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The Soul of Southeast Asian Tourism

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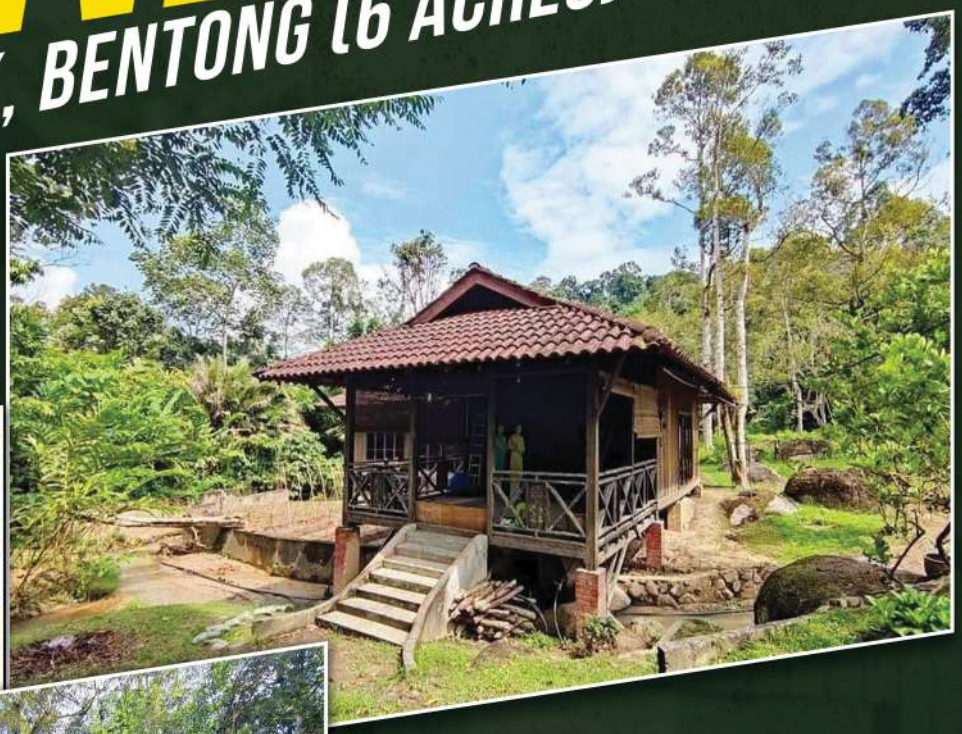

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EDITORIAL NOTE

A Nation Rooted in Nature, Rising with Purpose

As we welcome readers to our July 2025 edition, we reflect on Malaysia's incredible journey in reclaiming its role not only as a leading travel destination — but as a living model of eco-conscious tourism, biodiversity stewardship, and cultural depth.

This issue's cover story, Rediscovering Malaysia: The Soul of Southeast Asian Tourism, explores how our nation is redefining tourism for a new era — one that values sustainability, community engagement, and immersive experiences over mere sightseeing. With over 21 million international arrivals in 2024 and a target of 26 million by 2026, Malaysia's rise is not just numerical — it is philosophical.

We are especially proud to feature a landmark article by Tan Sri Dr. Salleh Mohd Nor, Malaysia's foremost conservationist. His essay, "Malaysia and Eco- or Nature-Based Tourism", is more than a scientific overview — it is a passionate appeal to protect what defines us. Malaysia is one of just 12 megadiverse countries in the world, home to over 15,000 vascular plant species, 306 mammals, and an estimated 150,000 invertebrates. From the ancient dipterocarp rainforests and the caves of Mulu, to the mangroves of Matang and the peaks of Kinabalu — we hold some of the planet's most vital ecosystems. It is a reminder that our forests, rivers, reefs, and species are not just assets for tourism — they are legacies.

This issue also shines a spotlight on people and platforms that are shaping the future of travel and exploration in Malaysia. Events like the Outdoor Expo Malaysia 2025, now in its fourth edition, are creating vibrant ecosystems for brands, adventurers, and families to unite under one theme: Malaysia Luar Biasa. In addition, our coverage of ongoing nature retreats — from Kemensah's triple waterfall hikes to Tasik Kenyir's houseboat adventures — reflects a growing domestic tourism scene that values wellness, heritage, and environmental mindfulness.

Equally exciting is how local businesses are stepping up. In this edition, you'll find features on SAFETYPRO, pioneers in safety training and solutions, and a new wave of service providers in digital marketing, eco-resorts, and nature education. Together, they are helping build not just an industry — but a culture.

At The Great Nature Magazine, our mission is simple: to inform, inspire, and ignite action. Whether you are a policymaker, a passionate traveler, an industry player, or a curious reader — this issue is an invitation. To explore not only our landscapes but the values that run through them. To protect the quiet beauty and bold spirit of our land. And above all, to rediscover Malaysia, one trail, tide, and tree at a time.

Thank you, as always, for traveling with us.

Warm regards,

The Editorial Team
The Great Nature Magazine

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Outdoor Expo Malaysia 2025

IT'S MORE THAN A MOVEMENT

Feature Story | The Great Nature Magazine | July 2025 Issue | by Sayd Haque

What began with a flash of ideas has burst into a full-fledged national phenomenon. Outdoor Expo Malaysia (OXM), now in its fourth year, has emerged as the leading driver in unifying outdoor folks, brands, and communities. As the countdown for OXM 2025, July 25 to 27 at Kompleks Sukan Kelana Jaya, begins, we interview its creator and project team head, Mr. Fathee Razali, on what fuels this movement.

A Vision Born in Nature

"The idea for Outdoor Expo Malaysia was conceived from the very basic yet strong realization," Fathee relates. "Malaysia had a growing number of outdoor enthusiasts, but no such special place to bring them together."

Having found purpose and meaning in the outdoors for himself, Fathee envisioned the possibility of a platform in which outdoor brands, adventurers, and curious newcomers could congregate and flourish. In 2022, OXM was born — not just as an event, but as an accelerant of Malaysia's outdoor lifestyle movement.

Fast Growth, Real Connections

Out of modest beginnings, OXM grew rapidly. In 2024, the event welcomed over 32,000 visitors, making it the country's biggest outdoor lifestyle expo. One of the most innovative additions was the introduction in 2023 of the Outdoor Jamboree — an overnight camping adventure filled with skill development, campfire conversations, and authentic outdoor fellowship.

"People don't want equipment; they want experiences," says Fathee. "That epiphany continues to guide us."

What's So Special About 2025?

The event this year takes on the theme #MalaysiaLuarBiasa (Outstanding Malaysia), paying tribute not just to gear and innovation, but to the country itself—its people, places, and passions.

Keep an eye out for dedications to local outdoor icons, features on overland and sea escapades, and impactful initiatives like coverage of International Tiger Day. For the first time, OXM will award the Innovation Awards, honoring brands that are pushing the boundaries of outdoor experiences.

"OXM 2025 is not just an expo; it's a space for storytelling, inspiration, and transformation," says Fathee.

Where Passion Meets Purpose

The venue remains the same: Kompleks Sukan Kelana Jaya, chosen because of its strategic location and open configuration with the capacity to create a festival-like atmosphere. Visitors can look forward to having over 20 activity zones including rock climbing, kayaking simulators, archery, bushcraft demonstrations, family forays, and teen adventure zones.

Chief partner brands this year are:
- SKOMAD (overlanding lifestyle gear)
- Campguru (modular camping systems)
- EIGER (mountaineering equipment)
- ANBOT (robotics in the outdoors)
- NAUTICmy (nautical adventure gear)

OXM is also hosting the official launch of GRIT Isotonic Coffee Gel, a performance-oriented innovation by a homegrown startup that merges caffeine and electrolytes to energize endurance on-the-go.

Empowering Local Brands & Eco Startups
"Part of our key missions is to bring forward small, local, and eco-friendly businesses," says Fathee. OXM supports these businesses through subsidized booth packages, dedicated innovation spaces, and mentorship programs.
"It's not about the show; it's about launching futures."

A Community of Explorers
OXM draws an eclectic mix of participants—veteran hikers, athletes, families, students, and city-dwellers looking for a weekend escape. With a noticeable rise in wellness tourism and remote workers seeking nature getaways, the expo is designed to welcome all.
"Whether you're scaling peaks or trying your first hike, OXM has something for you."

Championing Sustainability & Safety
Sustainability compliance is evident. By means of dialogue, workshops, and NGO collaboration, the expo endorses Leave No Trace initiatives, wildlife preservation, and sustainable tourism.
OXM Green Award and Safety Award were implemented to spur best practice in sustainable business operation and outdoor safety education, raising industry standards as a whole.

Looking Ahead
What then is in store for OXM?
"We want to expand regionally," Fathee explains. "We envision OXM editions around Southeast Asia and a digital platform featuring gear reviews, tutorials, and destination guides year-round."
Women in the outdoors, adaptive adventures, and technology-fueled exploration are on the horizon.

The Heart Behind It All
Despite even the numbers and success, the most rewarding aspect for Fathee is still very much human:
"Watching individuals get to try something new, brands find their tribe, and buddies connect on our expo grounds — those are the things that matter."

His message to readers?
"Keep exploring. Keep protecting. And if you believe in the resilience of nature, the force of imagination, and the resilience of community — join us. Let us build an outdoor life that's proudly, boldly, and uniquely Malaysian"

Outdoor Expo Malaysia 2025
Dates: July 25–27, 2025
Venue: Kompleks Sukan Kelana Jaya, Selangor
Website: www.outdoorexpo.my

Scan to visit OXM

OXM 2025 TEAM

REDISCOVERING MALAYSIA: THE SOUL OF SOUTHEAST ASIAN TOURISM

Cover Story – The Great Nature Magazine, July 2025 Issue by Sayd Haque

As the global tourism industry bounces back from years of uncertainty, Malaysia has re-emerged as a desirable destination, blending modernity with rich cultural heritage and breath-taking natural beauty. Thanks to concerted efforts by the Ministry of Tourism, Arts, and Culture and a renewed global appetite for meaningful travel, 2025 marks the dawn of a Malaysian tourism renaissance.

A Resilient Recovery Underpinned by Strong Numbers

Tourism Malaysia registered a robust 20.1 million tourist arrivals in 2023, an impressive rebound from pandemic lows. The upward momentum continues in 2024 and 2025, with expectations to surpass 26.1 million visitors by the end of the year, nearing pre-pandemic peaks (source: Tourism Malaysia Annual Report).

2023 HIGHLIGHTS

Economically, the tourism sector generated RM83.1 billion for the Malaysian economy in the year 2023 and is predicted to grow by 5.5% annually, ranking as one of the country's top income earners. Tourism accounted for 14% of Malaysia's GDP in 2019, based on the World Travel & Tourism Council (WTTC) report, and will resume that share by 2026.

A New Era of Travel Experience

Today's tourists are no longer satisfied with surface-level sightseeing; they seek immersive and life-altering experiences—and Malaysia is stepping up to the plate.

Whether it is trekking the lush rainforests of Sarawak and Sabah, traipsing George Town and Melaka UNESCO World Heritage cities, diving in Sipadan, or participating in indigenous homestays, Malaysia is offering meaningful experiences that connect travellers to her land, people, and culture.

Notably, experiential and eco-tourism are becoming more popular. A recent Booking.com survey indicated that 74% of global travellers want experiences that are authentic to a destination, while 69% want trips that benefit local communities—something which Malaysia is strong in with its village tourism that is authentic and nature tours with a conservation angle.

Government Initiatives to Spur the Recovery

The Malaysia government has invested significantly in the improvement of tourism infrastructure and promotion. The Tourism Malaysia Strategic & Marketing Plan 2022–2026 focuses on digitalization, promotions in specific regions, and sustainable tourism.

The Visa-Free Entry policy for key markets like China, India, and the Middle East in 2024 also gave a huge impetus, especially for group and family travel segments. These are augmented by high-impact collaborations with airlines and travel tech industry players, enhancing accessibility and visibility.

Photo Credit: Ministry of Tourism, Arts and Culture Malaysia / Official Website

Rediscovering Malaysia Through Signature Events

A rich calendar of national events is being thrust into the forefront in establishing Malaysia as a year-round destination:

• Outdoor Expo Malaysia 2025: A festival of outdoor adventure and nature tourism, this signature event showcases Malaysia's nature and eco-tourism attractions.

• George Town Festival: A vibrant arts and heritage festival that attracts international creative talent.

• Borneo Jazz Festival: Held in Sarawak, it fuses world-class jazz with indigenous culture and nature.

• MATTA Fair: Southeast Asia's largest consumer travel fair, MATTA connects millions of consumers with deals, travel inspiration, and holiday ideas across Malaysia and beyond.

Photo Credit: Malaysia Airlines / Official Website

These events not only attract tourists—they support tens of thousands of small businesses, vendors, and artisans throughout the tourism value chain.

The Road Ahead: Sustainable, Inclusive, and Digital

The future of Malaysian tourism is based on three pillars: sustainability, inclusivity, and digitization. From the launch of green certifications for eco-lodges to the launch of digital nomad-friendly visas, the nation is setting itself up to adapt to evolving global standards.

Online platforms like the Malaysia Travel Portal and more interactive digital guides, AI-driven itinerary planners, and AR-enabled cultural walkthroughs are transforming how visitors experience Malaysia—even before they arrive.

The Ministry of Tourism under Yang Berhormat Dato' Sri Tiong King Sing has been eager to pursue revitalization and reform in the industry. This day is not just about attracting more tourists—this day is about creating high-quality, memorable experiences that bring out the soul and cultural richness of Malaysia.

Photo Credit: Yang Berhormat Dato' Sri Tiong King Sing / Facebook

Final Thoughts

As Malaysia opens its tourism comeback in 2025, it does so with confidence and purpose. There is more to skyscrapers and malls—a space where nature, culture, and community converge. Rediscovering Malaysia is not just going back to its destinations, but reconnecting with the heart of Southeast Asia itself.

by Tan Sri Dr. Salleh Mohd Nor

As the world progresses technologically and economically, the desire to "get back to nature" increases exponentially. Technology brings nature to the homes via a number of Television programmes, notably National Geography. One can go anywhere and see every wonder of the world from the great Pyramids of Egypt, the historical Roman ruins, the cold and barren Antarctica, the wealth of biodiversity of the Amazon of the tropical forests and the fascinating iconic animals of Africa via Netflix and other sources of information. However, with travel becoming more affordable and global tours available on the internet, people can physically travel to the four corners of the globe to see the wonders of Galapagos or historical places in Europe.

Malaysia's Biodiversity Wealth

Malaysia boasts as one of the twelve mega-biodiversity rich countries in the world. Malaysia is home to an estimate 15,000 species of vascular plants, 306 species of mammals, 742 species of birds, a vast number of insects species amongst the estimated 150,000 species of invertebrates. The tropical forests also pride itself in having Malaysia is home to an estimated 8,500 species of vascular plants in Peninsular Malaysia and another 15,000 in East Malaysia, including a large number of tree species. Specifically, the forests of East Malaysia are estimated to contain around 2,000 tree species. Malaysia also boasts a high level of tree endemism, with approximately 1,616 (29.8%) of its tree species being unique to the country.

Malaysia's rich biodiversity is further highlighted by its status as a megadiverse country, with forests covering about two-thirds of its land area. The dominant forest type is dipterocarp forest, which is known for its high tree diversity. For example, the dipterocarp family alone has around 370 species in Malaysia, representing about 78% of the world's diversity for this family. (Source: Google)

The world's third tallest tree is the Tualang (*Koompassia excelsa*) exceeding 80 meters if height and also known as the beehive tree as bees love to make their hives along the branches and thus make these trees highly valued in honey production.

Malaysia is home to a vast number of insect species, with estimates suggesting around 150,000 invertebrate species. This number includes insects, which are a significant part of Malaysia's rich biodiversity. While the exact number is unknown, it's known that insects represent a large portion of the country's fauna.

Other unique ecosystems include mangrove forests, peat swamp forests, riverine forests and montane forests in the Kinabalu range where Mount Kinabalu is the highest peak in Southest Asia at 4,095 metres (13,435 ft). The Matang Mangrove Forest Reserve in Perak, Malaysia, is the largest mangrove forest in the country, covering approximately 40,000 hectares. It is also recognized as the best managed mangrove forest in the world with management plans being used to harvest these forests on a sustainable basis.

Forest management is supported by the world's top tropical forest research institute in the world, the Forest Research Institute Malaysia (FRIM) that celebrates it's 40th anniversary this year and also recently accorded the UNESCO Heritage status. FRIM also boasts a skywalk for tourists to enjoy the panoramic view of it's surrounding forests and six arboreta and a forest museum with a collection of the longest single piece of Rotan manau (*Calamus manan*) in the world.

Other Natural Wonders

Malaysia also boasts of large caves in the Gunung Mulu National Park in Sarawak where the most prominent are the Sarawak Chamber, the world's largest cave chamber by area, and Deer Cave, one of the world's largest cave passages. Additionally, Clearwater Cave is known as one of the world's largest cave systems by volume. Then there is the well-known Batu Caves and the nearby dark caves that are also very touristic. Other natural wonders have also been protected as Geoparks such as the one in Langkawi Island. Finally, there is Sipadan island amongst the many with coral reefs and diving opportunities.

Malaysia's agriculture: The Oil Palm

Approximately 5.9 million hectares of land in Malaysia are currently under oil palm cultivation making Malaysia one of the largest producers and exporters of palm oil globally. This is supported by an industry financed research by the Malaysian Palm Oil Board.

Support of Non-Governmental Bodies

The Government works closely with non-governmental bodies (NGOs) such as the Malaysian Nature Society (MNS), Worldwide Fund for Nature (WWF), Malaysian Turtle Protection Society and area specific NGOs such as Friends of Kota Damansara (FPKD) and Friends of Bukit Kiara (FOBK) to protect and promote nature-based tourism and conservation activities.

Conclusion

Nature and the environment provide the foundation for nature-based tourism and Malaysia with its rich and diverse ecosystems offers huge opportunities for such activities. What is needed are trained and certified nature guides, promotion locally and overseas and appropriate legislation to promote and protect the industry.

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SAFETY PRO

Empowering Safety, Enabling Lives

Where Competency Meets Compassion in Crisis Training

by Afsana Shirin – The Great Nature Magazine

As the world grows more complex, preparedness is the game. With that in mind, one Malaysian business is changing the way we think about Safety, Survival and Service. SAFETY PRO Training owned 100% by Bumiputera, is fast becoming a respected force in emergency response training and safety consultancy across Malaysia

Originating from the Seri Kembangan base in Selangor, SAFETY PRO is not merely a training institution—it's a movement promoting the higher cause of public education, professional knowledge, and organizational preparedness.

A Clear Mission with a Powerful Vision

With the slogan "Safety is Our Priority – Safe and Enjoy," SAFETY PRO plans to imbue real-world readiness in people and institutions. The company's aim is to deliver high-quality safety, health, and emergency response education in accordance with national and international certification standards so that every attendee departs not only enlightened, but empowered.

"Besides acquiring knowledge, we must experience and feel it," shares Founder Ahmad Mujahid, reflecting the company's core belief that true safety culture comes through lived experience and practical skill-building.

A Range of Services That Save Lives

SAFETY PRO offers a comprehensive set of services tailored to a variety of sectors—from corporate and government agencies to schools, GLCs, and private institutions. Their services include:

- Emergency Response Training
- Fire Fighting Training & Awareness
- Basic Occupational First Aider (BOFA)
- Technical Rope Rescue
- Working Safely at Height on rope, ariel rigger and others
- Confine Space Training
- Motivation Camps
- Corporate Team building
- IPT/Leadership & Prefect Training for Schools
- Supply safety equipment
- Inspection software & hardware for rope equipment and Personal Protective Equipment
- Consultation service
- Event management

These are more than just checkboxes—they're modules built to protect life, strengthen resilience, and increase community safety capacity.

How SAFETY PRO Differs

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Whether it's rescuing from heights or equipping school leaders with discipline and safety awareness, the SAFETY PRO team comprises highly skilled professionals with backgrounds in medical rescue, rope systems, firefighting, and disaster response.

Courses that Matter – Results that Show

In less than a year, SAFETY PRO has already delivered a remarkable amount of effective training sessions:

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- Rope Operator System (ROS) – 17 Series
- Dispatcher Course (DC) – 7 series
- Working Safely at Hight (WAH) Course – 12 series
- Basic Occupational & First Aid (BOFA) – 5 series
- Outdoor program for IPT and School
- Regular course for school leadership & co-curricular development
- Corporate Emergency Response Training for safety team

They're committed: "No day without training" is more than a slogan—it's a promise.

Building a Culture of Safety Across Malaysia

SAFETY PRO is convinced that safety can be in the hands of anyone—students or CEOs. They build a culture in which theory is put into practice, and preparedness becomes second nature.

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