TOURISM PLANNING RESEARCH GROUP (TPRG)

Background
In 1997, the Tourism Planning Research Group (TPRG) was established to provide postgraduate education and carry out applied research / consultancy in tourism planning and management. The M.Sc. (Tourism Planning) programme being offered by UTM is the first postgraduate tourism planning programme in the Asia Pacific region. In addition, TPRG has successfully carried out more than 70 applied research and consultancy jobs for the Ministry of Tourism Malaysia, Tourism Malaysia, APEC, UNESCO, state governments, NGOs and the private sector.

Selected Research / Consultancy:
Year 2000 - present

9) Study on the Role and Effectiveness of Tourism in Reducing Urban Poverty: Case Study of Melaka Historical City, commissioned by the Ministry of Tourism Malaysia, 2005.
10) Study on the Demand, Expectations and Satisfaction Levels of Japanese Youths at Homestays in Malaysia, commissioned by the Ministry of Tourism Malaysia, 2005.
13) Terengganu Coastal and Islands Study (TCIS), commissioned by the Terengganu Development Institute/ Terengganu State Government, 2006.
14) The Role of Urban Tourism As a Catalyst for Urban Regeneration in Melaka Historic City, IRPA Research Grant from the Ministry of Science, Technology and Innovation (MOSTI), 2006.
16) Study on Auditing and Improvement of Tourism Products and Package Tours in Perak, commissioned by the Ministry of Tourism Malaysia, 2007.
17) Study on Auditing and Improvement of Tourism Products and Package Tours in Negeri Sembilan, commissioned by the Ministry of Tourism Malaysia, 2007.
22) Kajian Penyelarasan Pembangunan di Kawasan Tanah Tinggi Bukit Fraser, Pahang, commissioned by Department of Environment (DOE) Malaysia, 2008.
24) Cross-Border Tourism and Community Perceptions in Malaysia, Singapore and Indonesia in collaboration with University of Kent, commissioned by British Academy (ASEAN Research grant, 2008).

Objectives
The objectives of the establishment of TPRG are as follows:

- To conduct postgraduate education in tourism planning
- To foster collaborative research in tourism planning with related tourism agencies, tourism academic institutions and the tourism industry
- To offer consultancy services to the government and tourism industry
- To update and disseminate knowledge on current tourism trends and best practice in tourism planning and management

Services Offered
TPRG conducts research and provides consultancy services in areas such as ecotourism, rural tourism, cultural heritage tourism, coastal tourism, community based tourism, etc. We have the capacity to carry out specific tasks such as:

- Tourism Master Plans;
- Tourism Action Plans;
- Tourism Resource Evaluation;
- Tourism Demand Analysis;
- Tourism Impact Studies; and
- Other related tourism studies.
25) Study on Auditing and Improvement of Tourism Products and Package Tours in Melaka, commissioned by the Ministry of Tourism Malaysia, 2008.
27) Gua Musang Agropolitan Masterplan, Kelantan, commissioned by ECERDC, 2008.
34) Study on Auditing and Improvement of Tourism Products and Package Tours in Johor, commissioned by the Ministry of Tourism Malaysia, 2008.
35) Study on Auditing and Improvement of Tourism Products and Package Tours in Sabah, in collaboration with Universiti Malaysia Sabah (UMS), commissioned by the Ministry of Tourism Malaysia, 2008.
36) Study on Auditing and Improvement of Tourism Products and Package Tours in Sarawak, in collaboration with Universiti Malaysia Sabah (UMS), commissioned by the Ministry of Tourism Malaysia, 2008.
37) Capacity Building on Community Based Tourism As a Vehicle for Poverty Reduction and Dispersing Economic Benefits at the Local Level in Developing Member Economies, commissioned by the Ministry of Tourism and Asia Pacif ic Economic Cooperation (APEC), 2008.
38) The Developmental Impacts of International Dive Tourism in Malaysia: Sustainable Growth or Drowning in Development? In collaboration with University of Kent, commissioned by the British Council (PMI2 Programme), 2008.
39) Study to Develop Iskandar Malaysia Tourism Cluster Development Strategy commissioned by Iskandar Regional Development Authority (IRDA), 2009.