

## 2.6 Tourism Development Machinery

### 2.6.1 Tourism Administration

Tourism development bodies in relation with the South East Coast are:

- Tourism Development Corporation (TDC),
- Economic Planning Units (SEPU) under the states of Johor and Pahang,
- Economic Development Corporations (SEDCs) under the states of Johor and Pahang, and
- KEJORA under the Ministry of Land and Regional Development.

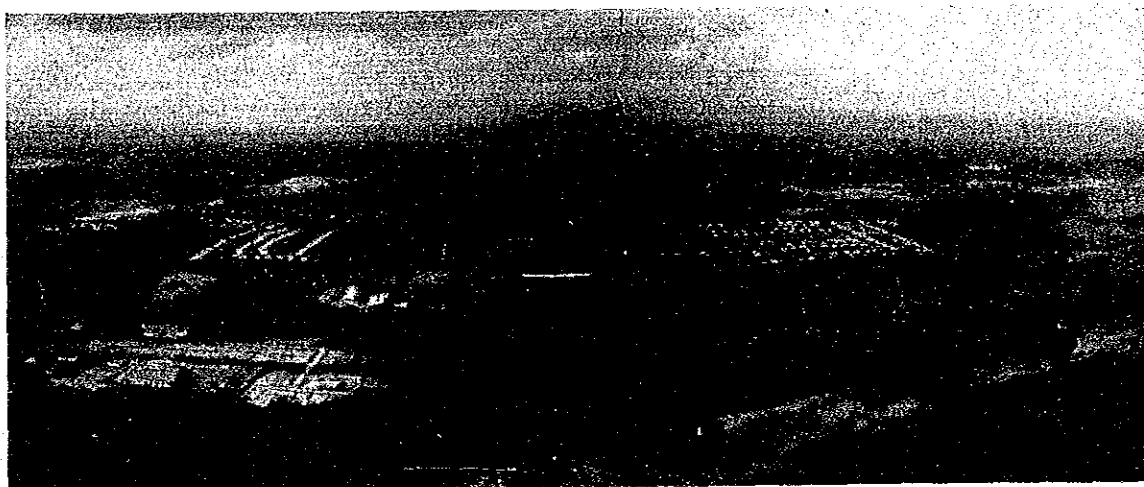
Development of tourism can successfully be realized through the cooperative development efforts of tourism products, supporting functions, and promotional activities.

Tourism products are basically dependent on the resources endowed by the land and sea. The South East Coast area is administered mainly by the States of Johor and Pahang and by KEJORA. It is anticipated that piecemeal development of tourism products by different bodies will lead to haphazard development of tourism and reduces the total attractiveness and competitiveness of the tourism products.

Tourism support functions include every aspect of welfare, convenience, amenity and industry which satisfy both local residents and tourists. Improvement and development of these functions are related to almost every department of government, private concerns and local residents.

Promotional activities by separate bodies should also be integrated as discussed in 2.6.2.

It is very important to organise a tourism development body for the unified development of the whole South East Coast.



Bandar Penawar - Service Town for Desaru New Tourism Core

### 2.6.2 Tourism Promotion

Tourism promotion in overseas countries is performed mainly by TDC in relation to nationwide tourism development. SEPUs are involved in tourism promotion indirectly in conjunction with TDC. It can be said at the moment that there is no tourism promotion body for the South East Coast.

The issues in relation with the tourism promotion of the South East Coast are;

- lack of tourism promotion body for the region which covers more than two states,
- lack of tourism promotion body which fully synthesizes the State of Johor and KEJORA, and
- lack of tourism promotion activity focusing on the specific destinations.

It will be necessary to establish a framework which enables joint tourism promotion with the Republic of Singapore for development of tourism to the South East Coast.

### 2.6.3 Support for Tourism Investment

Investment incentives offered by the public sector are classified into the following three groups:

- advanced infrastructure development,
- financial incentives, and
- substitution service for land tenure.

Each state principally follows the financial incentives adopted by the Federal Government as shown below:

- pioneer status,
- investment tax allowance,
- industrial building allowance,
- new investment finance, and
- tour operator allowance.

The above incentives also applies to the State of Johor. In view of the urgent necessity of industrial development, however, the state offers their designated land to industry at incentive prices. KEJORA offers their industrial land at lower prices than the state, taking account of the distance from major markets.

Capital investment by overseas companies is allowed to the maximum 100% depending on the contribution to export expansion. Remittance is also allowed each time for the amount less than US\$10,000 without approval of the central bank and for the amount more than US\$10,000 with approval. KEJORA has a land tenure from the State of Johor for the period of ninety-nine years. There is a guideline for promoting domestic employment as much as possible.

No particular problems are mentioned by foreign investors to the present investment incentives. In view of the potential for tourism development of the South East Coast, however, it is advisable to prepare a set of investment incentives more suitable for the tourism industry.

## 2.7 Issues

It is expected that tourism will bring many benefits such as industrial diversification, increase of regional production, creation of jobs, upgrading of living standards and fostering friendship between local residents and international tourists.

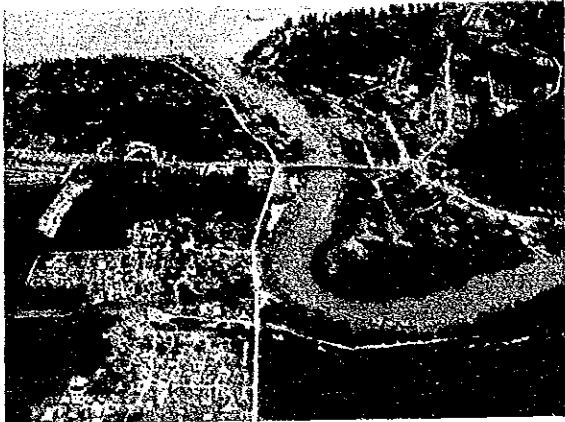
It is anticipated, on the other hand, that the negative externalities could be caused by construction and tourists. Tourism development necessitates some change of existing land use, which will have an influence on the natural environment. Local society will be affected through both employment by tourism industries and direct contact with foreigners.

Another major issue will be how to achieve increases of regional product, creation of jobs, and so forth. The specific characteristics of tourism development is in compounding of various sectors: tourism facility as well as service development, infrastructure development, transportation service development, tourist attraction through promotional activities, etc.

The compounding of tourism development indicates the importance of synthesized efforts of all sectors concerned in terms of both development timing and scale. Some examples of intersectoral issues are:

- how to absorb the seasonal fluctuation of international tourist arrivals in relation with facility planning,
- how to supply tourism industry with suitable labour force despite the small number of population,
- how to promote tourism supporting industries against the overwhelming dependence on agriculture,
- how to facilitate the possible change of land use in parallel with natural as well as social environmental conservation,
- how to encourage domestic and international investors to develop the tourism facilities,
- how to cultivate hospitality awareness of local people so as to improve the level of tourism service, and
- how to synthesize promotional activities with the development of tourism facilities and transportation service.

Tourism development of the South East Coast requires an important role in coordinating intersectoral relationships. At the moment, however, there are many governmental bodies at federal, state, and district levels functioning independently in South East Coast region. It is very important to organize a tourism development body responsible for the whole South East Coast through the participation of related federal as well as state governments.



Mersing Service Town



The Area Planned for Rompin Tourist Village



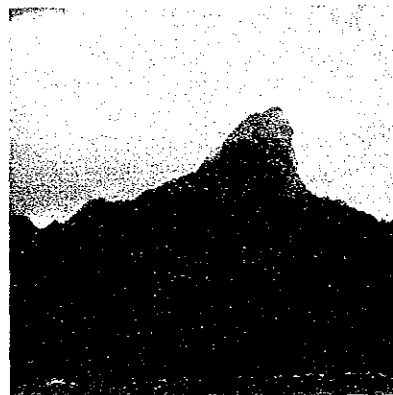
Oil Palm Plantation



Kota Tinggi Water Fall



West Beach Area of Tioman Island



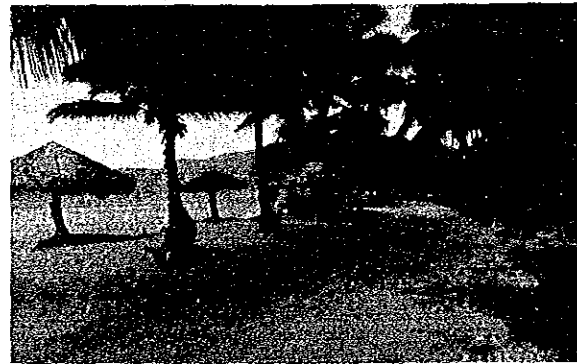
Tioman Island



Tomb of Sultan in Kota Tinggi



Chalet of Tioman Island Resort



Beachside of Tioman Island Resort

# CHAPTER 3

## **TOURISM PLANNING FRAMEWORK FOR SOUTH EAST COAST**

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3.1 Target Number of Tourist Arrivals

3.2 Concept and Image of Tourism Development

3.3 Planning Framework for Tourism development



### 3.1 Target Number of Tourist Arrivals

#### 3.1.1 Future Tourist Arrivals

As discussed in the preceding section, a large percentage of international tourists visit the South East Coast through Singapore. This fact indicates that the future number of international tourists arriving at destinations in the South East Coast area will depend largely on both the future numbers of international tourists to Singapore and the travel patterns of Singaporean as well as foreign residents in Singapore.

Fig. 3.1.1 and Fig. 3.1.2 show the future number of international tourist arrivals to Singapore, estimated based on the past trends. International tourist arrivals to Singapore is estimated at 5.7 million persons in 1995 with an annual growth rate of 5.5% from 1987. It is estimated that Japanese, European, and Asian countries other than ASEAN belong to a group of growth rates above the average, and ASEAN, Oceanian and American belong to a group of growth rates below the average. Japanese arrivals to Singapore in 1995 is estimated at about 1.2 million persons.

The future number of international tourists to the South East Coast is estimated by using the following procedures:

- 1) analysis of the present relationship between the number of international tourists to Singapore and the number of visitors to the main destinations in the South East Coast with the factors of tourism resources and accessibility
- 2) estimation of international tourist arrivals to the South East Coast based on the relationship obtained in 1) above and possible improvement of tourism facilities and accessibility in the future

Table 3.1.1 shows the estimated number of international tourist arrivals to the South East Coast in 1995. The total number is estimated at 450,000 with an annual growth rate of 13.7%. Japanese tourist is expected to have the highest share of 42% in 1995, followed by Singaporean tourists with 29%.

Table 3.1.1 Tourist Arrivals to the South East Coast in 1995

	1987	1995	Growth
	Persons	Persons	Rate % p.a.
Malaysian	67,040	75,000	1.4
Singaporean	46,600	130,000	13.7
Japanese	17,570	190,000	34.7
Others	30,360	55,000	7.7
Total	161,570	450,000	13.7

Source : JICA Study Team

The number of Malaysia tourists to the South East Coast is not expected to grow rapidly, at least by the year 1995, mainly due to the inconvenient accessibility from the biggest domestic market of Kuala Lumpur and the lower level of income and recreation demand of the local residents in the South East Coast. An annual growth rate of 1.4% was assumed for the estimation. It is, however, very likely that the domestic tourist visits to the South East Coast will grow faster after 1995 when the first stage development of the Desaru New Tourism Core is completed.

Fig. 3.1.1 Total Number of Visitor Arrivals to Singapore

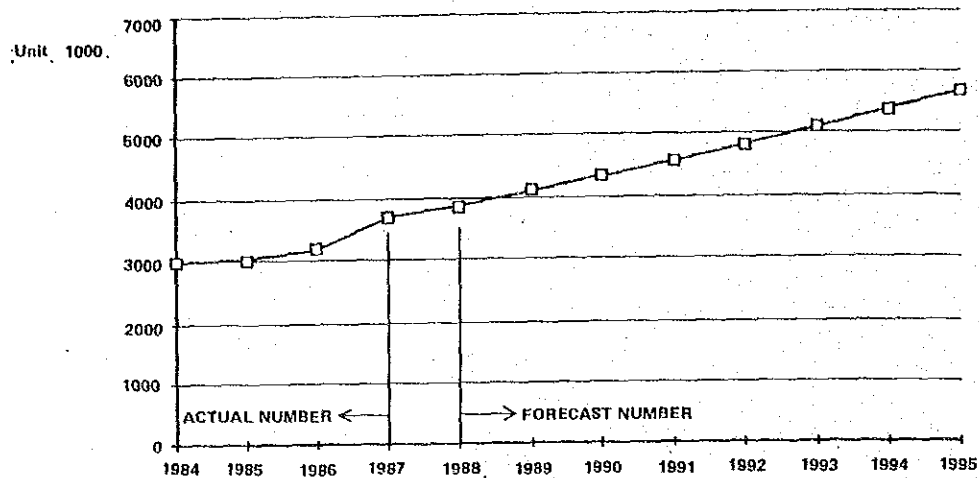
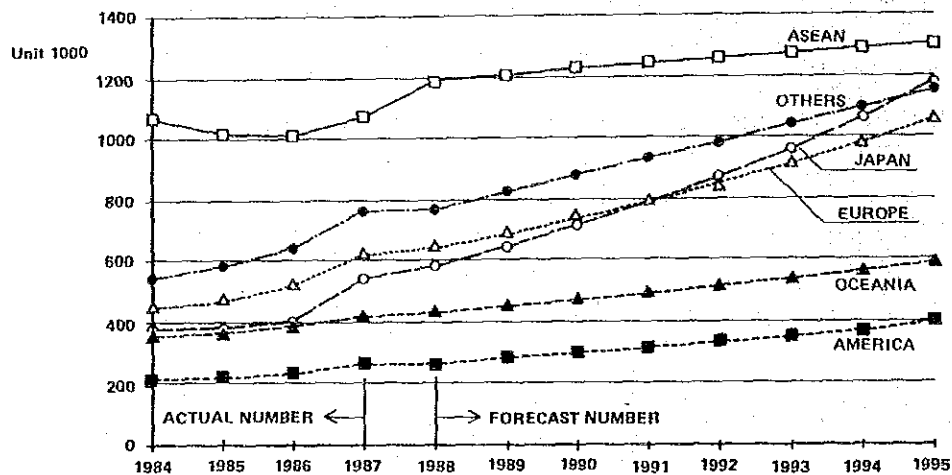


Fig. 3.1.2 Number of Visitor Arrivals to Singapore by Region



### 3.1.2 Future Tourist Distribution

#### 1) Factors Influencing on Tourist Distribution Pattern

Tourist distribution pattern to some destination areas tends to be influenced by the following major factors;

- tourist preference in terms of affordable time and budget,
- availability of accommodation facilities at destinations, and
- availability of transportation.

Even if tourists prefer to visit some specific destination, their preference might be changed due to the unavailability of accommodation and/or transportation. This relation of cause and effect can be a policy measure, for example, for environmental conservation to control the development in terms of timing and scale.

In this sense, tourist distribution pattern in the future includes both aspects of estimation and policy guideline.



As will be discussed in 3.2.3 and 4.1, the tourism development of the South East Coast by the year 1995 focuses on the New Tourism Core development in Desaru area. It was recommended to take preparatory measures to the offshore islands and Endau-Rompin forest reserve for the forthcoming tourism development beyond the year 1995 with an emphasis on maintaining a harmony between tourism development and environmental conservation.

## 2) Possible Tourist Distribution Pattern

Table 3.1.2 shows the possible tourist distribution pattern in 1995 in consideration of the above-mentioned causes and effects. Due to the possibility that a tourist will visit more than one destination, the total number of tourists visiting each destination amounts to 471,800 persons.

It is expected that Desaru will attract 70% of the total arrivals to the South East Coast, followed by the offshore islands at 16% and Mersing area at 8%.

Table 3.1.2 Possible Tourist Distribution Pattern in 1995 - Total Number of Tourists

	Unit : persons				
	Malaysian	Singaporean	Japanese	Others	Total
Tioman	11,300	20,100	6,300	15,100	52,800
Other Islands	4,500	11,700	1,900	6,300	24,400
Mersing	25,100	9,800	1,900	3,000	39,800
Rompin	400	700	1,000	600	2,700
Desaru	21,400	87,100	186,600	35,500	330,600
Kota Tinggi	15,000	6,500	0	0	21,500
<b>Total</b>	<b>77,700</b>	<b>135,900</b>	<b>197,700</b>	<b>60,500</b>	<b>471,800</b>

Note : Including double counting

Source : JICA Study Team

## 3) Guestnights at Destinations

Guestnights at destinations are estimated at 1.12 million guestnights in the South East Coast as shown in Table 3.1.3. Guestnights will differ by nationality as well as destination. For the estimation, average length of stay in 1995 is assumed as follows, taking account of the present situation and possible future trend; Malaysian 1.84, Singaporean 2.60, Japanese 1.98, and Other Foreigners 3.88.

Table 3.1.3 Total Number of Guest Nights

	Unit : guest nights				
	Malaysian	Singaporean	Japanese	Others	Total
Tioman	24,000	55,400	14,000	80,500	173,900
Other Islands	14,400	31,700	3,800	31,500	81,400
Mersing	38,600	16,300	1,900	3,000	59,800
Rompin	600	1,000	1,400	1,400	4,400
Desaru	42,900	240,500	370,900	118,600	772,900
Kota Tinggi	22,500	9,100	0	0	31,600
<b>Total</b>	<b>143,000</b>	<b>354,000</b>	<b>392,000</b>	<b>235,000</b>	<b>1,124,000</b>

Source : JICA Study Team

## 3.2 Concept and Image of Tourism Development

### 3.2.1 General Background

The South East Coast is situated in the Pan Pacific Tourism region with primary attraction in the island beaches and corals. The Pan Pacific Tourism region can be divided into four sub-regions.

- Hawaiian sub-region, active marine sport in white sand beach area with a cumulated variety of urban amenities under the Tropic of Cancer
- Capricorn sub-region, blue coral sea in natural and unsophisticated surroundings under the Tropic of Capricorn
- Australia sub-region, and large scale landscape with unspoiled natural environment in the urban atmosphere
- ASEAN sub-region, multi-racial habitation with various history and culture in the tropical environment right on the equator

Among the sub-regions, the ASEAN sub-region is specific in that the tourism attractiveness is dependent not only on the excellent natural endowment but also on the historical and cultural heritage of ethnic variety. This feature should fully be taken into account in tourism development planning.

The South East Coast belongs to the ASEAN sub-region. In view of realizing the tourism development of the South East Coast, it is strategically important to establish a synthesized concept and image specific to Malaysia in ASEAN sub-region based on the three components of island resources, tropical rain forest and beach in a green environment.

The overall tourism development concept and image is directly related to the strategic characteristics of the South East Coast. In this sense, full account must be taken of available tourism resources and international tourist demand in the competitive circumstances of the Pan Pacific Tourism region.

### 3.2.2 Development Concept in Long Term Perspective

The long term, the tourism development concept and image is based on the previous section and is shown in Fig. 3.2.1. Focal components of the South East Coast are beaches in a green environment, island resources and tropical rain forests. Tourism development concepts and images must synthesize these natural endowments and Malay characteristics into a comprehensive plan. The necessary action plan for completion by 1995 is discussed in Section 3.2.3.

The development core stretches north-south from Mersing to Desaru along the coast line. Desaru is expected to be the major tourism core because of good accessibility from Singapore, beautiful beach resources, tropical rain forest, and a vast hinterland with Malay characteristics. Mersing constitutes a tourism sub-core with the function of both transportation to the islands resort area to the east and tropical forest recreational area to the west, and a beach resort distinct from Desaru.

The island resort area is connected to the core in two ways: the main link to Mersing and sub-link to Desaru. Aircraft and sea crossings will directly link the island resort area with the outside. The island resort area is divided into three marine parks of Tioman, Aur/Pemanggil, and offshore Mersing on the basis of resource characteristics and location. A direct ocean linkage from Desaru to the island resort area is important to significantly enhance the total attractiveness of the Desaru New Tourism Core.

The tropical forest recreational area is connected to Mersing sub-core to the east and to Air Hitam for Kuala Lumpur. The area is sub-divided into the two forest parks of Endau-Rompin and Endau-Kota Tinggi. Endau-Rompin forest park is to be developed as a destination for special interest groups.

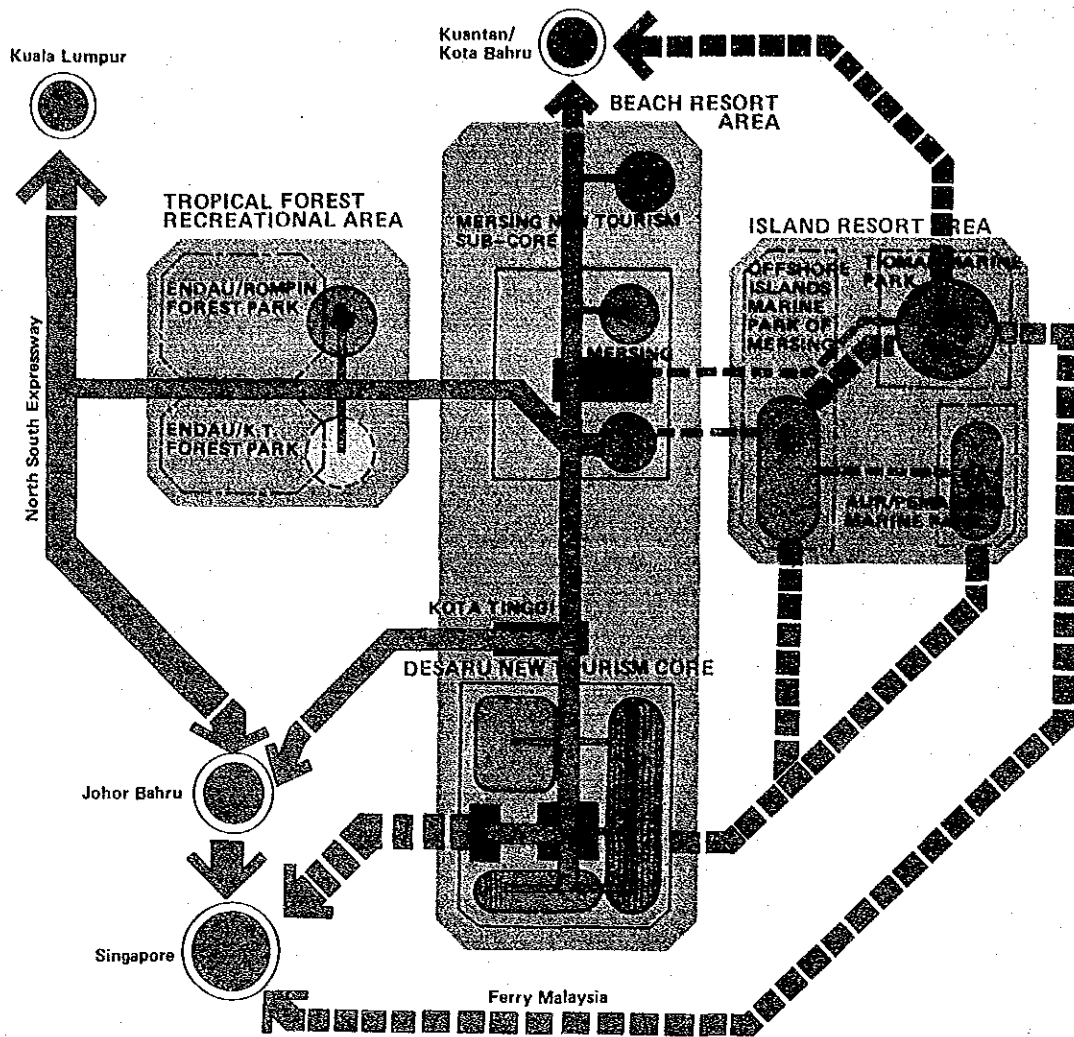
The realization of the above concept and image will largely depend on the improvement and development of a transportation network linking the Desaru New Tourism Core with the Mersing tourism sub-core. It is required to take necessary measures both to reduce the actual travelling time between these two cores and to make tourists perceive a comfortable and interesting journey to travel along the axis corridor.

Besides these measures, it is also required to offer optional direct linkages from Desaru to the island resort area and tropical forest recreational area so as to increase the attractiveness of Desaru as a New Tourism Core.

In relation with the area outside of the South East Coast, there will be three major requirements to improve the transportation network:

- direct ferry link between Desaru major tourism core and Singapore,
- scenic corridor connecting Desaru, Kota Tinggi and Johor Bahru, and
- scenic corridor connecting the Mersing tourism sub-core with Air Hitam to facilitate traffic in the KL direction.

Fig. 3.2.1 Tourism Development Concept in Long Term Perspective



**LEGEND**

- |  |  |  |  |
|--|--|--|--|
|  | Transportation Node                        |  | Characterized Major Tourism Area                         |
|  | Expressway                                 |  | Strategic New Tourism Core/<br>Sub-Core Development Zone |
|  | Major Road/Transportation Service Network  |  | Major Tourism Area                                       |
|  | Minor Road/Optional Tour Service           |  | Service Town (/Transportation Node)                      |
|  | Major/Frequent Ferry Service               |  | Tourist Accommodation                                    |
|  | Major Sea Transportation Service Network   |  | Forest/Marine Park                                       |
|  | Minor Sea Transportation Service Network   |  |  |
|  | International Gateway for SOUTH EAST COAST |  |  |

### 3.2.3 Development Concept by the Year 1995

The tourism development concept and image discussed in 3.2.2 is primarily based on the tourism resources and future tourist demand in the competitive tourism development of the Pan Pacific Tourism region. In consideration of the actual implementation of tourism development, however, there are additional factors to be taken into account of the present tourism situation and possible constraints to be imposed on further tourism development. This section discusses the tourism development concept and image by the year 1995, taking account of both the long term tourism development concept and image and possible constraints in mid-term perspective.

The South East Coast can be classified as the area of moderately cumulated infrastructures and underdeveloped tourism facilities in comparison with the other tourism regions of the country. At this stage of tourism development, it will be an appropriate strategy to concentrate on developing some selected tourism products which are useful to identify the uniqueness of the South East Coast by the best utilization of the existing infrastructures and tourism facilities.

In view of the above, the southern part of the South East Coast is considered to have comparative advantages:

- proximity to the city and international travel destination of Singapore,
- Desaru area already has an international tourism market,
- More infrastructure and tourism facilities are available than in the northern part,
- tourism development possibility of diversified attractions based on the beaches in green environment with local Malay culture, and
- land availability for tourism development.

Desaru area has the highest potential for tourism development in the foreseeable future. Fig. 3.2.2 shows the tourism development concept and image by the year 1995.

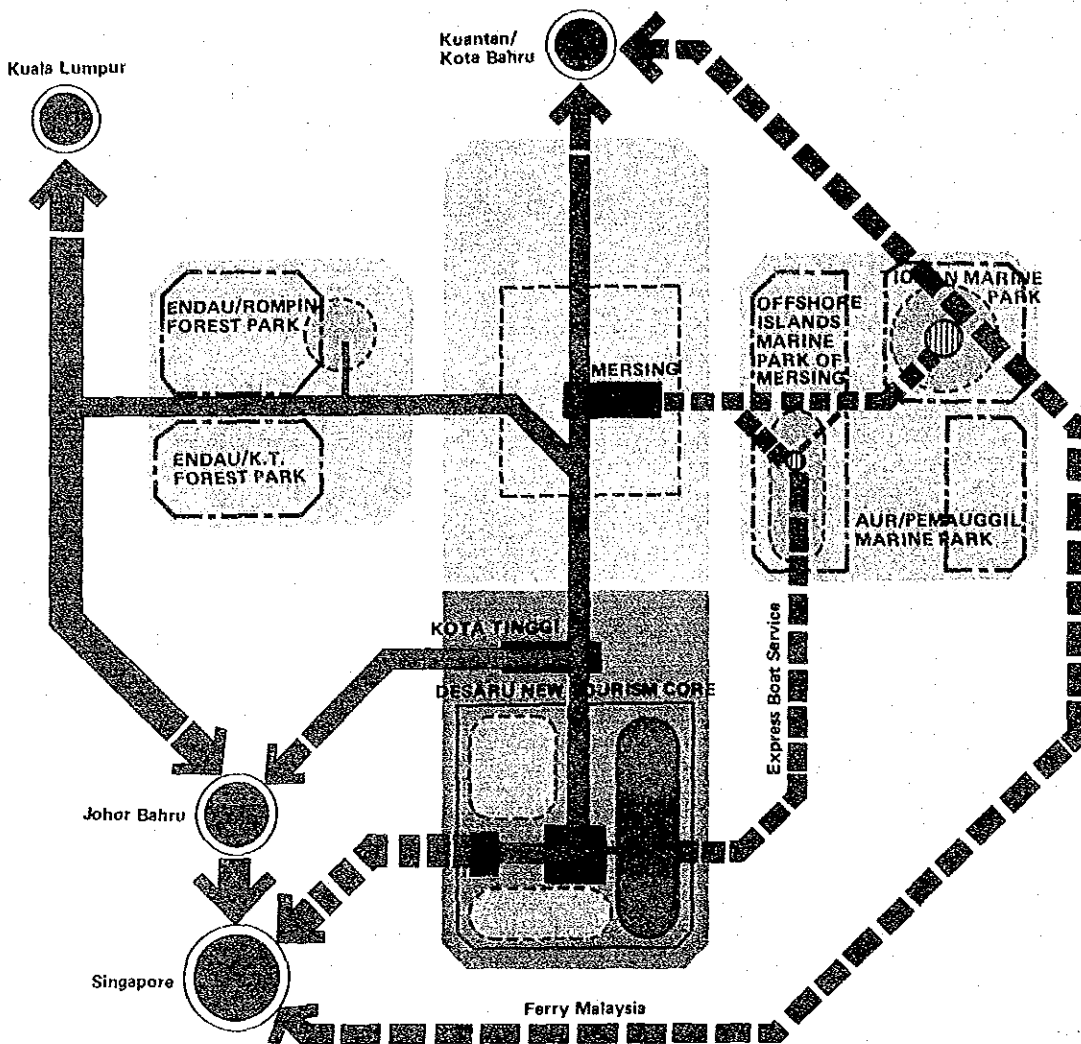
Tourism development concept and image before 1995 is simple and should be concentrated to enhance the attractiveness of Desaru. Tourism resource components of beach resort area, island resort area and tropical forest recreation area are linked for this purpose.

The main function of Mersing area will be limited as a transportation node for the tourist flow to the island resort area and to the tropical forest recreation area.

In the island resort area, a major effort will be concentrated on upgrading the standard of infrastructure and accommodation facilities together with appropriate measures to conserve the natural environment. Tropical forest recreational area will remain the destination of special interest groups. Accessibility into the forest will be improved within the limits of assuring environmental preservation.

Improvement and development of the transportation network will be the key factor to ensure the further development of Desaru New Tourism Core and the remaining part of the South East Coast.

Fig. 3.2.2 Tourism Development Concept and Image by 1995



**LEGEND**

	Transportation Node		Established		Under Establishing		Characterized Major Tourism Area
	International Gateway for SOUTH EAST COAST						Strategic New Tourism Core Development Zone
	Expressway Network						Major Tourism Area
	Major Road/Transportation Service Network						Service Town/Transportation Node
	Minor Road/Optional Tour Service						Tourist Accommodation
	Major/Frequent Ferry Service						Forest/Marine Park
	Major Sea Transport Service						
	Minor/Optional Sea Transport Service						

### 3.3 Planning Framework for Tourism Development

#### 3.3.1 Principles of Development

##### 1) Natural Environment and Tourism Development

A tropical rain forest is very sensitive to change in environment. Once a tropical rain forest is invaded even by logging practices, it will be easily disordered and become degraded in an extensive area. This is true also of marine resources.

The following seven measures are considered important for natural environment protection;

##### a) Preservation of Typical Tropical Rain Forest

Virgin jungle and primary forests are a genetic reservoir and habitat for wildlife and should be fully preserved by prohibiting any kind of development. Mangrove forest which prevents estuary erosion and siltation and serves to purify water should be preserved to the extent that no vital damage is caused to wildlife and scenery.

##### b) Preparation of Buffer Zone around Tropical Rain Forest

A buffer zone should be prepared around the tropical rain forest so as not to cause any deterioration of the forest and so as to avoid any danger that might be caused by the co-existence of wildlife and tourists.

##### c) Designation of the Forest Area for Tourism Attraction

Tropical rain forest offers unusual opportunity for international tourists who are from non-tropical zones. It is required in this sense that some restricted area be open as a tourist attraction. The forest area not specifically designated for tourists should be strictly preserved.

##### d) Protection of Wildlife and Birds

The habitat of wildlife and birds have gradually been reduced by the progress of logging practices and the expansion of plantation enclosure. Isolation of habitat tends to endanger the survival of wildlife and birds. The minimum requirement is to avert such possible danger.

##### e) Protection of Existing Shoreline Formation and Landscape

Well balanced configuration of headlands and beaches is the specific characteristic of the coastal landscape of the South East Coast. Tourism development along the shoreline should not deteriorate the existing landscape.

##### f) Maintenance of Water Quality

Water quality along the shoreline and around the offshore islands of the South East Coast is excellent at present. In the course of tourism development, however, it is expected that water quality will be lowered by the following causes:

- sanitary and storm sewage,
- garbage and waste disposal, and
- erosion and siltation caused by earth work and construction.

Treatment system of sewage and disposal should properly be installed together with an environmental monitoring system. The most effective measure for preventing water pollution is to minimize the discharge of pollutants.

g) Measures to Protect Young Coral Reefs

Some marine area should be designated as a specifically restricted zone for fostering coral growth and protection of other marine life.

2) Social Environment and Tourism Development

Tourism development has various influences on the people who live in and around the tourism destinations. The timing and scale of the development affects the degree of the influence. Major influences caused by the tourism development are:

- creation of job opportunities,
- influence on local production and consumption,
- influence on social structure, and
- influence on people's value system.

New employment by the tourism sector will absorb some of the local labour force and attract immigrants. This phenomenon creates two kind of problems: tightening of labour force on local industry and an inequitable income distribution.

Hotels will procure such daily necessities as vegetable, meat, fruits, and flowers from local market. This activity will induce the local farmers to produce them for increased income, which tends to reduce the supply to local market, resulting in higher consumer prices.

This tendency will create the differentiation of income distribution among the local people who previously had similarity in the lower income bracket of a rural area. It is expected that the differentiation will change the existing social structure to some extent.

Some examples in the past indicate that introduction of international tourists sometimes causes frustration on the part of local people based on the differences of income level, behaviour, and morals. This problem will exist on the South East Coast because most of the local people are Muslims.

It is required to take appropriate measures to reduce these problems as much as possible in planning the tourism development by taking account of the individual local characteristics. The timing and scale of the tourism development should properly be arranged in view of improving the social environment.

3) Tourism Development Principle

Tourism planning must foresee possible interactions of many factors at present as well as in the future. Some of the symptoms of a lack of tourism planning may include adverse environmental, social, marketing, organizational, and other impacts. Environmental as well as social impacts relate to the area of tourism planning whereas marketing impacts relate to the adaptability of the tourism area for the possible changes in market demand in future.

As discussed in 2.7, it is required to prepare a tourism development plan which will be effective in realizing the benefits attributable to tourism development with minimal sacrifice to natural environment and local



society. Conservation of natural environment and local society will ensure a long lasting and prosperous tourism development of the South East Coast.

Based on the above discussions, a tourism development principle is established for a conceptual plan for the South East Coast.

a) for Natural Environment

Tropical rain forest and offshore marine environment are the two major attractions to be conserved for the purpose of keeping and augmenting the identity of the South East Coast.

- to designate the precious tropical rain forest as forest reserve and/or national/state park,
- to prohibit logging practices in any primary/secondary forest,
- to preserve tropical rain forest as much as possible even in the tourism development area,
- to designate a wild life reserve,
- to designate a marine park area,
- to restrict the tourism development on the offshore islands within the limits of maintaining a marine and island environment,
- to require the installation of sewage and drainage system for the facilities on the offshore islands, and
- to introduce appropriate measures to prevent beach erosion.

b) for Social Environment

Reducing the undesirable impacts on local society is the major objective. This will contribute to fostering the background of hospitality and awareness of local people towards the international tourists.

- to choose tourism development sites in an area away from local villages as far as possible,
- to prepare new settlements for immigrant labour forces in an area separated from the tourism development sites, and
- to provide local people with an opportunity to sell their products to the tourism industry as well as to tourists.

### 3.3.2 Planning Framework for the Development of Tourism

The preceding sections have discussed each component of the South East Coast in terms of:

- tourism resources,
- transportation network,
- present issues of tourism development,
- international tourist demand,
- concepts and image of tourism development, and
- principles of tourism development.

Based on these discussions, a conceptual plan for tourism development of the South East Coast will be discussed in the next chapter. This section summarizes the framework for the conceptual plan in the following aspects.

1) International Tourist Arrivals and Guest Nights

International tourist arrivals and guest nights were estimated for the year 1995 in Section 3.1.1. Demand forecast of international tourists, however, involves a considerable degree of uncertainty due to the fact that tourist demand is changeable and largely dependent on economic situations as well as foreign exchange rates.

The following figures are assumed as a planning target for international tourist arrivals and guest nights for 1995.

	Singaporean	Japanese	Others	Total
Arrivals	130,000	190,000	55,000	375,000
Guest Nights	354,000	392,000	235,000	981,000

These figures are directly related to accommodation facility planning in terms of quantity, in particular the long stay visitors classified under "others". It is required, however, that these facilities be of international standard quality, particularly in the Desaru New Tourism Core and on Tioman Island, so as to lure as many international tourists as possible.

2) Importance of Day Trippers and Weekenders at Desaru

It will be a prerequisite to prepare tourism zones in the Desaru New Tourism Core because of day trippers and weekenders from Singapore as well as Johor Bahru. Total number of day trippers is roughly estimated at 2.6 million persons in 1995. It is required, however, that demarcation between beach resort zones and day tripper zones be duly taken into account to maintain "no crowds, no lines, and no hassle" in beach resort zones.

It is also expected that the facilities for day trippers will create additional amenities for international tourists.

3) Expected Expenditure by International Tourists

Per capita expenditure by international tourists in the South East Coast is estimated at M\$260-330 per guest night. The total expenditure is estimated at M\$250-320 million. This amount is equivalent to between 13 and 17% of the agricultural GDP of the State of Johor.

4) Expected Number of Job Opportunities

Job opportunities to be created by tourism development are:

- direct employment in relation with construction works, operations and management works, and tourist consumption, and
- indirect job opportunities through the spread effect of servicing the tourism industry.

Past experience indicates that direct employment created by hotels is equal to 1.2 persons per hotel room. Indirect job opportunities are estimated to be 1.4 times of the direct employment.

# CHAPTER 4

## **TOURISM DEVELOPMENT PLAN OF THE SOUTH EAST COAST**

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4.1 Tourism Development Scheme by the Year 1995

4.2 Activity and Facility Planning

4.3 Transportation Network Planning

4.4 Requirements for Implementation



## 4.1 Tourism Development Scheme by the Year 1995

### 4.1.1 Outline

As discussed in Section 3.2, tourism resources in the South East Coast are broadly classified into three groups: beach in green environment, beautiful sea and coral around the offshore islands and tropical vegetation and wildlife. In terms of tourism resource distribution in the South East Coast, these tourism resources are grouped into four tourism areas as described below;

- Desaru New Tourism Core is characterized by such variety of tourism resources with many beaches separated by headlands, dispersed tropical rain forest, palm plantations, and local kampong societies in the vast hinterland,
- Mersing New Tourism Sub-Core is an important transportation node with traditional Malay settlements, beaches of easy access to some offshore islands and virgin tropical rain forest,
- Offshore Island Beach Resort is characterized by its excellent natural environment with clear sea water, coral reefs and mountain areas, and
- Endau/Rompin Forest Recreation Area is characterized by its unspoiled tropical rain forest with a variety of flora and fauna.

Fig. 4.1.1 illustrates the expected accessibility in the year 1995 from the two representative tourism areas of Desaru and the Tioman Island.

Desaru New Tourism Core is within two hours travelling distance from Singapore. From Desaru, Mersing is slightly more than two hours travelling distance, and Tioman Island within three hours travelling distance, and Endau/Rompin forest area is more than three hours travelling distance.

Tioman Island is six hours travelling distance from Singapore by land and sea. From Tioman Island, Mersing is within two hours travelling, and Endau/Rompin forest area is more than three hours travelling distance. Desaru New Tourism Core is nearly five hours travelling distance by land and three hours by sea.

In consideration of the travelling distance among the four tourism areas, it will be required to establish sub-development concepts for each tourism area under a unified tourism development concept for the whole South East Coast.

A tourism development scheme based on tourism development principles discussed in Section 3.3.1 is shown in Fig. 4.1.2 which illustrates the tourism development scheme of the whole South East Coast. Figs. 4.1.3-6 give a more detailed explanation of each area.

Fig. 4.1.1 Travel Time from Major Tourism Spots in 1995

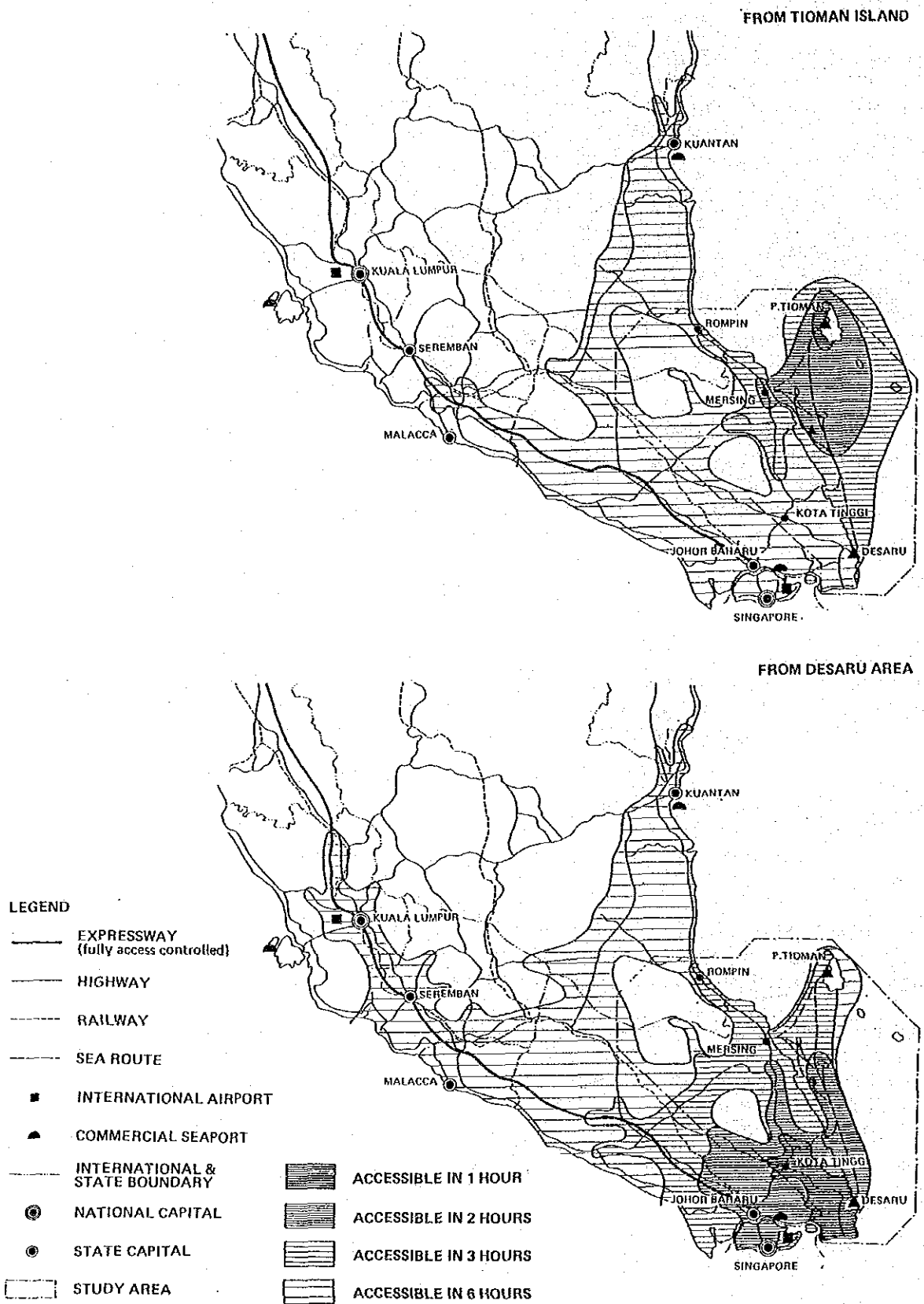
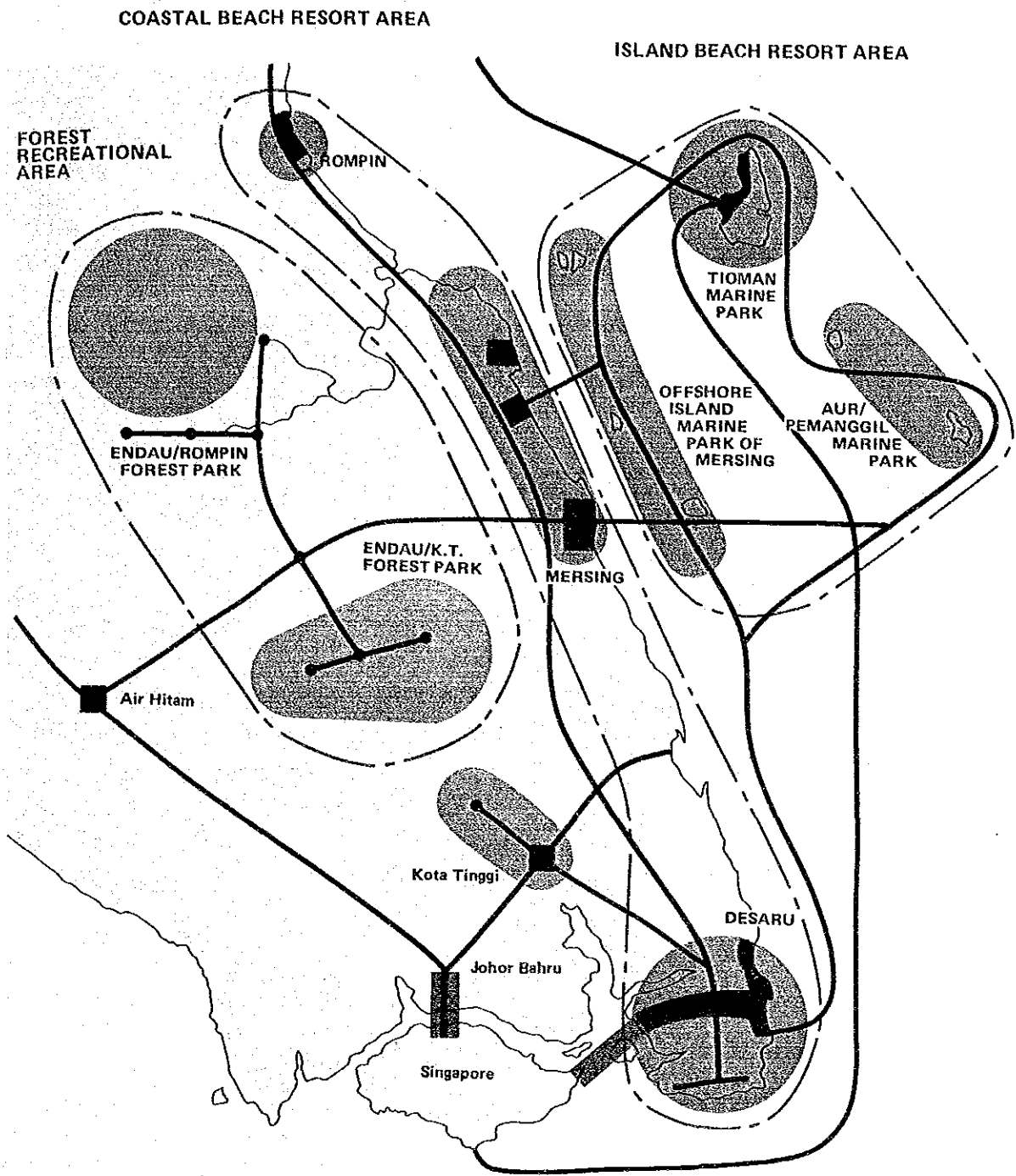


Fig. 4.1.2 Tourism Development Scheme for the South East Coast



Source: JICA Study Team

#### 4.1.2 Desaru New Tourism Core

Fig. 4.1.3 shows the tourism development scheme for Desaru, which comprises the following six zones:

##### Siang Beach Resort Zone,

- high class beach resort
- separated from nearby beaches
- international deluxe and international standard hotels

##### Penawar Beach Resort,

- complex of both middle class beach resort and seashore for budget conscious group
- tourism core equipped with jetty for offshore islands, amenity centre, tourist information centre and so on
- various type of accommodation such as hotels, chalets and camps

##### Pulau Lima Fishing Islands,

- deep sea game fishing without accommodation facilities

##### Sungai Lebam River Safari,

- river cruise
- rubber museum and crocodile farm

##### Barat Forest Recreation Zone, and

- marina city
- fan park and sport city

##### Sungai Santi River Park.

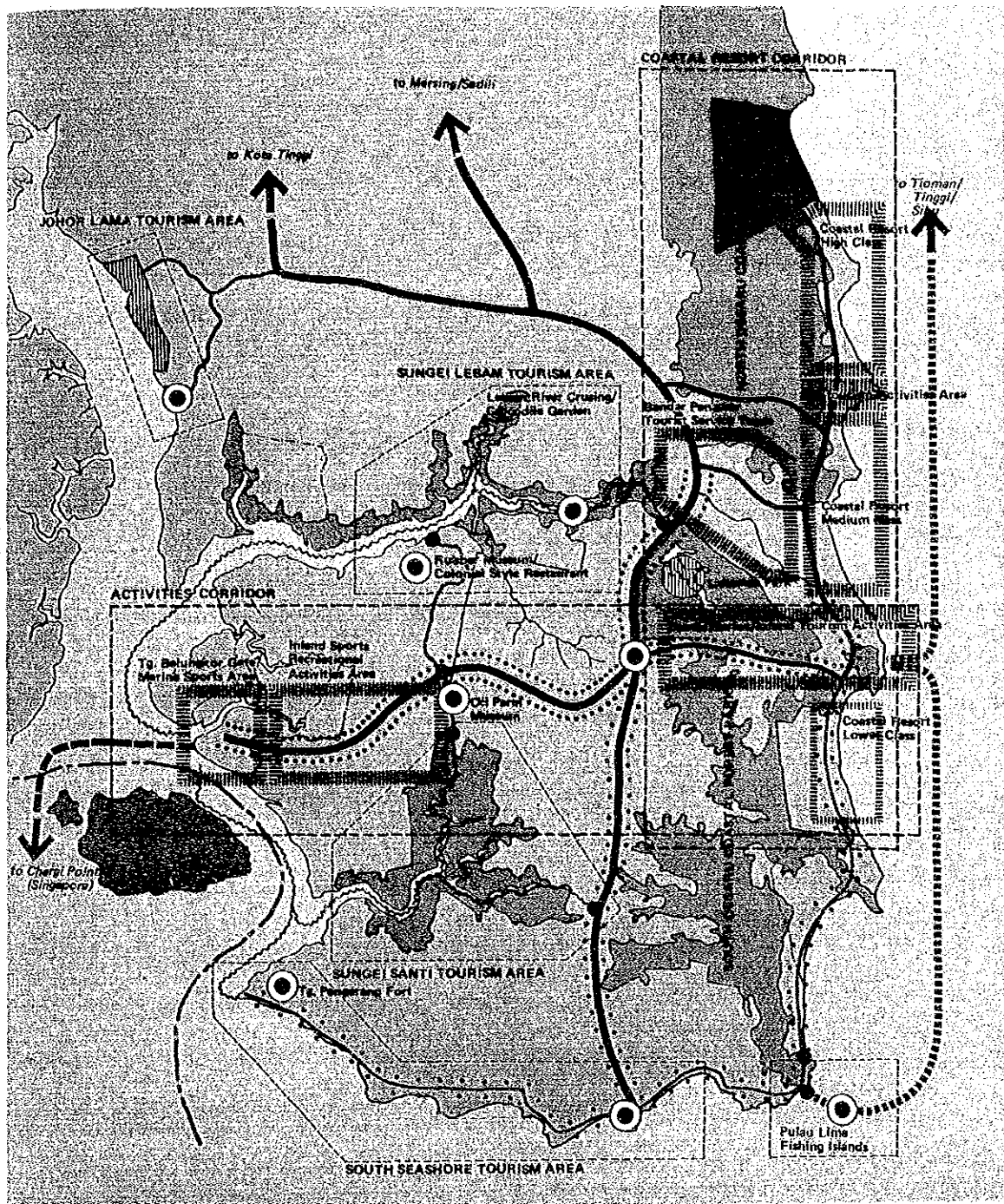
- river cruise
- oil palm museum

Siang Beach Resort and Penawar Beach Resort are designed for overnight tourists, and Lebam River Safari, Barat Sport Recreational Zone and Santi River Park are mainly designed for day trippers.

It is required that the two beach resorts of Siang and Penawar start development before 1995 to attract international tourists as soon as possible. Lebam River Safari and Barat Sport Recreational Zone are also required to start development for the purpose of satisfying the demand of day trippers and increasing optional attractions for long-stay-international tourists.



Fig. 4.1.3 Tourism Development Scheme: Desaru New Tourism Core



LEGEND

- |  |  |  |
|--|--|--|
| MAJOR TOURISM DEVELOPMENT CORRIDOR                     | HISTORICAL/LAKE-SIDE PARK                          | ROAD-SIDE LANDSCAPING BEFORE 1995              |
| OTHER TOURISM DEVELOPMENT AREA                         | IMPROVEMENT OF MAJOR ROAD NETWORK BEFORE 1995      | ROAD-SIDE LANDSCAPING AFTER 1995               |
| MAJOR TOURISM DEVELOPMENT/IMPROVEMENT AREA BEFORE 1995 | IMPROVEMENT OF MAJOR ROAD NETWORK AFTER 1995       | MAJOR RIVER TRANSPORTATION NETWORK BEFORE 1995 |
| MAJOR TOURISM DEVELOPMENT/IMPROVEMENT AREA             | IMPROVEMENT/DEVELOPMENT OF ACCESS ROAD BEFORE 1995 | MINOR SEA TRANSPORTATION NETWORK               |
| TOURIST ATTRACTION FACILITY                            | IMPROVEMENT/DEVELOPMENT OF ACCESS ROAD AFTER 1995  | MAJOR SEA TRANSPORTATION NETWORK BEFORE 1995   |
| EXISTING VIRGIN FOREST                                 |  | MAJOR RIVER TRANSPORTATION NETWORK AFTER 1995  |
| EXISTING SECONDARY FOREST                              |  |  |

#### 4.1.3 Mersing New Tourism Sub Core

Fig. 4.1.4 shows the tourism development scheme for Mersing area, which comprises three zones:

##### Mersing Tourist Town Improvement Zone

- jetty for offshore islands
- tourism service town

##### South Mersing Coastal Resort Development Zone

- high class international resort at Murau
- regional/domestic tourist resort at Jemaluang
- jetty for the offshore islands

##### North Mersing Local Tourism Area Development Zone

- limited beach development for day-trippers

Tourism development by 1995 focuses on improving the transportation service to the offshore islands. Jetty construction is the major project to be implemented by 1995. It is also required to improve the tourism supporting function of Mersing town in terms of logistics to the offshore islands as proposed by "Report of the Task Force on Tourism".

A major project after 1995 is the development of South Mersing Coastal Resort. This resort will be another outlet for the offshore islands and accommodate the international tourists who require an atmosphere slightly different from Desaru New Tourism Core. Local tourism development at North Mersing should be realized after the development of South Mersing Coastal Resort.

#### 4.1.4 Offshore Island Beach Resort

Fig. 4.1.5 shows the tourism development scheme for the Offshore Islands, which also comprises three zones;

##### Tioman Island Resort,

- high class international beach resort
- tourist service centres and jetty for Mersing and the other offshore islands
- international standard hotels and improved chalets

##### Pemanggil/Aur Islands Resort, and

- optional destinations for special interest groups
- chalet type accommodation

##### Mersing Offshore Island Resort

- same as above

It is important to designate the offshore islands as marine park as soon as possible to conserve the excellent marine environment. Before 1995, it is advisable to restrict development only to the Tekek beach on Tioman Island and not to all the offshore islands. Improvement of the existing facilities will be the main object to be undertaken.

Fig. 4.1.4 Tourism Development Scheme: Mersing Area

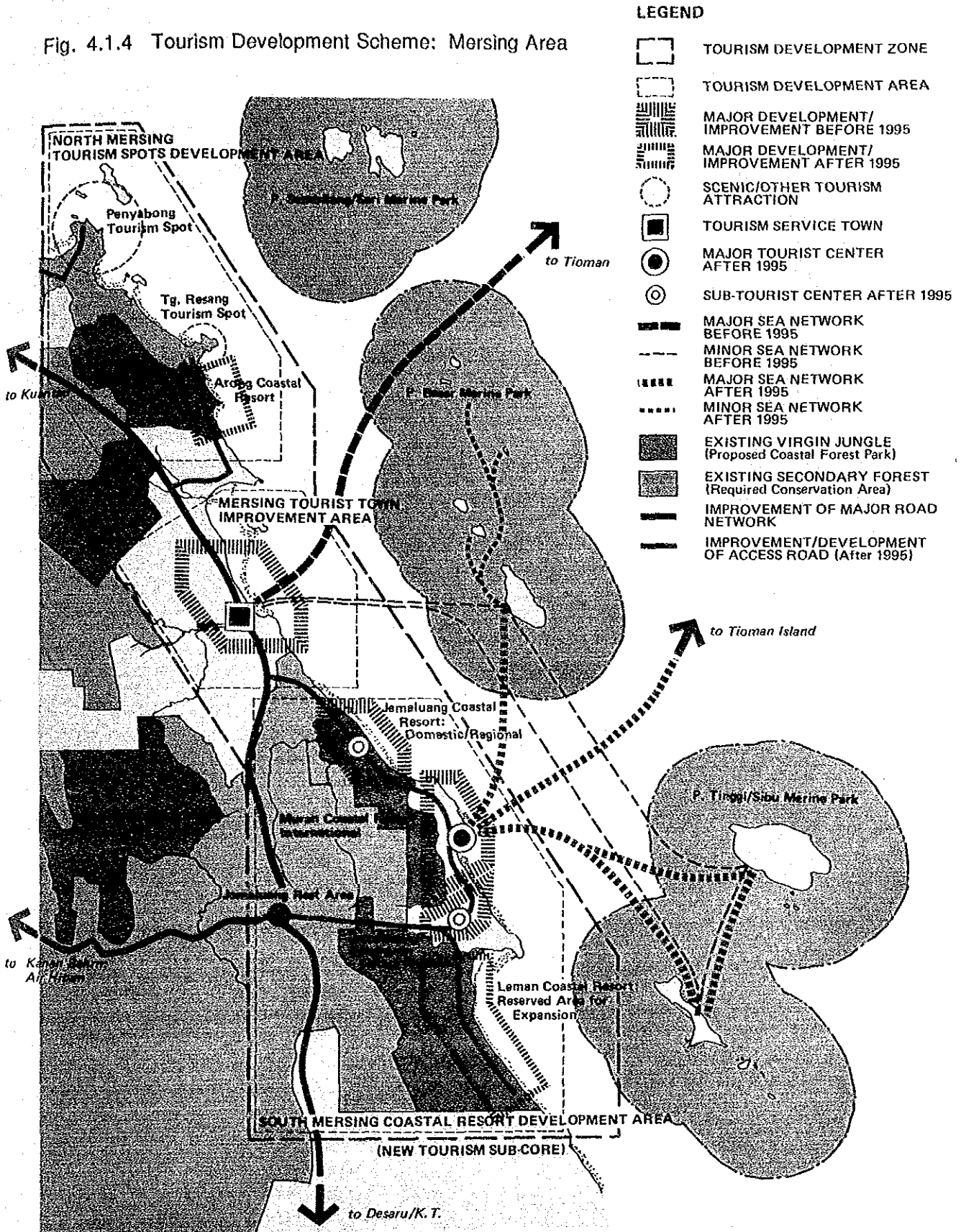
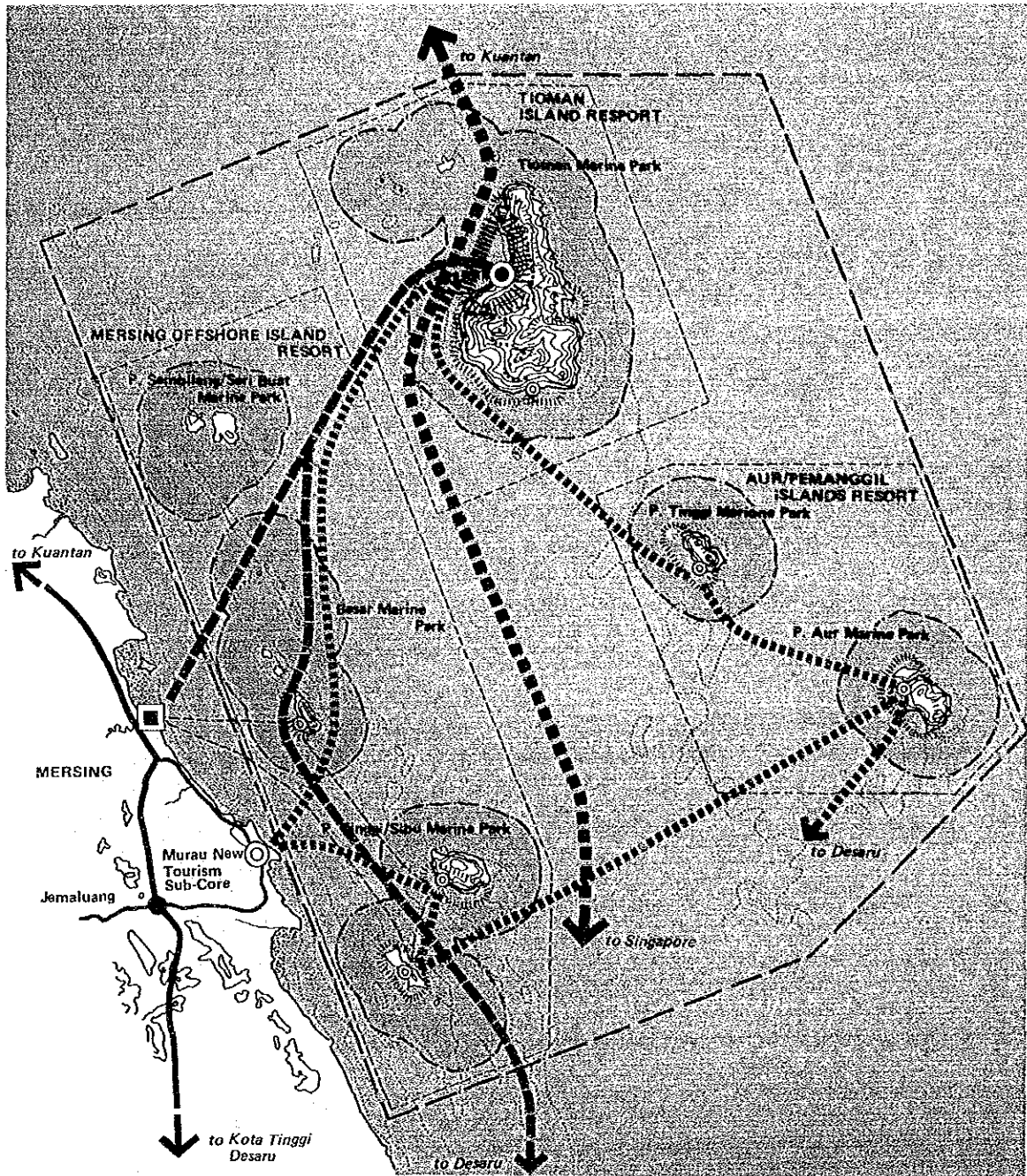


Fig. 4.1.5 Tourism Development Scheme: Offshore Islands



LEGEND












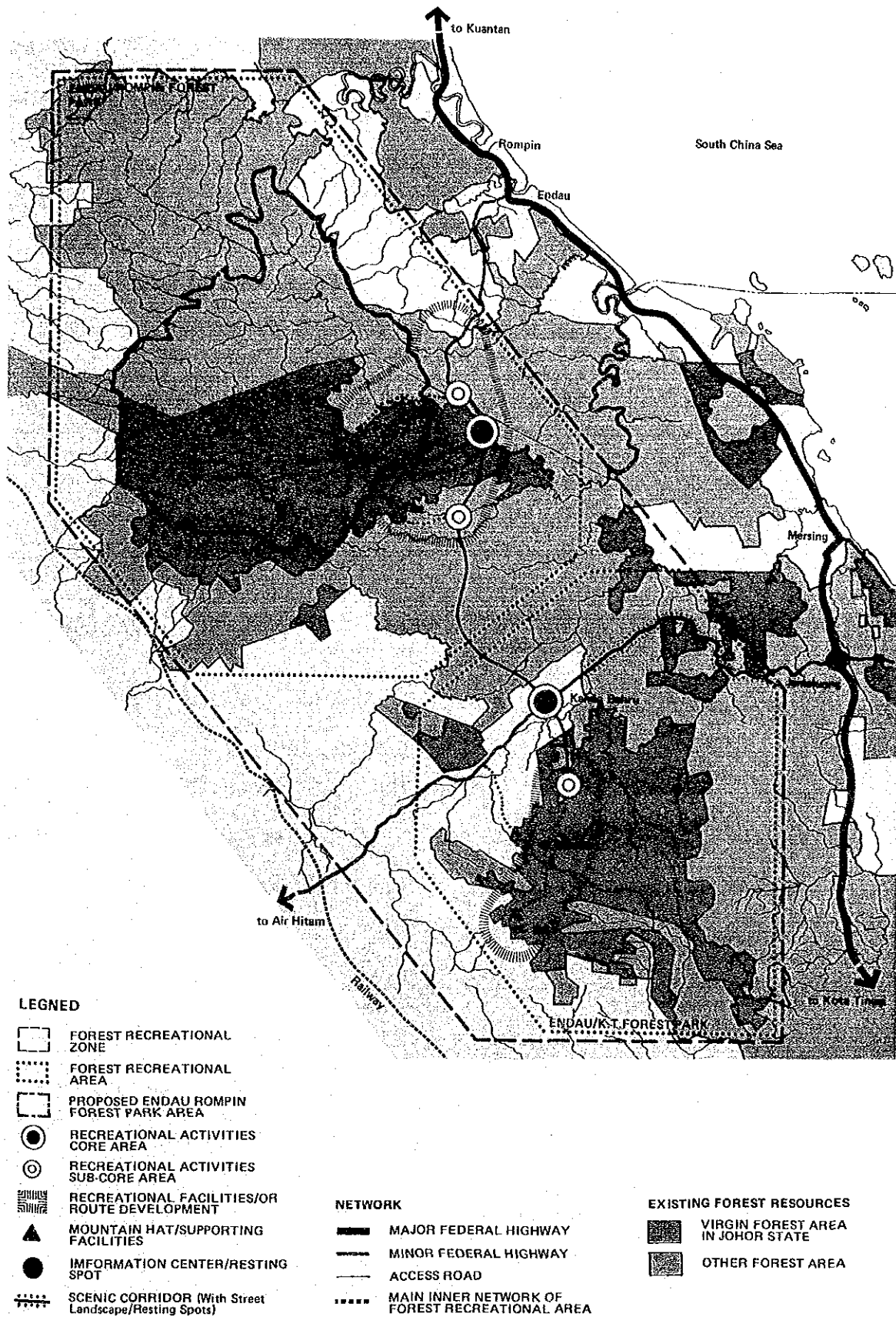
- |   |  |   |   |
|---|--|---|---|
|  | ISLAND RESORT TOURISM DEVELOPMENT ZONE                           |  | MAJOR TOURIST SERVICE CENTER DEVELOPMENT/IMPROVEMENT AFTER 1995 |
|  | ISLAND RESORT TOURISM DEVELOPMENT AREA                           |  | FERRY MALAYSIA NETWORK  |
|  | MAJOR TOURISM DEVELOPMENT/IMPROVEMENT AREA BEFORE 1995           |  | MAJOR SEA NETWORK BEFORE 1995                                   |
|  | MAJOR TOURISM DEVELOPMENT/IMPROVEMENT AREA AFTER 1995            |  | MINOR SEA NETWORK BEFORE 1995                                   |
|  | PROPOSED MARINE PARK AREA (3 miles from Shoreline)               |  | MAJOR SEA NETWORK AFTER 1995                                    |
|  | MAJOR TOURIST SERVICE CENTER DEVELOPMENT/IMPROVEMENT BEFORE 1995 |   |   |

Fig. 4.1.6. Tourism Development Scheme: Forest Reserve



#### 4.1.5 Endau/Rompin Forest Recreation Area

Fig. 4.1.6 shows the tourism development scheme for Endau-Rompin/Endau-Kota Tinggi Forest Reserve. At the moment, there is not enough information about the forest area. Immediate action will be to carry out surveys on the natural environment and to designate the area as national and/or state park. Introduction of a research centre and establishment of forest management system are the main objects to be attained before 1995.

It is required, after 1995, that both a system and facilities be developed for inviting interested tourist groups to the forest recreation park in accordance with the requirements for natural rain forest preservation.

#### 4.1.6 Johor Bahru

Johor Bahru is the state capital of the State of Johor. State-wide economic activities of the secondary and tertiary sectors are concentrated in Johor Bahru with a estimated population of around 300,000 persons. Every transportation network is connected to Johor Bahru, for instance, from Singapore, Kuala Lumpur and Kuantan. This state capital has a long history and typical Malay culture. The historical assets attract international as well as domestic tourists to the capital.

Johor Bahru is an important entry point for international tourists to Malaysia, particularly in relation with Singapore. Immigration data indicate that more than two million international tourists visited Malaysia through Johor Bahru in 1985. It is expected that the forthcoming tourism development of the South East Coast will further enhance the importance of Johor Bahru in terms of transportation, creating a sense of arrival to Malaysia.

The necessary measures to improve the transportation problems are twofold.

##### - Improvement of Immigration and Custom Procedures

Traffic arrivals to the customs fluctuate considerably with hourly, daily and seasonal variations. It is required to review the existing system of immigration and custom procedures so that the installed booths can attain a quick and smooth process for fluctuating traffic arrivals. It is also required to resolve the issues mentioned on the joint discussions between TDC and STPB. A ferry link between Singapore and Tg. Belungkor will keep to ease this problem.

##### - Improvement of Transportation Network

Traffic problems in the centre of Johor Bahru are caused mainly by the concentration of intra-city, inter-regional, and international traffic. The close location of the causeway to the centre greatly increases the traffic problems. In relation with the South East Coast, the following two measures are recommended: improvement of geometric design and traffic operation of Jl. Tun Abdul Razak, Jl. Wong Ah Fook and Jl. Tebrau so as to increase the traffic capacity, and the development of an inner ring road bypassing the centre for reducing the lorry traffic in the city centre.

The creation of sense of arrival is very important in that international tourists tend to have perceived expectations of their destinations as most of them visit

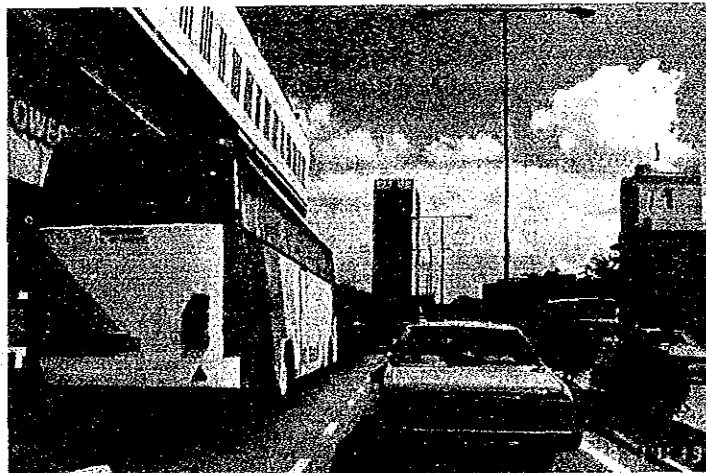
Malaysia through Singapore. A sense of arrival can be created by taking account of:

- abundant natural environment in contrast with man-made or urban environment,
- abundant historical as well as cultural assets in contrast with up-to-date urbanity, and
- local diversity in contrast with unified structure.

Trees and flowers, mosques and old buildings, and single-storey houses and traditional town blocks are some examples for creating a sense of arrival. It should be recognized that hospitality awareness of the citizen plays an important role in further refining the sense of arrival.

In view of the tourism development of the South East Coast, Johor Bahru is important in that the central urban functions of the city will cover the lack of such functions in the South East Coast. Examples are travel agents, guides, construction companies, maintenance service companies, manpower recruitment offices, medical services, and so forth. It is required to further improve the urban functions of Johor Bahru.

It is also required that tourist attraction in Johor Bahru should be improved for better satisfaction of international tourist through Singapore. As proposed by "Report of the Task Force on Tourism", a more interesting tour programme should be developed with the cooperation of Singaporean operators. Improvements should be made on such tourist attractions as Istana Besar, Sultan Abu Bakar Mosque, Desa Budaya, Jaro Handicraft Center, and Batik Factory.



City Center of Johru Bahru

## 4.2 Activity and Facility Planning

### 4.2.1 Activities and Attractions at Major Tourism Areas

Activities include all of the things that the tourists can do while visiting the destination area, ranging from outdoor recreational pursuits such as swimming, scuba diving and sailing to more passive pursuits as shopping and viewing scenery. As the activities available at the destination are often a prime motivating factor to travel, this exercise can be most useful in highlighting and generating new demands.

The South East Coast is expected to be developed as an international beach resort destination with a high quality standard. It is also expected that the Coast will accommodate day-trippers and weekenders by offering the opportunities for a variety of recreational activities. Fig. 4.2.1 illustrates the activities and attractions in the South East Coast.

#### 1) Desaru New Tourism Core

Desaru is expected to accept both tourists of 0.8 million guest nights and about 2.6 million day-trippers. It is required to prepare activities and attractions satisfactory to the demand of various visitors in terms of quality as well as quantity.

Major activities and attractions are:

- beach and marine sports recreation as well as sightseeing and strolling along the coastal line,
- water sports and cruising along the inland rivers,
- inland sports and recreational activities in the hinterland,
- exhibition parks of orchids, orchards, oil palm, rubber, insects, crocodile and so on,
- local attractions such as historical assets, foods, souvenir, and
- amusement park, entertainment, athletic meet, and so on.

#### 2) Offshore Island Beach Resort

It is required to prepare a variety of beach and marine sports activities by mobilizing the excellent ocean environment. It is advisable to develop such activities as sightseeing, strolling, and jungle trekking on Tioman Island by applying the mountain resources. It is another requirement to develop attractive circumstances which make the tourists' stay more enjoyable and comfortable, particularly on Tioman Island.

#### 3) Mersing Tourism Sub-Core and Endau/Rompin Forest Recreation Area

Development of these resort and forest area will be focused after 1995.

It is required to develop the same type of activities and attractions as those in Desaru New Tourism Core in the south Mersing beach resort. Special attention will be invited to develop the atmosphere of a high class beach resort.

Endau/Rompin area will become a centre of forest recreational activities, observation of flora and fauna of scientific significance, international jamboree and so forth for southern Malaysia. It is a must to prepare an opportunity of activities and attractions compatible with the conservation of natural forest resources.



Fig. 4.2.1 Activity and Attractions

	DESARU				MERSING		ISLANDS				FOREST REC.	
	Coastal Resort		Activity Area		1995	after	Toman		Other Islands		Endau-Rompin	
	1995	after	1995	after			1995	after	1995	after	1995	after
<b>1. PARTICIPATORY SPORTS</b>												
<b>OUTDOORS SPORTS</b>												
Racket Sports(tennis and others)	•	•	•	•			•	•	•	•		•
Field Sports(ball games,athletics,etc.)			•	•								•
Shooting Sports			•	•			•					
Golf	•	•		•			•	•	•			
Mountain Climbing							•	•	•	•	•	•
Jungle Trekking	•	•					•	•	•	•	•	•
Houseback Riding	•	•		•			•				•	•
<b>OUTDOOR RECREATION</b>												
Strolling	•	•	•	•			•	•	•	•		•
River Cruising							•	•				•
Bird Watching	•	•					•	•			•	•
Beetle/Other Insects Gathering	•	•	•	•			•					
Cycling	•	•	•	•			•					•
Pleasure Riding			•	•								
<b>BEACH/MARINE SPORTS</b>												
Surfing(Wind/Wave)	•	•					•	•	•	•		
Sailing	•	•	•	•			•	•	•	•		
Cruising Fishing	•	•	•	•		•	•	•	•	•		
Bank Fishing	•	•	•	•		•	•	•	•	•	•	•
Diving(Scuba/Snorkelling)	•	•	•	•			•	•	•	•		
Swimming	•	•	•	•			•	•	•	•		
Power Boating(water ski,parasailing,etc.)	•	•	•	•		•	•	•	•	•		
Other Mechanized Water Sports	•	•					•					
<b>BEACH/MARINE RECREATION</b>												
Sun Bathing	•	•					•	•	•	•		
Swimming	•	•	•	•			•	•	•	•		
Rowing	•	•	•	•			•	•	•	•		
Beachside Strolling	•	•	•	•			•	•	•	•		
<b>INDOOR SPORTS AND RECREATION</b>												
Racket Sports(squash,badminton,etc.)	•	•	•	•			•	•	•			
Athletics	•	•	•	•			•	•	•			
Indoor Games	•	•	•	•			•	•	•		•	
Dancing	•	•	•	•			•	•	•			
<b>2. NON-PARTICIPATORY ACTIVITIES</b>												
<b>PERFORMANCE AND EXHIBITION</b>												
Traditional Dance/ Music	•	•	•	•			•		•			
Traditional/International Events	•	•	•	•					•			•
Exhibition of Local Industries(Rubber)			•	•								
(Fruits/Others)	•	•	•	•								
Exhibition of Local Flora/Fauna	•	•	•	•								•
(Orchid/Flower)	•	•	•	•								
(Crocodile/Beetle/Other Insects)	•	•	•	•			•					
(Aquatic Flora/Fauna)	•	•	•	•								
<b>SIGHTSEEING</b>												
Historical Site/Ruins			•	•								
Traditional/Colonial Architecture			•	•								
Panoramic Views	•	•	•	•			•	•			•	•
Scenic Drives	•	•	•	•		•	•	•	•		•	•
<b>3. SHOPPING</b>												
<b>INTERNATIONAL GOODS</b>												
Duty Free Goods	•	•		•					•			
Other Imported Goods	•	•		•			•		•			
<b>LOCAL SPECIALTIES</b>												
Handicrafts/Souvenirs	•	•	•	•		•	•	•	•		•	•
<b>OTHER GOODS</b>												
Sports Equipments	•	•	•	•			•	•	•	•		•
Foods/Drinks	•	•	•	•			•	•	•	•		•
Other Daily Life Goods	•	•	•	•			•	•	•	•		•
<b>4. EATING / DRINKING</b>												
<b>INTERNATIONAL FOODS/DISH</b>												
Continental	•	•	•	•		•	•	•	•		•	•
Japanese	•	•	•	•					•			
Liquor	•	•	•	•			•	•	•		•	•
<b>LOCAL FOODS / DISH</b>												
Seafood and Other Specialities	•	•	•	•		•	•	•	•	•	•	•
Malaysian	•	•	•	•		•	•	•	•	•	•	•
Chinese	•	•	•	•		•	•	•	•	•	•	•
Indian	•	•	•	•		•	•	•	•	•	•	•
Local Special Dish(Fruits/Vegetable)	•	•	•	•		•	•	•	•	•	•	•

#### 4.2.2 Accommodation Facilities at Major Tourism Areas

The existing capacity of accommodations in the South East Coast amounts to 1,800 rooms consisting of 20% regional standard class and 80% domestic standard class. Three quarters of domestic standard class hotels are not registered with the TDC.

It is especially important, for the forthcoming tourism development of the South East Coast, to develop international standard hotels as well as to upgrade the existing facilities to satisfy the international tourists' demand.

As shown in Table 4.2.1, the additional accommodation capacity by the year 1995 is estimated at 2,000 rooms, coupled with the improvement of 300 rooms. Total capacity will amount to 3,900 rooms. It is expected that the capacity of high standard class will be 45% of the total capacity.

Accommodation investment should be concentrated on Desaru New Tourism Core by 1995, with an emphasis on a high quality standard. The additional number of rooms required amounts to 1,800 rooms, more than 90% of which are to international deluxe and international standard class.

It is also important that accommodations on the offshore islands, particularly Tioman Island, be upgraded to international standards. To meet estimated 1995 demand, the number of international standard class accommodations should be increased by 110 rooms. In addition, 190 existing rooms should be upgraded to regional standard class.

Development of Desaru New Tourism Core will further be stimulated beyond the year 1995. It will become necessary to increase the accommodation capacity and upgrading of the accommodation facilities. Introduction of condominium as well as villas will be required to develop a resort community so as to meet diversifying demand.

Due to the constraints of land availability and the necessity of environmental conservation, increase in the accommodation capacity on the offshore islands should be restricted to the minimum. Upgrading of accommodation quality will remain the main target to be pursued even beyond the year 1995. Some part of tourist demand to overstay on the offshore islands should be accommodated in the south Mersing beach resort area.

Table 4.2.1 Distribution of Classified Accommodation Facilities

	Desaru	Kota Tinggi	Mersing	Sibu/Other Islands	Tioman Island	Endau-Ru Rompin Totals
<b>Existing Stock of Classified Rooms in 1988</b>						
International Delux	0	0	0	0	0	0
International	0	0	0	0	0	0
Regional	234	0	34	0	119	387
Domestic	105	92	159	439	623	1416
Totals	339	92	193	439	742	1805
(Areal Share %)	19%	5%	11%	24%	41%	100%
<b>Additional New Hotel Room Development and Up-grading</b>						
International Delux	790	0	0	0	0	790
(Up-grading)	0	0	0	0	0	0
International	850	0	0	88	110	1028
(Up-grading)	0	0	0	0	0	0
Regional	115	0	0	0	0	115
(Up-grading)	0	0	15	132	186	333
Domestic	22	5	0	0	0	44
(Up-grading)	0	0	0	0	0	0
Totals of Add. New	1777	5	0	88	110	1977
Totals of Up-grading	0	0	15	132	186	333
Totals	1777	5	15	200	296	2310
(Areal Share %)	77%	0%	1%	9%	13%	100%
<b>Total Stock of Classified Rooms In 1995</b>						
International Delux	790	0	0	0	0	790
International	850	0	0	88	110	1028
Regional	349	0	49	132	305	836
Domestic	127	97	144	307	437	1129
Totals	2116	97	193	507	852	3782
(Areal Share %)	56%	3%	5%	13%	23%	100%

Source : JICA Study Team

### 4.3 Transportation Network Planning

Fig. 4.3.1 shows the future transportation network covering all transportation modes.

#### 4.3.1 International Transportation

International tourist arrivals to the South East Coast in the year 1995 is estimated to increase to slightly less than 400,000 persons which is four times the present arrivals. Improvements and development to the international transportation network is very important to realize this target. Singapore is the nearest international tourist destination to the South East Coast, so in this context, improvement and development of international transportation network is related directly with Singapore.

As discussed in Section 2.3, there are three international transportation links between Singapore and the South East Coast:

- road link over the causeway,
- passenger boat link between Changi Point and Tg. Pengerang on an irregular basis, and
- air link between Singapore and Tioman Island with a weekly capacity of 96 seats.

The road link over the causeway is the most important of the three. For the purpose of attaining better accessibility, however, a future ferry link will connect Tg. Belungkor with Changi Point on a regular basis. This will take one and a half hours, one hour less than by way of the causeway.

A rail link cannot be a major transportation means between Singapore and Johor Bahru because of the short distance and requirement for feeder transportation services. However, if most commuters divert from road to rail transport, traffic congestion on the causeway will be relieved, which will have a favorable influence on tourist visits to Johor Bahru.

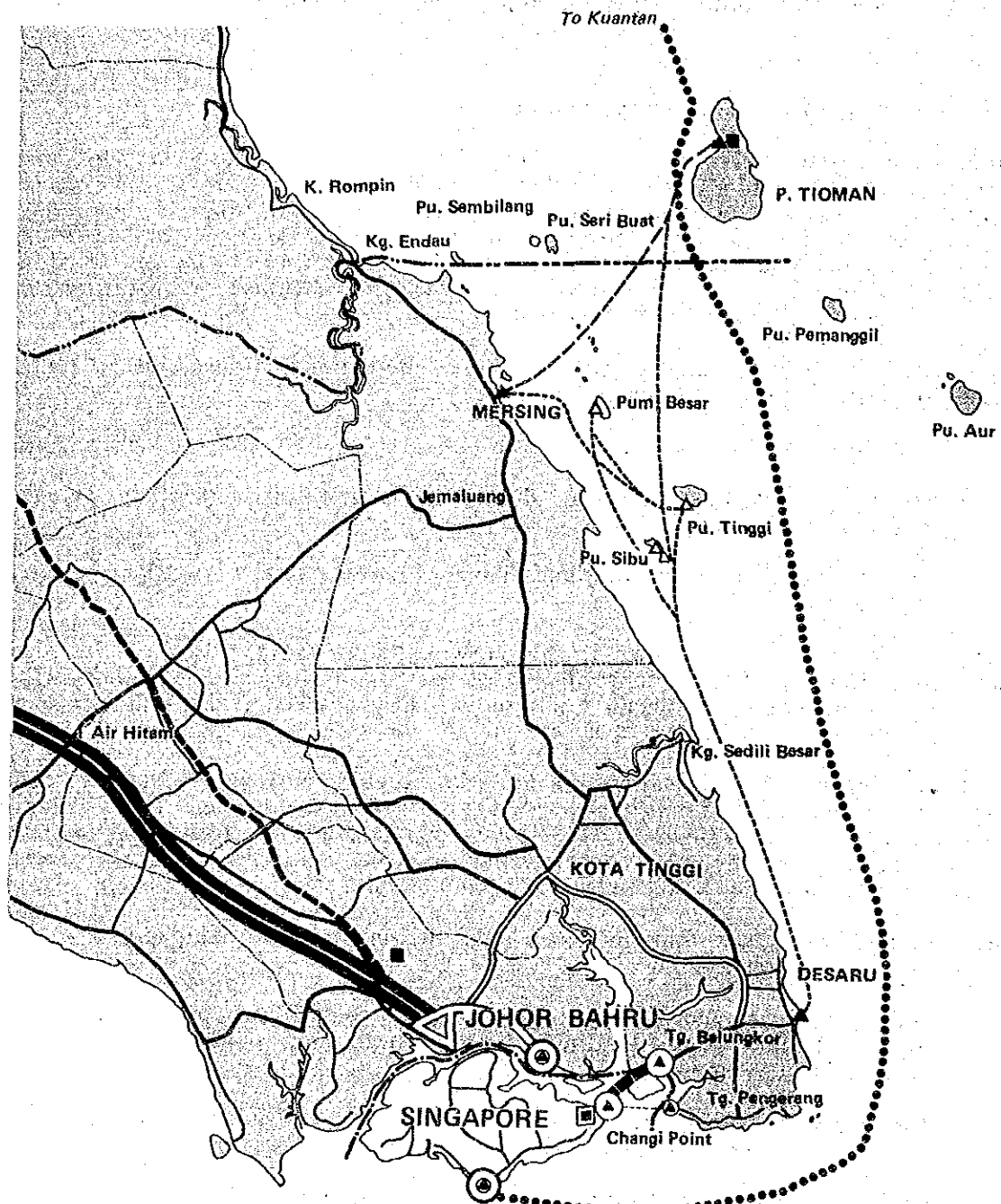
In planning a new sea link between Tg. Belungkor and Singapore, it is advisable to take account of:

- both car ferry and passenger boat should be deluxe to comply with traffic demand and facilitate immigration and custom procedures, preferably on board,
- port facilities should be developed to facilitate traffic flow and ease of travel of the tourists, and
- public transportation service should be prepared on the Malaysian side.



















It is critical that the road link over the causeway also be improved, particularly the immigration and custom procedures between the countries.

It is expected that the improvement of air link between Singapore and Tioman Island will further increase the tourist arrivals to the island. Prior to the improvement, however, it is necessary to take measures to prevent environmental deterioration which might be caused by a sudden increase of tourist arrivals. It is advisable, from the aspects of environmental preservation, not to develop a new airport for accommodating larger aircraft. The construction work would have a major negative environmental impact.

Fig. 4.3.1 Future Transportation Network in 1995



LEGEND

- |   |                                 |   |                            |
|---|---------------------------------|---|----------------------------|
|  | MAJOR ROAD (4 Lanes/Dual/R6)    |  | FREQUENT CAR FERRY ROUTE   |
|  | MAJOR ROAD (6 Lanes/Dual/U5)    |  | CAR FERRY ROUTE (optional) |
|  | MAJOR ROAD (4 Lanes/Dual/R5)    |  | MAJOR FERRY ROUTE/JETTY    |
|  | MAJOR ROAD (2 Lanes/R5)         |  | MINOR FERRY ROUTE/JETTY    |
|  | OTHER ROAD                      |  | RAILWAY                    |
|  | INTERNATIONAL AIRPORT           |  | INTERNATIONAL BOUNDARY     |
|  | DOMESTIC AIRPORT                |  | STATE BOUNDARY             |
|  | RURAL AIR STRIP (in operation)  |  | DISTRICT BOUNDARY          |
|  | COMMERCIAL PORT (international) |   |                            |
|  | INTERNATIONAL FERRY TERMINAL    |   |                            |

### 4.3.2 Inter-Regional Transportation

The South East Coast has three links to the outside:

- to Kuala Lumpur by way of Route 1,
- to Kuantan by way of Route 3, and
- to Johor Bahru and Singapore by way of the southern part of Route 3.

The third link is most important in view of the tourism development of the South East Coast, followed by the first and the second links.

The section between Johor Bahru and Kota Tinggi is now under improvement to be completed by the year 1995; Johor Bahru-Taman Pandan section with 6 lanes to standard 06 and Taman Pandan-Kota Tinggi section with 2 lanes to standard 05. It is advisable that the latter section be improved further to a 4 lane road or at least with additional climbing lanes for the purpose of avoiding traffic congestion at weekend peaks.

For the section between Kota Tinggi and Mersing/Rompin, both JKR and the State of Johor have no improvement plans before 1995 due to the low traffic volume estimated by extrapolation. This section, however, has an important function of unifying the tourism resources in the south and the north areas. In terms of the tourism development of the South East Coast, it is advisable to improve this section to the standard 05, together with appropriate arrangement of scenic corridors.

For securing the smooth traffic flow, it will be necessary to introduce proper measures to avoid traffic congestion caused by the mixture of urban and through traffic, particularly in district centres of Kota Tinggi and Mersing. Possible measures will be signal traffic control, street improvement, and bypass construction.

Dual carriage expressway with full access control is to be provided for the road link to Kuala Lumpur before 1995. This will greatly improve the tourist flow between the South East Coast and Kuala Lumpur. The road link to Kuantan has no development plan at present. This will not affect the tourism development of the South East Coast because of the limited tourist flow to this direction.

In view of air transport, Senai and Tioman airports are available for tourists visiting the South East Coast. Senai Airport can be a transportation node to the South East Coast in the future. Tioman Airport will continue to accommodate optional international tourists to the island though the number of flights cannot be increased due to the reason mentioned in Section 4.3.1.

### 4.3.3 Transportation Network in the South East Coast

Transportation network in the South East Coast consists of land and sea transport. Land transportation network connects every part of the Coast with Federal Route 3 and sea transportation network connects the offshore islands with the peninsula.

#### 1) Land Transportation Network

The road sections that are required of improvement or development in conjunction with the tourism development of the South East Coast are;

- main road from Tg. Belungkor to Kota Tinggi and Pengerang for tourism related traffic to and from the ferry terminal at Tg. Belungkor,

- access road from Kota Tinggi-Pengerang road to Tg. Penawar, Tg. Lompat and Tg. Balau for easy access to coastal beach resorts,
- coastal road from Tg. Penawar to Tg. Sedili for excursions,
- coastal road from Mersing to Jemaluang via Tg. Murau for the tourism development in Murau area in the future,
- access road to Endau Rompin forest area in the future,
- coastal road on the Tioman Island from Kg. Ayer Batang to Kg. Lalang by 1995 and further to Kg. Genting in the future, and
- improvement of crossing path from Kg. Tekek to Juara on Tioman Island.

For the convenience of tourist movement in the South East Coast, it is required to provide bus service connecting major transportation nodes and tourism zones. Possible bus service routes are: Johor Bahru-Kota Tinggi-Desaru, Johor Bahru-Kota Tinggi-Mersing, and Desaru-Mersing.

## 2) Sea Transportation Network

Major terminals for sea transport are Mersing and Desaru on the peninsular side and Tioman Island on offshore islands. Major improvement and development required are:

- Mersing port is to be improved as a port without operational constraints caused by tides. It is advisable to separate tourism and fishery sections. High speed boats should be introduced for tourist transport,
- New jetty which can accommodate high speed boats is to be developed at Desaru for easy access to the offshore islands, and
- Existing jetty on Tioman Island is to be improved so as to accommodate high speed boats at any state of tide.

Jetties on the other offshore islands should also be improved or developed for constant berthing of passenger boats.

## 3) Roadside Tourism Facilities and Landscaping

Tourist facilities and landscaping constitute one of the important tourist attractions as well as reducing perceptive travelling distance. Typical components are, for example, scenic corridors, roadside trees, and flowers, and rest areas provided with such facilities as observation platform, restaurant, parking lot, toilets and information booth. Introduction of Malay specialties to these facilities and landscaping largely contribute to augment the attractiveness to international tourists.

The South East Coast of the peninsula is endowed with abundant greenery in tropical rain forest as well as oil palm and rubber plantations. It is required to incorporate these natural resources in the landscaping as much as possible. Scenic corridors with excellent natural surroundings can be developed at the road sections of Mawai-Hulu Sedili river and Kg. Kanang Bahru-Jemaruang. Proposed sites for rest area are Kg. Mawal, Hulu Sedili riverside, Jumuluang and Kg. Kanang Bahru.

Landscaping in the Desaru New Tourism Core is very important for creating a good atmosphere as an international tourist destination. Landscaping should properly be arranged for the road sections of Tg. Belungkor-Tg. Penawar and Kota Tinggi-Tg. Pengerang.

#### 4.4 Requirements for Implementation

##### 4.4.1 Projects and Programmes Required

The period before 1995 can be characterized as a preparation period for the forthcoming tourism development of the South East Coast. Development as well as improvements to transportation, other infrastructures, accommodation and other facilities are set forward whilst tourism promotional activities are activated towards potential international tourists through Singapore.

Desaru New Tourism Core is to be the focal destination to actively lure more international tourists to the South East Coast. Desaru beach resort zone will be developed into an international high quality beach resort. Recreational facilities will be allocated along the east-west corridor to the hinterland so as to satisfy the demand of day-trippers as well as weekenders from Singapore and Johor Bahru.

Offshore islands which constitute another attraction of the South East Coast will be designated as a marine park area for the purpose of ensuring excellent beach and marine resources. Accommodation as well as attachment facilities of Tioman Island will be improved to the high quality standard.

For the realization of the above scheme, it is vitally important to improve the existing transportation network. Land and sea links between Desaru New Tourism Core and Singapore and between Desaru New Tourism Core and Mersing/Tioman Island are the major improvement development requirement.

The period after 1995 can be characterized as a tourism development phase to integrate each component of the tourism resources in the South East Coast.

Desaru New Tourism Core becomes a greater tourism core with diversifying tourism attractions and facilities.

Mersing Tourism sub Core will be established to accept some international tourists who might visit Desaru and/or the offshore island resort area.

Tourism facilities and services will be developed both on the offshore islands other than Tioman Island and Endau/Rompin Forest Recreation Area with due measures to environmental conservation.

Based on the tourism development conceptual plan discussed in Section 4.1, projects required for the forthcoming tourism development of the South East Coast are listed through Table 4.4.1 and 3. Table 4.4.1 summarizes the projects before 1991, and Table 4.4.2 for the period between 1991 and 1995 on the South East Coast.

Table 4.4.1 Project List Before 1991

Area	Category	No.	Name of Project	Stage	
Desaru	Transportation	1	Car Ferry Jetties on Changi Point and Tg. Belungkor	Design/Const.	
		2	Transportation Terminal and Gate Facilities on Tg. Belungkor (Shopping Promenade and Transportation Terminals)	Design/Const.	
		3	Up-grading of Federal Road NO.92 (dual 4 lanes)	Design/Initiation of Const.	
		4	Access Road to Coastal Resort Area (F1-F4/D1/D3)	Design/Initiation of Const.	
		5	Other Roads Improvement (D4/F102)	Design	
		6			
	Utilities	1	Water Supply	Design/Initiation of Const.	
		2	Sewerage	Design/Initiation of Const.	
		3	Electricity Supply	Design/Initiation of Const.	
		4	Telecommunication	Design/Initiation of Const.	
		5	Solid Waste Disposal	Design	
	Tourist Facility	Coastal Resort Area	1	Renovation/Expansion of Existing Hotels	Design/Const.
			2	Parks and Gardens in Amenity Core	Design/Const.
			3	Jetty and Marine/Beach Recreational Facilities/ Pools in Amenity Core	Design
			4	Renovation of Existing Club House of Golf Course	Design/Const.
			5	Beachside Promenade	Design/Const.
		Tg. Belungkor Gate Area	6	Hill Top Restaurants on Tg. Belungkor Gate Area	Design/Const.
			7	Marina Complex on Tg. Belungkor Gate Area	Design
		Johor Lama	8	Major Fun Park on Tg. Belungkor Gate Area	Design/Initiation of Const.
9			Improvement of Kg. Sengat	Design/Const.	
Others	1	Major Nursery of Planting Materials for Gardening/Landscaping	Design/Const.		
	2	Bandar Penawar Art Center	Design		
	3	Housing for Hotel Emp. in Bandar Penawar	Design		
	4	Establishment of Forest/Historical Parks	Survey/Study		
	5	Coastal Erosion in Front of Existing Hotel Sites	Survey/Study		
	6	Aerophoto Shooting and Mapping for Tourism Dev't and Conservation of Forest/Historical Heritages	Survey/Mapping		
Mersing	Transportation	1	Improvement of Existing Port Facilities Extension of Ferry Jetty and Improvement of Management System for Operation of Jetty	Design/Initiation of Const.	
		2	Beautification of Port and Mersing Riversides Improvement of Terminal Functions of Land Transportation	Design/Initiation of Const.	
		3	Taxi Stand/Bus Terminal	Design/Const.	
		4	Car Parking	Design/Const.	
Tourist Facility	1	Tourist Information Complex (agent offices, ticketing, kiosks etc)	Design/Const.		
	2	Two Resting Spots Dev't on National Highway No.3(Batu74/108)	Design/Const.		
Tioman Island	Utilities	1	Water Supply Network Systems	Design/Initiation of Const.	
		2	Sewerage Treatment Systems (Biofiltration)	Design/Initiation of Const.	
Tourist Facility	1	Registration and Up-grading of Existing Chalets (500rooms before 1991)	Survey/Study		
	Others	1	Establishment of Marine Park Systems in Tioman	Survey/Study	
Other Islands	Others	2	Coastal Erosion in Front of Existing Hotel Sites	Survey/Study	
		1	Establishment of Marine Park Systems for Islands	Survey/Study	
Endau/Rompin /Inland Forest	Others	1	Establishment of National/State Park and Nature Conservation Systems (including of Aerophoto Shooting, Mapping and Field Surveys)	Survey/Study	
Johor Bahru/ Kota Tinggi	Transportation	1	Improvement of Causeway	Design/Const.	
		2	Up-grading and Roadside Landscaping of National Highway No.3(JB-KT)	Design/Const.	
Others	Others	1	Improvement and Expansion of Immigration and Custom Facilities (excluding Land Reclamation Works)	Design/Const.	
		1	Improvement of Sign/Symbol Systems for Transp./Tourism Information	Design/Const.	
General	Others	1			



Table 4.4.2 Project List In 1991-1995 for Desaru New Tourism Core

	EAST COAST RESORT AREA	DAILY/DAY TRIPPERS ACTIVITY AREA
<b>A. ACCOMMODATION FACILITY</b>		
<b>a. New Development</b>		
1. High Class Hotel	800 rooms	
2. Medium Class Hotel	980 rooms	
<b>B. OTHER TOURISM FACILITY</b>		
<b>a. Sports/Recreational Facility</b>		
1. Outdoor Sports	- Racket sports courts - Jungle trekking course	- Outdoor sports complex
2. Outdoor Recreation	- Strolling/cycling course	- Major fun land - Lebam river cruising
3. Beach/Marine Sports/Rec.	- Main/sub marine sports Recreational center	- Major water rec. complex - Marina
4. Indoor Sports/Rec.	- Indoor sports complex	- Indoor sports complex
<b>b. Entertainments/Sightseeing Facility</b>		
1. Performance/Exhibition	- Craftman village/research training center - Exhibition Center with research/training center	- Multi-purpose plaza/ outdoor theatre
2. Sightseeing	- Observation place/decks/ beachside promnade - Flower theme corridor - Orchid/orchard gardens	- Johor Lama historical park - Flowering theme corridor - Crocodile garden - Bird Sanctuary(watching) - Beetle/butterfly garden
<b>c. Shopping Facility</b>		
1. Dutyfree Shop	- Dutyfree Shops	
2. Shopping Arcade/Streets	- Shopping/souvenior promnade	- Shopping/souvenior promnade
3. Other Shopping Facility		
<b>d. Restaurants/Others</b>		
1. Restaurants/or Streets	- Restaurant Plaza	- Seafoods restaurant (street)
2. Food Stands		- Up-grading of seafood restaurants in Kg.S.Bunut/ Sengat
<b>C. INFRASTRUCTURE</b>		
<b>a. Transportation Network</b>		
1. Road Network	- Federal road from J.B. to Desaru via K.T. - Inner road of coastal resort	- Tg. Pengerang-Penawar
2. Sea Route Network	- Jetty (connect to Tioman)	- Committed car ferry jetty
3. Transportation Terminals	- Main/sub terminal	- Ferry/bus/taxi terminal
<b>b. Water Supply Network</b>	- Distribution network	- Main/distribution network
<b>c. Power Supply Network</b>	- Distribution network	- Main/distribution network
<b>d. Telecommunication Network</b>	- Distribution network	- Main/distribution network
<b>e. Sewage System</b>	- Sewage system	- Sewage system
<b>D. TOURIST TOWN/RELATED INDUSTRY</b>		
<b>a. Housing for Tourism Employments</b>	- Expansion of Bandar Penawar	
<b>b. Supporting Social Infrastructures</b>	- Health/police/postal/ Firebrigade systems/facility	
<b>c. Supporting/Related Industries</b>	- Site Preparation for related industries - Information center (with tour guide/agents)	- Information center (with tour guide/agents)

Note : For Further Details, refer to Chapter 6

Source : JICA Study Team

Table 4.4.3 Project List in 1991-1995 for Other Tourism Development Areas

	TIDIAN ISLAND	TINGGI/SIBU/BESAR ISLANDS	MERSING COASTAL RESORT	FOREST RECREATION AREA
<b>A. ACCOMMODATION FACILITY</b>				
<b>a. New Development</b>				
1. International	110 rooms	67 rooms		
2. Domestic				17 rooms (temporarily)
<b>b. Up-grading</b>				
1. from Domestic to Regional	186 rooms	132 rooms	15 rooms	
<b>B. OTHER TOURISM FACILITY</b>				
<b>a. Sports/Recreational Facility</b>				
1. Outdoor Sports	- Mt. climbing/trekking routes/huts			- Mt. climbing/trekking routes/huts
2. Outdoor Recreation	- Beachside strolling/cycling street			
3. Beach/Marine Sports/Rec.	- Marine sports center	- Marine sports center		
<b>b. Entertainments/Sightseeing Facility</b>				
1. Sightseeing	- Observation place/deck/hut	- Observation place/deck/hut		- Observation place/hut
<b>c. Shopping Facility</b>				
1. Other Shopping Facility	- Pro-shop/souvenir	- Pro-shop/souvenir	- Souvenir shops	
<b>d. Restaurants/Other Eating Facility</b>				
1. Restaurants/for Streets	- Seafood restaurant street		- Up-grading of existing restaurant	
<b>C. INFRASTRUCTURE</b>				
<b>a. Transportation Network</b>				
1. Road Network	- Seaside access road of east coast		- Up-grading/landscaping of K.T.-Mersing road	- Scenic corridor of Kanang Bahru-Jemaluang
2. Sea Route Network	- Improvement of Jetty	- Improvement of Jetty	- Improvement of port	
<b>b. Water Supply Network</b>				
	- Improvement			
<b>c. Power Supply Network</b>				
	- Improvement	- Improvement		
<b>d. Telecommunication Network</b>				
	- Improvement	- Development of system		
<b>e. Sewage System</b>				
	- Improvement	- Improvement		
<b>D. TOURIST TOWN/RELATED INDUSTRY</b>				
<b>a. Housing for Tourism Employments</b>				
	- Village improvement			
<b>b. Supporting Social Infrastructure</b>				
	- Improvement			
<b>c. Supporting/Related Industry</b>				
	- Information center	- Information center	- Improvement of existing information center	
<b>E. CONSERVATION OF NATURAL/HISTORICAL RESOURCES</b>				
<b>a. Natural Heritages</b>				
	- Marine park	- Marine park		- National or State park

Source : JICA Study Team

#### 4.4.2 Tourism Development Machinery

Tourism development, particularly in a mass tourism era, can be achieved by synthesizing the efforts of various parties concerned in such field as tourism resource development, infrastructure development, transportation service development, market development and environmental conservation. Both public and private sectors are involved in various fields for the achievement. The role of the public sector is extremely important. These are;

- coordination between many governmental bodies, among government at federal, state and local levels, and between public and private sectors as well as between public sector and nonprofit organizations,
- tourism planning to satisfy the desirable balance among the development of supply (attractions, facilities and infrastructure), the promotion of demand (the number of tourists) and environmental conservation,
- legislation and regulation in respect of tourism business, guides, safety and health, protection of fragile natural resources, etc.,
- promotion of private investment in attractions and services, and
- as a stimulator providing financial incentives, promotion and research sponsorship.

Part 2 : DESARU  
NEW TOURISM CORE DEVELOPMENT

CHAPTER 5

**DEVELOPMENT SCHEME OF  
DESARU NEW TOURISM CORE**

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- 5.1 Development Concept
- 5.2 Development Concept of Desaru New Tourism Core
- 5.3 Development Components of Desaru New Tourism Core



## 5.1 Development Concept

### 5.1.1 Concept of Self-Contained Resort

Although resorts have long been attractions for tourists in the past, only an exclusive group of people could enjoy them due to the expense combined with transportation costs.

These circumstances were greatly changed in the 1950s when jets were introduced to air services and airline companies started to operate their own hotels. International hotel chains were established all over the world. Development of resorts was accelerated in this climate with a particular concentration on excellent resort spots like Miami, Honolulu, Las Vegas, Rio de Janeiro and so on. In 1970s, resort business was further activated and diversified to cope with the increasing demand for various type of resort.

The diversification of resorts does not mean only to add new facilities. It represents an attempt to comply with the demand of resort visitors who have a new type of life-style as well as philosophy.

Change of life-style leads to a change of consumption pattern of leisure time which can be summarized as follows:

- People generally go to resorts to enjoy the company of other tourists, and
- People generally prefer actual or direct experiences to imitational or indirect experiences.

Several themes appear for spending an enjoyable time in resort based on the above tendency:

- to relax in a scenic environment,
- to exercise in a natural setting,
- to meet people,
- to experience unknown world, and
- to indulge oneself in creative activities.

Some decades ago, location of resort was outstandingly important for attracting visitors. In recent years, however, people have been motivated to choose resort, not only by location but also tourism facilities and services provided in an excellent environment.

The tendency that people expect comfortable resort life in high quality accommodation facilities, coupled with superb services in a well arranged presentation indicates that they would like to have their daily life activities in more refined atmosphere. It is very important to recognise that resort life in the latest years cannot be fully satisfied only by the excellent natural environment from which people are isolated in their daily life. Resort is required to be made arrangements for the conveniences that people enjoy in their daily life. It is required that resort assures the convenience of urban life in more sophisticated manner.

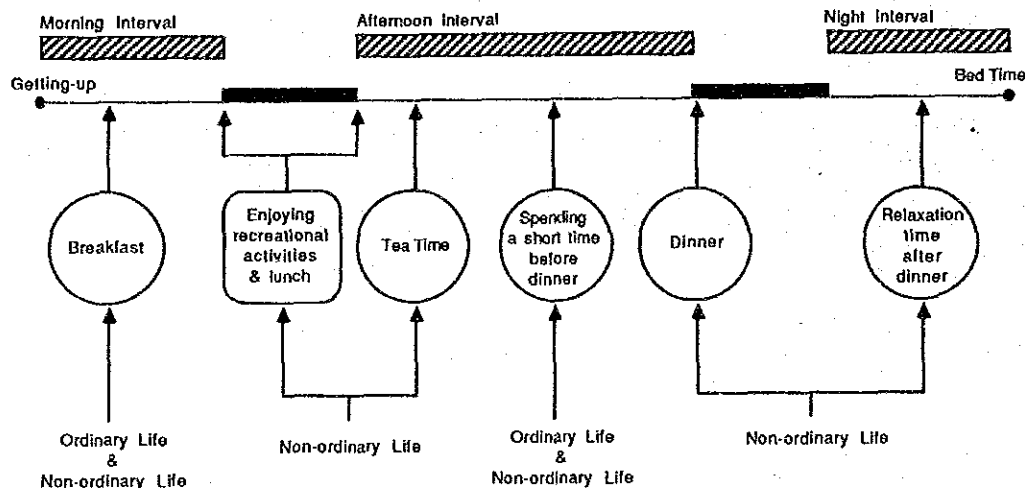
Resorts developed in recent years are often equipped with a variety of facilities as well as services to comply with this kind of demand. This type of resort is called a "self-contained resort" which packages every kind of comfort, convenience and amenity.

Fig. 5.1.1 illustrates an example of a resort life in a day. A day can be separated by three intervals; morning, evening and night time intervals. Morning interval is an opening of a day after breakfast until departure to active sphere. Afternoon interval is a rest time after returning from active sphere until dinner time. Night time interval is a time for versatile activities and relaxation after dinner until bedtime. These intervals are very important for producing the uniqueness of a resort. The production will successfully be achieved not only through arrangement of facilities but also through arrangement of quality services, friendly communications and amenities.

Self-contained resort is required to be developed as a balanced space of various elements as shown below:

- active and relaxing,
- day time and night time,
- calm and lively, and
- formal and informal.

Fig. 5.1.1 An Example of a Daily Life in a Resort



Source : Y. Hasegawa, "Composition of Resort", Tokyo, UNICO, 1987, pp. 24-25

### 5.1.2 Requirements for Developing Self-Contained Resort Complex

Development of Self-Contained Resort requires a considerable amount of investment, particularly at its initial development stage. In order to cater for a variety of facilities in a rather isolated large area, it is required to develop a complete infrastructure, which involves heavy investment at the beginning.

Land price has a critical influence on successful resort development from a financial point of view.

Due to the nature of resort development, it may take as long as twenty or thirty years from its initiation until the final stage of development. Integrated planning in long term perspective as well as development organisation are required for the successful development of such a resort. This staging, in terms of investment, can generally be summarised in four stages:

#### First Stage:

It is imperative to develop a main attraction that will draw the attention of potential consumers. In a competitive market, the debut should be very impressive and attractive to encourage continuing development.

#### Second Stage:

Accommodations must be developed to recover part of the investment in the first stage. In order to maintain the attractiveness of the resort, this stage of development should be coordinated with the first stage.

#### Third Stage:

More amenities should be added to the resort after the demand is known. Recovery of part of the initial investment during the second stage will relieve the financial burden.

#### Fourth Stage:

This is the stage to harvest the investment on the resort development through the introduction of various types of facilities for resale, such as condominiums and villas.

Development of a resort generally follows this staging, but it depends on individual cases. Whatever staging is applied, however, the development of major attraction core in the first stage is of greatest importance, and it naturally involves investment risks. If the initial investment is successful in opening up a new market for the resort, the subsequent investment will be more promising.

For the sake of recovering the initial investment, it is necessary to introduce an appropriate land pricing system. It is a general practice to invite participants at the initial stage that rent of land is offered at a moderate level. The rent of land is to be gradually raised toward the later stages, corresponding to the appreciation of the resort.

As stated earlier, it takes a long period of twenty/thirty years to develop a self-contained resort. Although it is important to have a long term prospect for the future, it is very difficult, actually, to estimate the long term future. It will be more realistic to foresee the future in medium term perspective of around five to seven years.

A master developer who plans and guides the whole development takes the most important roles and functions in the development of self-contained resort.

### 5.1.3 Development of Self Contained Resort in Desaru

As mentioned before, Desaru New Tourism Core has an advantage, in terms of international tourism development, over the other potential tourism spots as follows:

- proximity to Singapore which is a hub in the international air network,
- beautiful beach line with tropical rain forest,
- potential tourist sub-destinations in the South East Coast, and
- vast hinterland with river, plantation, and Malay settlements.

This combination of advantages enhances the development potential of self contained resort in that they provide an excellent background for introduction of a variety of attractions and amenities.

The second greatest advantage of Desaru is that a vast land is enclosed in KEJORA territory. The vast land ensures the location and expansion of various facilities for the future, and KEJORA territory has the least probability of problems which will be incurred by land acquisition. Tourism development in large scale is expected to have a confrontation with Malay reserve which will impede smooth implementation of projects. It will be better to avoid Malay reserve for immediate and large-scale tourism development.

The third greatest advantage of Desaru is that an infrastructure has already been developed by KEJORA. Investment in infrastructure is one of the biggest cost items for new development. The existence of road network, power supply network, and reservoir of large capacity will lessen the initial investment by a considerable amount.

The fourth advantage of Desaru is that a regional development authority of KEJORA has been established in the area and that KEJORA has an experience in tourism development in its territory. In consideration of many-sided involvement in tourism development, the experience of KEJORA in both the area and the tourism development is expected to facilitate the new tourism development in Desaru.

The fifth advantage of Desaru is that it has a potential to be developed as an attractive destination of day trippers and weekenders from Singapore in the near future and from Johor Bahru in the medium as well as long future. Shortening of travelling time through the introduction of a ferry link between Tg. Belungkor and Changi Point is expected to facilitate the inflow of day trippers and weekenders from Singapore. Development of recreation and activity zones for them will greatly contribute to augment the amenities for international tourists visiting the proposed resort in Desaru. Investment burdens to be imposed on the resort will partly be shared by day trippers and weekenders.

## 5.2 Development Concept of Desaru New Tourism Core

### 5.2.1 Area for Desaru New Tourism Core

Desaru New Tourism Core belongs to Kota Tinggi District, comprising Johor Lama, Tanjung Surat, Pantai Timur and Pengerang. The total area amounts to approximately 900 square kilometres.

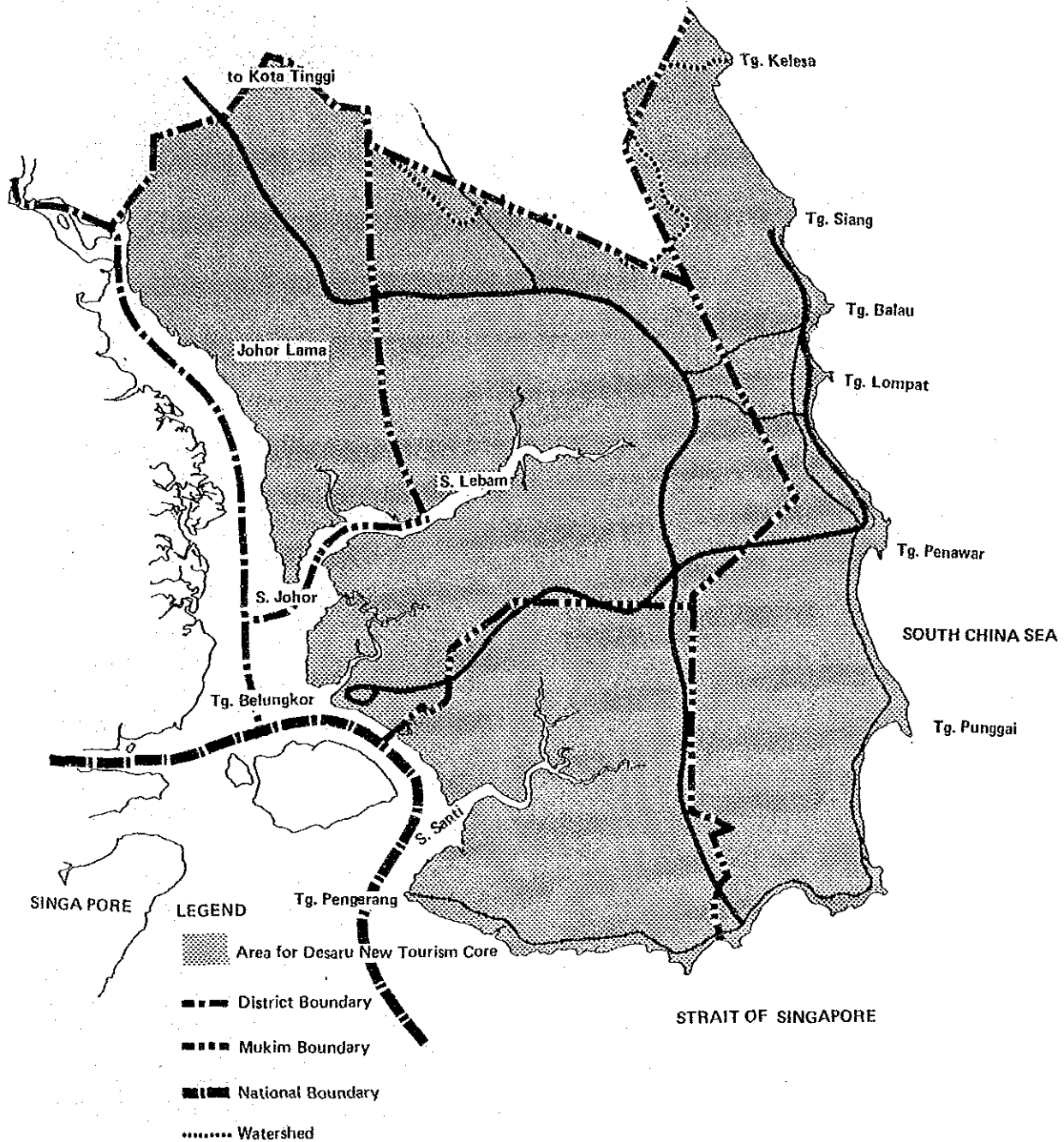
The area is surrounded by the South China Sea in the east, the Strait of Singapore in the South and the Johor River in the west as shown in Fig. 5.2.1. The area is moderately undulated with the highest peak of 92 metres.



About 80% of the area is covered by forest; natural forest reserve accounts for 26% and plantation area of oil palm and rubber accounts for 54%.

Most of the area belongs to KEJORA territory where land development schemes of FELDA and FELCRA have been introduced. Population density, as a consequence, is very low, accounting for 0.005 persons per square kilometre in 1985. Settlement centres are arranged systematically in the territory.

Fig. 5.2.1 Area for Desaru New Tourism Core



### 5.2.2 Development Image in Long Term

Image development for Desaru New Tourism Core in the long term perspective can be summarised as follows with a view to developing a self contained resort in the area;

1) To Develop a Beach Resort with Urban Type of Amenities

A beach resort of international standards is to be developed along the coast line with full coordination with the existing tropical rain forest. Urban type of amenities are introduced to raise the total attractiveness of the resort. It is important to emphasise its contrast with Singapore.

2) To Develop a Beach Resort in Combination with Culture, History, and Local Industry in the Hinterland

Potential tourism resources in the hinterland can raise the total attractiveness of the resort by catering to tourists of different nationalities and age groups. Diversification of tourist attractions will serve to level the seasonal fluctuations of demand.

3) To Develop a Beach Resort with Various Marine Activities

Offshore Island resources are to be incorporated to enhance the total attractiveness of the resort. Jetties are to be constructed for accommodating both yachts and motorboats, as well as the high speed passenger boat to the offshore islands.

4) To Develop a Destination for Day Trippers and Weekenders

The destination is to be developed in a vast natural environment with rich greenery and rivers, distinctly different from Singapore. Facilities and services must be of high quality not only for day trippers and weekenders but also for international tourists staying in the resort area.

5) To Create a Characteristic Atmosphere

Desaru New Tourism Core extends over a vast land. Landscaping is to be introduced to create a unified image for the area. Landscaping is very important at the entry points to the area, along roads and the shoreline, and in the open space in resort area. Flowers and trees will be an attractive feature for foreign tourists. A guideline is to be introduced for better landscaping.

6) To Develop a Circulating Transportation Service

Public transport is important to facilitate the movement of visitors in Desaru New Tourism Core. For the purpose of attaining a good resort environment, private cars are to be restricted in the area. A system of convenient and comfortable circulating transportation must be developed.

As discussed in Chapter 4, the Desaru New Tourism Core is expected to be a core tourist destination of the South East Coast for years to come. Road improvement of the section between Kota Tinggi and Mersing will facilitate tourism further north along the South East Coast

It is expected after 1995 that international tourists to Desaru will continue to increase, and that some part of them will visit destinations in the north of Mersing, Tioman Island, and Endau/Rompin Forest as shown in Fig. 5.2.2.

In terms of group package tourists, Desaru will remain as their major destination, and Mersing can be included as a destination for optional touring. Offshore Islands and Endau/Rompin Forest Area cannot be the destinations of

group package tourists from Desaru New Tourism Core. Offshore Islands and Endau/Rompin Forest Area will attract their own consumers interested in their specific tourism resources. In the medium as well as long term when condominiums and villas are developed in Desaru for long stay visitors, these island and forest area will be included as destinations.

The introduction of the high speed boat to the Offshore Islands will induce more tourists to visit there. Due to the travelling time of about 3 hours from Desaru to Tioman Island, however, those visiting the island will possibly stay overnight there. Improvement and development of accommodation facilities will therefore become necessary on Tioman Island.

Fig. 5.2.3 illustrates an advanced stage of development of the Desaru New Tourism Core. The Coastal Resort Corridor is to be developed along the shoreline, while the Activity Corridor are to be developed along the area connecting Tg. Belungkor with Tg. Penawar. These two corridors compose the spine of Desaru New Tourism Core.

Table 5.2.1 Target Number of Tourist Arrivals and Guest Nights

	1987		1995		Increment		Growth Rate	
		(%)		(%)		(%)		(% p.a.)
<b>Tourist Arrivals (persons)</b>								
Malaysian	12,570	(20)	21,400	(6)	8,830	(3)		6.9
Singaporean	22,870	(37)	87,100	(26)	64,230	(24)		18.2
Japanese	16,490	(27)	186,600	(56)	170,110	(63)		35.4
Other Foreigners	9,540	(16)	35,500	(11)	25,960	(10)		17.9
<b>Total</b>	<b>61,470</b>	<b>(100)</b>	<b>330,600</b>	<b>(100)</b>	<b>269,130</b>	<b>(100)</b>		<b>23.4</b>
<b>Guest Nights</b>								
Malaysian	17,600	(16)	42,900	(6)	25,300	(4)		11.8
Singaporean	48,000	(43)	240,500	(31)	192,500	(29)		22.3
Japanese	23,100	(21)	370,900	(48)	347,800	(53)		41.5
Other Foreigners	22,900	(21)	118,600	(15)	95,700	(14)		22.8
<b>Total</b>	<b>111,600</b>	<b>(100)</b>	<b>772,900</b>	<b>(100)</b>	<b>661,300</b>	<b>(100)</b>		<b>27.4</b>

Note : \*Persons in 1987\* is an estimation.

Source : JICA Study Team

Fig. 5.2.2 Development Image in Long Term Perspective

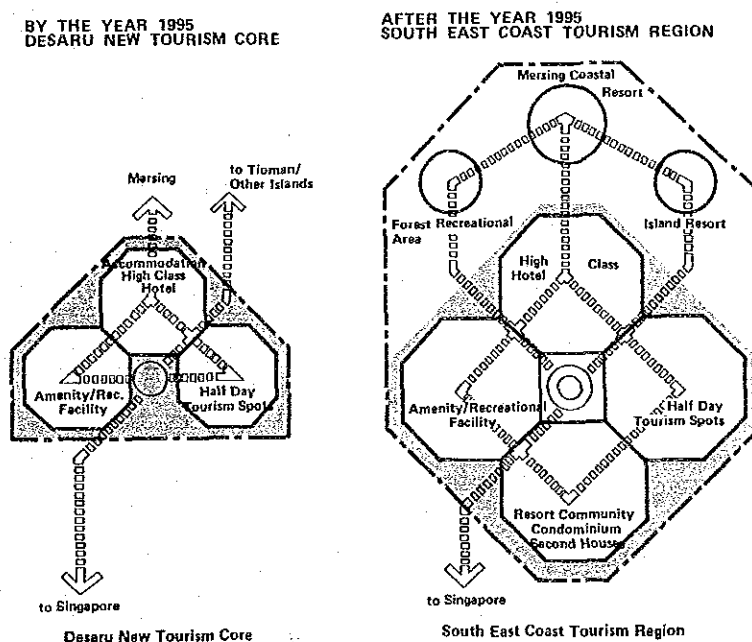


Fig. 5.2.3 Development Structure of Desaru New Tourism Core

