

CLOSING SPEECH
YBHG. DATO' MAIMUNAH MOHD SHARIF
PRESIDENT
MUNICIPAL COUNCIL OF SEBERANG PERAI
SEBERANG PERAI INTERNATIONAL CONFERENCE ON
ECOTOURISM AND CONSERVATION EFFORTS
THE LIGHT HOTEL
24 NOVEMBER 2016 (THURSDAY)

Honorable Mr Lim Guan Eng

Chief Minister of Penang

Honorable Dato' Mohd Rashid Bin Hasnon

Deputy Chief Minister of Penang 1

Prof. Dr Ramasamy S/O Palanisamy

Deputy Chief Minister of Penang 2

Members of Penang State Executive Council (EXCO)

Members of Penang State Legislative Assembly (ADUN)

Councillors of Municipal Council of Seberang Perai

Sr Hj Rozali bin Hj Mohamud

Secretary of Municipal Council of Seberang Perai

Distinguished Speakers and Guests

Members of Media

Ladies and Gentlemen,

I would like to take this opportunity to congratulate all distinguished guests and speakers of Seberang Perai International Conference on Ecotourism and Conservation Efforts 2016 (SPICEC 2016) for joining us in this event today.

Distinguished guests, speakers, ladies and gentlemen, in today's conference, we heard all 3 sessions which is Ecotourism in the Region, Promoting Conservation Efforts Through Ecotourism and Bird Watching. Not only that, but we have also organized site visit to North Seberang Perai & South Seberang Perai tomorrow, the last day of this event. I hope we benefited from this conference and will build a foundation on ecotourism, tourism promotions and attractions in Seberang Perai.

We want, Seberang Perai, the future of Penang, to emerge as the world class tourist destination targeting the eco-travelers in specific. Seberang Perai's rich natural heritage will definitely enchant the tourists who are looking for relaxation away from concrete jungles.

We have come out with our conference resolutions, to underline the next steps and future actions to be taken by all parties.

We are committed to plan and implement further actions and able to taken with various agencies to promote the ecotourism and conservation attraction in Seberang Perai. We will continue to have our SPICEC in 2018, two years from now.

I would like to take the opportunity to all stakeholders in Seberang Perai to upkeep our environment clean because cleanliness is the basis for good and healthy economy including promoting tourism. Our visitors / tourists will always keep in mind their first impression of our city especially the cleanliness, let us keep Seberang Perai Cleaner, Greener, Safer, Healthier and Happier.

We heard from Prof. Bada, my lecturer in USM, tourism is a double sword. We have to look at the facilities and the carrying capacity of tourism on this score, we will lay our foundation and action plan, bearing these in mind.

We will include and engage with our people in developing our ecotourism site. We need a team work, together with the people and work with the people. We promote for 4P 's – Public, Private, People & Partnership. That's our commitment.

Conservation and business and how to balance it. Ecotourism is a tool and look at the market that we want to target.

- Holistic planning, management.
- Look at the market /targeted.
- Concentrate on the target product / target market.
- Product – Tourist Friendly
 - Environmentally Friendly
 - Community Friendly

All the lesson learned, we will take notes the best practices and your challengers as a guide for us to move forwards.

I would like to reiterate a statement by Pak Ardy - Challenge meant start from zero, not starting from the best / good platform. That's what we are doing now.

Last but not least, I would like to take this opportunity to thank all our partners and supporting organizations for their efforts in making the Seberang Perai International Conference on Ecotourism and Conservation Efforts 2016 (SPICEC 2016) happen. With that, I thank all of you for attending this conference. Have a pleasant stay in Seberang Perai and enjoy our hospitality.

Thank you.