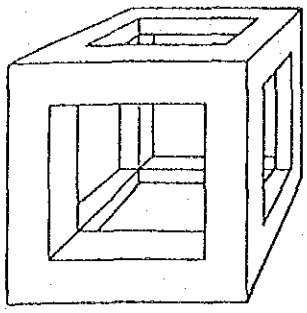
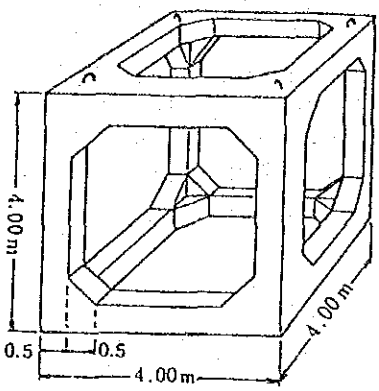
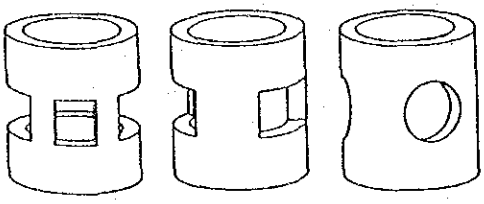
APPENDIX



1, 1.5, 2-5 m cubes are produced in this style for regular and large reefs (each prefecture)

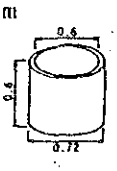


1-4 m cubes are available in this style for regular and large reefs (each prefecture)

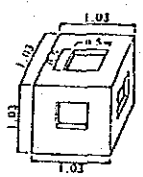


Cylindrical type (each prefecture)

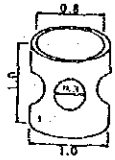
unit: m



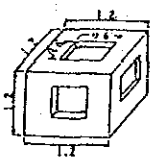
Type A:
0.24 m^3
0.244 m^3



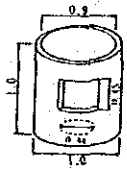
Type B:
1.09 m^3



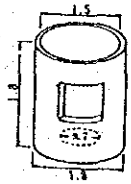
Type C:
0.785 m^3



Type D:
1.728 m^3



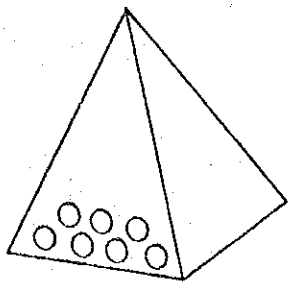
Type E:
0.785 m^3
0.64 t



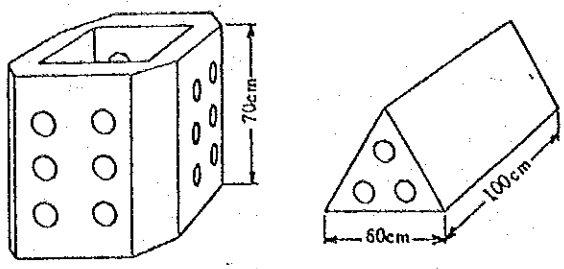
Type F:
4.578 m^3
3.15 t

Concrete blocks used in Niigata Prefecture

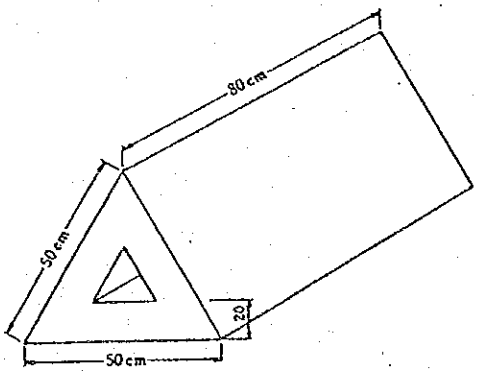
APPENDIX FIG. 7.1 CONCRETE MASONRY UNIT IN JAPAN



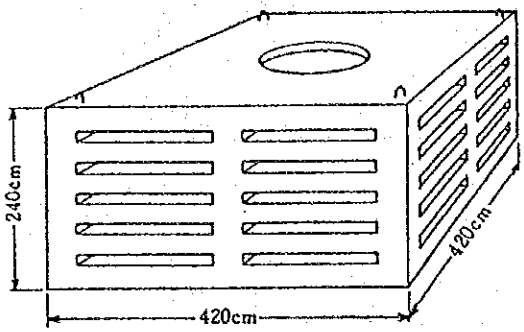
Spiny lobster reef (Shizuoka Prefecture), used concurrently for agar-agar cultivation (top layer); height: 70 cm



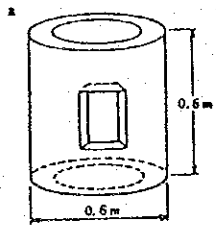
Spiny lobster reef (Shizuoka and Nagasaki Prefectures)



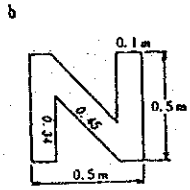
Spiny lobster reef (Wakayama Prefecture)



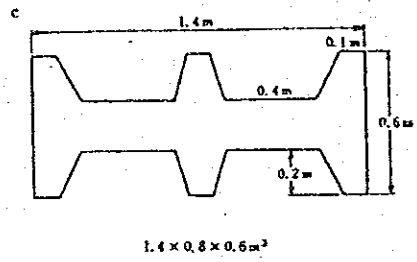
Spiny lobster reef (Shizuoka Prefecture)



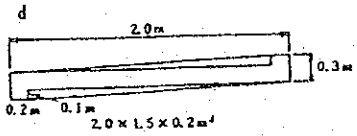
Hokkaido type



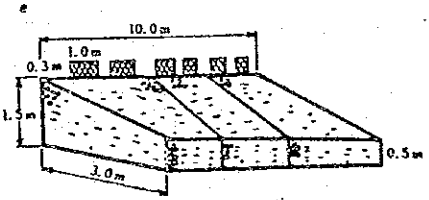
Fukushima type



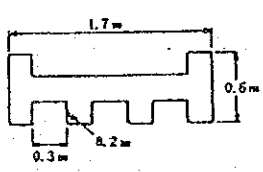
Ibaragi type



Chiba type



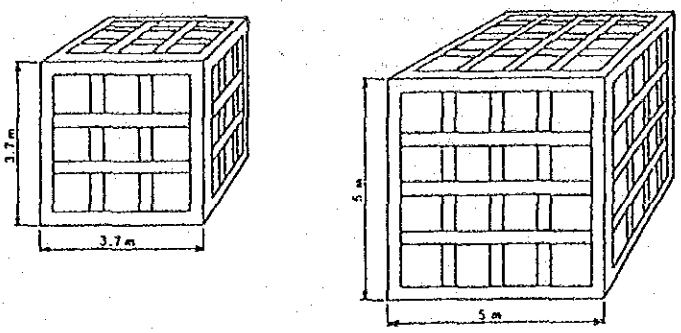
Kanagawa type (steel frame and cobblestones)



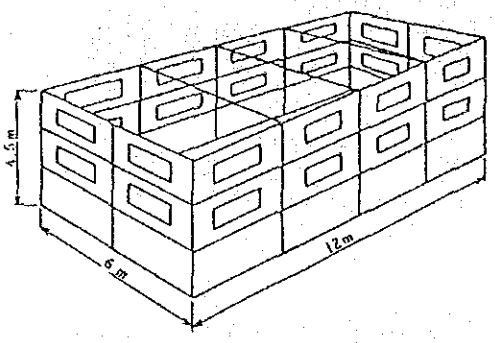
Nagasaki type

Concrete blocks for abalone (6 types)

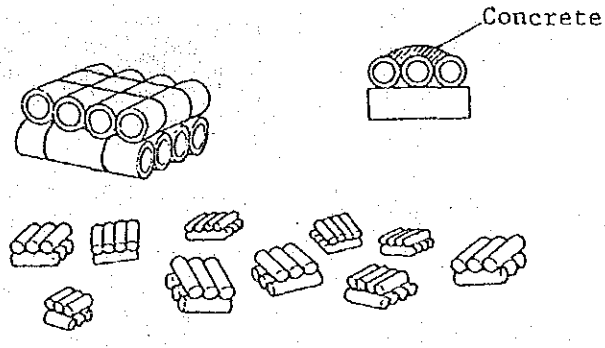
APPENDIX FIG. 7.2 CONCRETE MASONRY FOR SPINY LOBSTER AND ABALONE IN JAPAN



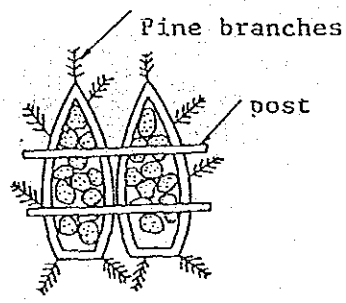
Steel cage (Tokai Fishery Station)
Target species: pelagic fish



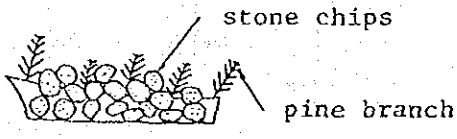
Steel box type (Shimane Fishery Experiment Station)
Target species: permanent resident fish (red sea bream)



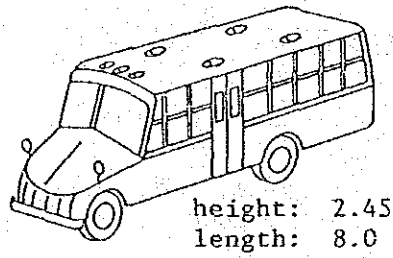
Earthen pipes (Aichi Prefecture)
(for permanent resident bottom fish)



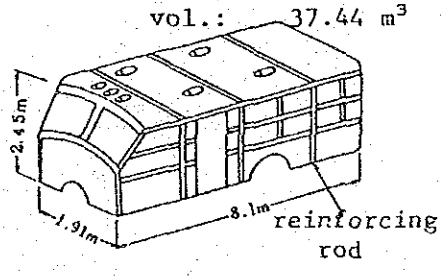
side view



Old boats
(bottom and pelagic fish)

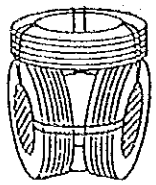


height: 2.45 m
length: 8.0 m
width: 1.91 m
vol.: 37.44 m^3

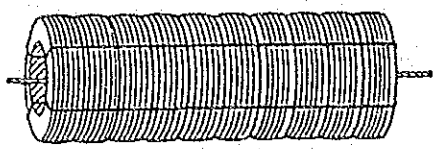


Old buses
(Shizuoka Prefecture)
(bottom fish)

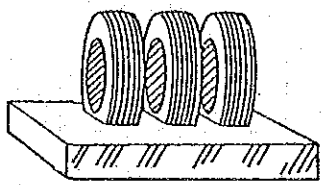
APPENDIX FIG. 7.3 OTHER MATERIALS (STEEL, CERAMIC, OLD BOASTS, OLD BUSES, ETC.) IN JAPAN



A

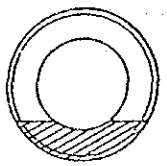


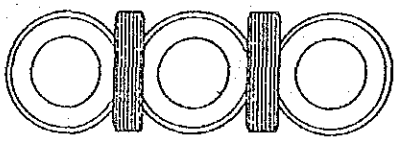
B

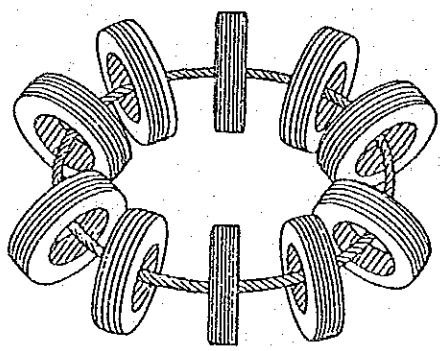


For algae growth
(Hiroshima Prefecture)

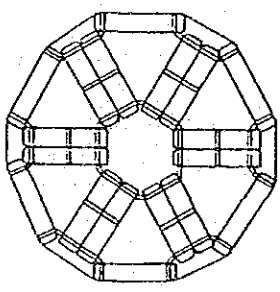
A, B Objective fish:
permanent resident
bottom fish

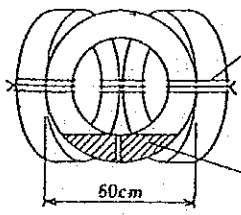






Target species: fish in the
Yamaguchi Outer Sea





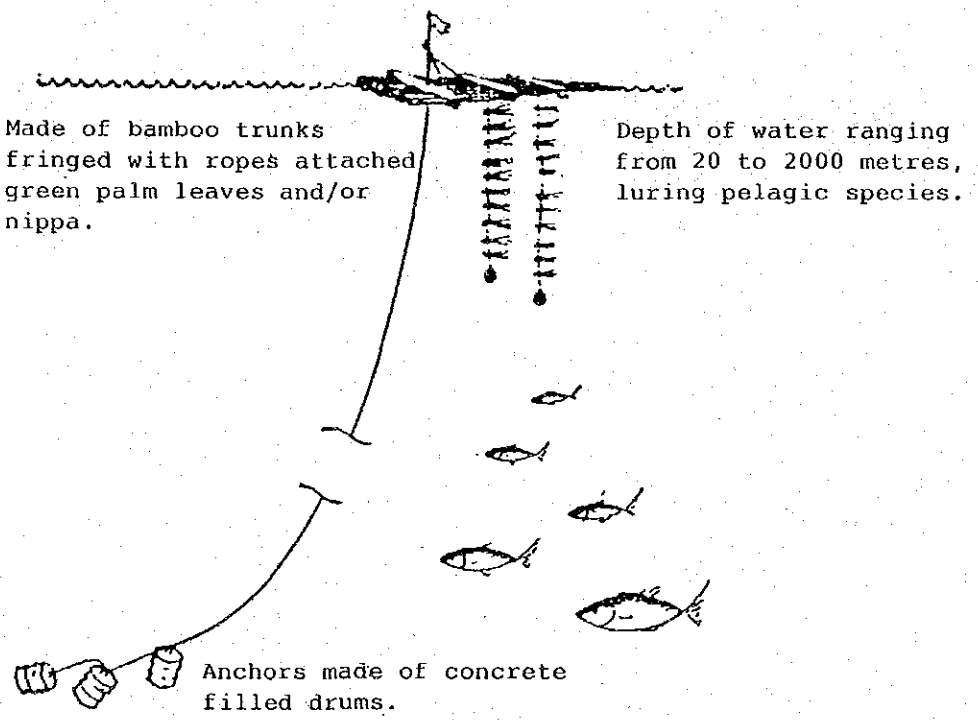
Target species: demersal fish
(Kanagawa Prefecture)

APPENDIX FIG. 7.4 OTHERS (RUBBER TIRES, ETC.) IN JAPAN

FLOATING FISH - SHELTER

RUMPON : SULAWESI, INDONESIA

PAYAO : MINDANAO, PHILLIPPINES



APPENDIX Fig. 7.5 FLOATING FISH - SHELTER

CHAPTER 8

T O U R I S M

CHAPTER 8 TOURISM

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CHAPTER 8 TOURISM

1. General

Tourism is defined as a sector in which tourists visit, stay and enjoy the beauty of natural landscape and relax with a number of recreation facilities. This kind of recreation has become a crucial factor in modern social lives because it gives variety and a source of vitality in the way of life.

The development of tourist facilities will serve not only local people but other Malaysians and foreigners in enriching their lives. From the viewpoint of regional economy, it will create a chain of job opportunities and contribute to the economic diversification of the area.

Statistical data of hotel visitors in Peninsular Malaysia, the east coast and the study area are studied through which changes in the demand of hotel rooms are identified and projected. On the other hand, tourism facilities such as hotels, tour excursion service, transport system, etc. are identified at its inventory status. Tourism resources with main characteristics and their possibility to exploration in the study area are studied and policies are recommended.

2. Existing Status

2.1 Visits

2.1.1 Domestic and Foreign Visitors

In TMPS[1)], a review was conducted on the international visitors in the ASEAN countries for the years of 1970, 1975 and 1980. The total number who visited the ASEAN countries increased from 1.5 million in 1970 to 7.5 million in 1980, with a tendency of less increase in the latter half. It is found also that Malaysia, Singapore and Thailand had mostly the same percentage share of 27% in 1975 but the Malaysian share decreased to 20%, while for the other two countries the figures were 34% and 25% in 1980[2)].

Statistical figures of hotel guests for the years of 1978 - 1982 are shown in Table 8.1. Although these figures cover tourists as well as business and other visitors, it is considered to indicate a trend of changes in tourism demand. These are the the findings from the tables.

- While the foreign visitors in Peninsular Malaysia increased from 1.07 million to 1.55 million, the foreign visitors in the east coast increased from 56,000 to 113,000 during these four years.

- The domestic visitors increased at a lower rate. They were 2.29 million in 1978 and 2.50 millin in 1982 in Peninsular Malaysia. In the east coast the increase was from 375,000 to 431,000 for the same period.

- In 1982 the largest number was registered in Kuantan both in foreign and domestic guests among the five urban areas of the east coast.

- During these four years the average annual growth rate was larger for foreign visitors in the east coast. It was 19.4% p.a., while 3.5% was for domestic.

- In the study area, the increase was 23% p.a. for foreign guests and 16% for domstic.

- In Kuala Terengganu the hotel visitors by domestic people decreased from 131, 000 to 96,000 but no reasons are clarified yet.

It is noted that during this period a number of construction works were implemented including those associated with offshore oil exploration. They would generate a massive flow of business visitors, which are included in these figures.

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1) TMPS : Terengganu Master Plan Study, 1983
2) Ch 8, Volume II, TMPS.

Table 8.1 HOTEL GUESTS[1] : 1978 - 1982
(IN PERSONS AND (%))

	Year / Locality	1978	1979	1980	1981	1982	Average Annual Rate of change (1978 - 1982)
Foreign Hotel Guests	Peninsular Malaysia (PM)	1,071,595	1,155,864	1,354,668	1,506,232	1,550,419	9.7
	East Coast Towns (ECT)	55,577	77,051	96,180	98,959	112,995	19.4
	(% of PM)	(5.2)	(6.7)	(7.1)	(6.6)	(7.3)	
	Study Area	10,613	6,709	6,856	19,519	24,880	23.0
	(% of ECT)	(19.1)	(8.7)	(7.1)	(19.8)	(21.5)	
	Kota Bharu	15,095	21,870	27,629	22,425	21,138	8.8
	(% of ECT)	(27.2)	(28.4)	(28.7)	(22.7)	(18.7)	
	Kuala Terengganu	8,026	19,638	17,275	13,523	14,232	15.4
	(ECT)	(14.4)	(25.5)	(18.0)	(13.7)	(12.6)	
	Kuantan	21,843	28,834	44,420	43,492	53,337	25.0
	(% of ECT)	(39.3)	(37.4)	(46.2)	(43.9)	(47.2)	
Domestic Hotel Guests	Peninsular Malaysia (PM)	2,285,557	2,515,852	2,428,813	2,475,388	2,497,457	2.2
	East Coast Towns (ECT)	374,914	427,837	403,653	416,381	430,668	3.5
	(% of PM)	(16.4)	(17.0)	(16.6)	(16.8)	(17.2)	
	Study Area	36,408	42,936	32,960	47,812	66,977	16.5
	(% of ECT)	(9.8)	(10.0)	(8.2)	(11.5)	(15.5)	
	Kota Bahru	75,798	119,330	109,232	103,554	127,245	-13.8
	(% of ECT)	(20.2)	(27.9)	(27.1)	(24.9)	(29.5)	
	Kuala Terengganu	130,635	111,970	90,346	94,664	95,653	7.5
	(% of ECT)	(34.8)	(26.2)	(22.4)	(22.7)	(22.2)	
	Kuantan	132,073	153,601	171,115	170,351	140,793	1.6
	(% of ECT)	(35.2)	(35.9)	(42.4)	(40.9)	(32.7)	

Source : Annual Statistics of Hotel Guests (TDC, 1978 - 1982)
Notes : 1 - Only hotels with 10 rooms or above are recorded.

2.1.2 Length of Stay

Average length of the stay period in hotels is shown in Table 8.2. In the Peninsular Malaysia, the stay was 2.0 days for foreign guests and 1.7 days for domestic guests in 1982. In the study area, the average stay would be quite the same as those in Peninsular Malaysia although there were some variance among the years.

Table 8.2 AVERAGE LENGTH OF STAY OF HOTEL GUESTS[1)]
(IN NIGHTS)

	Locality	Year 1978	1979	1980	1981	1982
Foreign Hotel Guests	Peninsular Malaysia	2.0	2.0	2.1	2.0	2.0
	East Coast Towns	2.2	1.7	1.8	2.3	2.3
	Study Area	1.7	1.9	2.0	1.8	2.1
Domestic Hotel Guests	Peninsular Malaysia	1.5	1.5	1.6	1.7	1.7
	East Coast Towns	1.5	1.4	1.5	1.4	1.7
	Study Area	1.2	1.5	1.6	1.4	1.5

Source : Annual Statistics of Hotel Guest (TDC, 1978- 1982)

Note : 1) Only hotels with 10 rooms or more are recorded.

2.2 Tourism Resources

In the study area there are a number of tourism resources attracting people, some already with facilities and others yet to be developed well enough to accept visitors. In general those developed are still on a modest scale when compared to those on the west coast, due to less number of visitors and of hotel rooms, and less developed transportation services. The monsoon season of 3 to 4 months certainly gives disadvantages. Tourism resources are summarized in Table 8.3.

Selected features of the resources are stated as follows:

- Beaches on the east coast maintain the natural scenery, except in some urban areas. Shallow and sandy beaches are virtually undeveloped for tourism. Particularly, the beaches north and south of Dungun town, a distance of approximately 20 km, are famous in the world for the nesting site of the giant leatherback turtle. The turtle landing is observed for the months of July - September. The area should be reserved as it has been in the past and strict protection measures should be implemented, since the number of turtles has decreased in recent years.

- Offshore island : Tenggol Island 25 km off Dungun Town. Natural status is kept on the island. No hotels, and facilities are yet constructed, nor common residential houses. Visiting is by chartered boats.

- Upstream of the Dungun River. The river passes traditional villages and leads to a waterfall at Pasir Raja. A distance of 50 km is at present passable by boat alone. River safari has a potential of development.

- Lake Bukit Besi. Once it was the iron ore mining spot; now developed to a man-made lake. It is located near the Bukit Besi new town centre of KETENGAH. The lake area is 1.56 km^2 with the deepest point of 11 metre or more. Currently the lake is left without development because the water is acidic. No tourist facilities are constructed yet. It has a possibility to be developed into a lake side park resort.

Table 8.3 TOURISM RESOURCES IN THE STUDY AREA

Characteristic Point	Location	Hotel rooms (not local)	Distance to the nearest urban areas
Urban areas with tourist services	K. Dungun K. Cukai		
Turtles' nesting site	Rantau Abang	10 chalets	10 km to K. Dungun
Beaches	Tanjong Jara	100 rooms	5 km to K. Dungun
	Telok Bidara		Very near to K. Dungun
	Bukit Labohan	250 rooms (proposed)	35 km to K. Dungun
	Telok Senajang	250 rooms (proposed)	10 km to Cuaki
Offshore islands	Pulau Tenggol		About 25 km to K. Dungun
Tropical forest reserves	Jambu Bongkok Bukit Bauk		
Rivers and lakes	Sungai Dungun (River Safari)		40 km (from Kg. Jerangau to K. Dungun)
	Lake Bukit Besi		30 km (to K. Dungun)

2.3 Tourism Infrastructure

2.3.1 Hotels

According to TMPS, the number of hotel rooms in Terengganu was 840 only with those having 10 rooms and more, while there were 1,279 rooms in Kuantan in 1982[1]. In the study area, the largest hotel is Tanjong Jara Beach Hotel with 100 rooms, followed by Rantau Abang Visitor Center with 10 chalets and Hotel Kasanya with 34 rooms.

Occupancy rates of hotel in the study area (the two districts) are shown in Table 8.4. It was found that the rate was approximately 60% for the Peninsular Malaysia in these years. In the study area the average occupancy rate was 50.7% in 1982 after a gradual increase from 1978. By using these figures together with the number of hotel guests rooms, it was likely that the rooms increased by 150 - 200 rooms in these four years.

Table 8.4 HOTEL OCCUPANCY RATES[1]

(In percentage)

Locality	Year 1978	1979	1980	1981	1982
Peninsular Malaysia	59.4	61.0	63.7	64.2	61.4
East Coast	62.8	70.8	61.3	52.9	53.6
Study Area	44.8	52.9	50.4	39.4	50.7
Kota Bahru	69.2	78.7	79.2	56.5	56.7
Kuala Terengganu	64.5	79.8	81.9	68.5	64.1
Kuantan	66.1	68.2	49.9	49.9	50.1

Source : Annual Statistics of Hotel Guest (TDC, 1978 - 1982)

Note : 1) Only hotels with 10 rooms or more are recorded.

Note : 1) Ch.8, Volume II, TMPS

2.3.2 Transport System

Major entry/exit points of Peninsular Malaysia are Kuala Lumpur, Johor Bahru and Penang. The statistical figures of entry in 1982 are shown in Table 8.5. It is understood that the transport connections between these points and the study area play a key factor in the tourism sector development. Means of transport in these connections are by airlines and by roads.

(1) Airlines

The airline services are available at Kuala Terengganu, Kuantan and Kerteh. The flight frequencies are as follows:

- Kuala Terennganu

to Kuala Lumpur	-	24 round trips/week
to Penang	-	3 round trips/week

- Kuantan

to Kuala Lumpur	-	11 round trips/week
to Johor Bahru	-	2 round trips/week
to Singapore (SQ)	-	2 round trips/week

- Kerteh

to Kuala Lumpur	-	18 round trips/week

(2) Road

The road network in Peninsular Malaysia associated with tourist excursions is shown in Figure 8.1. It takes 1 hour between Kuala Terengganu and Dungun and 4 to 5 hours from Kuala Lumpur to Cukai.

The road network in the study area is shown in Figure 8.2 with airports and proposed boat lines and tourist resorts as well. They are reached by cars and buses. However, there are no regular sight-seeing buses in the area. All buses serving tourists are chartered buses, organized in Kaual Lumpur, Terengganu and Kuantan.

Table 8.5 FOREIGN TOURISTS BY MODE OF TRANSPORT AND POINT OF ENTRY, 1982

Mode of Transport and Point of Entry	Persons	%
Air:		
Subang (Kuala Lumpur)	422,801	16.3
Johor Bahru	1,940	0.1
Pulau Pinang (Bayan Lepas)	173,107	6.7
Others	1,195	0.1
Total :	599,043	23.1
Sea:		
Port Kelang	750	*
Pulau Pinang	2,703	0.1
Kuala Perlis	16,318	0.6
Muar	626	*
Pengkalan Kubor	11,227	0.4
Others	25,386	1.0
Total :	57,010	2.2
Road:		
Johor Bahru	1,511,417	58.4
Changlun	158,263	6.1
Kroh	11,799	0.5
Padang Besar	49,435	1.9
Rantau Panjang	31,781	1.2
Others	-	-
Total :	1,762,695	68.1
Rail:		
Johor Bahru	149,033	5.8
Padang Besar	19,938	0.8
Others	1,053	*
Total :	170,024	6.6
Grand Total :	2,588,772	100.0

Source : Foreign Tourist Statistics to Peninsular Malaysia, 1982, (TDC)
Notes : * Less than 0.1%

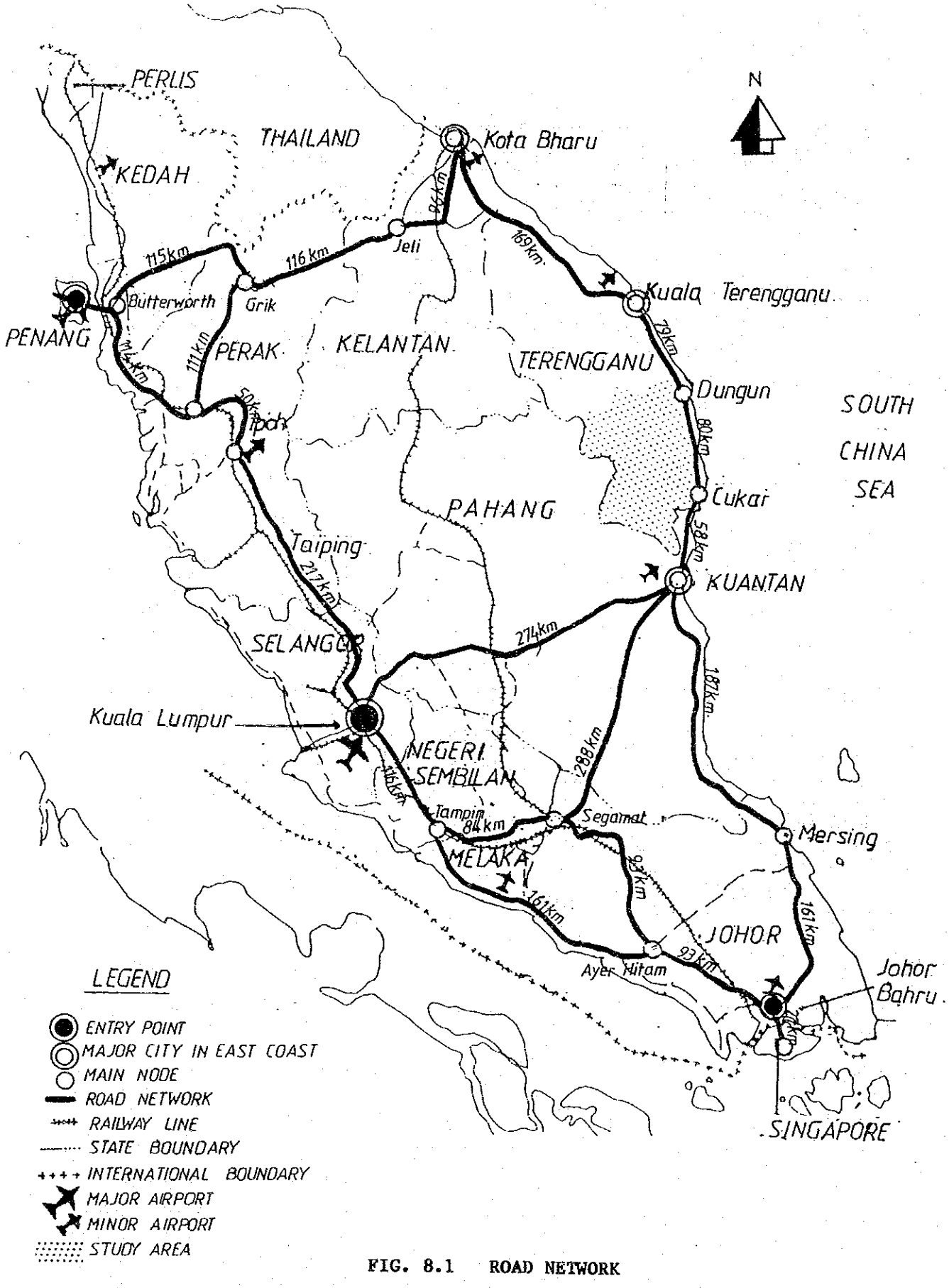

FIG. 8.1 ROAD NETWORK

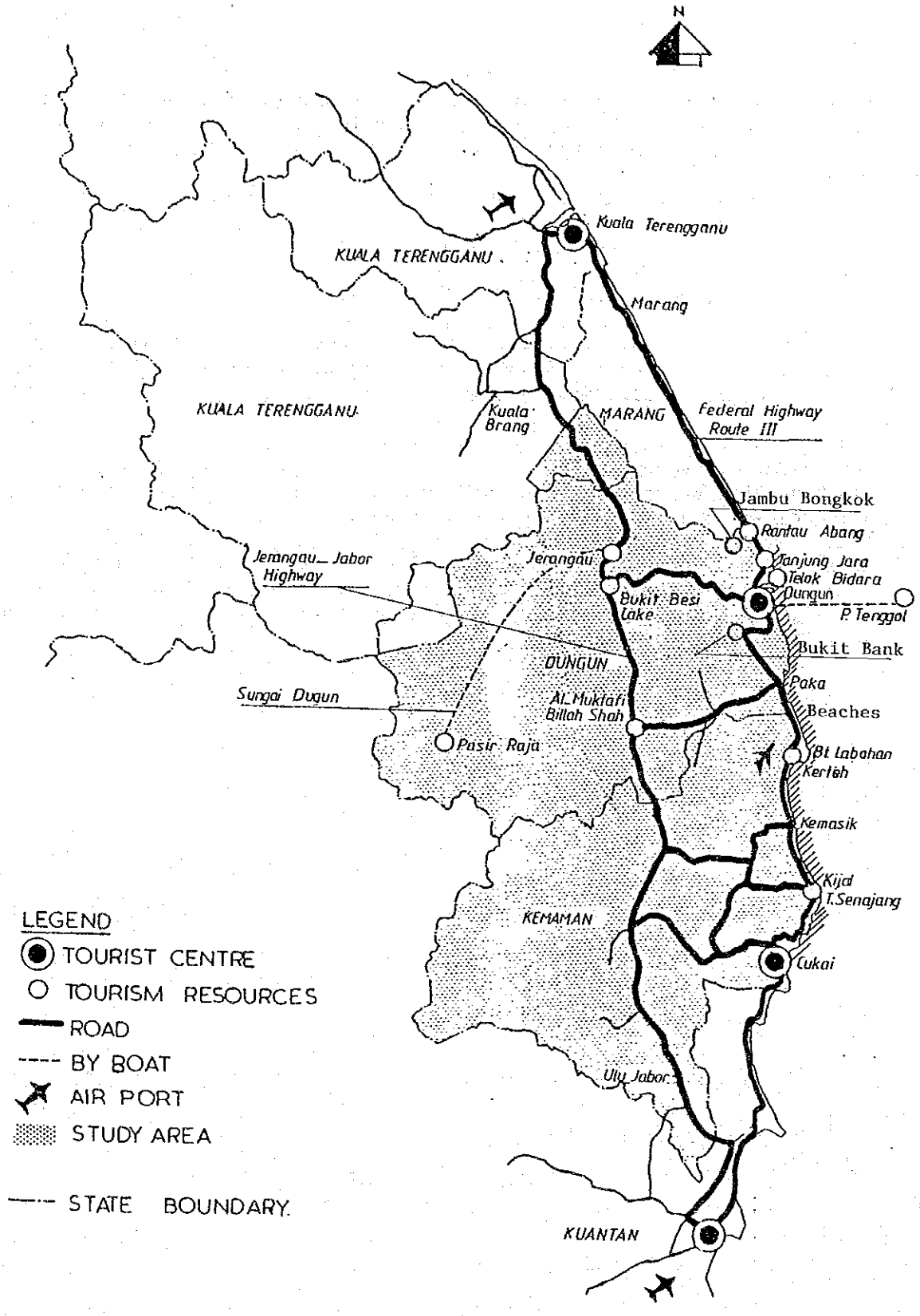

FIG. 8.2 TRANSPORT NETWORK AND TOURISM RESOURCES IN THE STUDY AREA

2.4 Potentiality

It is identified that there are a number of natural resources which are virtually unexplored but can be developed into attractive tourism resources. They are listed below:

- Sandy beaches and islands
- Waterfalls and upstream reaches of Dungun River
- Lake Bukit Besi
- Turtle nesting beach. (It is a famous tourist visiting spot. Some protective measures for nesting are necessary since crowds particularly in the weekends will discourage the turtle's return).

However, hotels, restaurants and other service facilities are few and not sufficiently developed to attract visitors. Supporting infranstructure (such as airline service, excursion buses, taxis, etc.) and information services for tourists are also in a preparatory stage.

It is foreseen that the economic development of the study area initiated by industrial development will increase the population and visitors. The tourism sub-sector can develop if it is well incorporated in the regional development plan.

3. Future Prospect

3.1 Visitors and Hotel Rooms

3.1.1 Forecast Hotel Guests

The forecast of hotel guests in the study area is conducted firstly by estimating those on the east coast. The data used for the estimate are Annual Statistics of TDC for the years from 1980 to 1982 for the three states on the east coast and a tourism study of Bukit Keluang/Dendong Study, 1982 by SEDC, which presents an estimate of hotel guests for the future in the east coast area including the eastern part of the State of Johor.

By comparing the above two sources, foreign guests and domestic guests in the eastern part of the State of Johor are estimated and separated from the forecast figures for the period of 1980 - 2000. The hotel guests estimated for the three states of the east cost are shown in Table 8.6. It is estimated that domestic and foreign guests will increase by 6% p.a. for the coming 15 years.

The percentage share of the study area and the State of Terengganu among the three states, respectively, are assumed for two cases; one is the average percentage between 1978 and 1982 and the other is the share in 1982 which was the highest among the five years. By using the latter case of the percentage share, the total guests in the study area are shown in Table 8.7. It shows that the total hotel guests in the study area will increase at about 10.5% p.a. for the period from 1985 to 2000.

Table 8.6 PROJECTED HOTEL GUESTS ON EAST COAST OF PENINSULAR MALAYSIA[1]: 1980 - 2000

(persons/year)

Category of guests	1980 (Actual)	1985	1990	1995	2000
Foreign	96,180 (55)	175,670 (100)	282,280 (161)	407,360 (232)	559,910 (319)
Domestic	403,653 (75)	535,640 (100)	693,990 (130)	885,680 (165)	1,130,480 (211)
Total	449,833 (70)	711,310 (100)	976,270 (137)	1,293,040 (182)	1,690,390 (238)

Source : Bukit Keluang/ Dendong Study 1982 (TDC)

Notes : 1) Excluding Eastern Johor

Table 8.7 PROJECT HOTEL GUESTS IN THE STUDY AREA AND TERENGGANU

Case	Locality	Category of guests	Share of east coast[1]	Hotel Guests				
				1980[1] (Actual)	1985	1990	1995	2000
The Latest (1982) Share	Dungun	Foreign	11.3	2,399	19,850	31,900	46,030	63,270
		Domestic	7.5	16,165	40,170	52,050	66,430	84,790
	Kemaman	Foreign	10.2	4,457	17,918	28,790	41,550	57,110
		Domestic	8.0	16,795	42,850	55,520	70,850	90,438
	The area total		-	39,816	120,788	168,260	224,860	295,608
	Terengganu	Foreign	34.1	24,131	59,900	96,260	138,910	190,930
		Domestic	37.8	123,306	202,470	262,330	334,790	427,320
		TOTAL :		147,437	262,370	358,590	473,700	618,250

Source : 1 - TDC Statistics

3.1.2 Demand for Hotel Rooms

The demand for hotel rooms is estimated by the estimated hotel guests and other coefficients in the following formula:

$$D = HG \times AL \times 1/DO \times 1/365 \times 1/HO$$

Where; D means demand for hotel rooms

HG means estimated hotel guests

AL means the average length of stay. The data in 1982 of Table 8.2 are used.

DO means double occupancy factor. In the case of foreign guests, 2.0 is used because majority of sightseeing tourists travel in couple. For the domestic, 1.5 is used because the share of single person's business trip is rather high.

HO means the hotel occupancy ratio. In the past, the data show the ratio was more than 60% in the east coast. It was 70% in Kuala Terengganu and Kota Bahur. For the future of the study area 70% is applied.

The resultant estimate is shown in Table 8.8. It indicates that the increase in the hotel room demand is 7% p.a. from 1985 to 2000.

Table 8.8 PROJECTED HOTEL ROOM DEMAND

Locality	Category of guests	Average length of stay (days)	Double occupancy factor	Attainable room demand (70 percent)				
				1980	1985	1990	1995	2000
Dungun	Foreign	1.8	2.0	67	217	302	405	597
	Domestic	1.4	1.5					
Kemaman	Foreign	2.1	2.0	79	231	321	430	633
	Domestic	1.4	1.5					
Study Area Total		-	-	146	448	623	835	1,230
Terengganu	Foreign	1.9	2.0	573	1,015	1,385	1,826	2,382
	Domestic	1.5	1.5					

3.1.3 Future Supply of Hotel Facilities

There are a number of plans for construction and expansion in hotel facilities. They are shown in Table 8.9. In the study area, the following are the announced major plans during the years upto 2000, according to TDC.

- Rantau Abang	Addition	50 rooms	- '85
- Tanjong Jara	Addition	50 rooms	- '90
- Hotel Murni	New Construction	30 rooms	- '85
- Teluk Senajan	New Construction	250 rooms	- '90
- Bt. Labohan	New Construction	250 rooms	- '95
- Paka	New Construction	250 rooms	- '90
- Others	Forecast	50 rooms	- '95
- Others	Forecast	300 rooms	- '00

3.1.4 Balance of Supply and Demand

The balance of supply and demand in the future years are shown below. It is considered that the supply programmes, which are mostly initiated by TDC and SEDC funding, will be able to meet the demand of visitors who come in the study area for tourism and business.

	1985	1990	1995	2000
Supply	479	1,029	1,329	1,629
Demand	448	623	835	1,230
Balance (1) - (2)	31	406	494	399
Occupancy ratio (%)	(94)	(61)	(63)	(76)

It is noted that the above forecast does not include specific tourism development projects which may be initiated in the 1990s.

Table 8.9 EXISTING AND FUTURE SUPPLY OF HOTEL ROOMS*

Locality		Existing 1982	1983 - 1985	1986 - 1990	1991 - 1995	1996 - 2000
Dungun	Add		Rantau Abang additions : 50	Tanjong Jara additions : 50 Paka : 250	Unnamed** : 50	Unnamed** : 50
	Stock	232	282	582	632	682
Kemaman	Add		Hotel Murni : 50	Teluk Senajang : 250	Bt. Labohan : 250	Unnamed** : 250
	Stock	167	197	447	697	947
Kuala Terengganu and other districts	Add		Pantai Motel extention : 190	Bukit Keluang : 250	Kuala Merang : 1,400	Kuala Merang : 1,400
	Stock	441	631	881	2,281	3,681
Total hotel rooms in Terengganu		840	1,110	1,910	3,610	5,310

* : Only hotels with 10 rooms or more are recorded

Source : TDC, June 1984

3.2 Development Prospects, Problems and Recommendations

The tourism industry in Peninsular Malaysia is competing with those in other ASEAN nations in attracting the tourists. While in Peninsular Malaysia, the east coast is competing with the west coast and the study area is competing with adjacent areas.

The facilities in the study area have disadvantages when compared with adjacent areas and/or the west coast. However, these disadvantages can be overcome by developing this subsector with adequate policies. Natural resources are sufficiently located in the study area.

(1) Natural Conservation

Firstly, cautious conservation policies should be adopted for reserved forest areas. Agricultural development and periodic floods have deteriorated the forest areas designated as conservation areas. Certain beaches with beautiful scenery should also be protected from urbanization and industrialization.

Specifically, the beaches from Rantau Abang to Paka are famous in the world for the turtle nesting site. The number of turtles returning for laying eggs is said decreasing. A strict protective policy should be implemented to increase the return of turtles from the sea of those hatched on this beach.

Hotel construction and operation should be controlled by taking into account those points, because they are apt to aggravate the natural environment for the turtles.

(2) Tourism Infrastructure : Transportation

In order to activate the tourism sub-sector in the study area, the improvement of supporting infrastructure, particularly transport services, is necessary. Major points are shown below:

- Direct approach to international visitors. The airport in Terengganu should be opened for international airline service. Kuantan is already connected to Singapore.

- Buses and Taxis. If the hotels are constructed under the plans stated in the previous sub-section, bus lines serving for guests should be provided. Taxi services should be organized to a reliable level in terms of charges, waiting lot, vehicle conditions, etc.

(3) Marketing for Visitors

Visitors should be invited through a number of market promotions and campaigns. SEDC, TDC, hotels, tourist agencies, etc. should find a suitable method of marketing promotion. Some suggestions are given as follows:

- Join in a hotel and tourist service system.

- Invite international and national conferences and conventions. When the coastal strip is developed into an agglomerated industrial area and an educational/research town, conferences in association with those activities will have much opportunities to be held in the area.

- Specific marketing for monsoon season.

(4) Hotels and Facilities

Investment plans are already discussed in the previous subsection. Suggestions of some desirable characteristics are stated as follows:

- A chain-like convenient system or an integrated location of hotels, restaurants, shopping areas, sports and recreation areas.

- A combined development of these facilities and natural resources.

- Lower hotel rates for the stay. This is one of the decisive factors to attract visitors in competing with other areas.

- Easy access to local and traditional tourism resources. Village life, cultural variety, batik and handy craft, etc. should be opened with easy access for the visitors.

(5) Linkages in Tourist Excursion

The tourism facilities and resources in the study area are located separately and individually. They do not have advantageous factors in attracting the tourists in competing with other resort areas. A concept of linking several points in tour excursions should be developed. The idea is already discussed in TMPS[1]. It should be organized into a development strategy of tourism. If these plans are prepared, investment and marketing promotion can be conducted more efficiently.

(6) Study on Tourism

As far as the plans of construction of hotels in the area are concerned, they are located by separate spots. No plan of a large scale resort area development is prepared yet. This study recommends that plans of tourism development should be studied from a wider viewpoint such as a development plan in the east coast.

Note : 1) Ch 8, Volume II, TMPS.