



Laporan Tahunan 2007

LEMBAGA PEMBANGUNAN LANGKAWI
Langkawi Development Authority





VISION

To remain as a sole organization in developing Langkawi from a physical, infrastructure and tourism aspects

MISSION

To develop Langkawi systematically in a direction towards an ideal tourist destination which benefit its population.

CORE SERVICES

Implementation and management of project developments





The overall design of this LOGO was initiated from a motive of bee hive structure which brings about scenes of philosophies and understandings, especially in the aspects of development.

The combination of letters LPL in the logo are drawn from the term 'Leimbaga Pembangunan Langkawi' which have been graphically motivated towards LADA being the centre of Langkawi's development

The objects of eagle and sail signify the freedom of Langkawi as a tourist island and a tax-free port. In addition, eagle symbolises aggressiveness of LADA as a frontline organization in Langkawi's development.

The traditional house represents the inheritance of local tradition and nature even though Langkawi is heading towards modern development.



We, the servicemen of LADA hereby abide to :

Comply and respect the government's mission & vision

Adhere strictly to the guidance of religion

Adhere firmly to the values of excellent services

Be committed to the implementation of program quality

Be exemplary in leadership

And abide to give ourselves in the effort towards :

Systematic, effective and quality job implementation

Provision of sincere and prompt services to clients

Practice of honesty, respectful, responsible and positiveness

Elevation of dignity and excellence of Langkawi

Development Authority at all times





FUNCTIONS OF LANGKAWI DEVELOPMENT AUTHORITY

*The functions of LADA as constituted
in Act 423 are as follows :*

- To encourage, initiate, expedite and develop social economy within the areas of LADA
- To encourage and develop areas of LADA as tourist destination and eco-tourism zone
- To encourage, initiate, expedite and carry out tourism development and infrastructure and lodging areas, agriculture, industry and commerce within the areas of LADA
- To coordinate development activities within the areas of LADA

Scope of Activities :

Carry out duties systematically, effectively
with quality

Provide services with sincerity and
promptness to clients

Practice values of honesty, respectful,
responsible and positive.

Strive to increase credibility and
excellence of LADA at all times



HUMAN RESOURCE AND ADMINISTRATIVE DIVISION

Introduction

Human Resource and Administrative Division is responsible for managing the corporate services, administration and assets of LADA. The division is also responsible in the formulation of LADA corporate direction and the execution of corporate planning, human capital development and effective management practices in accordance to the guidelines set forth in LADA's corporate vision. Besides managing public amenities owned by LADA, it also serves as the database for LADA staff records.



FUNCTIONS

The functions of Human Resource and Administrative Service Division are as follows :

- General Administration
- Human Resource Management and Corporate Planning
- Human Capital Development
- Information Management
- Quality Assurance
- Procurement and payroll
- Feasibility Studies of services and administrative policy for considerations and approval by LADA's Board of Directors
- Management of assets and premises owned by LADA

DIVISION ACTIVITIES REPORT

There are two main sections in the division which are responsible to ensure effective management and administration of LADA.

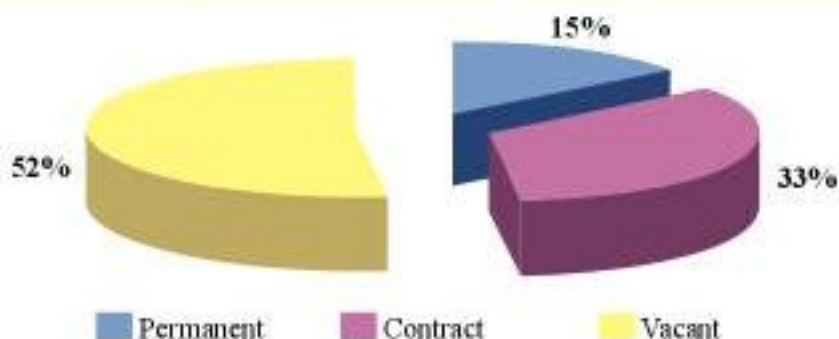
Human Resource Management Section

Human Resource Management Section (PSM) is responsible in managing affairs related to LADA's employees, updating employee's personal data and human capital development. LADA organizational restructure was approved in September 2007. It involved major changes in LADA's management structure and increase the number of new posts. However, the filling up of vacancies could not be fully implemented in the same year.

EMPLOYMENT REPORT

Employment	Total
Permanent Employees	344
Filled	76
Vacancy	268
Contract Workers (overall)	173
Total Employment	249

Chart No 1 – LADA's Employment Breakdown 2007



Human Capital Development Report 2007

Throughout the 2007, this section has succeeded in organising employees to attend courses/briefings/seminars to enhance their knowledge and competencies. As many as 127 courses have been attended by LADA's employees, an increased of 8% compared to last year.

External Courses

- 124 courses/briefings/seminars have been attended by executives and LADA's employees in 2007 aimed to develop their knowledge and expertise in their job functions. The statistic of external courses attended in 2007 are as follows :-

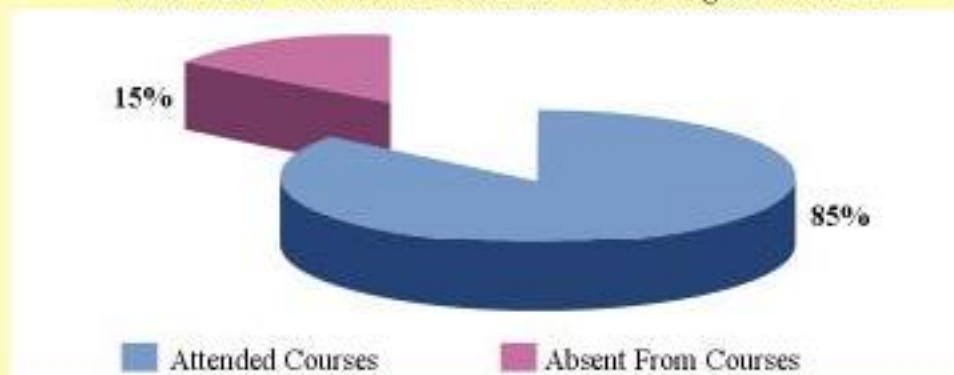
Group	Total
Management and Professional	59 persons
Non Executive Group I & II	250 persons

Internal Courses

- LADA has organised 3 courses in cooperation with Institut Tadbiran Awam Negara Wilayah Utara (INTURA), Jabatan Perkhidmatan Awam (JPA), Universiti Utara Malaysia (UUM) and Biro Tatanegara (BTN) Langkawi. The number of participants are as follows :-

Group	Total
Management and Professional	9 persons
Non Executive Group I & II	69 persons

Chart No. 2 – Attendance Status of Courses Organised in 2007



Report of Public Service Examination and Efficiency Evaluation Assessment Level (PTK) Attended Throughout 2007

In 2007, there were 35 Public Service Examinations and Efficiency Evaluation Assessments attended by executives and employees of LADA.

- 20 executives and non executive of LADA sat for public service examination for the purpose of confirmation in employment, increment of incentives and promotions by appointment. The breakdown of employees who sat for public service examinations are as follows :-

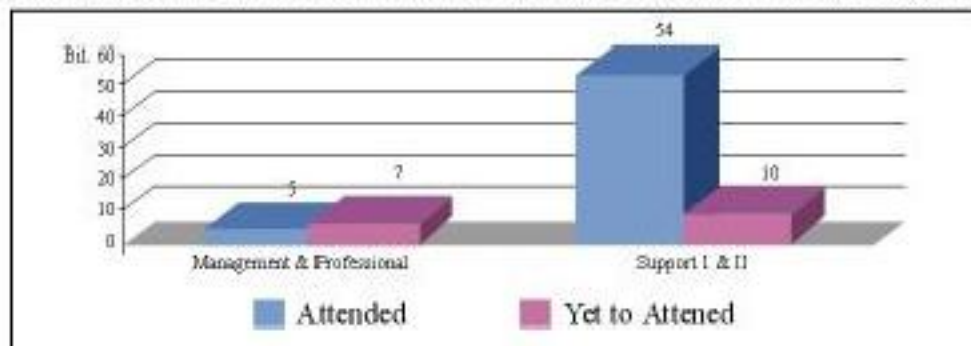
Group	Total
Management and Professional	2 persons
Non Executive Group I & II	18 persons



- 39 executives and LADA's employees sat for efficiency evaluation assessment examinations/courses (PTK) for promotion consideration and salary increment. The breakdown of executives and employees who attended department/service examinations are as follows :-

Group	Total
Management and Professional	3 persons
Non Executive Group I & II	36 persons

Diagram No. 1 – Attendance Status of Efficiency Evaluation Assessment (PTK)



Committee Report Conducted by Human Resource and Administration Department

Committee	Frequency of Meeting
LADA's Disciplinary Committee	5 times
LADA's Service Committee	4 times
LADA's Committee of Council with Department (MBJ)	3 times
LADA's Human Capital Development Panel	1 times
LADA's Board of Competency Assessment	1 times
LADA's Fire and Safety Committee	1 times



SPA Unit is responsible to manage rentals and coordination of assets, premises and public amenities owned by LADA. Among assets coordinated by SPA unit are shown in Table 1.

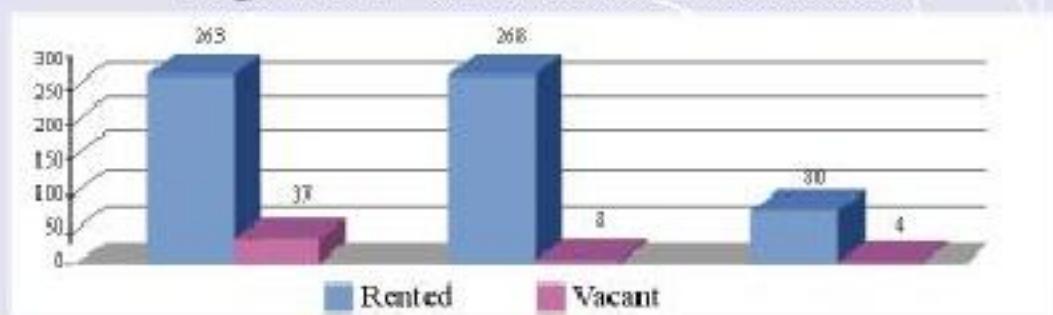
Table 1 – Assets List Under SPA's Supervision

No	Asset
1	Taman Kenari
2	Taman Desa Permata
3	Taman Sri Berlian
4	Taman Medan Berjaya
5	Rumah Rchat Chogm Villa
6	Dataran Langkawi/Taman Legenda
7	Bangunan LADA (Ruang pejabat/kiosk/gerai/dewan besar/auditorium dan lain-lain kemudahan)
8	Dewan Mahsuri International Exhibition Centre
9	Rumah Kabinet Gunung Raya
10	Tempat Rekreasi Kuala Muda
11	Gerei Pulau Tuba
12	Kedai Damansara Perdana
13	Taman Nilam

Rental Activities Report

SPA Unit is also responsible to manage rental of facilities available for government's departments and private sectors. Facilities offered by LADA for rental purposes include the auditorium, main hall, cultural centre, LADA's complex lobby, public parking lots, Dataran Lang and Taman Legenda. Besides that, there are also housing units rented to government servants in Langkawi such as Taman Kenari, Taman Desa Permata and Taman Sri Berlian.

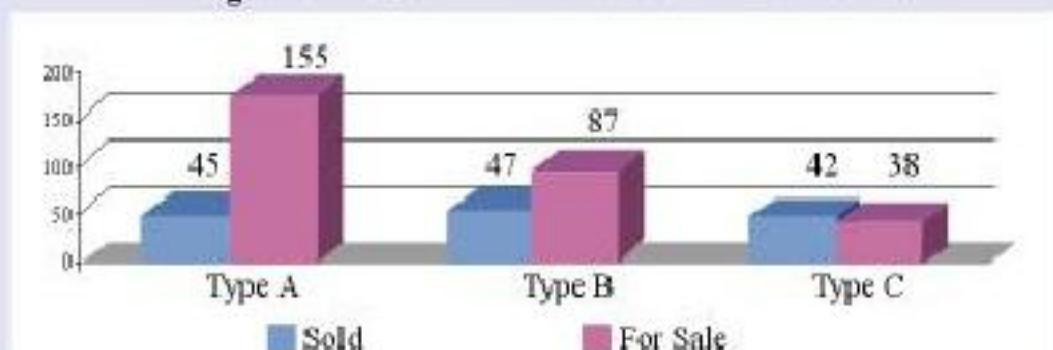
Diagram No. 2 – Statistic of LADA's Houses for Rent



SPA Unit also manages the sale of houses at Taman Nilam, Jalan Kisap Langkawi. There are 614 housing units consist of 3 categories as follows :

- i) Type A House (Medium Cost) - 200 units
- ii) Type B House (Medium Cost Terrace House) - 134 units
- iii) Type C House (Low Cost Terrace House) - 280 units

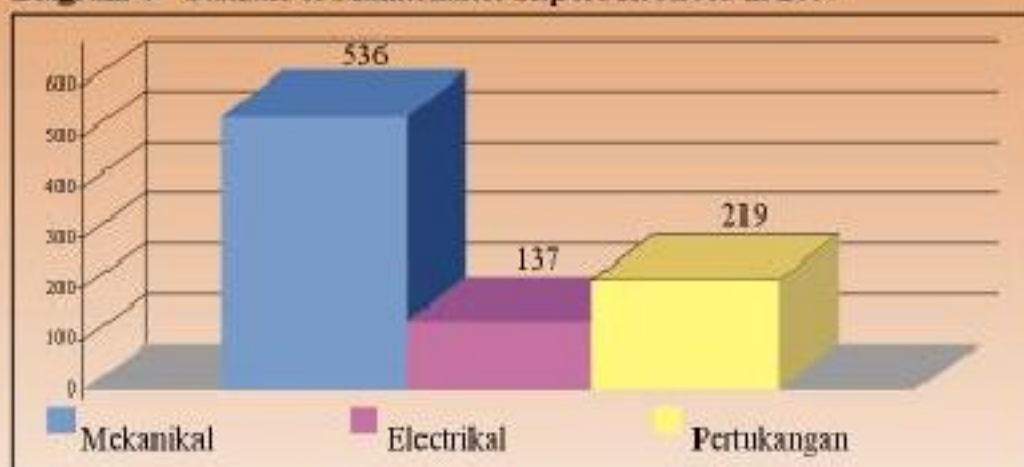
Diagram 3 – Statistic of Taman Nilam's of Houses Sale



MAINTENANCE

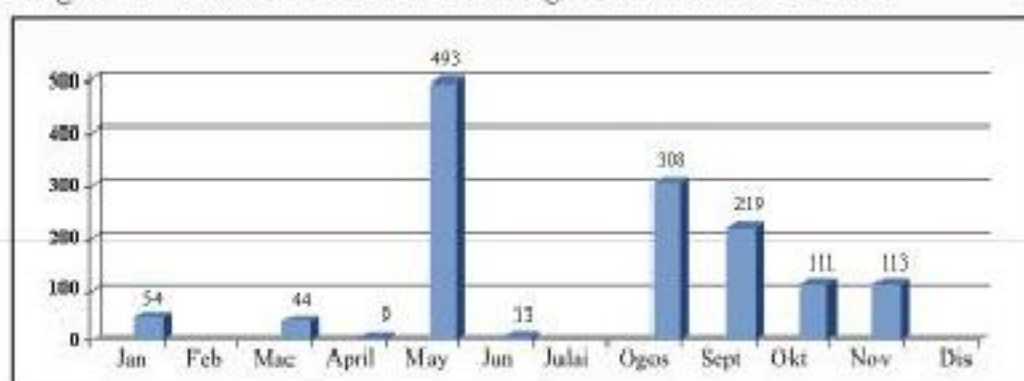
SPA Unit also organises maintenance works for LADA's assets such as residential houses, shop lots and office lots. The following are maintenance reports which were received and executed accordingly in 2007.

Diagram 4 – Statistic of Maintenance Report Received in 2007



Other than that, this unit is also responsible to maintain street lights owned by LADA in Langkawi. The following statistic shows street lights maintenance in 2007.

Diagram 5 – Statistic of LADA's Street Lights Maintenance Year 2007



SECURITY UNIT

Security Unit is responsible to the safety and security of premises owned by LADA. Currently, there are 11 security posts located at office premises, tourist areas and residential areas. In addition, Security Unit has also participated in several activities organised in Langkawi such as the marching competition in conjunction of National Day, in which this unit emerged as the State Champion.

Security Unit Strength

Listed below are the employment of Security Unit 2007:

Sergeant	1 person
Corporal	4 persons
Constable	74 persons
Total Strength	79 persons



SPORTS COMPLEX UNIT

Langkawi's Sports Complex, which was built in 1992 provides sport facilities of international standards for the local community and tourist. The purpose is in accordance with the government's initiative to promote sports tourism.

Listed below are the facilities provided by the Sports Complex:-

a. Tennis Court

There are 9 courts of international standard which is recognized by the International Tennis Federation (ITF)

b. Multipurpose hall

For various sports and social activities which consists of 4 badminton courts, 3 takraw courts, 4 table tennis courts and 8 carom boards

c. Squash Court

There are 2 squash courts located next to Langkawi's main stadium with a capacity of 200 spectators.

d. Netball, Volley Ball and Basket Ball Courts

There are 2 multipurpose courts which can be used for netball, volley ball and basket ball competitions.

e. Stadium and Athletic Track

The main stadium has a capacity of 20,000 spectators. It is well-equipped with various facilities including a football field, an athletic track, a meeting room, accommodation (dormitory), a VIP dining hall, prayer rooms and lighting and sound system control room.

f. Lawn Bowl

Lawn Bowl is the latest sport product. This area consists of 2 6-lane bowling fields, equipped with a mini grandstand which can accommodate 400 spectators.

g. Other Facilities

The Sports Complex also provide other facilities for recreational purposes, business and social activities such as gymnasium, recreational centre, changing rooms, food court, sport shops, prayer rooms, aerobic room, taekwondo room, and large secured parking space.

ACTIVITIES

In 2007, a total of 39 events took place at the Langkawi's Sports Complex. These events were organised by government departments, schools, associations, NGOs and other agencies. In general, there were 2 international events, 1 national event, 3 State events and the other 33 being Langkawi District events.

Conclusion

In 2007, LADA has 249 employees of various levels including top management, professional and non executive group. This division managed to meet the Annual Performance Target (SKT). This division will effectively continue to plan and execute the human resource management and administration in order to achieve the vision and mission of LADA.





CORPORATE SERVICES UNIT



Introduction

LADA's Corporate Services Unit was formed on 1st November 1992 following the appointment of a Corporate Affairs Executive (Grade S41, Permanent Status) representing LADA in regional communication and corporate affairs.

FUNCTION

Corporate Services Unit carries out the following functions :-

- Conveys accurate and latest information in professional public relations skills.
- Organises national and international visit programs.
- Represents LADA for internal and external affairs.
- Manages complaints and customer services, and
- Supervises protocol affairs for official ceremonies and LADA's VIP receptions.



UNIT ACTIVITY REPORT

Among the activities executed by Corporate Services Unit throughout 2007 include ;

- Represented LADA for official ceremonies at state and national level such as National Day celebration, several annual events of Langkawi plus national and international sports events.

The ceremonies are as follows :-

Date	Event	Location
07 Jan	Inauguration Ceremony of "Visit Malaysia Year 2007" (VMY)	Jetty Point
16 Jan	Treasure Hunt Langkawi 2007	Taman Lagenda
24 Feb	Opening ceremony of Ironman Triathlon	Dataran Lang
12 Mar	Inauguration Ceremony of Arts Awards, Arts and Culture Association of Seri Cempaka	Kompleks Kraf Tangan
29 Mar	Recital of Yaasin ceremony & Prayers of safety and well-being Ceremony (Kenduri Doa Selamat) in conjunction of Inauguration of Langkawi Geopark & 17th LADA's Anniversary	Aishah Mosque
30 Mar	UNESCO's Assessment Panel visit to Langkawi	Around Langkawi
07 April	Launching Ceremony of Water Fest 2007	Dataran lang
09 April	Launching Ceremony of Tuba Island Bridge by Chief Minister of Kedah	Kg. Lubuk Cempedak
15-20 April	LADA Sports Carnival 2007	Langkawi's Sports
29 July	Langkawi Mini-Half Marathon	Dataran Lang
29 Aug	Launching Ceremony of Scientific XPDC of Mount Machinchang	LADA Auditorium
13-15 Nov	The 1 st Regional Conference On Asia Pacific Geopark And Business Dialogue 2007	MIEC Hall
31 Dec	Inauguration Ceremony of Visit Kedah 2008	Dataran Lang

- Co-ordinated visits for domestic and foreign visitors, among which were visits of secondary school students, IPTA & IPTS students, government servants, INTAN and international visitors throughout 2007. This unit has provided briefings and received visits in 2007 as follows :-

Date	Event	Location
15 Jan	Visit and Briefing for government servants of Institut LADA PBT Selangor	LADA Auditorium
10 July	Indonesia's Media visit to Langkawi	LADA Auditorium
12 Sept	Visit and Briefing for UKM students, Selangor	LADA Auditorium
19 Oct	Visit and Briefing for Jeju Special Governing Province Regional Innovation Centre, South Korea	LADA Auditorium
3 Dec	Visit and Briefing for 35 participants of INTAN International Course (MTCP)	LADA Auditorium

- Planned and executed programs involving introduction of Langkawi Geopark and the functions of LADA to the society. Among its involvement and program conducted included exhibitions relating Langkawi Geopark, produced Bulletin/Annual Report, Media Advertisements, Press Statements, Briefing Sessions and directly involved in domestic and international activities taken place at Langkawi Geopark.

INVOLVEMENTS OF CORPORATE AFFAIRS UNIT IN DOMESTIC AND INTERNATIONAL EVENTS AT LANGKAWI GEOPARK

Date	Event
4 - 9 Feb	Royal International Regatta - Royal Langkawi Yacht Club (RLYC)
9 - 10 Feb	Langkawi Squid Challenge 2007 (Sauk Sotong Langkawi 2007) - Tourism Malaysia
2 Mar	Kedah Chap Goh Meh Celebration - Tourism Malaysia & Langkawi Chinese Associations
27 - 29 April	Langkawi - Koh Adang International Fishing Challenge (LANG-KAIF) - Langkawi Development Authority (LADA)
29 April	Wilderness Langkawi Challenge 2007 - Wilderness Malaysia
17 May	17th Pelangi Cup International Golf OPEN Championship 2007 - Meritus Pelangi Beach & Spa Resort Langkawi
07 July	Mu'adzam Shah Trophy Golf Tournament 2007 - The City Bayview Hotel Langkawi
30 Aug	The 50th Merdeka Eve Celebration 2007 - Langkawi Tourism Action Council & Office Of Langkawi Member Of Parliament
04 Sept	National day Marching 2007
4 - 8 Sept	2007 Langkawi International Maritime & Aerospace Exhibition (LIMA) 2007 - Ministry Of Defense
24 - 31 Dec	2007 Langkawi Art & Craft Festival (LACRAFT) - Langkawi Tourism Action Council & Shopping Secretariat Malaysia

Date	Event
30 Mar	Arrival of UNESCO' Assessment Panel to Langkawi
31 Mar	UNESCO's Assessment Panel in Langkawi
8 Jun	Official Announcement of Langkawi Geopark by Tourism Minister Datuk Seri Tengku Adnan B. Tengku Mansor
8 Jun	Declaration of Langkawi Geopark by UNESCO
15 Nov	The 1st Regional Conference on Asia – Pacific Geoparks and Business Dialogue

- Channeled donations and contributions to government departments, agencies, associations and companies in needs. The donations and contributions were aimed at helping the needs besides social responsibilities.

DONATIONS AND CONTRIBUTIONS TO AGENCIES, ASSOCIATIONS AND COMPANIES

Date	Agencies / Associations / Companies	Subject
13 Feb	Association of Peninsular Malay Students	Contribution of GPMS Directory
13 Feb	Foundation of Sultanah Bahiyah	Signboard of KDYMM Sultan Kedah 's Anniversary
13 Feb	Long Sailing Boat Club KCS	Contribution in conjunction of Long Sailing Boat Competition KCS 2007
13 Feb	NGO's Associations Malaysia	Donations to Flood Victims
04 Mar	Association of ex-Police Malaysia	Dinner Contribution
04 Mar	Award of Outstanding Islamic Students - YPIM	Contribution for Outstanding Students
30 April	Association of Seri Cempaka Cultural Centre Langkawi	Contribution to Arts Activities
15 April	School visit from Terengganu to Langkawi	Meals Contribution
16 April	District Police Club Langkawi	Golf Tournament Contribution
23 April	Sri Global Enterprise	Contribution to Al-Quran Academy
23 April	School visit from Terengganu	Meal contribution on 10 Mar 2007
23 April	Aishah Mosque	Meal contribution on 11 & 12 April 2007
13 May	Langkawi's District Schools	Contribution of Laptop
13 May	Visit of National service Unit of Perak	Contribution of Accommodation and Transport
13 May	Education Office Langkawi	Contribution in conjunction

Date	Agencies / Associations / Companies	Subject
30 Mei	Wacana Fikrah, FRIM visit & visit of Youth Complex to Langkawi	Meal Contribution
30 Mei	Fishing and Recreation Club of Langkawi	Sponsor of Fishing Competition
30 Mei	PERKIM Langkawi	Meal contribution for New Brothers of Islam
12 Jun	Tabika KEMAS Tuba Island	Contribution for Family day
20 Jun	Treasurer of Universiti Kebangsaan Malaysia	Scale Model Langkawi Geopark
27 Jun	PUSPANITA Kedah	Contribution for Sekalung Budi Ceremony 07
27 Jun	Treasurer of Kedah, Kedah State Government	Contribution of Ironman Malaysia Triathlon 07
24 Julai	School visit from Kelantan to Langkawi	Contribution of School visit
24 Julai	Sekolah Keb. Selat Bagan Nyior, Langkawi	Contribution of Photocopy Machine
30 Julai	Visit of The Handicaps to Langkawi	Meal Contribution for OKU on 17 Julai 2007
15 Ogos	Confidential Secretary of KDYMM Tuanku Sultan of Kedah	Contribution for the Orphans
02 Okt.	Islam Darul Ulum Primary School	Contribution of Computer Purchase
11 Nov	Parents and Teachers Association (PIBG) Air Hangat School	Contribution of Football Match
10 Dec	Visit of Bukit Puteri School, Kelantan to Langkawi	School visit contribution
10 Dec	School visit from Pahang to Langkawi	School visit contribution
16 Dec	50th National Day Marching Ceremony	National day Meal
31 Dec	Handicapped Association of Sik District Kedah	Contribution for Handicapped Association
31 Dec	Aman Yooi Mosque Committee	Contribution for Mosque
16 Dec	Prayer Room of Marine Police, Marine Police Team Kedah/Perlis	Contribution of Prayer Room Repair
31 Dec	Association of Orphans Education Selangor	Contribution of bus and boat hire for the orphans
30 Dec	National Service Training Centre (PLKN) Langkawi	Dinner Contribution PLKN

13 - 15 November 2007
LINA Hall, Langkawi, Malaysia

- Prepared documents and publicity materials regarding tourist destination Langkawi Geopark. This unit also co-operates with Tourism Section of LADA in preparing brochures, pamphlets and Tourism CD to introduce tourist destinations in Langkawi to the visitors.
- Organised communicational activities reflecting LADA's image. From time to time, this unit prepared press statements for the medias as a medium between LADA and the public for information regarding latest development of LADA and Langkawi Island in general.

Conclusion

Corporate Services Unit has successfully delivered its vital role in channeling and explaining information concerning LADA and Langkawi Island to the public. On the other hand, it also co-ordinated official visits received in Langkawi in co-operations of the District Office, Municipal Council, Police Department and other departments in Langkawi. This unit has also succeeded in achieving its Scheduled Annual Works (SKT).



Panel of The 1st Regional Conference on Asia – Pacific Geopark and Business Dialogue



Geopark Briefing



**Media Interview with Prof. Madya
Dr. Ibrahim Kommo**

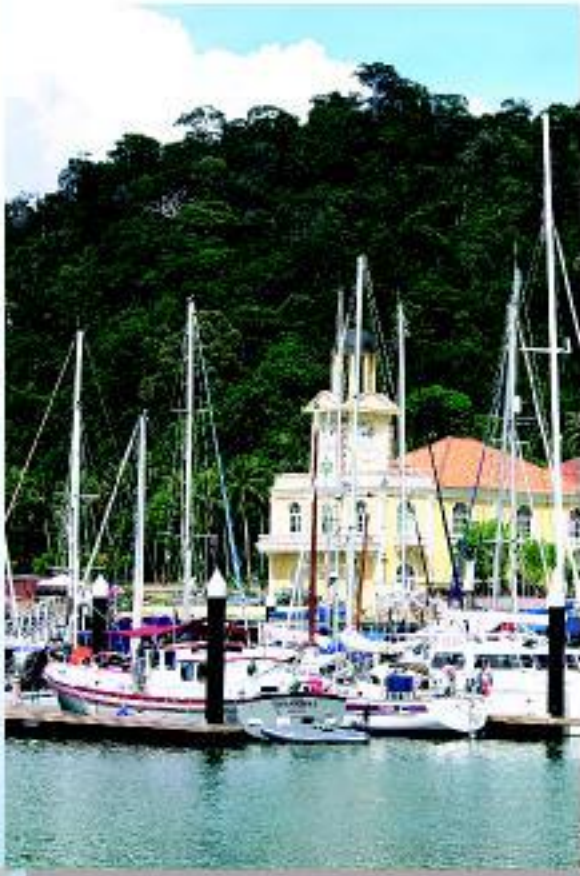


**Media Interview with Dato' (Dr.)
Kamarulzaman Abdul Ghani
General Manager LADA**

PLANNING AND DEVELOPMENT DIVISION

Introduction

In 2007, the Planning and Development Division continued its role in planning and ensuring that development is in line with Langkawi as a tourist destination and as a geopark of international standing. The division has undertaken the planning of projects under the 9th Malaysia Plan on land owned by LADA. Planning is directed towards sustainable development for Langkawi in both physical and the socioeconomy without neglect to the environment.



FUNCTIONS OF PLANNING AND DEVELOPMENT DIVISION

- Plans the physical, social and economic development of Langkawi;
- Coordinates and controls the project development under the 5-year Malaysia Plan;
- Maintains LADA land for development, and
- Identifies and plans landscaping projects.

DIVISION ACTIVITY REPORT

Plans Physical Development in Langkawi to be in Line with the Objective of Making Langkawi the Premier Tourist Destination in the Region.

LADA was established in 1990 to achieve the above objective. In the course of achieving this, LADA has implemented various projects, especially basic infrastructure, religious projects, social, tourism and other facilities for the local community. For the Plan period (2006-2010), LADA has been allocated a ceiling of RM274 million for the implementation of 38 projects.

The Planning Division also is a member and provide inputs to the committee at the state level as well as the Langkawi Municipal Council. Amongst those are:

- Planning Committee of Kedah State;
- Langkawi Municipal Council (MPLBP);
- Permanent Committee of Planning and Development MPLBP;
- Permanent Committee of Landscape and Cleanliness MPLBP;
- Permanent Committee of Licensing and Health, and
- Permanent Committee of Administration and Finance MPLBP.

Formulating Development Plan for the Purpose of Monitoring and Control of Development in Langkawi.

The Division cooperates with the private sector and Government agencies such as MPLBP and State Town and Country Planning Department, providing inputs to assist in the preparation of:

- Langkawi District Local Plan (2001-2015); and
- Kedah State Structure Plan (2000-2020)

Cooperation also exist in the provision of inputs for studies with agencies such as:

- Kedah River Basin Management Plan - UPEN Kedah
- National Coastal Vulnerability Index Study - Drainage and Irrigation Department, Malaysia
- Integrated Coastal Resource Management - Fisheries Department Malaysia

Studies done in Langkawi become the basic source of reference for LADA, other Government agencies, developers, landowners and the local population towards the proper and planned development of Langkawi.



Projek Gerai Ala Pekan Rabu, Kuah



Taman Legenda



Yatch Marina Fasa 1

Coordinating and Providing Advice on Planning of Projects to be Implemented by LADA and Joint-venture with the Private Sector.

The Division provides advisory services on economic and tourism projects undertaken by LADA and JV entities with the private sector. For JV projects, it is important that the requirement of LADA and Government interests are considered and in accordance with land use objectives as well as guidelines set by the Local Government. Projects considered in the year include:

- Niche Theme Park, Padang Matsirat;
- Cabinet House, Gunung Raya;
- Restaurant in Gunung Machinchang;
- Pembangunan Plot 4, 5 dan 6 Telaga Harbour Park, Pantai Kok Langkawi;
- Summer Palace Anna & The King, Pantai Kok, Langkawi;
- International Restaurant, Pantai Chenang;
- UKM Langkawi Research Centre, Pantai Kok, Langkawi; and
- Custom Housing Complex, Pantai Kok, Langkawi.

Managing Source of Planning Information Pertaining to Land to Assist Planning and Development in Langkawi

In 2007, the Planning Division acquired the Geographical Information System (GIS). Information on current proposed land use for Langkawi 2001-2015 in accordance with the Draft Langkawi Local Plan was updated. Information on LADA-owned land were also included.

GIS-LADA has assisted the Division in providing accurate and effective comments and advice to relevant parties.

Availability of LADA Land for Tourism Development

The Land Division manages and maintains a land bank for the development of project by LADA and the private sector. Proclamation of Langkawi as a duty-free island has attracted investors into Langkawi, resulting in the increase in demand for land, particularly in strategic locations such as sea fronts and the urban areas.

Area

Information on LADA land are as shown below:

No	Location	Size(Acres)
3	Area Pantai Kuala Muda	12.7
4	Air Base Industry Area	56.6
5	Padang Wahid Kedawang	7.2
6	Pulau Intan Kecil dan Pulau Intan Besar Area	24.9
7	Bukit Benggali Kuah Area	25.1
8	Pekan Kuah Area	68.8
9	Kawasan Teluk Yu	28.0
	TOTAL	223.3

The stock of land assets acquired through direct purchase and applications to the State as indicated above, would allow LADA to implement development for the future.

Land in the Telaga Tujuh area has been designated for the following projects:

- Perdana Stables oleh Langkawi Island Horses Sdn. Bhd.
- island Stables
- Langkawi International Adventure Centre by Eden Inc. Berhad

Development for Island Stables is fully completed while Perdana Stables was 50% complete. Eden Langkawi International Adventure Centre was at the concept planning stage.

The Pantai Kok area was designated to be developed under the Northern Corridor Economic Region (NCER) programme, covering 400 acres. Project components include:

- Resort Hospital
- Commercial Square
- Hotel
- Convention Centre
- Private Villas
- Eco-tourism projects
- Maritime Centre-Telaga Harbour Park

Conclusion

In general, LADA and the Division undertakes to be proactive in the sustainable development of Langkawi in both the physical and socioeconomy, in line with the objective of creating a premier international tourist destination under the Langkawi Geopark banner. The Division has succeeded in achieving its annual planned targets.



Pembangunan Masjid Al' Hana



Projek Cable Car



Projek Kuatos Galeria Perdana 1



Projek Kuatos Galeria Perdana 2



TECHNICAL AND ENGINEERING DIVISION

Introduction

The Technical and Engineering Division was established to coordinate the implementation of LADA projects so as to facilitate the tourism industry in Langkawi with due cognizance of the need to preserve the environment, an important asset of Langkawi in attracting tourists both domestic and foreign.

FUNCTIONS

The division is fully responsible in the implementation of infrastructure and public utilities projects in line with the Langkawi Structural Plan and ensuring that projects are implemented as planned.

DIVISION ACTIVITY REPORT

The year 2007 is the 2nd year of project implementation under the 9th Malaysia Plan. There were 38 projects approved under the 9th Plan with allocation totaling RM274 million. LADA has structured the 9th Plan projects into three broad programmes, namely:

- Infrastructure and Utilities Development
- Tourism Industry Development
- Social Development

a. INFRASTRUCTURE AND UTILITIES DEVELOPMENT

There were 16 projects listed under this programme, namely:

- Mahsuri Exhibition Hall
- Pekan Rabu Complex
- Road and Yacht Marina (Phase I)
- Langkawi Sports Complex
- Realienation of Land
- Temoyong - Telok Baru - Pantai Tengah Road
- Langkawi Drainage and Irrigation
- Coastal Roads
- Resettlement of Kisap Ikan Bilis Industry
- Expansion of Kuah Town Road
- Batu Asah/Ulu Melaka Road
- Kuah/Padang Putih Road
- Nyiur Cabang/Padang Saga Road
- Kuah Bridge
- Langkawi Electrification



Masjid Al-Hana



Jeti Penarak



Taman Lagenda



Cable Car



Pekan Rabu



Jambatan Kuah

b. TOURISM INDUSTRY DEVELOPMENT

There 15 projects under this category, namely:

- i. Kuah Water Front
- ii. Agro-Tourism Development
- iii. Langkawi Tourism Products Development
- iv. Langkawi Island Beautification
- v. Kuah Beach Beautification
- vi. Recreational Parks
- vii. Galeria Perdana
- viii. Gunung Machinchang Cable Car
- ix. Air Hangat (Rubber Park) Tourist Centre
- x. Langkawi Beach Refurbishment
- xi. Makam Mahsuri Redevelopment
- xii. Air Hangat Village Holiday Homes
- xiii. Pantai Cenang Beautification
- xiv. Lubuk Semilang, Sg. Bukit Hantu and Sg. Melaka Beautification
- xv. Cenang Fisheries-Tourist Complex



Wave Breaker



Galeria Perdana



Taman Legenda

c. SOCIAL DEVELOPMENT

There are seven projects under this programme. They are:

- i. Jati Nelayan Sg. Itau
- ii. Jati Nelayan Teluk Ewa
- iii. Kuah Stalls Complex
- iv. Religious Projects
- v. Legend Park and Eagle Square Maintenance
- vi. Penarak Fisheries Complex

PROJECTS UNDER IMPLEMENTATION

There were 10 ongoing projects in 2007, namely:

- i. Machinchang Cable Car
- ii. Galeria Perdana
- iii. River Beautification
- iv. Pekan Rabu Complex





Jeti Penarak

FINANCIAL PERFORMANCE

LADA was allocated a sum of RM65 million in 2007 out of which RM53.11 or 81.72% was spent.



Conclusion

In general, LADA has implemented all its 9th Malaysia Plan projects and this division has achieved its desired performance targets.



Dataran Marmar



Masjid Chandek Kura



Air Hangat Village

TOURISM SECTOR



Introduction

Tourism is the most important sector for the economic activity of Langkawi. The Tourism Division was formed to promote Langkawi as the ultimate tourist destination. LADA conducts and oversees various tourism events relating to tourism such as Langkawi International Maritime Aerospace Exhibition (LIMA), MATTA Fair, Tourism Festival, Ironman Langkawi and presently to promote Langkawi Geopark to the world. Amongst the tourism promotion were in Germany, Australia, Finland and Dubai.

DIVISION FUNCTION

- To coordinate events organized by government agencies and non government organizations, and carry out events which have been planned in the tourism calendar.
- To evaluate programmes proposed by NGOs and sponsored by LADA, so as consistent with LADA missions to make Langkawi as the premier tourism destination.
- To plan domestic and international promotional programmes with Tourism Malaysia and the tourism industry players.
- To select the appropriate advertising medium for domestic and international promotion and marketing purposes.
- To collect information and record data concerning tourism in Langkawi.



DIVISION ACTIVITIES

Domestic and International Promotions

Activities to promote Langkawi Geopark as the ultimate tourism destination in this region were carried out in 2007. Priority was given to the market segment which would generate the most tourist arrivals in the short term. Continuous promotional efforts in the established market like Europe and America were done to ensure Langkawi Geopark remains to be the most attractive and safest destination.

Sales mission that covers the Asian and European market were also carried out to strengthen the existing relationship. To ensure Langkawi Geopark's position as the prime tourist destination in this region, the Tourism Division with Tourism Malaysia and the tourism industry players continuously embark on joint promotional programmes in the domestic and international market. Emphasis were also given to the new and potential market to enhance the present status. Promotional programmes which were participated in 2007 were :-

PROGRAM ACARA PROMOSI DOMESTIK & ANTARABANGSA 2007

Date	Events
15 - 22 Jan	Langkawi Geopark Promotion in Finland (MATKA 2007)
1 - 3 Feb	Holiday in Malaysia Promotion in Mid Valley Kuala Lumpur
14 - 25 Feb	Langkawi Geopark Promotion in Indonesia - Palembang
10 - 17 Apr	Visit Malaysia in 2007 in Indonesia - Suraya & Bali
15 - 17 Apr	MATTA Tourism Exchange in Melaka
1 - 12 Mei	Arabian Travel Market in Dhubai
20 - 22 Mei	Global Meet Malaysia in Langkawi
5 - 8 Jun	Langkawi Geopark Promotion at SMIDEX in Kuala Lumpur
11 - 16 Jun	Langkawi Geopark Symposium in China
15 - 18 Jun	Geopark Promotion in Hong Kong / Macau
12 - 15 July	Rainforest World Music Festival in Sarawak
25 Sept - 3 Okt	Langkawi Geopark Promotion in Scandinavia
2 - 5 Nov	Fascinating Malaysia in Singapore

FAM TRIP

FAM Trip programmes to Langkawi Geopark were organized by the industry players, media and film crew. It was organized throughout the year in conjunction with various tourism events which were organized in Langkawi Geopark. These programmes will support the industry players to produce competitive packages to Langkawi.

Media representatives receive the latest information about Langkawi Geopark and report on the news, coverage and produce documentaries of Langkawi Geopark. Features of the natural attractions and unique visuals of Langkawi were broadcast in their respective mediums.

These programmes have successfully received wide publicity through documentaries about Langkawi Geopark produced by international medias.

For the year 2007, there were 13 FAM trips from various countries to Langkawi with the collaboration of Tourism Malaysia.

FAM Trip 2007

- 9 - 10 Feb FAM Trip from Thailand
- 9 Feb FAM Trip from Lebanon
- 15 - 18 Mac FAM Trip from Korea - Korean Air Joint Study Tour
- 22 - 25 Mac MAS Hong Kong Tour
- 29 - 31 Mac UNESCO Visit
- 25 - 27 Mac Media FAM Trip
- 29 - 30 Mac Singapore Media FAM Trip
- 26 - 27 Mac Bernama FAM Trip

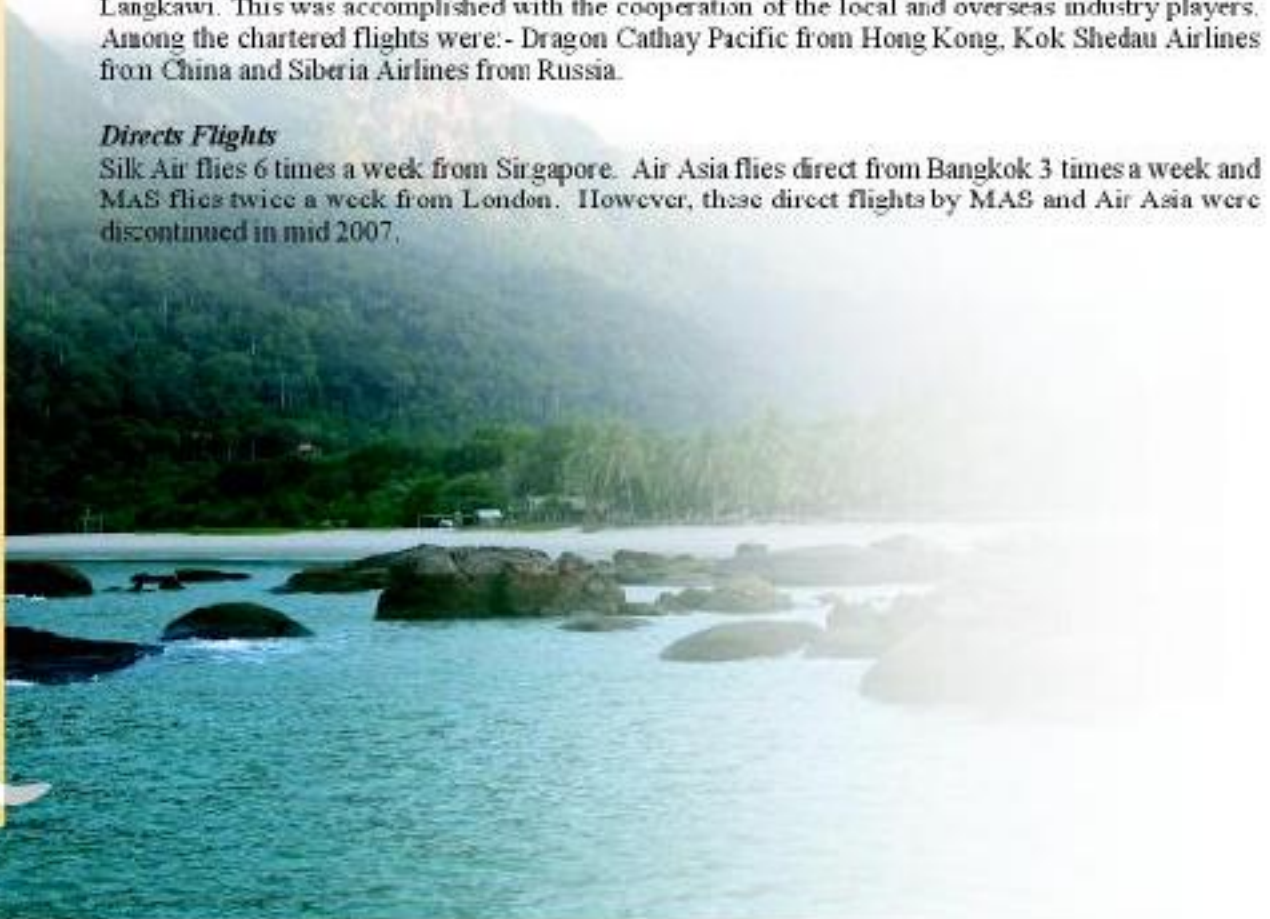


Chartered Flights

Special chartered flights were arranged due to the insufficient direct flights and scheduled flights to Langkawi. This was accomplished with the cooperation of the local and overseas industry players. Among the chartered flights were:- Dragon Cathay Pacific from Hong Kong, Kok Shedau Airlines from China and Siberia Airlines from Russia.

Directs Flights

Silk Air flies 6 times a week from Singapore. Air Asia flies direct from Bangkok 3 times a week and MAS flies twice a week from London. However, these direct flights by MAS and Air Asia were discontinued in mid 2007.



FESTIVALS AND TOURISM EVENTS

Date	Events	Venue
7 Jan	Launching of Visit Malaysia Year	Dataran Lang
2 Feb	Le Tour de Langkawi	Dataran Lang
9-10 Feb	Squid Fishing Festival	Pantai Chenang
4-9 Feb	Royal Langkawi International Regatta 2007	Royal Lgk Yacht Club
24 Feb	Langkawi Ironman Triathlon	Dataran Lang
30 Mar	LADA 17th Anniversary	LADA
6-8 Apr	National Water Fest 2007	Pantai Chenang
20 Mei	LADA - LTA - Go Cart Tourism Challenge 2007	Morac Langkawi
7 - 8 July	Rambutan Trail 2007	Bukit Tekuh, MARDI
14 July	Langkawi Beach Run 2007	Pantai Chenang
27-28 July	Hot & Happening Weekend Langkawi	Langkawi Fair
29 July	Langkawi Mini Half Marathon	Dataran Lang
3-8 Aug	Sri Asun Shadow Play in Conjunction Independence Month	Whole of Langkawi
6-8 Aug	Langkawi International Dialogue	MIEC Hall
22-23 Aug	Jom P Bendang Telematch	Laman Padi
25 Aug-2 Sept	National Farmers Day	Pantai Batu Bunk, Terengganu
29-30 Aug	Rakan Muda Carnival Parking	LADA
13-15 Nov	The 1st Regional Asia Pacific Langkawi Geopark Conference	MIEC Hall
27-30 Nov	Lawn Bowl Mahsuri Cup LADA Sports Complex	MIEC Hall
3-8 Dis	Langkawi International Maritime & Aerospace Exhibition (LIMA) 2007	
7-9 Dis	Langkawi Geopark Tennis International Junior Championship	Sports Complex
12 Dis	Closed Langkawi Muay Thai Championship	Sports Complex



ADVERTISING

For 2007, the Tourism Division's advertising programmes by printed media were as below :-

- a) Gaya Travel Nusantara
- b) VGM 2007 / 2008
- c) Singapore Internet Yellow Pages
- d) Penang Tourist Map
- e) Washington Times
- f) Billboard Big Tree at PLUS Highway
- g) Malaysia & Australia Tourism news
- h) World Heritage
- i) Expatriate Lifestyle
- j) Vision Guide to Kuala Lumpur
- k) Tourism ASEAN
- l) Langkawi Sight & Sounds

PROMOTIONAL MATERIALS

Tourism Division has produced tourism pamphlets in English. Besides that this division has also updated the Langkawi CDs with latest product and hotels for promotional purposes. It has been distributed to all the Tourism Malaysia and MAS overseas offices, embassies and during tourism promotional programmes. Other promotional materials used were Langkawi posters, pop-ups, streamers, display boards and souvenirs.

INFORMATION TECHNOLOGIES

Tourism Division and the IT Division have updated the latest data relating to the tourism industry in Langkawi in the official web site of LADA and www.langkawigeopark.com.my. Additions and changes were made to the existing website to make it attractive, effective and efficient to disseminate relevant information to visitors. Information relating to the accommodation, tourism products, events and general information could be found in this website.

The objective of the website is to be the main medium for publicity and to complement the tourism brochures.

RESEARCH / SURVEY

Hotel accommodation surveys were carried out at the end of the year for the purpose of updating information on the rooms occupancy statistics in Langkawi. Data obtained were used for the future planning projects and publications of hotel guidebooks and tourism pamphlets.

TOURISM SURVEY

Survey to gauge the standard of hospitality, facilities and tourist feedback were compiled. This is crucial to identify the weaknesses and advantages of the island in order to improve the tourism industry in Langkawi.

TOURISM PRODUCTS

Air Hangat Village

It is the only hot spring that contains salt water in Malaysia. There are only 4 other hot springs of such nature in this world, which is in Canada, USA and Greece. It is believed that it's healing ability can aid hydrotherapy and its mud could be used for cosmetic treatment. Facilities include traditional massages, hot spring reflexology ponds and 4 sauna rooms in the hot spring vicinity. Various souvenirs are also sold here.

Laman Padi

Laman Padi is a tourism product based on eco tourism, where the Malay culture of rice cultivation activities is preserved and showcased.

Laman Padi started operation in the year 1998. Out of 14.28 acres, 8.6 acres consist of an agricultural area in a natural 'kampong' environment. Various programmes of traditional and modern rice cultivation activities were organized for visitors to participate and experience as a local heritage.

Unit Ini Berfungsi Untuk :-

- Untuk mewujudkan satu institusi Muzium serta pengumpulan maklumat dan peralatan yang berkaitan penanaman padi dan budaya hidup petani penanaman padi.
- Untuk mewujudkan dan mendapatkan Muzium hidup yang akan menunjukkan aktiviti sebenar penanaman padi secara tradisional dan moden dijalankan.
- Mengintegrasikan amalan penanaman padi secara tradisional dan budaya hidup petani ke dalam pakej agro pelancongan.
- Meningkatkan kualiti dan taraf masyarakat petani melalui pengalaman dalam pertanian secara tradisional.

Galeri Warisan

Mempamerkan bahan-bahan yang menggambarkan aktiviti persawahan serta peralatan tradisional dan moden digabungkan kemudian disusun atur bersesuaian dengan persekitaran persawahan sebenar.

Galeri Padi

Pengunjung berkesempatan menikmati pemandangan sawah dari atas bangunan yang ditanam secara bertingkat.

Laman Herba

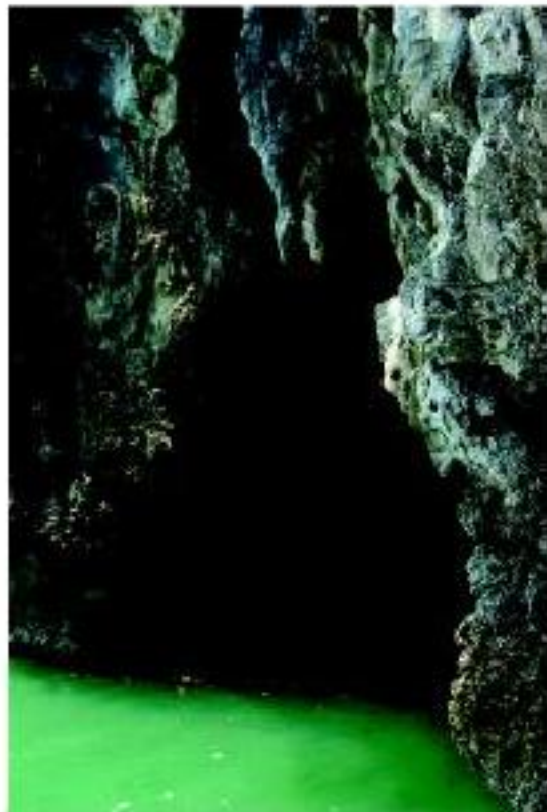
Pelajari pelbagai herba yang boleh menyembuhkan penyakit seperti kencing manis, darah tinggi dan sebagainya.

Laman Variasi

Pengunjung boleh juga menyelami lagi kehidupan petani dan menghayati kehijauan sawah dengan mengharungi Lumpur serta menyertai aktiviti-aktiviti persawahan sebagaimana dilakukan oleh petani dalam kehidupan harian mereka sebagai pesawah.

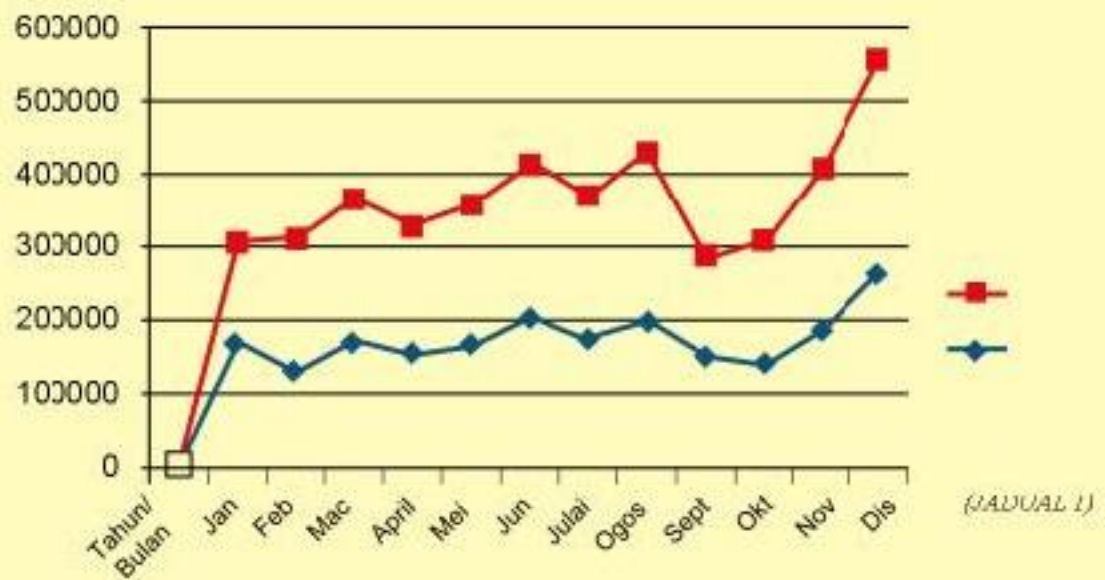
Performance Of The Tourism Industry In Langkawi

The year 2007 is the best year for the tourism arrival in Langkawi. Total arrival recorded was 2,334,362. An increment of 10.5% compared to total arrival in 2006 which was 2,112,026. Trend of tourist arrival to Langkawi for the year 2007 compared to 2006 could be seen in Figure 1. From the total of 2,334,362 tourist in Langkawi, 1,781,822 (76%) via ferry / cruise and the remaining 552,540 (24%) via airport. Please refer to Figure 2.



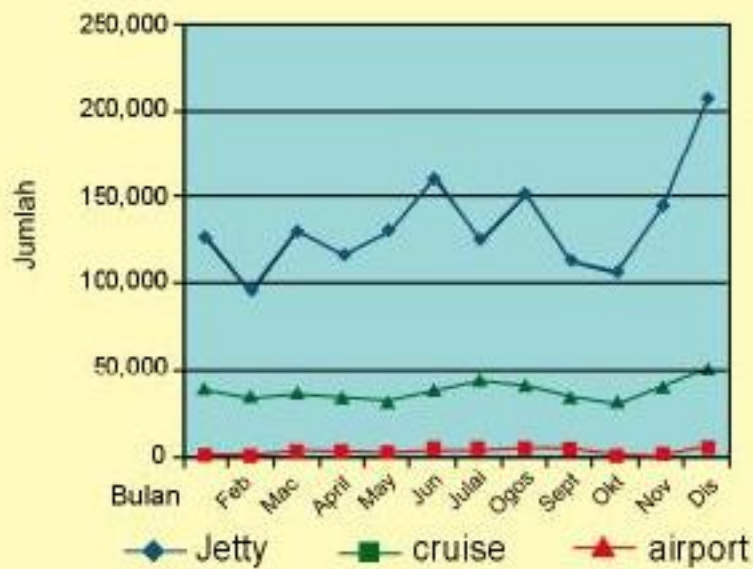
Rajah 1

JUMLAH KEMASUKAN PELANCONG BAGI TAHUN 2006 & 2007



Rajah 2

JUMLAH KEMASUKAN PELANCONG MENGIKUT PINTU MASUK UTAMA BAGI TAHUN 2007



MONTH	2006	2007	%
January	168,045	137,375	(18.25)
February	132,209	178,843	35.27
March	170,549	195,456	14.6
April	154,213	172,879	12.1
May	167,181	191,927	14.8
June	203,716	209,708	2.94
July	175,530	195,099	11.15
August	197,147	234,176	18.78
September	152,097	134,529	(11.55)
October	139,828	167,418	19.73
November	186,982	223,786	19.68
December	264,529	293,166	10.83
Total	2,112,026.2	334,362	10.53

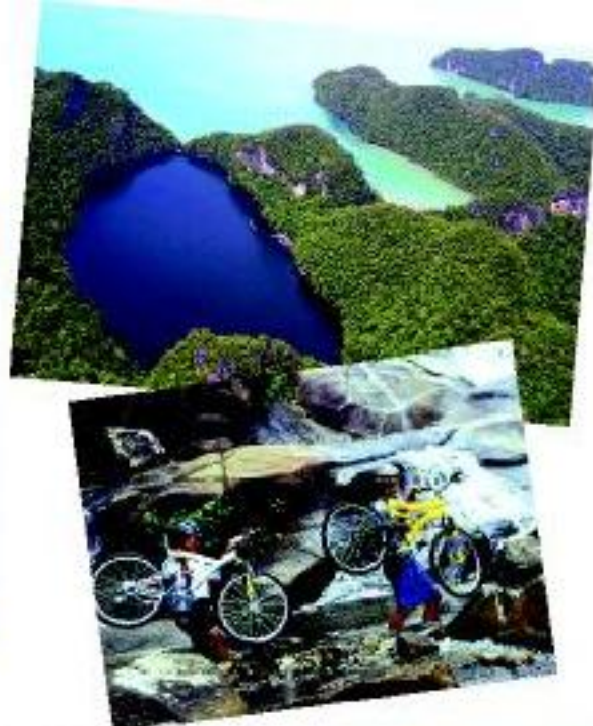
ARRIVAL OF FOREIGN TOURIST TO LANGKAWI 2007

Country	Tourist
United Kingdom	101,587
Thailand	69,549
Australia	39,954
Japan	36,259
Saudi Arabia	35,310
Singapore	34,643
Germany	34,532
Hong Kong	34,092
Rusia	26,457
Netherland	26,124



ARRIVALS OF TOURIST TO TOURISM PRODUCTS 2007

Country	Touris
Pulau Payar	110,629
Cable Car	530,116
Underwaterworld	439,732
Air Hangat Village	138,383
Galeria Perdana	157,830
Laman Padi	64,400
Kompleks Kraf	93,983



JADUAL PENAWARAN BILIK PENGINAPAN DI LANGKAWI

Hotel/Resort	Room	%
City Hotel/ Apartment	1,117	16%
Budget Hotel	877	12%
Resort	3,762	52%
Chalet/Motel	1,115	15%
Boutique Hotel	64	1%
Island Resort	82	1%
Country Resort	183	3%
Jumlah	7,200	100%



JUMLAH BILIK PENGINAPAN SETAKAT DISEMBER 2007

7200 Bilik



- city hotel / apartment
- budget hotel
- resort
- chalet / motel
- boutique hotel
- island resort
- country resort

Conclusion

In conclusion, LADA is the catalyst for the growth of tourism sector and the development of Langkawi. Promotional efforts and projects were organized in collaboration with

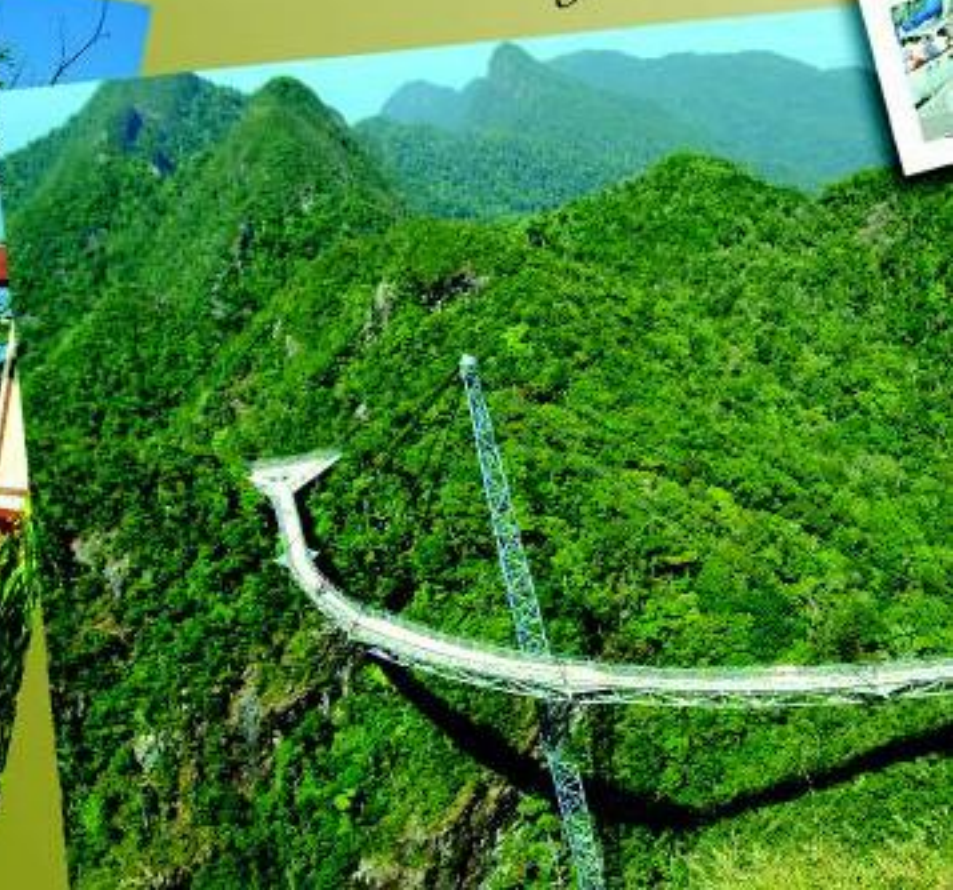
Langkawi Tourism Council and Tourism Malaysia. Activities at international and national levels, such as Langkawi Beach Run, Water Festival, LADA LTA Go-Kart, Le Tour De Langkawi, Royal International Regatta, Ironman Triathlon, Global Meet, LID and LIMA have attracted more tourists to Langkawi. This division has achieved its target for the year.





Activiti Pelancongan
Lahun 2007

ourist In angkawi ear 2007







Introduction

This division was established in March 2007 to undertake matters pertaining to development of Langkawi Geopark. The year 2007 is significant because of the declaration of Langkawi Geopark by UNESCO on June 1st 2007, the 1st Geopark in Malaysia and South East Asia. Langkawi Geopark will definitely identify itself as the latest addition to eco- and geotourism destination in the region. The unique combination of geology and biodiversity will definitely attract more tourists to this island, the ultimate nature destination.

DIVISION FUNCTIONS

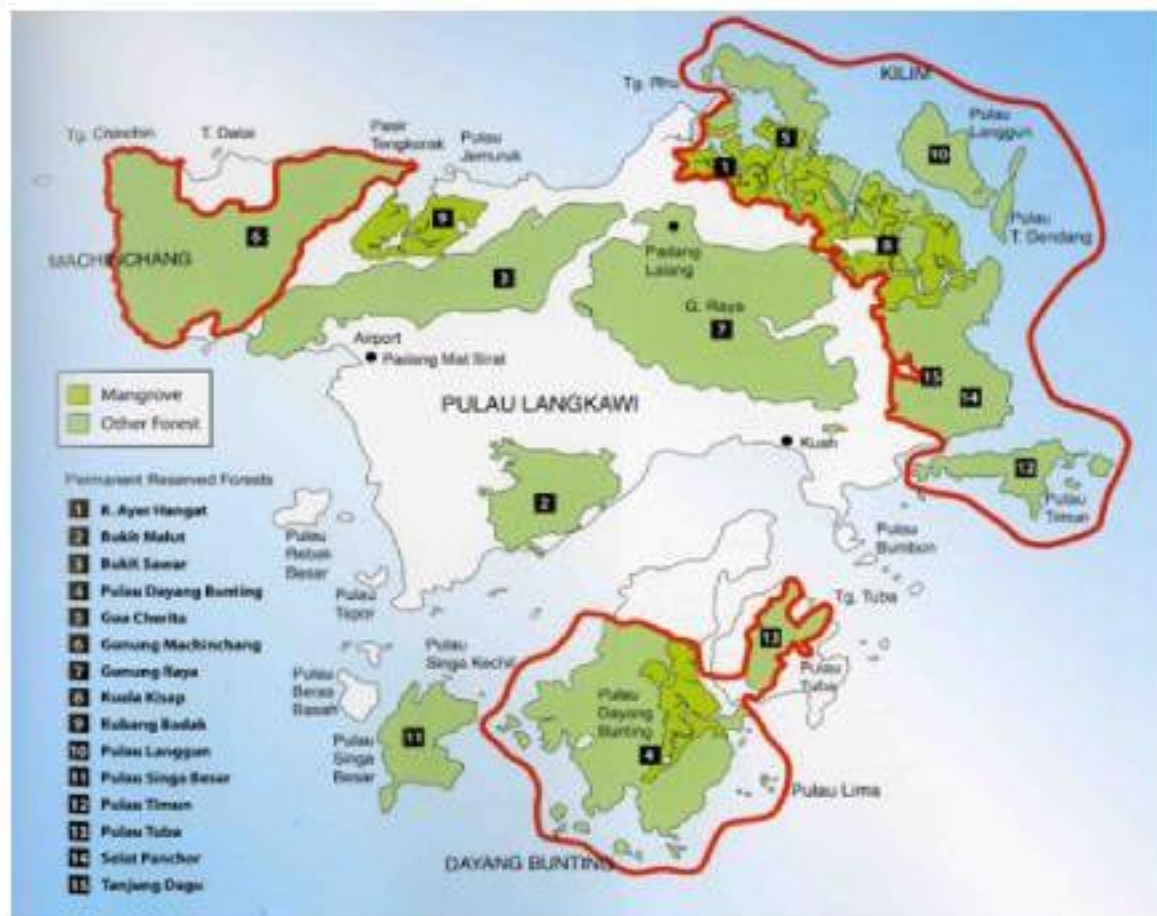
To plan and implement policies with regard to human resources, finance, administrative, development, international relation and Langkawi Geopark affairs.

- To carry out research activities and analysis of rock composition and resources relating to geology and its documentation for tourists information.
- Responsible for economic development activities, training programmes and advisory services to the community to improve the standard of living derived from the establishment of Langkawi Geopark.
- Disseminate information regarding Langkawi Geopark to the public of its importance.
- To ensure the geosite infrastructures are maintained to its highest standard through monitoring cleanliness and upkeep.

- To coordinate forest awareness activities with regards to the forest and ecology system with other relevant agencies whilst protecting the natural forest and vegetation that have heritage values from destruction.

The Geopark has three components namely conservation (preserving heritage of high value), tourism development (economic activities related to tourism) and socio economic development (promoting community involvement in geopark, including business and culture).

There are three Geoforest Parks within Langkawi Geopark identified based on their unique geological heritage with conservation elements. They are Machinchang Cambrian Geoforest Park, Kilim Karst Geoforest Park and Dayang Bunting Marble Geoforest Park.



LANGKAWI GEOPARK MEMBERS

LANGKAWI GEOPARK INSTITUTION FRAMEWORK

Royal Patron
YTM Tunku Puteri Intan Syafinaz
Sultan Abdul Halim

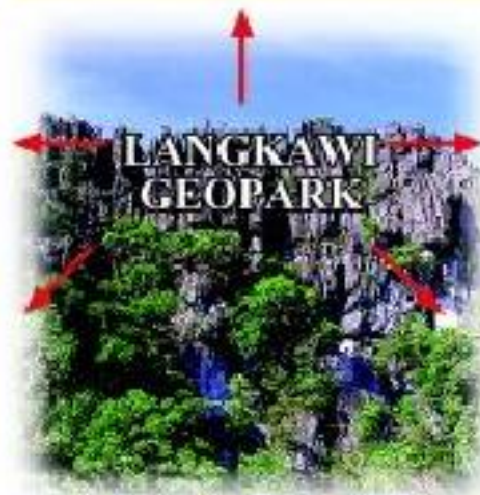
Advisory Council Chairman:
Y.A.B
Dato' Seri Menteri Besar Kedah

Geopark Development Committee
Joint Chairman:
LADA General Manager
District Officer

Conservation Committee Chairman:
Kedah State Forestry
Department

Promotion Committee Chairman:
LADA General Manager

Scientific Committee Chairman:
Malaysia Geoheritage
Group



ADVISORY COUNCIL LANGKAWI GEOPARK

Kedah State Chief Minister

Finance Chief Secretary
Ministry of Finance

Tourism Chief Secretary
Ministry of Tourism
Malaysia

Chief Secretary
Ministry of Arts,
Cultural And Heritage

Kedah State Secretary

General Manager
Langkawi Development
Authority

Deputy Vice Chancellor
Universiti Kebangsaan Malaysia

Director
Institut For Environment &
Development (Lestari)

Director
Kedah Economic
Planning Unit

Kedah Town And Country
Planning Department

Director
Kedah State Forestry
Department

Director
Kedah State Environmental
Department

Director
Department of Mineral
& Geosains

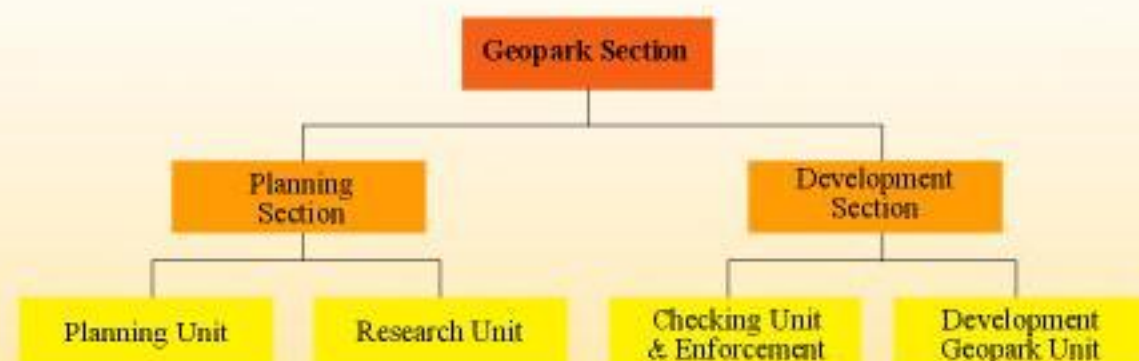
Langkawi District Officer

Director General
Tourism Malaysia

Tourism State Exco

ORGANISATIONAL CHART

The Geopark Division was established with 32 positions, comprising nine personnel appointed on March 1st 2007. This division has two main sections with four supporting units as follow:

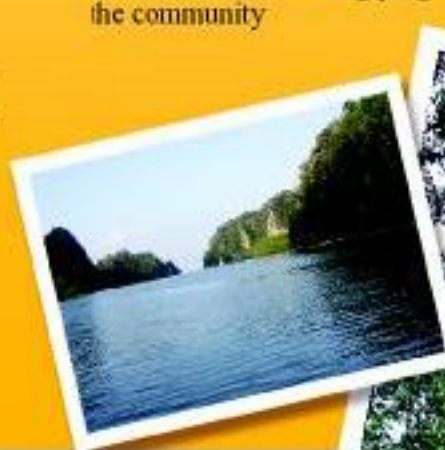


A. PLANNING SECTION

- i) Planning and Coordination Unit
- As a coordinating and monitoring body to the Langkawi Geopark Council chaired by Chief Minister.
 - Preserving and conserving natural forest and rocks as outstanding natural heritage.
 - To sustain forest resources and rocks as a world tourists attractions.
 - To preserve the natural forest and rocks as important historical sites for Malaysia.
 - To coordinate infrastructure development and to make Langkawi Geopark as the preferred tourist destination.
 - To organise and execute awareness and education programmes for the community, emphasizing the importance of preserving the countries geological heritage for future generations.
- ii) Research Unit
- research on rocks and plants
 - research on tourist feedback
 - research on socioeconomy in the geopark

B. DEVELOPMENT SECTION

- i) Monitoring and Enforcement Unit
- Monitoring logging activities and preserving of trees with heritage value
 - Monitoring geosites against encroachment
 - Monitoring cleanliness and construction on the geosites
- ii) Development Unit
- Planning economic development for the community
 - Advisory services:
 - To local community on economic activities
 - To small businesses
 - On marketing strategies and product quality
 - On financial support
 - educational and training programmes for the community



DIVISION ACTIVITIES REPORT
This division has done various activities in its effort to promote Langkawi Geopark. Activities undertaken include briefings, seminars and conferences, promotional campaigns, FAM Trips/Expeditions and exhibitions. Briefings



INFORMATION AND EXPLANATION
The Geopark division has provided briefings relating Langkawi Geopark to Government and private agencies. These briefings aimed at giving explanation and promoting Langkawi Geopark. Langkawi Geopark briefings had also been done through school programmes such as camps and site visits. Such programmes are:



Date	Briefing	Venue
12-14 April	KeKAS program organise by Langkawi Department of Environmental	Lafarge Cement Malaysia, Langkawi
29 April	Forestry Research Institute of Malaysia	LADA Complex (FRIM)
30 April	Youth & Sport Complex, Pahang	LADA Complex
6 May	Economy Planning Unit (EPU).	LADA Complex Pahang
14 May	Green Campaign organised by Langkawi Department of Environment	Awana Porto Malai
20 May	Civic conscious about environment organised by environmental department (JAS)	Institut Pengurusan Peladang (IPP) Langkawi
28 May	Tourism Student Programmes organised by Koperasi Tanjung Berhad.	LADA Complex
30 May	Nakornratchasima Municipality,	LADA Complex Province Thailand
8-9 June	Sustainable Division from Frangipani Langkawi Resort & Spa for "Green up or life" program	Pulau Tuba, Langkawi
15 June	KeKAS programme organized by Langkawi Department of Environmental	Taman Rekreasi, Lubuk Semilang
17 July	Gajah-Gajah Gallery Sdn. Bhd.	Auditorium, Galeria Perdana
20 Agust	Institut Latihan dan Dakwah	LADA Complex Selangor (ILDAS)
23 August	'Managing Privatization Course'	LADA Complex organized by INTAN

Date	Briefing	Venue
29 August	Students from Sekolah Kebangsaan Kuala Teriang organised by Universiti Kebangsaan Malaysia	LADA Complex
7-8 September	Langkawi hotels and tourism agencies	Mutiara Burau Bay
19-21 October	Malaysia Correctional Academy officers	Malaysia Correctional Academy,
29 October	Dungun Municipal Council	LADA Complex
22 Nov	'ASEAN Case Study Workshop'	LADA Complex by INTAN
28 Nov	Certificate in cooperative Human Resource oleh Malaysia Technical Cooperation Programmes	LADA Complex
28 Nov	Lembaga Kemajuan Kelantan Selatan	LADA Complex (KESEDAR)
30 Nov	Yatch Rally Geopark Tour	Langkawi Geopark Info centre
10 December	Royal Malaysia Custom	Dayang Bunting Marble Geoforest Park



SEMINARS AND CONFERENCES

In June 2007, the division participated in the 2nd Symposium on Geopark Development in Lushan, China. In the conference, Langkawi Geopark was officially proclaimed the 52nd member of the UNESCO Global Geoparks Network. There were 49 technical papers delivered during the symposium, including one from General Manager of LADA entitled "Development Approach and Management Strategy of Langkawi Geopark".

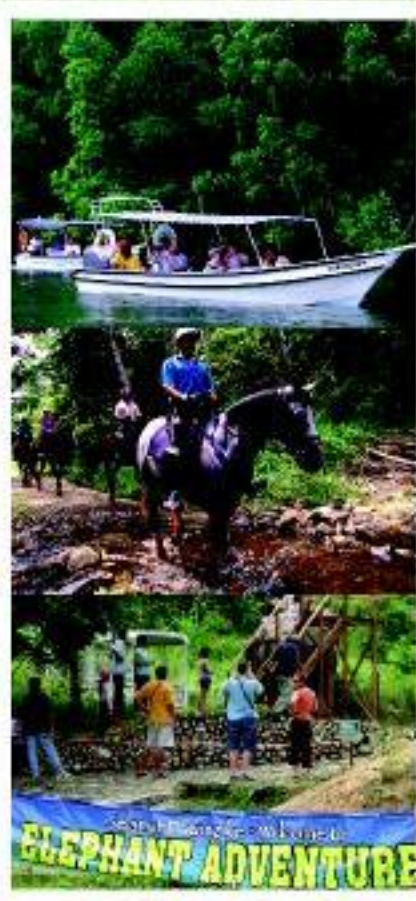
The 1st Regional Conference on Asia Pacific Geoparks and Business Dialogues 2007 was held at Mahsuri International Exhibition and Convention Centre, Langkawi on 13th – 15th November 2007. This conference was the first organized by any Southeast

Asian country and Langkawi Geopark leads in the establishment and of the Asia Pacific Geoheritage and Geoparks Network (APGGN), providing guidance in the development of geoparks among Asia Pacific countries. This regional conference saw a turnout of 240 participants from 20 countries involved in the exchange of ideas on the management and conservation of geoparks.

PROMOTION

Langkawi geopark promotion to the public was done through distribution of Langkawi Geopark brochures. Brochures were distributed at entrance points such as Jetty Point Complex, Langkawi airport, hotels and tourism agencies.

Date	Promotions	Venue
15 - 17 April	Malaysia Tourism Exchange	Bandar Hilir , Melaka
1 - 20 May	Brochures distribution to hotels, restaurants, schools, government and private agencies	Langkawi
27 May - 7 June	Brochures distribution during the	Jetty Point, Langkawi school holidays
16 - 21 August	Brochures distribution at hotels and restaurants at Indonesia	Jakarta & Bandung, Indonesia



EXHIBITION

The Division had participated in various exhibitions throughout Malaysia to promote Langkawi Geopark. Exhibitions attended are as listed below :



Date	Exhibition	Venue
6 - 8 April	National Water Fest 2007	Pantai Chenang, Langkawi
15 - 20 May	North Zone Sales Mission	Cinta Sayang Golf & Country Resort, Kedah
5 - 8 June	SMIDEX 2007	Kuala Lumpur City Centre (KLCC)
27 - 28 June	Hot & Happenin' Weekend	Langkawi Fair
27 - 28 July	Perkampungan Islam Hadari Peringkat Negeri Kedah	Stadium Sultan Abdul Halim, Kedah
30 July	Northern Corridor Economic Region (NCER)	Pejabat MADA, Kedah
5 - 7 August	Langkawi International Dialogues	Berjaya Langkawi Beach Resort & Spa
8 August	LADA Quality Day	LADA Complex
22 - 23 August	Telematch 'Jom Pi Bendang'	Pantai Chenang, Langkawi
13 - 15 November	The 1st Regional Conference On Asia Pacific Geoparks & Business Dialogues	Mahsuri International Exhibition & Convention Centre (MIEC)
4 - 8 December	Langkawi International Maritime Airshow (LIMA 07)	Mahsuri International Exhibition & Convention Centre (MIEC)
12 December	Launching Visit Kedah Year 2008	Hotel Le Meridien, Kuala Lumpur

EXPEDITION

The division has organized expeditions to Kilim Karts Geoforest Park, Dayang Bunting Marble Geoforest Park and Machinchang Cambrian Geoforest Park. These expeditions were meant to promote the conservation areas with unique and outstanding geo- and biodiversity. The expedition schedule is as follows:



Date	Expedition	Venue
April & May	Langkawi industry players	Kilim Karst Geoforest Park
20 - 23 May	Trail at Machinchang Cambrian Geoforest Park for scientific expedition	Machinchang Cambrian Geoforest Park
2 June	Star Publications (Malaysia) Berhad	Kilim Karst Geoforest Park
5 June	Official visit by Kedah Forestry Department	Kilim Karst Geoforest Park
25 June	ASTRO for program 'Sarapan di mana?'	Dayang Bunting Marble Geoforest Park
10 - 12 July	Indonesia Media	3 Geoforest Park
14 - 15 July	Tanjung Rhu Resort Staffs	3 Geoforest Park
17 - 18 July	Local Artist	Kilim Geoforest Park
21 - 22 July	Tanjung Rhu Resort Staffs	Dayang Bunting Marble Geoforest Park
29 July	Tanjung Rhu Resort Staffs	Machinchang Geoforest Park
31 July - 1 August	Shooting 'Wonderful Malaysia' RTM for RTM	3 Geoforest Park
3 - 4 August	Cleanliness Program with LADA General Manager	Pualu Langgun
11 August	Cleanliness Program with LADA General Manager	Pulau Tuba
11 August	Langkawi District Office Staffs	Kilim Geoforest Park
23 August	Langkawi Municipal Council Staffs	Kilim Geoforest Park
7 - 9 September	'Geoguide' Course organized by MTPL, LADA & UKM	3 Geoforest Park
3 October	Cleanliness Program with LADA, MTPL, Forest Department and Langkawi District Office	Dayang Bunting Marble Geoforest Park
18 - 25 October	Singapura Media	Produk Pelancongan Langkawi
5 - 6 November	Cleanliness Program	Dayang Bunting Marble Geoforest Park

LANGKAWI GEOPARK INFOCENTRE

Langkawi Geopark Infocentre located at Oriental Village displays information regarding Langkawi Geopark to the public. The number of visitors recorded at Langkawi Geopark Infocentre are as follows:

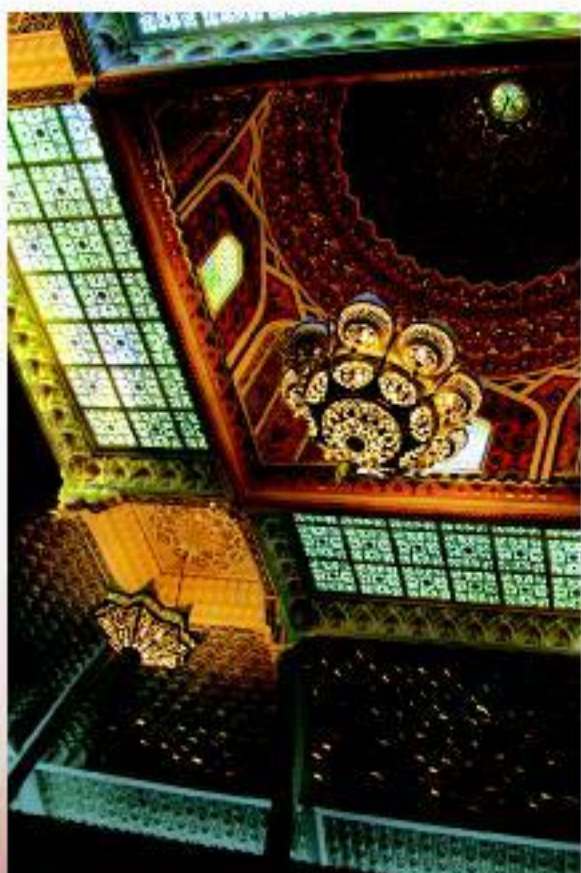
Month	Visitors
March	1101
April	2292
May	1976
June	2853
July	2994
Agust	3499
September	3012
October	3800
November	4042
December	5980
Total	31549



Conclusion

The purpose of the Geopark Division is to develop and promote Langkawi Geopark aggressively to be the best tourist destination in the world. The Geopark Division plays the lead role in the realization of the vision. Development programmes will be implemented based on the Geopark progressive concept of a development without compromising conservation aspects. Sustainable development will be the guiding factor for this division. Emphasis is towards introducing Langkawi to the world and to become a premier tourist destination in the region.





Introduction

Galeria Perdana is built for the purpose of public displays of awards and gifts received by Tun Dr. Mahathir bin Mohamad and Tun Dr. Siti Hasmah binti Mohd Ali from leaders and distinguished identities of the world and Malaysian community, as tokens of appreciations during his term of leadership as a Prime Minister.



FUNCTIONS

- Maintaining and refurbishing gifts which are kept as government's assets and National Heritage.
- A non-partisan and non-political institution serves as a learning and research centre besides being a tourist attraction.
- Promoting Galeria Perdana as a permanent and important historical monument for Tun Dr. Mahathir Mohamad as the fourth Prime Minister of Malaysia.
- Providing inventory, catalogue and producing bulletins related to documentations and promotions.
- Executing suitable and technical publicity and promotional works continuously including advertisements, educational programs, speeches, themed exhibitions and external exhibitions and
- Carrying out all aspects of works aimed at distinguishing and strengthening the functions of Galeria Perdana.

ACTIVITIES AND PROGRAMS

Exchange of Artefacts at Exhibition Hall

Exchange of artefacts is carried out from time to time. It is executed based on the duration of an artefact being displayed and due course of change in exhibition concepts. The exchange of artefacts is aimed at enabling as many artefacts in store being displayed. This will benefit visitors to view different displays of artefacts upon their re-visit to Galeria.

COLLECTION MANAGEMENT

The main function of every museum and gallery is the collection management. In 2007, the museum unit of Galeria Perdana has provided its full attention to :-

- Update record/list of artefacts and location
- Take photo snapshots of artefacts
- Prepare list of each artefact's location
- Re-arrange storage system of goods
- Re-arrange and update storage areas of paintings
- Organise more systematic storage of textiles

Table of artefacts by type and location :

No	Type	Location		Total
		Store	Exhibition	
1.	Photograph	616	59	675
2.	Tribute	255	35	290
3.	Painting	326	75	401
4.	Award	26	28	54
5.	Wooden	460	63	523
6.	Textile	454	173	627
7.	Islamic Collection	154	22	176
8.	Stamp Album	34	4	38
9.	Craft	240	41	281
10.	Leather	70	12	82
11.	Plastic	13	12	25
12.	Certificate	19	19	38
13.	Syntethic	11	1	12
14.	Syilling	22	30	52
15.	Scroll	69	0	69
16.	Bronze	347	55	402
17.	Laquer	143	82	225
18.	Silver	432	217	649
19.	Pewter	258	31	289
20.	Weapon	209	47	256
21.	Ivory	16	2	18
22.	Porcelain	200	134	334
23.	Ceramic	125	124	249
24.	Wish Cards	222	11	233
25.	Medal	72	24	96
26.	Plaque	571	0	571
27.	Stones	53	195	248
28.	Glass	97	7	104
29.	Vehicule	3	20	23
30.	Crystal	162	102	264
31.	Body accessories	31	43	74
32.	Model	390	113	503
33.	Muzical Instrument	41	0	41
34.	Collection of Printed Material (Book)	610	2	612
	JUMLAH	6,751	1,783	8,534



EXHIBITION AND WORKSHOP

The management of Galeria Perdana always strives to plan or get involved in exhibitions and workshops throughout 2007 for continuous publicity and promotional purposes.

No	Subject	Location	Date
1.	Painting workshop in conjunction of UNESCO's Assessment Executives visit	Kilim Jetty	29/03/2007 until 31/02/2007
2.	Exhibitionist for "Langkawi Water Fest 2007"	Cenang Beach	06/04/2007
3.	Muzium International Day at National Level Historical city	Melaka until 19/05/2007	11/05/2007
4.	Hot And Happening Weekend in Langkawi Mall	Langkawi Shopping	Julai 2007
5.	Langkawi Geopark Information Program and Visit by Sekolah Kebangsaan Langkawi in conjunction of 50th National Day	Arts Hall, Galeria Perdana	30/08/2007



VISITORS STATISTICS

Throughout 2007, Galeria Perdana has received a total of 157,830 visitors, 121,814 being domestics and 36,016 being foreigners. Most of foreign visitors came from Thailand, Singapore, Taiwan, Japan, European countries and the Middle-east.

Visitors' Statistics Table of entry to Galeria Perdana

Month	Total Visitors			Domestic Visitors			Foreign/International Visitors		
	2006	2007	%	2006	2007	%	2006	2007	%
January	10,544	6,392	-39.4	7,970	4,374	-4.5	2,574	2,018	-21.6
February	9,342	11,880	27.2	7,072	9,391	32.8	2,270	2,489	9.6
March	12,259	11,713	-4.4	9,686	8,439	-12.9	2,573	3,274	27.2
April	11,733	11,637	-0.82	8,007	7,262	-9.3	3,726	4,375	17.4
May	13,120	13,844	5.52	10,523	10,068	-4.3	2,597	3,776	45.4
June	16,601	14,303	-0.138	13,410	11,267	-50.6	3,191	3,036	-4.8
July	10,456	10,679	2.13	7,656	6,773	-11.5	2,800	3,906	39.5
August	13,234	14,998	13.3	10,039	10,911	8.6	3,195	4,087	27.9
September	12,863	13,246	3	10,657	10,393	-2	2,206	2,853	2.9
October	8,314	9,854	18.5	7,454	7,463	0.12	860	3,391	178.02
November	20,729	19,525	-0.058	19,571	17,358	-0.113	1,158	2,167	87.13
December	24,070	19,759	-0.179	21,299	18,115	-0.149	2,771	1,644	-0.401
Total	163,265	157,830	-0.033	133,344	121,814	0.044	29,921	36,016	20.37



GALERIA PERDANA



PROPOSAL OF ALLOCATING GALERIA PERDANA UNDER MALAYSIA'S MUZEUM DEPARTMENT.

Considering the function and main responsibility of Galeria Perdana resembles to those of a muzeum, Board of Directors Meeting dated 4th October 2005 chaired by Malaysia's Prime Minister who is also the Minister of Finance, YAB Dato' Seri Utama Abdullah Hj. Ahmad Badawi has agreed that Galeria Perdana is allocated under Muzeum Department of Malaysia.

This matter has been brought forward to the Ministers' Cabinet Meeting on 14 February 2007 which concluded that the management of Galeria Perdana be transferred from Langkawi Development Authority to Muzeum Department Malaysia, Ministry of Arts, Culture and Heritage.

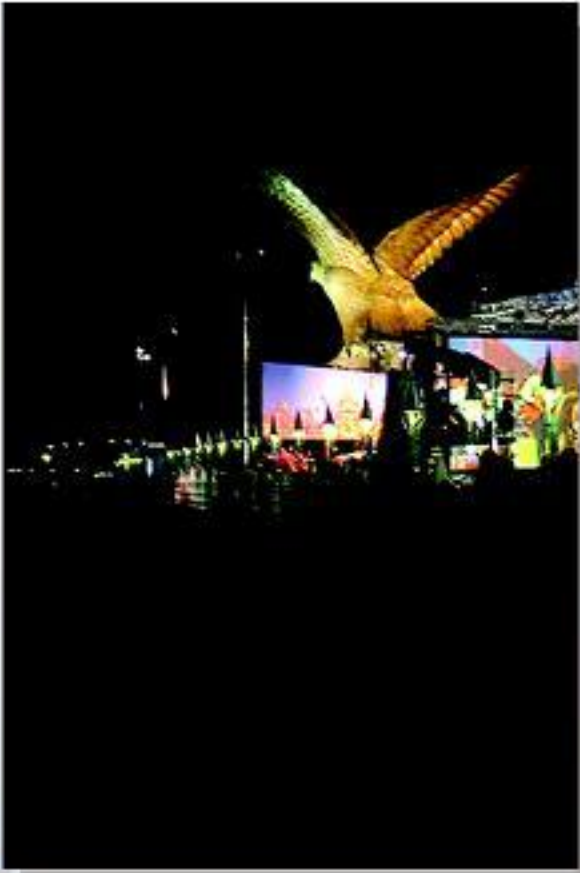
Conclusion

The management of Galeria Perdana continues to plan the best for the gallery. Among the efforts include participations in various promotional activities and exhibitions to introduce Galeria Perdana at national and International level. Provided with detailed and well-organised corporate plans, Galeria Perdana will become a unique and ideal tourism product of Langkawi. This section has also succeeded in achieving target of its set Annual Works (SKT).



Introduction

Information Technology Division was established all information technology and communications matters in Langkawi Development Authority (LADA).



DIVISION FUNCTIONS

- Responsible to provide advisory services and technical assistance related to computerization in LADA.
- Responsible to update the official website of LADA www.lada.gov.my.
- Providing slide show for presentations, events or visits and also developing multimedia applications for promotional purposes to be used both local and internationally.
- Developing the Langkawi Geopark website www.langkawigeopark.com.my.
- Provides services and maintenance of the local area networking.
- Responsible in providing the official email for LADA personnel.
- Monitoring all IT operations and systems.
- Responsible in monitoring ICT security.
- Designing templates and posters relating to the promotion and advertising materials in tourism magazines and events.



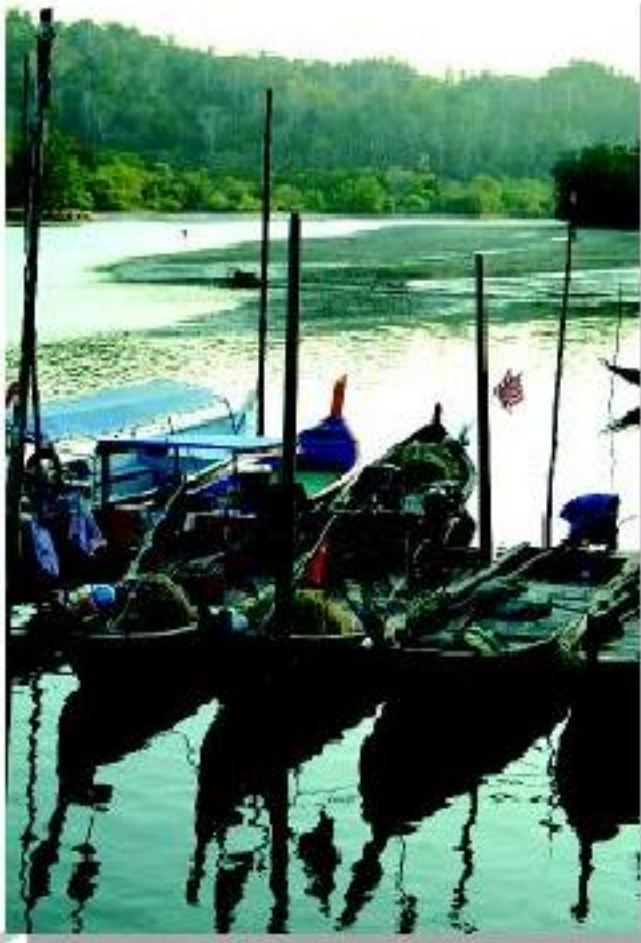
DIVISION ACTIVITIES REPORT

- Has developed and maintained the tourism website of Langkawi www.langkawigeopark.com.my. The statistics of web visitors until December 2007 was 10312 visitors.
- Continued to maintain and update the official website of LADA www.lada.gov.my. The statistic of the web visitor until December 2007 was 63813 visitors.
- Has identified the ICT hardware and software that need to be upgraded and has undertaken the computer replacement programme.
- Played the role of secretariat in multimedia shows and presentations conducted in LADA.
- Has attended courses in the Ministry of Finance with respect to Human Resource Management Information System (HRMIS) to be implemented LADA.

Conclusion

Overall, this division has implemented all programs assigned to it in the process of ensuring the ICT support is efficient to ensure LADA function effectively. This division managed to meet the Annual Performance Target (SKT).





Introduction

The role of the Legal Unit in LADA is to set legal and corporate strategies to ensure its effectiveness and efficiency as the catalyst to the development of Langkawi. It is responsible to provide legal advice so that LADA's rights and interests are protected

FUNCTION

For the year 2007, this unit has executed the following functions:-

- Provide legal advise that was referred by the management.
- Prepare, vet and execute legal documentations.
- Examine contract and agreement or memorandum of understanding by any ministry or private company .
- Ensure cases related to LADA be examined and scrutinized in details and procedures complied with the provision under LADAs Act 423 and other relevant laws.
- Acknowledge every ongoing cases in court, present status and court judgments and thereafter report to the management.
- To act as mediator among the panel solicitors appointed as to ensure that every order related to court cases or agreements are followed by immediate action.
- Attend court proceedings when necessary.
- To keep all the relevant agreements and documents in order.



UNIT ACTIVITIES REPORT

Prepare, examine the agreement and Memorandum of Understanding (MOU)

In 2007, Legal unit was given with numerous agreements and memorandum of understanding resulted from the discussion conducted by private companies and investors who were interested to invest and manage projects in Langkawi. Apart from that, Legal Unit also examines the Lease, Management, Joint Ventures, Concession and Tenancies agreements.

Based on record, there were five investors - locals and foreigners were interested to invest in Langkawi and entered MOU with LADA.

The following is the list of agreements and MOU prepared by this unit:-

No.	Matter	Total
1.	Tenancy Agreement (Dwelling/House/Shops/BussinessKiosk)	759
2.	Memorandum of Understanding (MOU)	3

COURT CASES ATTENDED

In 2007, there were 10 litigation cases handled by LADA panel of solicitors, Messrs Abdul Halim Said & Co and Messrs Dasuki & Co.

Conclusion

The Legal Unit safeguards the interest of LADA by providing legal and professional advise. It also establish a greater role and enhance LADA's reputation as a respectable government agency in Langkawi. This Unit has successfully achieved its target for the year.



Introduction

The Internal Audit Unit plays an important role in assisting the management to evaluate the effectiveness of the general management of LADA. This unit is responsible to perform audit on the financial management and project management of LADA in accordance of the approved Annual Audit Plan. In addition, special audits are performed based on necessity and instruction from the management.

FUNCTION

- Analyze the credibility and accuracy of records and financial data. This includes analyzing all methods used to identify, measure and reporting of business transactions investigation, balance and procedures.
- Examines accounting system and its related internal control. To ensure the objective of the management is achieved and its achievement level follows the policies, rules and regulations.
- Ensures LADA's assets are kept, recorded and protected against loss, fraud or mismanagement.
- Evaluate operations system economically, efficiently, effectively and suitability of resources for management.
- Suggests measures of improvements in the operation and management system
- Provides independent, objective, true and fair report to the management regarding the operations.

TYPES OF AUDITS

The types of audits carried out include the following:

1. Financial Management Audit

To ensure expenses, income, stocks and assets are managed according to rules and regulations, and the financial records are in order.

2. Performance Audit

To assess LADA's programs/activities to determine goals and benefits achieved were carried out wisely and effectively. The programs selected for the audit are based on the following criteria:

Impact expectation on LADA

- Financial Implications
- Risk Management
- Significance
- Visibility
- Coverage and
- Auditability

3. Special Audit

Review of the financial management system and the assessment of specific program, as determined by the management. The audit is carried out for special purposes such as dissolution of a subsidiary, etc.



PROFESSIONAL MEMBERS

To ensure the credibility and integrity of this unit, its members are registered with the following professional institutions:

- Institute of Internal Auditor Malaysia (IIA) - Member
- Malaysian Institute of Accountant (MIA) – Certified Accountant (CA)

AUDIT COMMITTEE

General circular no 3, 1998 on guidelines of functions and ministry's responsibility, board of directors, chief executives and management of statutory bodies, states the requirement on the formation of an Audit Committee. This committee is formed by the Directors' Resolutions. Members of the Audit Committees are:

1. Chairman

Y. Bhg. Datuk Zalekha binti Hassan
Secretary of Government's Revenue Management
Ministry of Finance Malaysia

2. Member

Y. B. Dato' Hj. Rasli bin Basir
Kedah State Finance Officer
Kedah Darul Aman

3. Member

Y. B. Dato' Hj. Md. Hassan bin Bulat
State Assemblyman Ayer Hangat, Langkawi

RULES AND REGULATIONS

- Federal Constitution
- Langkawi Development Board Act 1990 (Act 423)
- Langkawi Development Board Act (Revised) (1994) (Act A882)
- Akta Badan Berkanun 1980 (Akta 240)
- Financial Procedures Act 1957
- Arahan Perbendaharaan
- Pekeliling Perbendaharaan dan Surat Pekeliling Perbendaharaan
- Pekeliling Perkhidmatan dan Surat Pekeliling Perkhidmatan
- Pekeliling Kontrak Perbendaharaan
- General Circulars and Circulars of Public Administration Development
- General Orders
- Malaysian Approved Standard On Auditing (MASA)
- Financial Reporting Standard (FRS)

AUDIT ACTIVITIES

No.	Subject and Scope of Audit	Period of Audit
1.	Financial audit on Inflows and Outflows Audit has been carried out on 2200 management vouchers totaling RM27.05 million from an overall of 2417 management vouchers totaling RM30.05 million. 460 development vouchers totaling RM47.80 million were audited from 516 development vouchers totaling RM53.12 million. As for receipts, audit on rental collection has been carried out involving receipts, cash book, bank in slip, daily registers of Cash-in-Transit (CIT). Spot checks were carried out at LADA's Finance Division, Laman Padi, Ayer Hangat Village and Galeria Perdana.	January - December
2.	Subsequent audit on Auditor General Report Prepared minutes and correspondence to Financial Ministry and Audit Committee regarding Financial Audit of Galeria Perdana 2005 and Audit Review on the management of Anchovies Industry Relocation Project 2006.	January - March
3.	Subsequent audit on LADA's Revenue Management • Land mortgage with Ayu Manja Sdn. Bhd • Outstanding payment by MOFAZ Air UUM School of Aviation • Management Agreement of Telaga Harbour Marina , Pantai Kok	April
4.	Financial Management Audit of Laman Padi, Ayer Hangat dan Galeria Perdana	June - August
5.	Quality System Management Audit MS ISO 9001:2000	September - October
6.	Coordinate important issues to Financial Management Committee Meeting and Account and Audit Committee Meeting.	According to Meeting Dates

Conclusion

Internal Audit Unit plays a vital role in ensuring the financial management system, internal control and financial records of LADA is kept in accordance with the laws and regulations. The audits carried out in 2007 enhance the accountability and integrity of the management. This unit has achieved its target for the year. It strives to continuously review and improve the audit approach to suit the internal control and the management of specific projects.

Introduction

LADA's Finance Division is the centre which determines the financial direction and the financial management of LADA. It is responsible to ensure all transactions are in accordance to the current Finance Acts.

FUNCTIONS OF FINANCE DEPARTMENT

Creates Financial Funds consisting Operating Funds, Development Funds, Trust Funds, Investment Funds and Reserve Funds.

It is responsible for:

- Control of funds allocated from time to time by State and Federal Governments.
- Control of funds paid to LADA from loans allocated
- Control of funds generated from projects and schemes by LADA.
- Control of funds loaned to LADA to meet its obligations
- To manage and execute expenses and payment that includes :
- Provide loans to specific sections through specified Funds.

Payment of expenses incurred officially by LADA, including consultation and solicitor fees and expenses incurred by staff including allowances, pensions etc.

- Payment of expenses and cost approved by the management to the respective departments.
- Payment of costs on land acquisitions for developments or infrastructure purposes within LADA's properties.
- Re-payment of loans including its principal and interests.

Prepares Quarterly Financial Progress Report to the Treasury; on projects executed by LADA under Rancangan Malaysia.

Prepares Financial Report for audit purposes.



OPERATING REVENUES

LADA's Operating Revenue in 2007 amounts to RM33.32 million compared to RM23.87 in 2006.

Various Revenues with total of RM4.33 million consists of sales of tickets, rental of office premises, business space rentals, accommodation rentals, sales of tenders and quotations and other revenues. Revenues from investments and interests amount to RM3.56 million.

The Provision for Operating allocated by the Treasury in 2007 is RM25.43 million, being the largest contribution to LADA in 2007

OPERATING EXPENDITURE

The total Operating Expenditure in 2007 is RM38 million compared RM 20.09 million in 2006.

Emolument Expenses amounts to RM2.4 million. Services and Supplies amount to RM18.86 million and other expenses amount to RM17.08 million.

PROVISIONS AND DEVELOPMENT EXPENSES

Provision for development received in 2007 amounts to RM48.75 million. Development Expenses in 2007 amounts to RM53.11 million.

Conclusion

This department will strive to ensure that all transactions are accounted for, in accordance to the current rules and regulations.





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