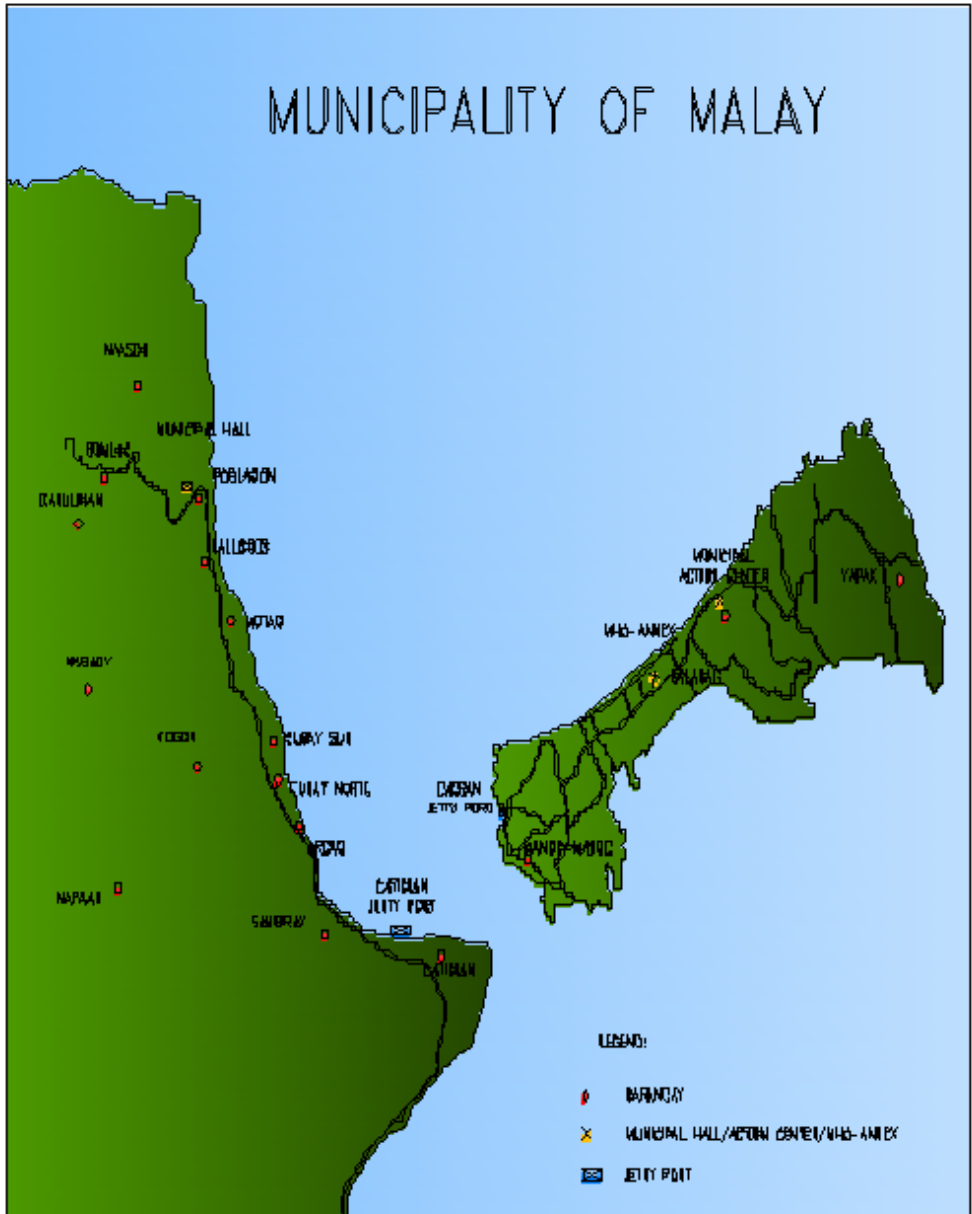
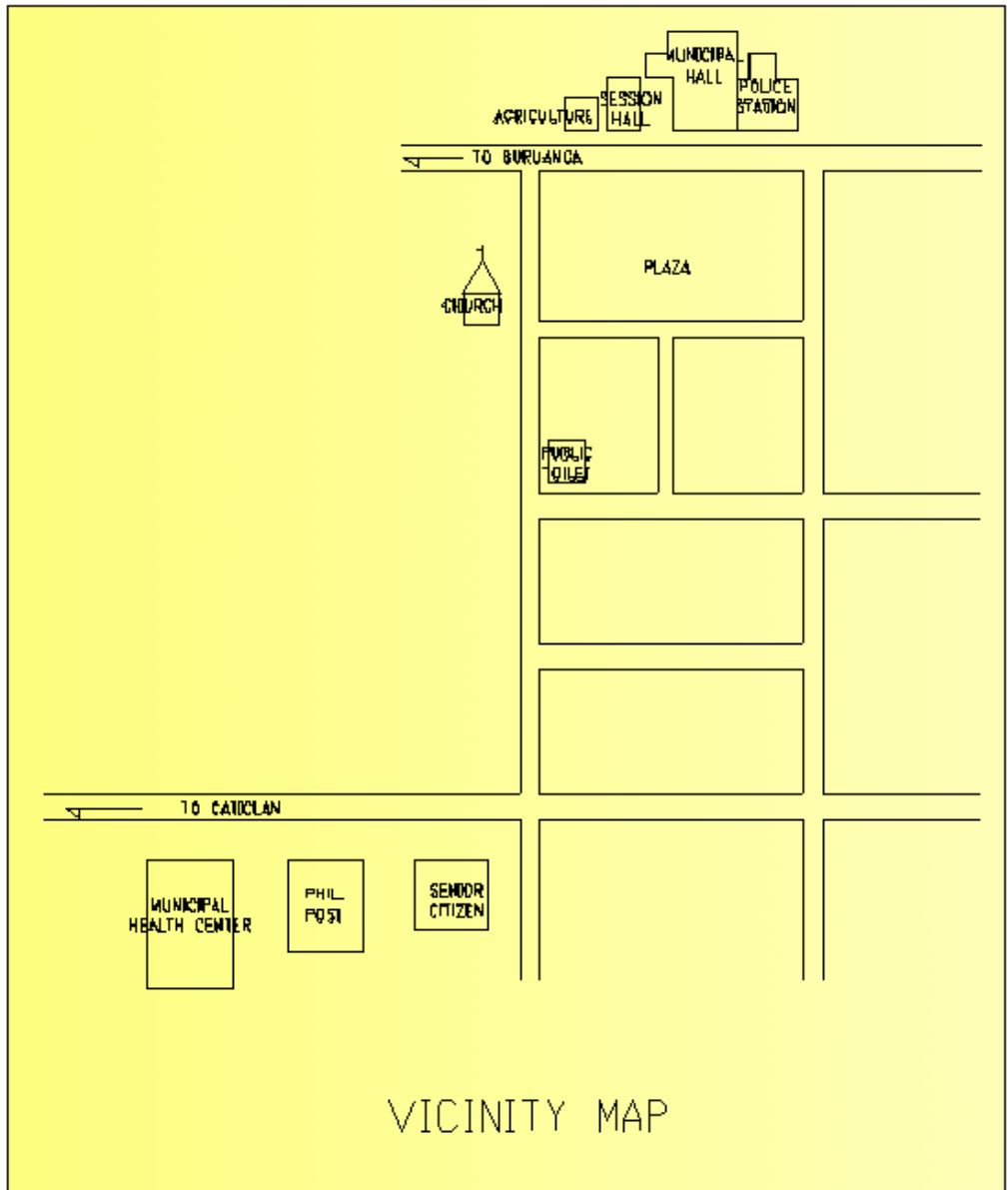
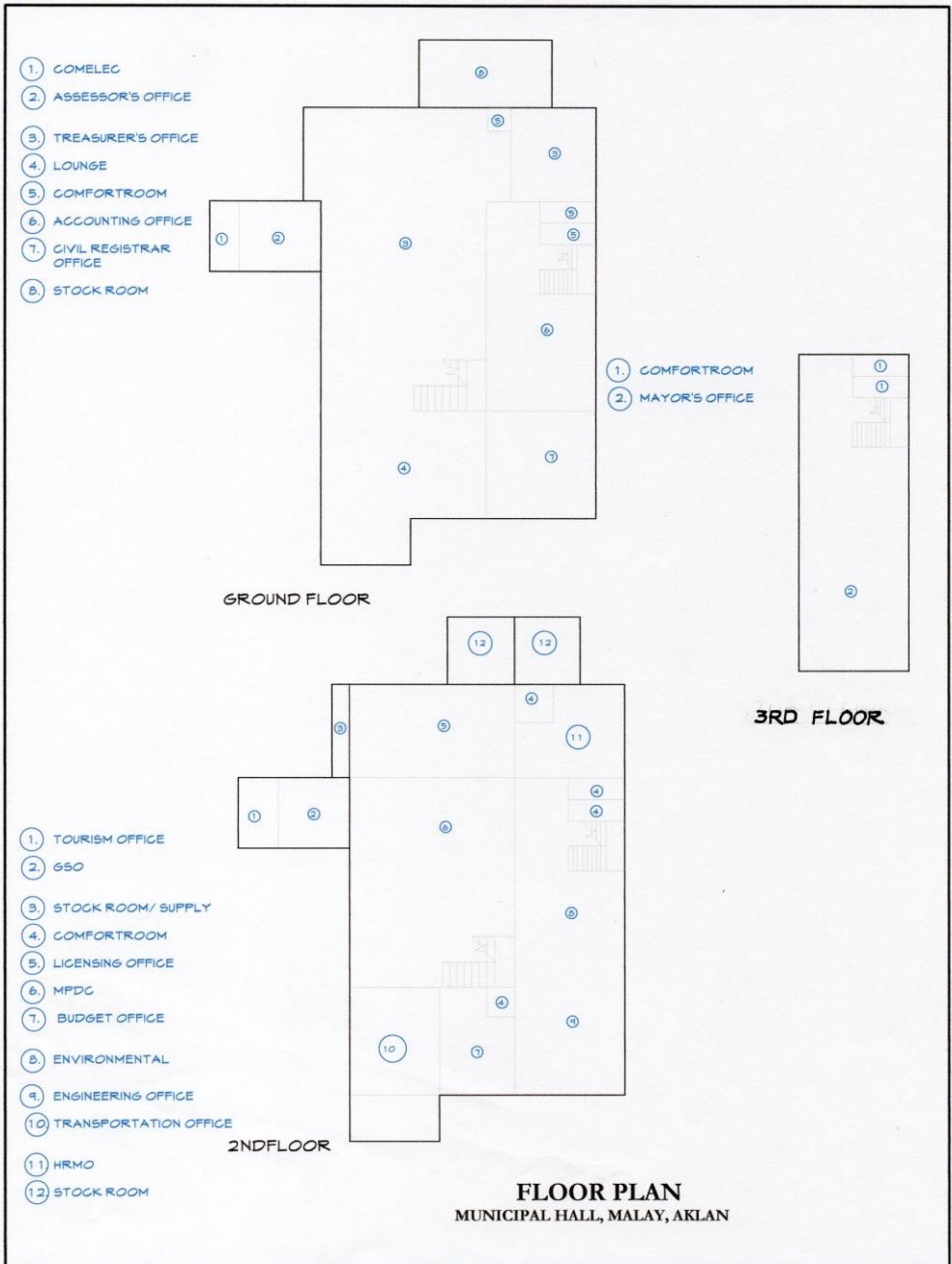
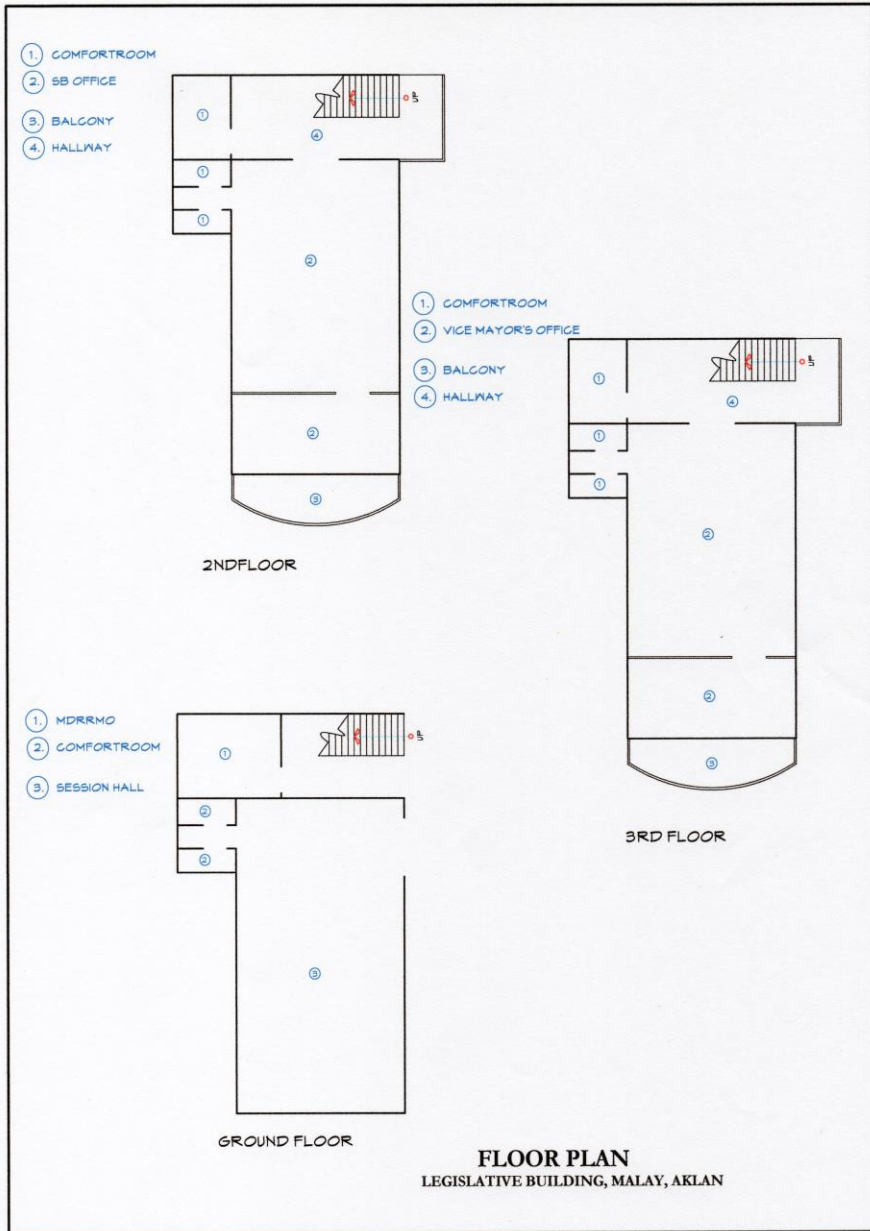


## PART II – MAPS, VISION AND MISSION











## The Premier International Tourist Destination City

### VISION

The premier international tourist destination City endowed with a sustainable world class tropical beach and enriched cultural heritage.

### MISSION

To achieve our Vision, we the people of Malay are committed to:

- Preserve and enrich our spiritual, cultural and moral values.
- Provide effective and efficient delivery of basic services.
- Provide adequate and functional infrastructures.
- Strengthen peoples's participation in local governance.
- Encourage investments for globally competitive tourism industry.
- Pursue sustainable development and utilization of natural resources.

### CORE VALUES

**G**o - God Centered

**L** - Leadership

**E** - Environment Stewardship

**T** - Teamwork

**S** - Service Oriented

**A** - Accountable

**C** - Committed

**T** - Trustworthy