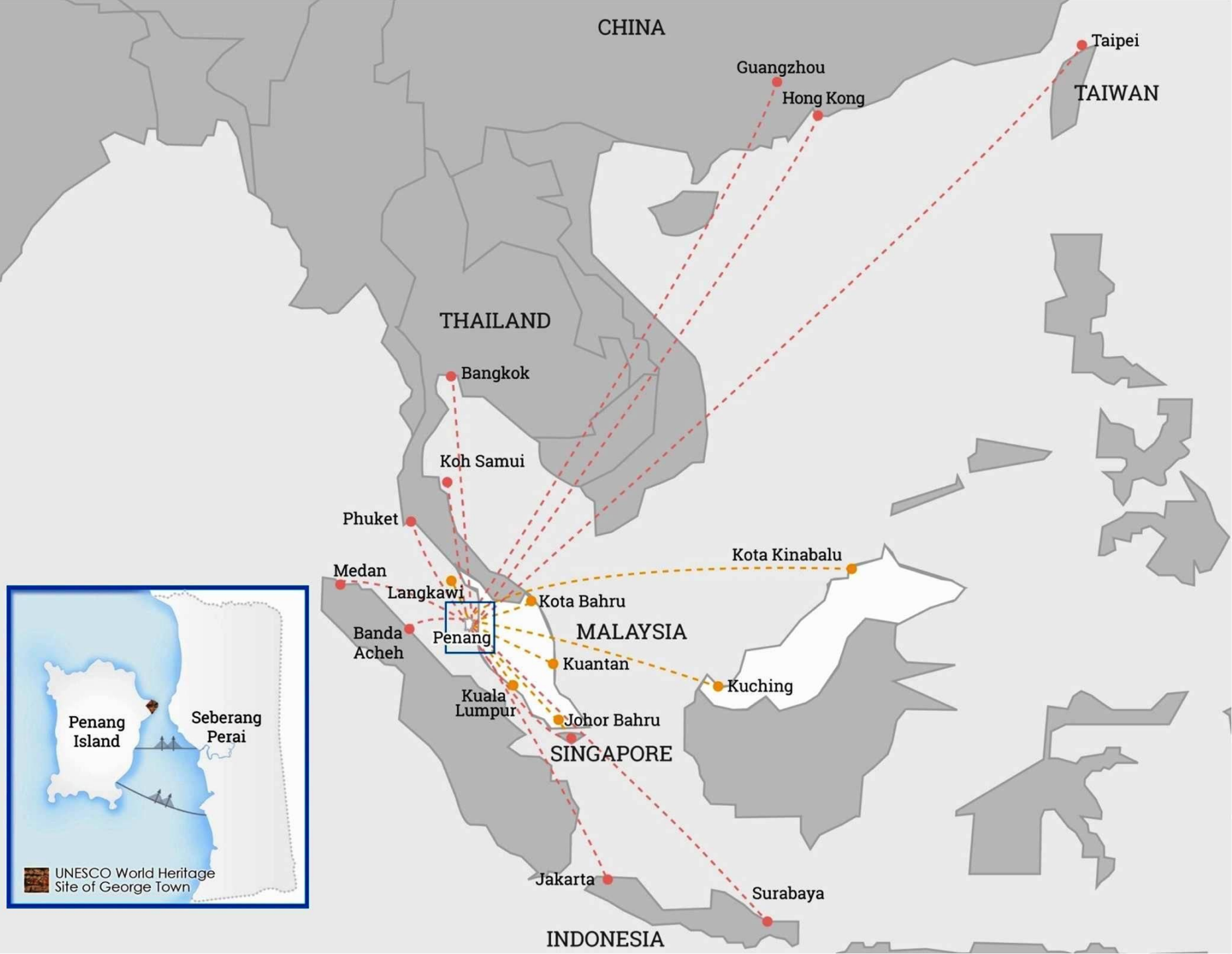
Challenges & Best Practices

BY MS NADIA ALI

Introduction to Penang, Malaysia

- ▶ **Located in the North West of Malaysia**
- ▶ **Population of Penang is 1.7 million**
- ▶ **Capital city of Penang is George Town, a UNESCO World Heritage City**
- ▶ **Bustling metropolitan**
- ▶ **One of the most important port cities in South East Asia since colonial times**





Awards and Accolades

- ▶ Penang was named no 2 out of “17 Best Places To Visit in 2017” by CNN
- ▶ Travellers Australia listed Penang’s Gurney Drive as “25 Best Streets Around The World “.
- ▶ Penang has been selected as World No.4 for the Top 10 Cities to visit in 2016 by Lonely Planet.
- ▶ Penang ranked No.1 for the World Top 10 Best Budget Travel Destination in 2016 by Forbes.



Awards and Accolades

- Penang has been selected as No.6 for the World Best Place to retire in 2016 by CNN Money.
- Penang listed as “World’s No.1 Best Food Destination in 2014” by Lonely Planet
- Penang has been selected as one of the 15 Best Cities in the World for Food in 2016 by The Culture Trip.



Penang's Unique Brand



Cultural Heritage



Delicious Food



**Beaches &
Nature**

Medical/Health Tourism



- ▶ Penang's Medical Tourism sector contributes 50% of the total revenue of Malaysian Medical Tourism
- ▶ Last year revenue generated was RM458 million, 15% increase from 2017.
- ▶ Penang Centre of Medical Tourism was established in 2015 to promote Health Tourism in Penang

Cruise Tourism



- ▶ Emerging tourism sector in Penang
- ▶ Port of call located in the city
- ▶ Received the highest number of cruise calls in Malaysia for the first 6 months of 2017.

MICE/Business Events



- ▶ SPICE Convention Centre and up and coming Penang Waterfront Convention centre.
- ▶ In 2016, Penang hosted 1251 events with an estimated economic impact of RM808 million
- ▶ Hosted large scale events and conference such as the V-Conference with 15,00 delegates.

Sustainable Tourism ?

Happiness & Satisfaction

Safety & Comfort

Preservation & Protection

Generation of Income



Challenges

- ▶ Congestion – Human/Traffic
- ▶ Preservation of heritage buildings and local way of life
- ▶ Preservation of natural heritage
- ▶ Lack of funds
- ▶ New Products



Traffic management

- ▶ Traffic coordination meetings with ground handlers and hoteliers
- ▶ Scheduling tours especially for Heritage Sites
- ▶ Change to one way road
- ▶ Development of new roads and undersea tunnels



- ▶ Regulations by Governing bodies and Local council
- ▶ Education and Rejuvenation programmes for local communities
- ▶ Cultural and Religious Celebrations
- ▶ Food festivals



Preservation of Natural Heritage

- ▶ Development of Eco-Tourism products
- ▶ Homestay programmes
- ▶ Durian Festival



Creative & Innovative Products

- ▶ Implementation of Hotel Fees
- ▶ The Top Komtar – rejuvenation of old shopping mall
- ▶ Entopia – a new lift to the old Butterfly Farm





Thank you!