

# The Langkawi Tourism Blueprint 2011 - 2015



8 December 2011



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# The Langkawi Tourism Blueprint

2011 - 2015



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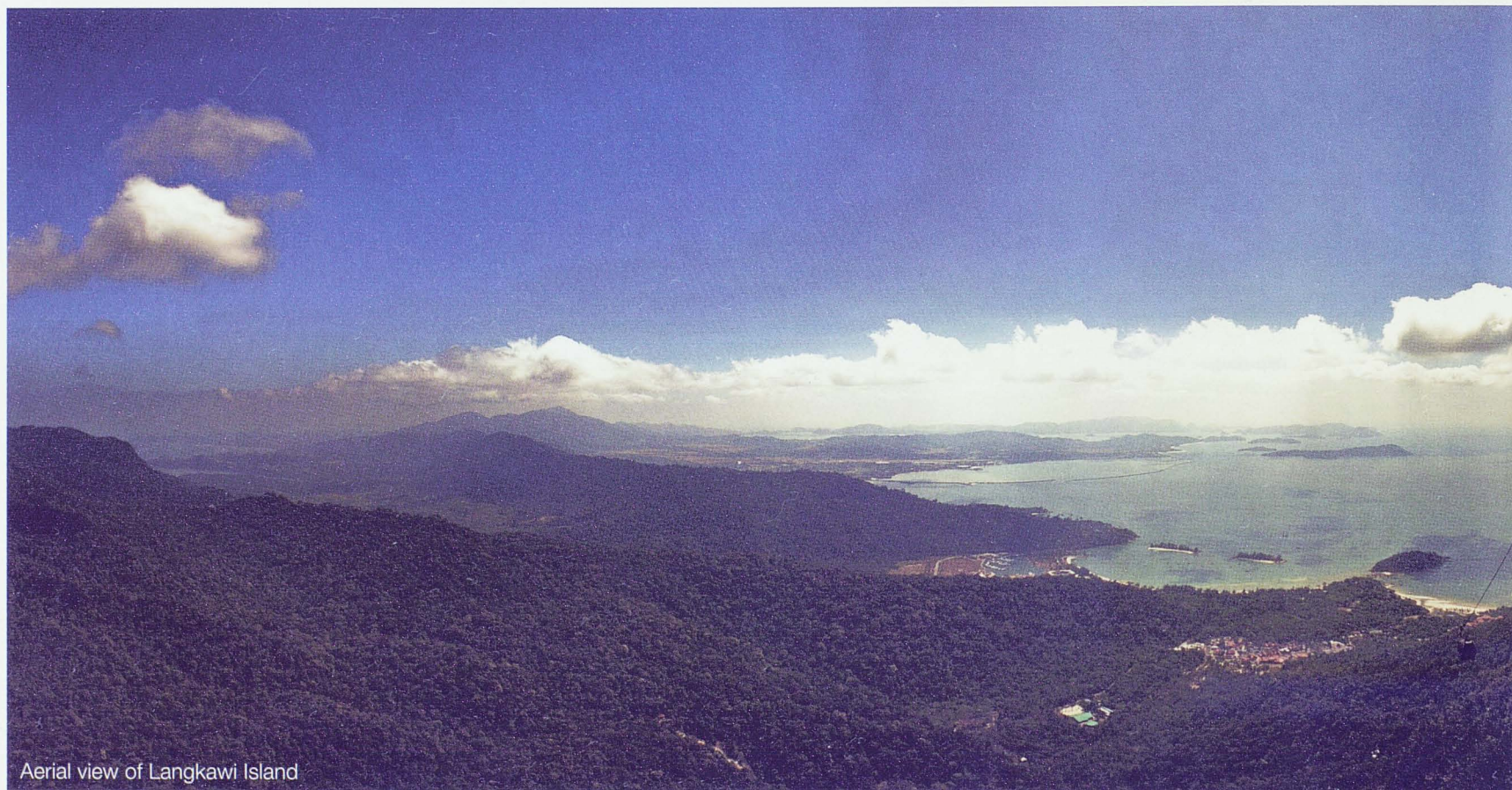


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# Foreword



Aerial view of Langkawi Island





Langkawi holds a special place in the hearts of many Malaysians and tourists from across the world. Since its initial development in the late 1980s, it has transformed into a popular tourist destination, culminating in Langkawi being awarded Geopark status by UNESCO in 2007. This Blueprint will further propel Langkawi into the ranks of a leading global island destination.

The success identified in this Blueprint, however, can only be achieved through effective implementation of the underlying initiatives. New talent will be introduced into LADA and funding has been allocated. The road ahead will not always be smooth but I am confident that, with hard work and perseverance, the full potential of Langkawi will be unleashed.

I hope that the public and private sector will come together and bring this Blueprint to fruition. The benefits to the people and economy of Langkawi – and also that of Kedah and Malaysia – are enormous. God willing, we will be successful.

1Malaysia “People First, Performance Now”

Dato' Sri Mohd Najib bin Tun Abdul Razak



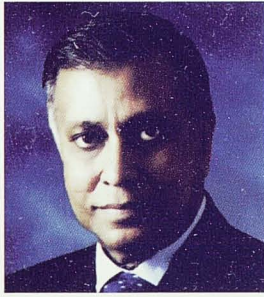


Langkawi has and always will be the “Jewel of Kedah”. Its natural beauty, its thriving economy as a tourist destination and its passionate people make it a special place and a source of pride for Kedah. I am therefore very pleased that this Blueprint has been developed to chart its future – at least for the next 5 years – to unleash its potential to be amongst the best locations in the World.

This Blueprint is distinctive in several regards. It is an excellent example of effective collaboration between Federal and State agencies and also between the public and private sector. In addition to the initiatives to enhance the tourism economy, there are initiatives to build the skills and raise the incomes of Langkawians and Kedahans. Lastly, the initiatives are supported by detailed action and funding plans.

For any Blueprint to be effective, leadership commitment and a disciplined approach to implementation is critical. On behalf of the Kedah State Government, we commit to the vision of this Blueprint and to supporting its implementation to the best of our ability.

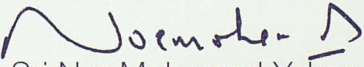
Datuk Seri Ustaz Azizan Abdul Razak



Tourism is an important component to Malaysia's Economic Transformation Programme and our aspiration of achieving Vision 2020. Langkawi has delighted millions of tourists from across the world with its natural beauty, its myths, its unique flora and fauna and the warm hospitality of its people. To enable the tourism sector in Malaysia to move to the next higher level, Langkawi's potential as one of the best tourist destinations in the world must also be unleashed.

Clear targets, strategic planning and effective implementation are critical ingredients for Langkawi to be able to fulfill its potential. In so doing, economic and growth cannot be the only objective for Langkawi. Environmental protection, sustainable development and talent development are also paramount and I am pleased to see these elements incorporated into this Blueprint. Ultimately, the success of Langkawi should not only benefit Malaysia economically but also advance the lives of Langkawians and Kedahans.

To respond to the quick pace and intense competition of global tourism, results must be delivered quickly. As a sign of commitment of the Federal Government, significant funding was allocated to support this Blueprint. Similarly key agencies will continuously be upgraded to ensure the capabilities to follow through on the initiatives in this Blueprint. With the joint commitment of Federal and State agencies – and in partnership with the private sector – Langkawi's position on the world map can be secured.

  
Tan Sri Nor Mohamed Yakcop



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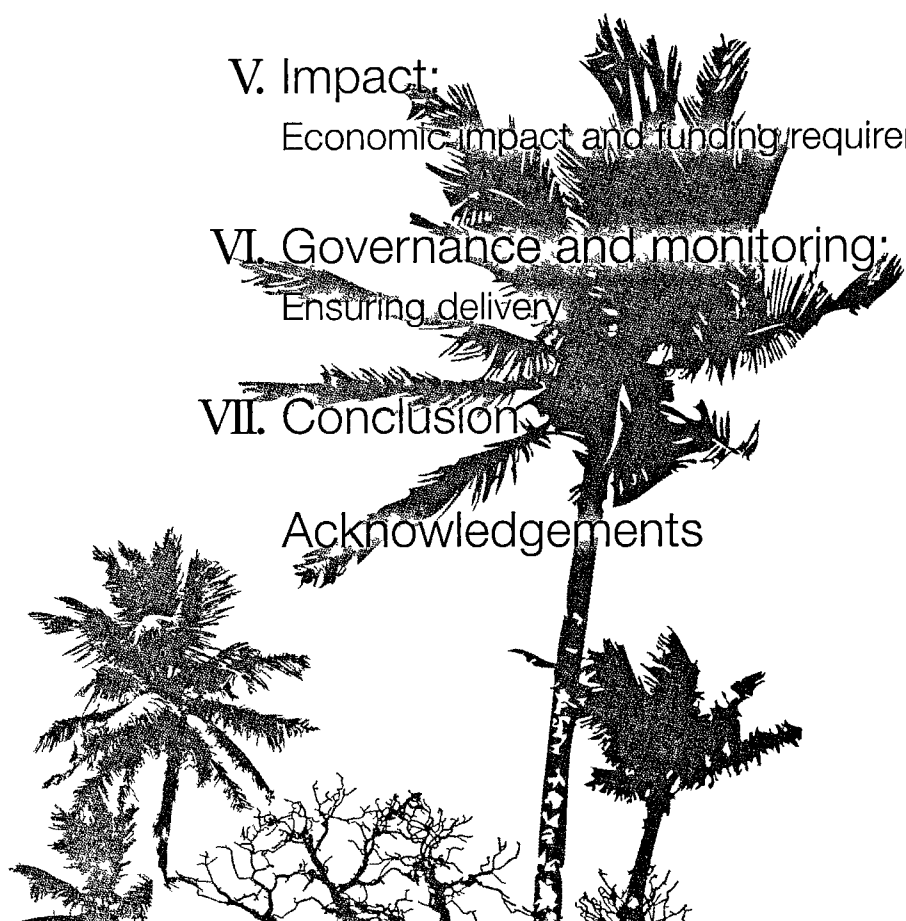
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## I. Executive summary

With its world-class natural assets of enchanting islands, pristine beaches, and rich biodiversity, Langkawi has grown in leaps and bounds since the 1990s when the first concerted effort was made to develop the island as a tourism destination. However, Langkawi is falling behind its peers in terms of tourists length of stay, spend and seasonality. Further as with any ecologically sensitive environment, development has put Langkawi's unique assets at risk. The time is ripe to revisit what Langkawi stands for, and map out where it needs to be within the next 5 years.