

# AN ASSESSMENT OF THE MARINA DEVELOPMENT STRATEGY IN MALAYSIA

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# 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.



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**THANK YOU**



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