

*The Special Issue*

# GREAT NATURE

OUTDOOR HOLIDAY & ADVENTURE MAGAZINE

OUTDOOREXPO  
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OUTDOOR EXPO MALAYSIA 2023  
EQUIP, INSPIRE, EXPLORE!

EMERGENCE OF ADVENTURE  
TOURISM

ECOTOURISM IN MALAYSIA

A Sustainable Road to Succeed  
in Tourism Industry

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## Celebrating Malaysia's Outdoor Treasures: Exploring Ecotourism, Adventure, and Conservation

I warmly greet all readers and nature enthusiasts to this Special Issue of *The Great Nature* Magazine. We proudly present a collection of captivating stories, remarkable events, innovative products, and exceptional services that revolve around Malaysia's vibrant outdoor industry. Under the theme "Outdoor Holiday & Adventure Magazine," our mission is to raise awareness about the myriad of outdoor activities that connect us with nature and foster a deep sense of appreciation for the environment. By showcasing these narratives, we aim to inspire and contribute to the ongoing efforts of preserving and protecting our natural landscapes for the well-being of present and future generations. This Special Issue is dedicated to supporting and collaborating with the OUTDOOR EXPO MALAYSIA 2023, while also championing the individuals and companies that drive the industry forward. Together, let us celebrate and champion the wonders of the great outdoors.

The Cover Story highlights Malaysia's remarkable ecotourism industry and its commitment to sustainability. Malaysia's ancient rainforests, home to endangered wildlife and diverse flora, attract eco-enthusiasts from around the world. The article also explores the Malaysian Homestay program, which empowers local communities and provides visitors with an immersive cultural experience. Additionally, it discusses the ROAR program, a restoration project focused on Borneo's rainforests, encouraging travellers to actively participate in conservation efforts. The captivating allure of Malaysia, its rich biodiversity, and the enchanting ecotours offered by organizations like Ecoteer further demonstrate the country's commitment to sustainable tourism. By empowering communities, preserving nature, and promoting responsible travel, Malaysia paves a sustainable road to success in the tourism industry, leaving a lasting impact on both visitors and the environment.

The Outdoor Expo Malaysia 2023 is a passion project organized by outdoor enthusiasts, aimed at bringing together outdoor and nature lovers, explorers, adventurers, and families. The expo offers a wide range of exhibition booths where visitors can find camping gear, outdoor gadgets, and fashion items. The event features demos, masterclasses, games, competitions, and tryouts, providing an interactive experience for attendees. The organizing team consists of veterans in the outdoor industry who are passionate about sharing their love for the outdoors and showcasing the beauty and diversity of Malaysia. The inaugural launch in 2022 was a resounding success, attracting 40,000 visitors and featuring 76 exhibitors. The upcoming second edition aims to surpass expectations with over 100 booths and a mix of returning and new vendors. Outdoor Expo Malaysia serves as a hub for connecting with like-minded individuals and positions Malaysia as a prominent outdoor powerhouse globally.

Mohamad Khairi Alwi's, who is from Universiti Utara Malaysia, article discusses the emergence of adventure tourism and its growing popularity in the global tourism industry, including Malaysia. The shift in outdoor recreation consumption has led to the commercialization of adventure tourism, where participants seek unique and daring activities in natural and man-made environments. Specialized adventure tourism operators have emerged worldwide, offering diverse services to cater to different market segments. In Malaysia, adventure tourism is gaining momentum as a popular domestic tourism activity, with various adventure products and services available, such as mountain hiking, via-ferata, white-water rafting, paragliding, rock climbing, waterfall abseiling, adventure caving, and scuba diving. Malaysia has been recognized as a developing country in adventure tourism and is actively promoting it as a strategic component of the National Tourism Policy.

Overall, I believe that this Special Issue will be a great addition and a useful tool to advance Malaysia's outdoor and tourism industry. I am grateful to Ministry of Tourism and Ministry of youth & Sports (KBS), Malaysia for extending their support in materialising the idea of this Special issue.

Assoc. Prof. Dr. Aida Mokhtar, *Editor-in-Chief*

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## EMBRACING THE JUNGLE: A JOURNEY OF SELF-DISCOVERY AND ENVIRONMENTAL AWARENESS



### The Call of the Jungle and Childhood Fascination:

Throughout our lives, we all encounter various challenges and obstacles that we must overcome. These challenges shape and mold us into who we are today. For me, one of the greatest challenges I faced was venturing into the jungle.

As a child, I was always intrigued by the natural world—the way it functioned and how everything was interconnected. I would spend hours watching documentaries about animals, imagining myself exploring exotic jungles and encountering fascinating creatures. However, as I grew older, the idea of venturing into the wild entered my mind less frequently, and I became more cautious and careful.

That all changed when I received an invitation from a friend to embark on a jungle adventure. At first, I was hesitant, but something within me urged me to accept the invitation. And so, I went, and the adventure began.

### Into the Wild, Enchanting Yet Terrifying:

The jungle was unlike anything I had ever experienced before. The sounds of the animals, the aroma of the flora, and the vibrant colors—it was all so enchanting. Yet, at the same time, it was also terrifying. Danger lurked around every corner, and we had to be vigilant, as we were told, "Anything could be a venomous snake or a deadly spider, so always be cautious."

As we trekked through the jungle, I discovered new aspects of myself that I never knew existed. I realized that I was more resilient than I had ever thought. We walked for hours with heavy backpacks on our shoulders, traversing swamps and thickets. We slept in hammocks suspended between trees and bathed in rivers. The conditions were extreme, yet surprisingly, I found myself embracing and enjoying the entire experience.

Moreover, I discovered a deep love and respect for nature. I was in awe of the beauty and complexity of the jungle. More importantly, I was humbled by its grandeur and power. I actively began to understand how interconnected everything was and how vital it is for us, as humans, to take better care of our environment.

### Awe and Respect for Nature:

Ultimately, the jungle adventure became one of the most incredible experiences of my life.

It taught me invaluable lessons about myself, nature, and the importance of environmental conservation. It revealed my resilience in challenging situations and renewed my appreciation for the world around us. It was a journey filled with unexpected surprises and unforgettable moments.

Hiking is a fantastic pastime that allows people to explore nature, stay active, and create wonderful memories. Over time, some hikers find themselves wanting to turn this passion into a business. Transforming a hobby into a career may seem overwhelming, but those who are truly passionate about it will find that the rewards are more than worth it.

### From Passion to Profession: Starting a Hiking Business:

One of the first steps in starting a hiking business is to choose a niche. Hiking encompasses a wide range of activities, from casual strolls to challenging mountain treks. It's essential to identify the area of focus, whether it's guiding families and beginners or leading more advanced hikes. By narrowing down the target audience, it becomes easier to create a unique experience that sets the business apart from the competition.

Another crucial step is to obtain certifications and knowledge to ensure that the guides possess the necessary skills and qualifications to lead hikers. This includes becoming certified wilderness first responders and learning about the local flora and fauna. Being well-trained instills a sense of safety in customers and fosters trust, loyalty, and confidence in the services provided.

Networking is essential for any business, and in the hiking industry, it plays a crucial role in attracting potential customers and connecting with other businesses. By reaching out to travel agencies, outdoor equipment companies, and local tourism boards, partnerships or sponsorships can be created to expand the reach of the hiking company. Social media has proven to be an effective tool for showcasing the beauty of trails, engaging with customers, and generating positive reviews.

As with any business, marketing and advertising are important. Utilizing social media platforms, creating blog listings or reviews, and partnering with local travel columns can help gain visibility in the market. Offering introductory deals, customized packages, or group pricing are also effective methods to attract customer attention.

### Embracing Harmony and Gratitude:

Lastly, consider branching out into other types of hikes, such as winter hikes, sunrise or sunset hikes, group hikes, solo hikes, backpacking, or camping trips. Diversifying the offerings helps build relationships with existing customers, attract new ones, and increase revenue.

In conclusion, transforming a hobby like hiking into a business is an exciting endeavor that requires dedication, hard work, and a passion for harmony, preservation, respect, mindfulness, and gratitude. These principles emphasize the importance of finding balance between human activities and the environment, valuing and protecting natural resources, adopting a mindful and sustainable lifestyle, and being grateful for the beauty and diversity of the natural world.





## OUTDOOR EXPO MALAYSIA 2023 EQUIP, INSPIRE, EXPLORE!

Looking for outdoor gadgets for your next adventure? Wanting to make your family camping trips more comfortable? Looking for a new hobby? Whatever your angle, Outdoor Expo is for you. All of you outdoor and nature lovers, explorers and adventurers, holiday goers and families, Outdoor Expo has everything you need to explore what the great Malaysian outdoors has to offer. And let's be clear, that really is a lot! From lush green jungles, crystal blue seas, exciting rapids and waterfalls to enchanting paddy fields and romantic hillslopes. But let's not forget about the cityscapes, offering space for lots of outdoor sports and leisure activities for all ages. All these elements have a place at Outdoor Expo Malaysia.

Come get your camping gear, outdoor gadgets and fashion at one of the exhibition booths; join one of the demos and masterclasses, or enter games, competitions, tryouts and more. An interactive day to shop, get informed and enjoy with friends and family. Or come by yourself and meet your tribe there!

You might wonder who is behind this event that has it all. Well, that's a good point because what really sets Outdoor Expo Malaysia apart is that this is a true passion project. All of its organizing team members are outdoor enthusiasts, most of them being veterans in the outdoor industry. They were brought together by Fathee Razali, the founder of Riverside Travel & Tours, and are enthusiastic to carry on with the upcoming second edition. They want to share what they love with all Malaysians, and show the beauty and diversity of Malaysia to the world.

### Look back at 2022

The inaugural launch of Outdoor Expo Malaysia in 2022 left an indelible mark, attaining resounding success by drawing an impressive attendance of 40,000 enthusiastic visitors. After enduring the confines of their homes during the pandemic years, Malaysians yearned to embrace the outdoors once again, and the Outdoor Expo emerged as the premier destination to embark on their adventures anew. The event showcased a diverse array of the Malaysian outdoor industry through the participation of 76 exhibitors, each representing unique facets, and featuring a compelling mix of esteemed local and international brands. Building upon the triumph of the previous year, the forthcoming edition is poised to surpass expectations. With over 80% of last year's vendors eagerly returning, complemented by a host of fresh faces, the event is set to host more than 100 booths. Furthermore, this year's edition promises to surpass its predecessor, not only captivating first-time visitors but also offering delightful surprises for those who have been loyal attendees since the very beginning.

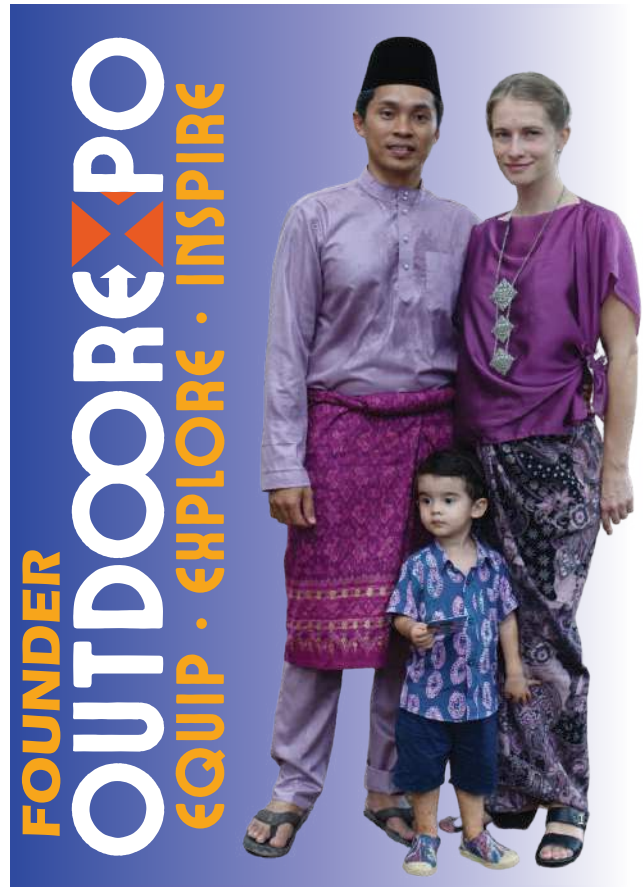
### EVENT MAP



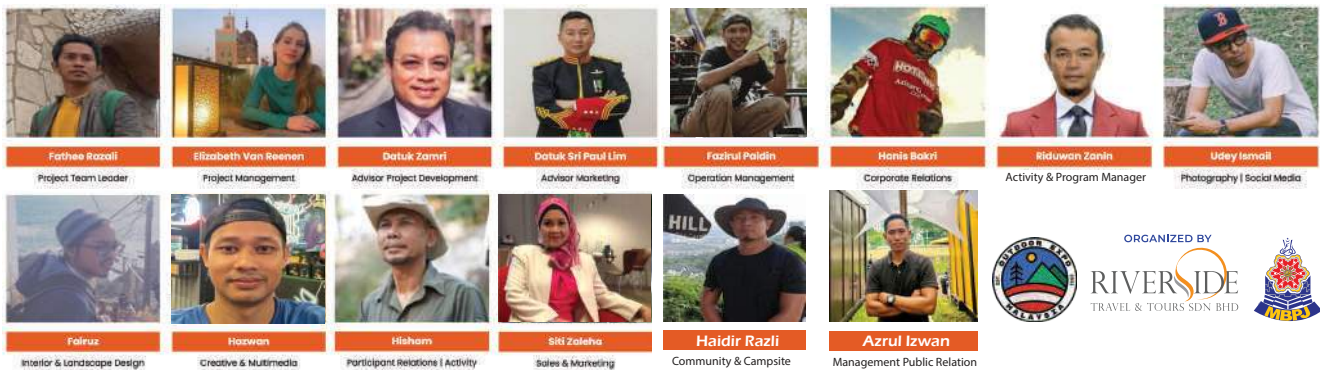


## Moving Forward:

Outdoor Expo Malaysia thrives on its strong foundation within the outdoor community. The future looks promising with a growing number of daily supporters and an expanding team of exhibitors from the outdoor industry. Not only does the event provide an annual highlight, but it also serves as a hub for connecting with like-minded individuals who share your interests. Additionally, smaller spin-off events are on the horizon, offering more opportunities for engagement. Stay updated on upcoming developments by connecting with the team on social media, and be part of the movement that positions Malaysia as a prominent outdoor powerhouse on the global stage!



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## DEMOS EXPERTS



## COMMUNITY SUPPORTER



## *Ecotourism in Malaysia:* A SUSTAINABLE ROAD TO SUCCEED IN TOURISM INDUSTRY



*From ancient jungles housing rare wildlife to the preservation of national parks and UNESCO World Heritage Sites, Malaysia's biodiversity and conservation efforts are commendable. The article highlights the immense possibility of ecotourism, showcasing how community empowerment and environmental restoration are integral to the country's ecotourism success. Malaysia's enchanting blend of tradition, nature, and responsible tourism make it an unforgettable destination that leaves a lasting impression.*

### **Discovering Malaysia's Ecotourism Marvels:**

Malaysia boasts an awe-inspiring landscape adorned with ancient jungles, housing critically endangered primates and an abundant array of rare wildlife. Within these rainforests, which have stood for over 130 million years, flourish more than 15,000 species of plants, flora, and fauna. These protected jungles provide a sanctuary for nearly extinct Sumatran rhinos and critically endangered orangutans. Embarking on a journey to Malaysia is an enchanting experience where natural wonders abound, making it an ideal refuge for enthusiastic ecotourists.

### **Preserving Nature's Treasures:**

The management of Malaysia's natural treasures falls under the stewardship of the Department of Wildlife and National Parks, overseeing 25 terrestrial national and state parks alongside an additional 40 marine parks spread across the country. Malaysia's commitment to preserving its natural heritage is evident through its possession of four UNESCO World Heritage Sites.

### **The Rich Biodiversity of Malaysia's Rainforests:**

Within Malaysia's expansive rainforests, a treasure trove of biodiversity awaits discovery. These ancient jungles, dating back millions of years, support a staggering variety of plant and animal species. The lush canopy shelters over 15,000 diverse forms of flora and fauna, creating a thriving ecosystem. Among the inhabitants are critically endangered primates, such as the iconic orangutans, and



the nearly extinct Sumatran rhinos. Malaysia's pristine natural habitats have transformed the country into an irresistible destination for eco-enthusiasts, where the wonders of nature can be explored and appreciated.

### **Protecting Nature's Heritage: Malaysia's National Park System**

Malaysia's commitment to safeguarding its natural heritage is exemplified by the management efforts of the Department of Wildlife and National Parks. Responsible for overseeing a network of 25 terrestrial national and state parks, in addition to 40 marine parks, their tireless dedication ensures the preservation of Malaysia's diverse ecosystems. These protected areas are not only home to remarkable wildlife but also encompass stunning landscapes and fragile habitats. Notably, Malaysia proudly boasts four UNESCO World Heritage Sites, further solidifying its reputation as a global leader in conservation and ecotourism.

### **Empowering Communities and Restoring Nature:**

The Malaysian Homestay program stands as a shining example of rural ecotourism, empowering local communities and enhancing their economic prospects and quality of life. This initiative serves as a collaborative effort, involving industry players, non-governmental organizations (NGOs), and Community-Based Tourism (CBT) advocates.

Through the Malaysian Homestay program, travelers have the unique opportunity to immerse themselves in the authentic local lifestyle by residing with a welcoming host family. This enriching experience unveils the socio-cultural and artistic customs of the region, allowing visitors to witness firsthand the vibrant tapestry of traditions. Moreover, guests can savor delectable home-cooked cuisine and gain insights into the fundamentals of countryside living. In 2014 alone, over 370,000 tourists participated in the homestay program, injecting approximately \$7.1 million into the rural economy, fostering sustainable growth while preserving local heritage.



Another noteworthy endeavor is the ROAR (Restore Our Amazing Rainforest) program, an ambitious restoration project focused on Borneo's precious rainforests. When embarking on a journey to Malaysia, travelers are encouraged to actively engage in this program. By participating, individuals contribute to the creation and connectivity of vital forest corridors, which serve as lifelines for diverse wildlife populations and offer long-term benefits to local communities. Each sapling purchased by enthusiastic travelers represents a tangible act of conservation, as they play a role in replenishing and safeguarding Malaysia's remarkable natural heritage. By supporting the ROAR project, visitors not only give back to the Malaysian environment but also play a part in mitigating their carbon footprint, contributing to a more sustainable future.



#### A Country Full of Magic:

Malaysia, a country brimming with allure, captivates travelers with its harmonious blend of tradition and nature. From the lush tropical rainforests to its exotic culture and mouthwatering cuisine, Malaysia offers an unforgettable experience that leaves a lasting impression. Whether you explore Peninsular Malaysia, home to the bustling capital Kuala Lumpur, or venture to East Malaysia on the island of Borneo, each region unveils its unique wonders.

Renowned for its breathtaking biodiversity, Malaysia proudly claims its position among the world's twelve most biologically diverse countries. Within its borders, a staggering array of treasures awaits—over 15,000 species of flowering plants, 1,500 species of terrestrial vertebrates, and an astonishing 150,000 species of invertebrates, not to mention a myriad of micro-organisms.

The national parks of Malaysia present a tapestry of landscapes, encompassing vast forests, serene mangrove reserves, and thriving marine parks. It is within this rich and diverse backdrop that the true magic of Malaysia unfolds. Immerse yourself in the enchanting rainforests teeming with life, as verdant canopies shelter a symphony of wildlife, offering glimpses of untamed beauty in its natural habitat.

As you embark on your Malaysian adventure, prepare to be spellbound by the wonders that unfold before your eyes. Traverse the sprawling rainforests, feel the warm embrace of the ocean, and bear witness to nature's grandeur. Malaysia's captivating charms will leave an indelible mark on your soul, forever reminding you of the magic that exists within this extraordinary land.



#### Embarking on Unique Ecotours: Unveiling Malaysia's Conservation Programs

As our journey through the wonders of ecotourism in Malaysia draws to a close, we invite you to discover the realm of unique ecotours that await travelers seeking both adventure and environmental stewardship. One organization that stands out is Ecoteer, a volunteer-based tourism organization dedicated to supporting local NGOs and promoting restorative ecotourism.

Ecoteer offers a range of captivating ecotours that not only allow visitors to immerse themselves in nature but also contribute to its protection. Within their portfolio, three distinct conservation programs beckon eager participants: sea turtle protection, marine reef research and data collection, and local community wellness and teaching projects. For instance, the Perhentian Marine Research Station (PMRS) serves as a modest yet impactful study station, where volunteers receive training in marine animal identification and underwater survey techniques before actively collecting valuable data.

But Ecoteer does not stop there. Travelers who are passionate about making a long-term impact can embrace community initiatives, becoming part of the fabric of local life. From participating in jungle hikes to assess the diversity of forest-dwelling mammals to monitoring and combatting illegal poaching, there are abundant opportunities to contribute meaningfully to conservation efforts in Malaysia.

As your nature-filled fairytale in Malaysia comes to an end, we encourage you to pack your bags and embark on an ecotourism adventure like no other. Let the ethereal beauty of Malaysia's landscapes and the warmth of its communities inspire you as you explore the possibilities of responsible and sustainable tourism. Safe travels on this remarkable journey, and may your experiences in Malaysia leave an indelible mark on both your memories and the conservation legacy of this enchanting destination.



#### Conclusion:

These ecotourism initiatives epitomize Malaysia's commitment to forging a sustainable road to success in the tourism industry. By empowering communities and restoring nature, the country sets a remarkable example for the world, demonstrating that the preservation of cultural heritage and the environment can go hand in hand, offering unforgettable experiences while ensuring a brighter future for generations to come.





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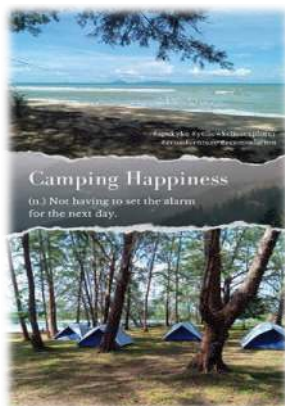
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## SETIU Terengganu

### THE HEAVENLY HEALING PLACE

Setiu, Terengganu is known as the Largest Food Producer District Hub, which is becoming a popular tourist destination.

Located in between Kota Bharu and Kuala Terengganu, it's merely 1 ½ hour drive from both cities.

The Setiu Wetlands is the perfect healing spot for campers to spend overnight surrounded by nature within the Pine Tree Forest.

Apart from the magnificent mountain range and sea view, various activities such as swimming, fishing, kayaking and mangrove river cruise are available for all visitors to explore.

Squid Jiggling and Fishing Trip chartered services are available upon request.

Day Trip Snorkeling to Redang Island departing from Kampung Mangkuk Jetty is available from the month of March until October.

PARAGLIDING at Bukit Bubus which located nearby, offers the best bird eye view of the East Coast panorama

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## DISCOVER

## SETIU, TERENGGANU



Cherish Exploration Memories • Leaving Eco Footprints

| Activity                        | Per Person Price    | Adults | Children |
|---------------------------------|---------------------|--------|----------|
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| • Squid Jiggling / Fishing Trip | RM170.00 per person | 6      | 10       |
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## EMERGENCE OF ADVENTURE TOURISM

The growing awareness in better lifestyles and the proclivity to embrace adventure especially among the new generation have brought upon an intimately closer relationship between the natural environment and the hedonic but beneficial participation of outdoor recreation and nature-based tourism. As most of the world's population inhabiting modernly developed and urbanized areas, rural and natural areas represent 'escape locations' that provide enormous occasions for alternative relaxation, excitement, stimulation, and even potential adrenalin-ridden escapades.

Another equally interesting notification that has emerged from the relationship is the shifting pattern of outdoor recreation consumption (including the more specific category of adventure recreation). The operationalization of outdoor recreation and adventure recreation that were formerly regarded as need-satisfying initiatives during leisure time, have evolved into a more serious commercial application, with additional requirements such as travel outside one's usual surroundings for a certain period of time, as well as purchasing adventure packages offered by specialized operators.

In this regard, the core attraction for participation of outdoor recreation still remains the same but the approaches adopted to manipulate such participation have shifted into a more diverse adventurous opportunity that involves certain amounts of economic gains and monetary values. Specifically, the concept of tourism (as a need-satisfying approach and profitable venture) has been expanded to embrace the contemporary conceptualization of outdoor and adventure recreation; hence, giving birth to a unique form of nature-based tourism known as adventure tourism.

Adventure tourism in general, refers to a type of tourism comprising travel and exploration to certain locations, with the intention to take part in unusual or daring activities. These participations are often physically challenging and pose a certain degree of risk to the participants while simultaneously requiring specialized skills, guidance, and equipment. In other words, the concept of adventure tourism is an accumulation of several main elements such as a unique natural and man-made environment, challenging and adventurous activities, mental and physical toughness, risky endeavors, specialized skills and equipment, guided tours, and product commercialization.

Currently, Malaysia is ranked 98 based on the Adventure Tourism Development Index 2020 produced by ATTA (in the 'developing country' category) and has already been identified at the national level as one of the prominent product augmentation strategies in the National Tourism Policy 2020-2030.

In recent years, adventure tourism has emerged as a prominent theme within niche tourism markets, progressively dominating the global tourism industry. Despite being a relatively new phenomenon, the rapid growth of adventure tourism is supported by compelling evidence, including statistical reports from reputable organizations such as the Adventure Travel Trade Association (ATTA) and the United Nations World Tourism Organization (UNWTO). Additionally, acclaimed researchers in the field have provided academic support, underscoring the notion that this form of nature-based tourism has already surpassed the popularity of related sectors such as ecotourism, wildlife tourism, and even its predecessors—outdoor and adventure recreation. In fact, it is claimed that adventure tourism has emerged as the fastest growing sector of the international niche tourism market with a projected value of \$1627.7 billion in 2026.

As a direct response to the rapid and dynamic growth of adventure tourism, a significant number of specialized adventure tourism operators have emerged in the industry. These operators offer numerous varieties of adventurous activities and even expand their services to some of the world's most remote places. Simultaneously, the operators also offer diversity and flexibility in their services whereby the adventure packages are made available to a wider market segment encompassing all levels of ages and capabilities.



The growing pattern of adventure tourism services is also apparent in Malaysia. Although receiving limited publicity as compared to ecotourism and still holding the status of a 'new' type of tourism in Malaysia, adventure tourism is gaining momentum as one of the most popular domestic tourism activities. The high demand for adventure among Malaysians can also be regarded as the main justification for the emergence of adventure tourism businesses in the country. This eventually leads to the significant escalation of adventure tourism operators supplying various adventure products and services such as mountain hiking along the Bintang and Titiwangsa Range, via-ferrata at Kinabalu and Jerantut, white-water rafting at Gopeng and Sedim, tandem paragliding at Bukit Jugra and Kuala Kubu Bharu, rock climbing at Gua Damai and Bukit Keteri, waterfall abseiling at Lata Penyel and Kanching, adventure caving at Merapoh and Mulu, and scuba diving at Mabul and Redang.

BY MOHAMAD KHAIRI ALWI

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JOM SERBU

# ANBOT x OUTDOOREXPO

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## KITAB PENDAKI GUNUNG

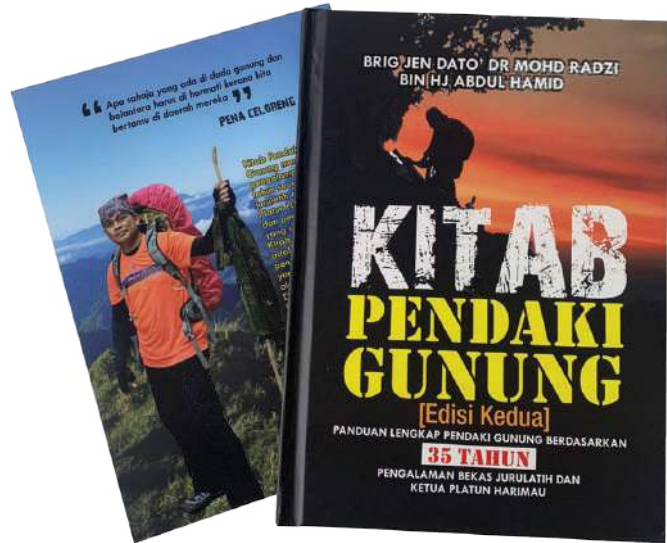
By Brig Gen Dato' Dr Mohd Radzi b. Abdul Hamid, MC

In the era of gadgets or internet of things (IoTs), the average individual; especially Malaysian 'i' generations (iGen), spends more than 80 percent of their time at home, hugging the gadgets. This phenomenon has jeopardized the ability to understand and engage with anything beyond their indoor environment.

Brig Gen Dato' Dr Mohd Radzi Abdul Hamid, MC grew up in the mountainous region near to the Malaysian border, the grandson of a well-known national Home guard Hero and typical hunter, who taught him to explore, love, respect, and befriend nature. After completing his 'wilderness university' with his grandfather, he joined the Malaysia Army Infantry and was involved in hundreds of jungle operations in Malaysia, Philippines, Indonesia, Thailand and India. He attended the Malaysian Army Commando Course at the Special Warfare Training Center, Sg Udang and led the special group 'Tiger Platoon' to combat the communist terrorist in the Malaysia mountains. Later, he became a chief instructor to the Tiger Platoon.

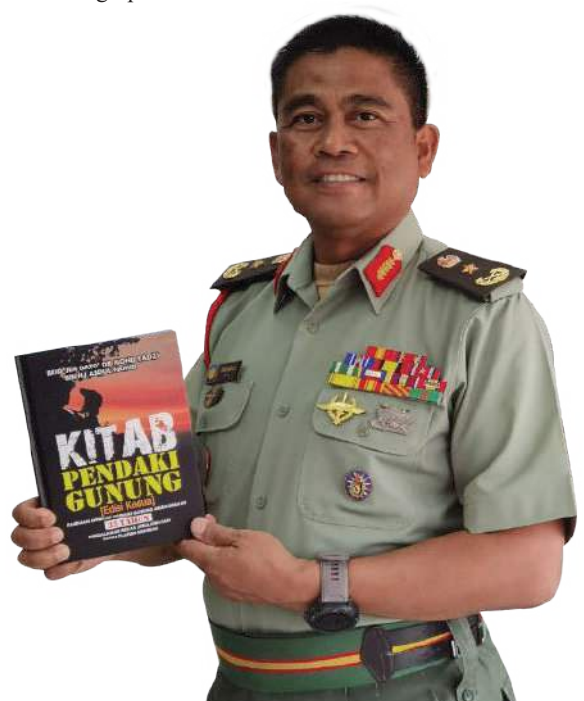


Based on his more than 35 years of experiences in jungle operations, he handed down the one and only complete bible of hiking as well as mountaineering named KITAB PENDAKI GUNUNG. It really means the KITAB or bible. This book is filled above the brim with all kinds of information concerning numerous aspects of extreme activity and sport. It contains everything you need to know to be a hiker or mountain climber, including being an organizer and mountain guide.



The initial chapters of this book provide invaluable guidance for hikers of all levels, offering practical advice on essential preparations, recommended equipment, and the importance of being ready for unexpected challenges. The level of detail presented throughout the book is truly remarkable. From discussing insulating layers to demonstrating tent pitching techniques and even covering topics like avalanche rescue, this comprehensive guide leaves no aspect of hiking untouched. The wealth of information provided is complemented by stunning illustrations, making the reading experience truly immersive and engaging. Undoubtedly, this book is a meticulously crafted resource that demands a significant investment of time, energy, and patience. However, the reward is a thorough understanding of the theoretical foundations of jungle crafts, equipping readers with the knowledge needed to embark on safe and successful hiking expeditions. A commendable achievement!

Make sure you pick up the latest edition. The latest edition of the classic guide to hiking describes fundamental climbing skills, discusses wild animals, climbing techniques, survival skills, recommends clothing and equipment, and the book gives advice on safety and first aid. It also includes a new section on women hikers and lifesaving tips on the mountain.





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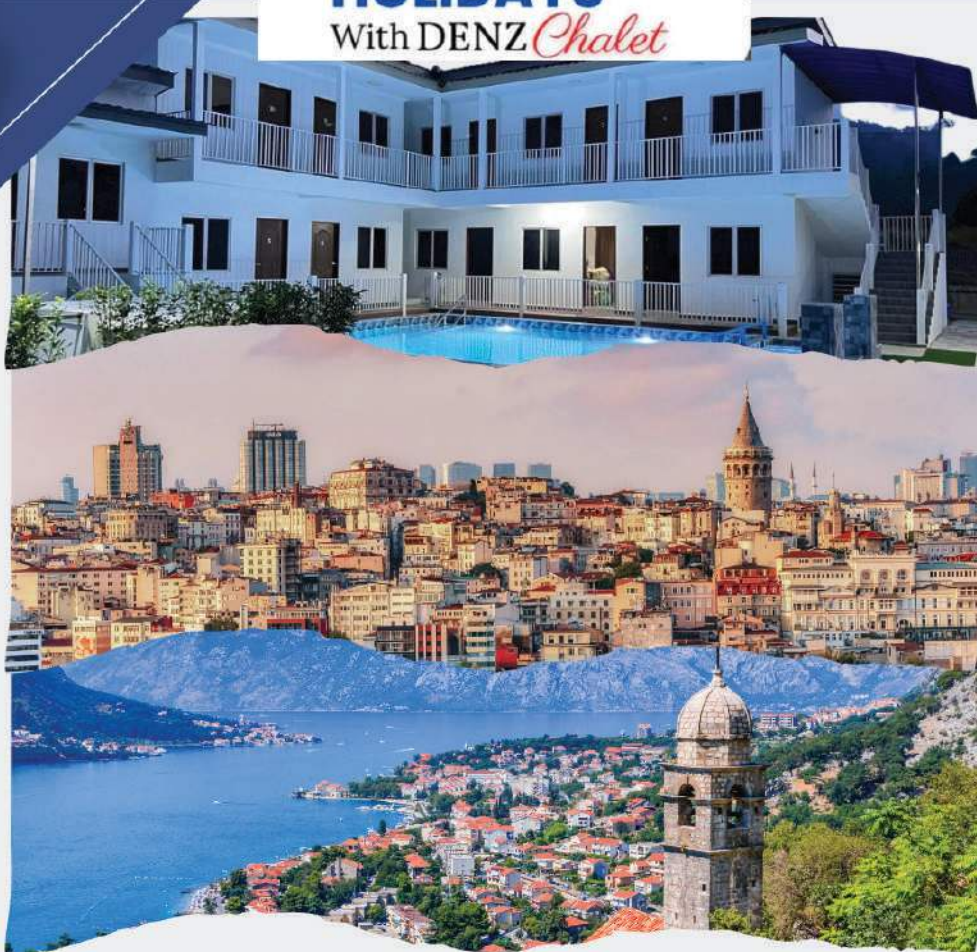


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# CHALLENGE YOUR SUMMIT (EVEREST 4.0)



Challenge your summit is about the spirit of taking challenges in life starting from a simple goal setting of climbing a small hill like Bukit Gasing, to big challenges like climbing Mount Everest, it's part of my passion to climb mountains and inspire our youths in making their own challenge their summit and go for it. Himalaya Sport Everest - Lhotse 2023 expedition just ended with another summit on Everest and it my fourth and it was an honour bringing my sponsor banner Himalaya Sports Malaysia at the summit of the highest peak and returning home safely to my family. The expedition was organized by Global Club Expedition and our next Everest mission is year 2025. During this time, we will be focusing on Seven Summit Peaks in all the seven continents in the world. Those want to be inspired and take challenges in mountaineering life are welcome to join Global Expedition Club Malaysia via email [ravigecm1@gmail.com](mailto:ravigecm1@gmail.com) for more information.



We have inspired and guide many clients like 64 years old climber to summit of Everest in year 2022, bringing 72 years old man & 69 years old man to summit of Island Peak and not forgetting youth 10 years old to the summit of Mount Kilimanjaro and Mount Elbrus.





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On 19 March 2023, Majlis Bandaraya Petaling Jaya (MBPJ) had organized the 'PJ Joran' fishing match at Tasik Bandaran Kelana Jaya, Petaling Jaya.

The match is one of MBPJ's efforts to promote Tasik Bandaran Kelana Jaya as a destination for family recreation in addition to boosting local tourism and economic resources. Besides that, this competition also aims to introduce a recreational park that can be utilized by Petaling Jaya residents with healthy activities.

Shahrizal Yusri, 45, from Semenyih or better known as Tok Dalang has been crowned the champion at the PJ Joran 2023 fishing match when he has managed to raise a catfish weighing 5,720kilograms while bringing home totaling RM6,000 and the Datuk Bandar Cup, MBPJ and beat nearly 700 other participants.

Vice-champion Nor Rizuan Mohd Ariffin, 43 took home RM2,000 raising a 1,970-kilogram catfish and third place female participant Nadira Zabani, 34, raising a 0,660-kilogram talapia fish took home RM1,000.

For special category of keli fish, the champion was won by Badrom who managed to bring up fish weighing 1.015 kilograms taking home RM300 cash prize, second Amy weighing 0.430 grams RM200 cash prize and third Zul from Subang weighing 0.370 grams RM100 cash prize.



Mohamad Azhan said, MBPJ's desire to promote Taman Tasik Bandaran Kelana Jaya as a destination for family activities in addition to boosting local tourism and economic resources.

The competition also aims to introduce a recreational lake park that Petaling Jaya residents can utilize with healthy activities. "I hope that this PJ Joran competition can be further expanded in other recreational parks under Petaling Jaya that are available," he said.

The prize presentation ceremony was officiated by Datuk Bandar Petaling Jaya, Mohamad Azhan Md Amir which was also attended by ADUN Sri Setia, YB Tuan Halimey Abu Bakar and the highest management of MBPJ.



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KEMENTERIAN BELIA DAN SUKAN**



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**PROGRAM VIRTUAL RUN**



**SEMINAR PEMERKASAAN  
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PASCA COVID-19**



**KELAB SUKAN REKREASI VETERAN  
KEMENTERIAN BELIA DAN SUKAN**  
(NOMBOR PENDAFTARAN : C - PJY - 10641)







Jabatan Belia dan Sukan Negara (JBSN) is a government agency under the Ministry of Youth and Sports (KBS) in Malaysia that aims to promote youth and sports development in the country. One of its primary programs is the sport for all including outdoor program which is aimed at encouraging people to participate in outdoor activities and sports.

The outdoor program is thoughtfully crafted to offer individuals a chance to participate in physical activities and cultivate their skills across various disciplines. Encompassing a diverse array of pursuits, the program caters to a wide range of interests, including camping, hiking, rock climbing, kayaking, and more.

One of the core objectives of the program is to promote teamwork and leadership among people, especially youngsters. Participants are encouraged to work together to overcome challenges and obstacles and to support one another throughout the program.

The program is open to all Malaysians and is offered at various locations throughout the nation. Participants are required to undergo a rigorous training program that includes both physical and mental preparation.



The program has proven to be highly successful in promoting human development especially among the youngsters. Many young people who have participated in the program have become successful athletes, coaches, and leaders and serve back to the community.



Beyond its promotion of physical fitness and active sports engagement, the outdoor program serves as a powerful conduit for instilling essential values like discipline, perseverance, and resilience. These values are not only integral to sports but also hold tremendous significance in life, equipping individuals with the tools to thrive in any endeavor they pursue.



Overall, the outdoor program is an excellent initiative that provides people with an opportunity to develop their physical, mental, and social skills.

The program has helped to promote sports participation and healthy lifestyles among Malaysians and is a shining example of the government's commitment to make Malaysia as a "sporting nation".



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## UNITING OVER 700 HIKERS AT DATARAN MERDEKA: AN UNFORGETTABLE OUTDOOR IFTAR EXPERIENCE



On April 16, 2023, Mr. Zairi Zainal President of Hiking & Recreation Malaysia (H.A.R.A.M), Colobrate with Tekoyong Hikers, Selangor Hikers Club and many more, orchestrated a remarkable gathering of more than 700 Muslim hikers at Kuala Lumpur's iconic Dataran Merdeka. This event provided a unique opportunity for participants to break their fast in the open air, fostering a profound sense of community and spiritual connection.

As the sun began its descent, casting a warm glow over the square, Muslim hikers from diverse backgrounds converged at Dataran Merdeka. President Zairi Zainal delivered an inspiring address, emphasizing the profound interplay between faith and nature, setting the stage for an evening of introspection, camaraderie, and gratitude for the natural world.

Despite the heavens opening and rain pouring down for several hours, the participants remained undeterred. Seeking shelter, they maintained their high spirits. Once the rain subsided, the event resumed with unwavering enthusiasm. To the delight of all, a lucky draw was conducted, injecting an element of excitement and anticipation into the gathering.

Generously sponsored by various organizations, over 400 lucky draw gifts enhanced the festive atmosphere. Participants eagerly awaited their chance to win prizes that ranged from outdoor gear and hiking equipment to vouchers for camping trips and adventure experiences. The benevolent contributions from these organizations underscored their support for the Muslim hiking community and their commitment to promoting outdoor recreation.

The lucky draw added an extra layer of joy and surprise to the event, further fortifying the bonds among participants. Laughter and applause filled the air as fortunate winners received their prizes, creating cherished moments of celebration and delight.



"The rain couldn't dampen our spirits. It tested our resilience, and once the skies cleared, our excitement only grew," shared Imran Sheikh, one of the participants. "The lucky draw was an unexpected highlight, infusing the event with fun and anticipation. We were grateful for the support of the sponsoring organizations and cherished the camaraderie among fellow hikers."

President Zairi Zainal conveyed his heartfelt appreciation for the organizations that sponsored the lucky draw prizes. "Their generous contributions brought an element of surprise and joy to our gathering," he expressed. "We are grateful for their support and dedication to promoting outdoor activities within the Muslim community. Together, we can create unforgettable experiences that foster unity and a love for nature."



The gathering at Dataran Merdeka embodied the power of faith, nature, and community. Despite the rain, the participants embraced the challenges and continued their celebration of spirituality and togetherness. The lucky draw served as a testament to the unwavering support and shared passion for outdoor recreation among individuals and organizations alike.



As the event concluded, the participants departed Dataran Merdeka with hearts brimming with gratitude and a renewed sense of connection. The extraordinary evening of breaking the fast outdoors, defying the rain, and relishing the lucky draw created lasting memories and strengthened the bonds within the hiking community.

Under the leadership of President Zairi Zainal, H.A.R.A.M remains committed to organizing future events that empower Muslims to embrace the outdoors, deepen their spiritual connection, and forge lifelong bonds through shared experiences.



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# KASTURI PERFUME





## LAMAN BOTANI JANDA BAIK @ University of Life

University of Life' ("Uni of Life") was founded in 2012 by Prof. SH. Alattas as a dedicated venue where people meet, gather and exchange ideas with the aim of creating good global citizens to tackle social and moral dilemmas through knowledge and skill sharing and kind actions.



During its heydays and up to the period of the COVID-19 pandemic, numerous events, gatherings, seminars and workshops were held there, attended by academicians, experts, social groups, governmental agencies and people from all walk of life.



A CENTRE FOR ARTS, CULTURE AND ECO-BOTANY EDUCATIONAL TOURISM

Transforming and rehabilitating Laman Botani Janda Baik @ Uni of Life into a full-fledged venue to introduce, showcase and present local arts & culture within an eco-botany sur-rounding where visitors can enjoy the scenery and experience our local hospitalities.

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- \* 7 acres of lush greeneries, well-kept, varied and clearly labelled botanical specimens
- \* Nature walk
- \* Seminar, lecture & briefing halls
- \* Activities & rehearsals area
- \* Performance stage with audio visual re-cording
- \* Glamping area



In addition to conventional tourism and eco-tourism, Laman Botani will provide a unique Educational Tourism, whereby the framework of a joint venture with the National Academy of Arts, Culture and Heritage of Malaysia (ASWARA) has been mooted. The approach will be Laman Botani Janda Baik offering Tour Packages that provides facilities for tourists to at-tend, experience and participate in short courses with respect to traditional handicrafts, traditional dances and other arts and cultures.

# 3 in 1

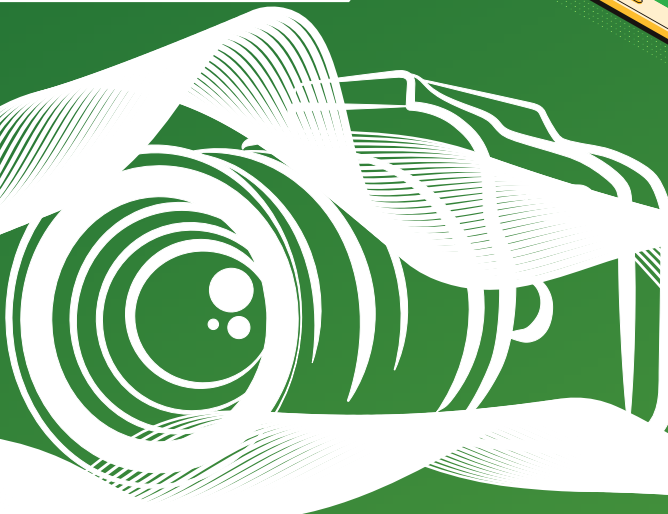
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MY Parang was established in 2014 under Outdoor Dynamics Sdn Bhd as one of its brand names. Introduced as a solution to a problem that turned into an opportunity, it now has garnered a following and has been accepted throughout the world as an authentic, reliable and easy to maintain bushcraft tool.

MY Parang has also influenced and revolutionized the parang industry in Malaysia, especially when mentioning the younger generation of knife and parang makers. MY Parang were the pioneers of mass produced premium Parangs, box packaging and a network of retailers and distributors both locally and internationally.



9 years on, The MY Parang brand has reached most corners of the world and is the go-to tool for any outdoor and bushcraft enthusiasts. It's traditional stick-tang design, matched with modern materials provide users a safe and reliable tool. The distal tapered blade and hand quenched blade makes them as authentic as they can be. Parangs are often imitated abroad, but they are and will never be as authentic as the ones produced in South East Asia.

As of today, MY Parang has been featured in numerous international knife magazines, local newspapers and publications. Numerous YouTube videos are also available created by enthusiasts throughout the world, giving

unbiased reviews and demos. They are also proud to be sold on The Ray Mears website, where only the best selection of camping and bushcraft equipment is sold. The parangs under the MY Parang brand is used and respected by a variety of trades from bushcraft, camping, scouts, farming and survivalist's community.



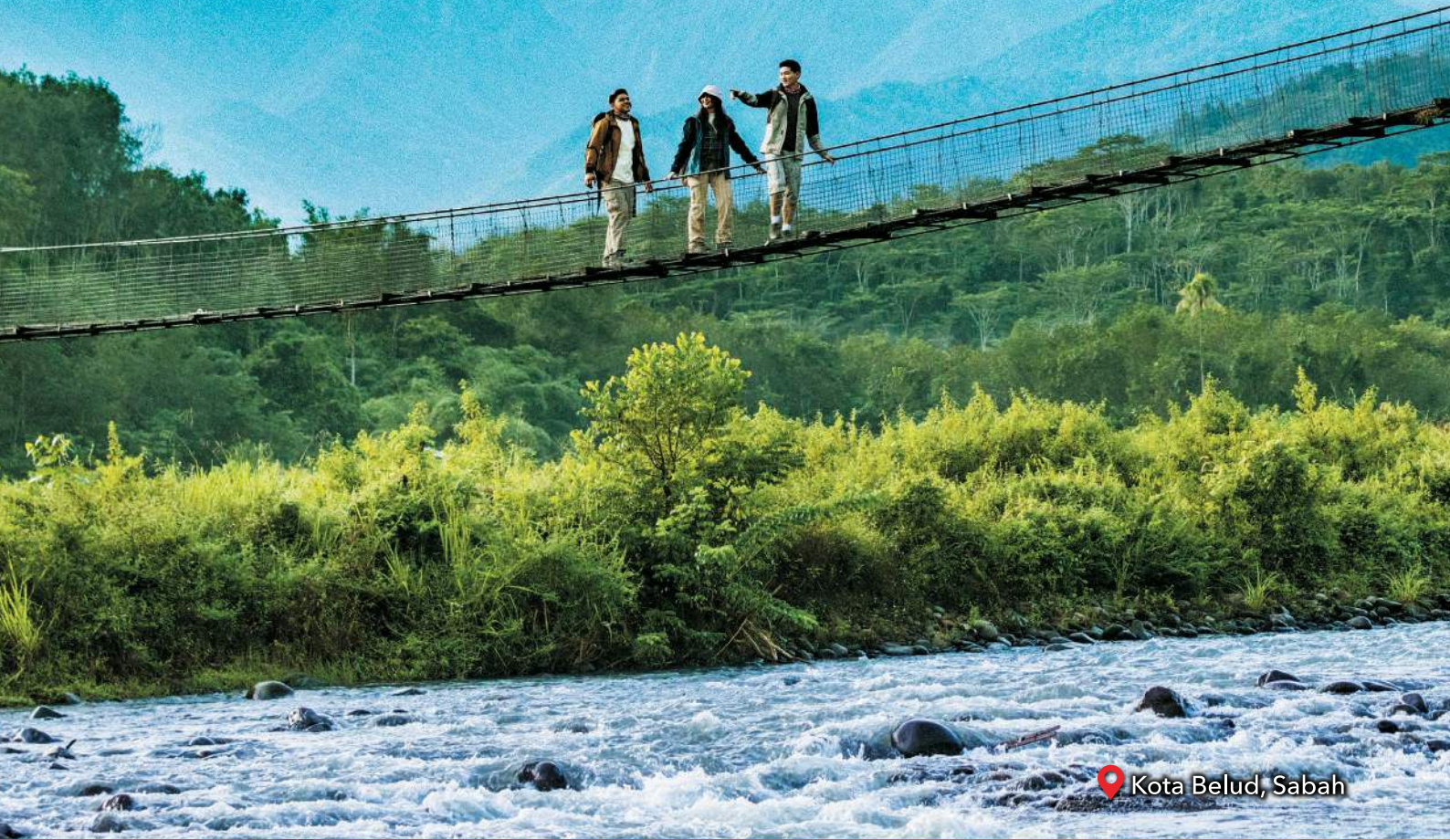
If you would like to find out more, visit [www.myparang.com](http://www.myparang.com) and if you want to keep up with our latest news, find us in your favourite social media platform under the name my parang.



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