

AN ASSESSMENT OF THE MARINA DEVELOPMENT STRATEGY IN MALAYSIA



Nazery Khalid, Armi Suzana Zamil, Farida Farid & Siti Nazatul Izura Ishak

**Conference on Marine Tourism
30-31 July 2007, Kuala Lumpur**

PRESENTATION OUTLINE

- ➔ Marine tourism overview.
- ➔ Global boating trends.
- ➔ Marinas in Malaysia.
- ➔ Boating activities in Malaysia.
- ➔ Recommendations to promote Malaysia as a premiere boating centre.

MARINE TOURISM OVERVIEW

Tourism activities trigger positive multiplier effects to the economy by :

- ➔ Encouraging spending by tourists.
- ➔ Boosting development of tourism infrastructures.
- ➔ Generating earnings for companies involved in marine tourism.
- ➔ Increasing revenue for Government.
- ➔ Creating employment.

MARINE TOURISM OVERVIEW

Facilities needed to boost marine tourism :

- ➔ Integrated resorts for high-yield international tourists.
- ➔ Supporting infrastructure for adventure tourism and eco-tourism.
- ➔ Marinas and jetties featuring Customs / immigration services to facilitate cruise tourism.

GLOBAL BOATING TRENDS

Factors attributed to the increasing popularity of boating :

- ➔ Advertising and promotional campaigns.
- ➔ Accessibility / affordability of boating.
- ➔ Changing demographics.
- ➔ Changing perception towards boating.
- ➔ 'Intangible rewards' of sailing.

Locations of Marina in Malaysia



1. **Rebak Marina Resort**
2. **Royal Langkawi Yacht Club**
3. **Awana Porto Malai Resort**
4. **Limbangan Batu Maung Sdn Bhd**
5. **Lumut International Yacht Club**
6. **Royal Selangor Yacht Club**
7. **Admiral Marina & Leisure Club**
8. **Sebana Golf & Marina Resort Sdn Bhd**
9. **Sutera Harbour Sdn Bhd**
10. **Marina, Shangri-La Tanjung Aru**

11. **Kudat Golf And Marina Resort**
12. **Telaga Harbour Marina**
13. **Kuala Kedah Yacht Marina**
14. **Batu Uban Marina**
15. **Muar Marina**
16. **Pulau Duyung Marina, Kuala Terengganu**
17. **Miri Marina**
18. **Tanjung City Marina, Penang**
19. **Pasir Bogak Anchorage, P. Pangkor**

MARINAS IN MALAYSIA

- ➔ Located along its coast and on resort islands.
- ➔ Offer a host of services and amenities for boaters to moor and socialise.
- ➔ Host several major international sailing events.
- ➔ Offer facilities / services ranging from basic to international class.

MARINAS IN MALAYSIA

- ❑ New marinas : Kuala Kedah Yacht Marina (Kedah), Tanjung City Marina (Penang), Pulau Duyung Marina (Terengganu).
- ❑ Small berthing facilities :
 - ➔ For pleasure yachts, small passenger crafts, passenger boats, small vessels.
 - ➔ Batu Uban Marina (Penang), Pasir Bogak Anchorage (Pulau Pangkor), Muar Marina (Johor), Miri Marina (Sarawak) and Kudat Marina (Sabah).

MARINAS IN MALAYSIA

- ❑ Four marinas in Sabah and Sarawak
- ❑ Offer boating-related activities.
- ❑ Play host to boat races such as :
 - ➔ Kota Kinabalu Yacht Club's Harbour Challenge Trophy.
 - ➔ Rolex International Game Fishing Tournament .
 - ➔ Miri-Labuan-Miri International Yacht Race.



ROYAL LANGKAWI YACHT CLUB



AWANA PORTO MALAI, LANGKAWI



SUTERA HARBOUR MARINA, KOTA KINABALU



PIASAU BOAT CLUB, MIRI



TERENGGANU HERITAGE BAY CLUB, KUALA TERENGGANU



TANJUNG CITY MARINA, PENANG

BOATING ACTIVITIES IN MALAYSIA

- ❑ 3,187,625 (19.4% of total tourists) engaged in sailing and boating activities in 2003 compared with 581,730 (5.5% of total tourists) in 2005 (Malaysian Tourism Promotion Board figures).
- ❑ There are 20 boating associations and clubs providing sailing and boating courses, family clubhouses, resort-like facilities and value-for-money repairs.

BOATING ACTIVITIES IN MALAYSIA

- ❑ Various companies providing ancillary services to support marinas / boating.
- ❑ Services include boat manufacturing, chartering, brokerage, maintenance, marine engineering, cruise.
- ❑ Langkawi International Yacht Registry Act 2003 provides legal framework for registering yachts and yachting entities in Malaysia.

BOAT RACES HELD IN MALAYSIA

- ➔ The Raja Muda International Regatta.
- ➔ The BMW - Royal Langkawi International Regatta Series.
- ➔ The ASEAN Regatta.
- ➔ The Monsoon Cup.
- ➔ The Darwin-Bali-Langkawi Rally.
- ➔ The Ao Chalong - Rebak Marina 'Champagne Run'.
- ➔ The Borneo Cup Yachting Challenge.

OTHER BOATING EVENTS

- ➔ 'From Yangon to Manila Bay : A New Cruising Playground' Symposium (2005).
- ➔ Nautical Lifestyle Event (2005).
- ➔ Asian Record Circuit Race (2006).
- ➔ Langkawi International Boat Exhibition (LIBEX) 2006.
- ➔ Langkawi International Maritime and Aerospace (LIMA) Exhibition (bi-annual event held since 1991).

MALAYSIAN MARINAS : STATE OF PLAY

- ❑ Malaysia has adequate marinas to cater for current volume of boat arrivals.
- ❑ Sufficient capacity (berths) to absorb more arrivals in the future.
- ❑ Some offer international-class facilities but level of services could be further improved.
- ❑ Marketing of marinas not done aggressively or systematically.

MALAYSIAN MARINAS : STATE OF PLAY

- ❑ Accessibility and security of some marinas need to be improved.
- ❑ Opportunities to tap into the cost-conscious boaters segment.
- ❑ Marina development should focus on protecting their surrounding environment based on sustainable development concept.
- ❑ More systematic and aggressive marketing needed to promote local marinas.

RECOMMENDATIONS TO MAKE MALAYSIA A BOATING HAVEN

- Develop marinas in an environmentally sustainable manner.
- Regulate marinas and boating activities in a user-friendly manner.
- Intensify marketing efforts of marinas.
- Leverage on attractions to package Malaysia as a unique marine leisure destination.
- Promote boat races / rallies systematically.

RECOMMENDATIONS TO MAKE MALAYSIA A BOATING HAVEN

- Enhance ancillary services for boats / boaters.
- 'Democratize' boating to create critical mass.
- Organize high-profile boating-related events.
- Make competitive financing easily available for boat purchasers.
- Improve marina management / administration.
- Focus on human resource development.

CONCLUSION

- ❑ Malaysia has potential to be a boating haven but much needs to be done to promote boating and marinas in the country.
- ❑ Marina operators should come up with more systematic marketing strategies to promote their marinas.
- ❑ Malaysia should create a boating cluster to attract owners to a designated locality and to develop boating ancillary services there.

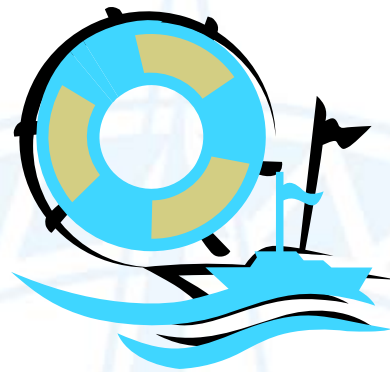
CONCLUSION

- ❑ Focus should be given to enhance human resource development and training to facilitate greater boat arrivals and provide better services at local marinas.
- ❑ The relevant authority should introduce a master plan for the systematic development of marinas and the promotion of boating sector.



MARITIME INSTITUTE OF MALAYSIA

THANK YOU



nazery@mima.gov.my