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## PRESERVATION CHALLENGES AT PERLIS SNAKE AND REPTILE FARM

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This case was written Jasmine Zea Raziah Radha Rashid Radha, Azilah Kasim and Siti Aminah Hasbullah, Universiti Utara Malaysia. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

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## Preservation Challenges at Perlis Snake and Reptile Farm

In November 2015, Madam Hellen, the Deputy Director of Perlis Wildlife Department, was assigned to audit the Snake and Reptile Farm. The farm is located in Batu Pahat, Perlis. Besides auditing, she was also responsible for advising and providing the farm employees with guidelines, standard operating procedures (SOP), as well as rules of compliances. The farm has been facing problems due to decreasing number of visitors. In 2014, the farm received around a hundred thousand visitors. Unfortunately, in 2015, this figure drastically dropped to around fifty-three thousand. Madam Hellen was responsible for investigating the underlying causes for this decrease. She also needed to communicate with the farm's employees to get all the relevant information and documents to assist in her duty. As there are no obvious competitors that could be 'stealing' visitors away from the farm, Madam Hellen had to figure out the real reasons as to why tourists are staying away from the farm. She has to do so soon because the farm is fast losing its appeal as one of the tourist attractions in Perlis.

The employees at the Snake and Reptile Farm have made the necessary preparations before the arrival of Madam Hellen. They spent the whole of yesterday to prepare for Madam Hellen's audit inspection. The Snake and Reptile Farm's manager, Mr. Samsul ordered the employees to clean all cages and update all the files. He knew that Madam Hellen is very particular about the cages and their cleanliness. But the most important part of the audit is regarding the animal's welfare. He understands that auditing is not an easy task. If they do not adhere to the requirements, they need to work harder to fulfil the Department of Wildlife and National Parks (PERHILITAN)'s specification standards.

## Background of the Snake and Reptile Farm

The Snake & Reptile Farm is one of the most popular tourist attractions in this Northern state of Malaysia. It is located 12 kilometres North of Kangar on Route R11. The Snake and Reptile Farm is the only snake farm in Malaysia. Up until 2016, no other visitor attractions in Malaysia has the same concept as the Snake and Reptile Farm. The nearest direct competitor is Pattaya Snake Farm, located in Thailand. The Snake and Reptile Farm is located at the edge of the Nakawan wall, which separates the border of Malaysia from Thailand. The Snake and Reptile Farm is also surrounded by several tourist attractions including herb gardens, vineyards, agriculture farms and a golf course. Illustrations 1 and 2 show signboards welcoming visitors to the farm.



**Illustration 1:** Entrance signboard

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