

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>BOM PAPER INFORMATION: CASE STUDY ON TOURISM TRANSPORTATION AND BORDER CONTROL: MIRI – BRUNEI AND JOHOR BHARU-SINGAPORE</b>
<b>OBJECTIVES</b>	:	<ul style="list-style-type: none"> <li>• To study the barrier effects of borders in relation to the flow of tourists and the development of tourism</li> <li>• To increase the efficiency and effectiveness of cooperative tourism marketing strategies between the two countries (Brunei and Singapore)</li> <li>• To establish a joint cross-border tourism organization in creating more tourist arrival to Malaysia</li> </ul>
<b>OUTPUT</b>		<b>Policy paper</b>
<b>DURATION</b>		<b>1 April 2019 – 31 May 2019 (2 months)</b>
<b>TOTAL COST</b>	:	<b>RM 150,000</b>  (This amount is extracted from the approved allocation in the BOM Paper – The Implementation of Tourism Productivity Nexus Projects for January – June 2019 (H1 2019). The BOM paper approved on <b>8 January 2019 (Bil 4/2019)</b> within <b>RM 1,562,000.00 total cost under SPN- Tourism</b> )
<b>BUDGET</b>	:	<b>SPN - Tourism</b>
<b>RECOMMENDED BY</b>	:	<b>Tourism Productivity Nexus – Delivery Management Office (DMO)</b>
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>		
<b>COMMENTS/ SIGNATURE OF PCT MGR</b>	:	

**MALAYSIA PRODUCTIVITY CORPORATION (MPC)**  
**INFORMATION PAPER FOR BOARD OF MANAGEMENT (BOM)**

## **1.0 Purpose**

The purpose of this paper is to inform the Board of Management on A Case Study on Tourism Transportation and Border Control at Miri – Brunei and Johor Bharu- Singapore.

## **2.0 Background**

2.1 Tourism sector will continue to be in the forefront of Malaysia's economic development. This sustainable and high-yield sector will continue to drive Malaysia's economy, providing income, job opportunities and Tourism Infrastructure Development. Malaysian Inbound Tourism Association (MITA) has been part of Malaysia's Inbound Tourism business booster in line with Malaysia Tourism Transformation Program (MTTP) under National Key Economy Area (NKEA) transmission plan

2.2 The government has set the target of 2020:36:168. That is in the year 2020, Malaysia will receive 36 million tourist arrivals and RM168 billion in tourist receipts. One of the common enablers to ensure successful implementation of the Tourism chapter of the Economy Transformation Program (ETP) is to ensure the regulation, entry facility, process and procedures to visit Malaysia need to be clear and transparent and one of the major challenges is the inconsistency and inaccuracy of information involving the visa requirements to enter Malaysia.

2.3 Being the next-door neighbor to Brunei, Miri as a mature tourism destination has the potential to absorb the spillover effect from the increased number of tourists which came to Brunei. However, there are challenges and issues that are preventing the tourists from going over to Miri especially the Chinese tourists, which is the Visa procedures. Meanwhile, the tourists travel by bus also faced the difficulties the immigration check point from Singapore to Johor Bharu.

### 3.0 Objectives

- To study the barrier effects of borders in relation to the flow of tourists and the development of tourism
- To increase the efficiency and effectiveness of cooperative tourism marketing strategies between the two countries (Brunei and Singapore)
- To establish a joint cross-border tourism organization in creating more tourist arrival to Malaysia

### 4.0 Estimated Cost

No.	Item	Estimated Cost (RM)
	<b>Cost for 2 projects:</b> <b>i) Miri-Brunei</b> <b>ii) Johor Bharu-Singapore</b>	
1.	Lab, Workshop, Seminar and Meeting Package i) Meeting 1/2019 – RM 5,000 ii) Meeting 2/2019 – RM 5,000 iii) Seminar 1/2019 – RM 10,000 iv) Workshop 1, 2019 – RM 20,000	40,000
2.	Transportation for Site Visit 1) Site Visit 1- RM 10,000 2) Site Visit 2 – RM 10,000	20,000
3.	Professional Fees – Trainers, Facilitators and Consultants i) Trainer 1 – RM 20,000 ii) Consultant 1 – RM 20,000	40,000
4.	Administrative Cost, Printing and Media Coverage Printing – RM 5,000 Certificate – RM 5,000 Media – RM 20,000 Other – RM 20,000	50,000
	<b>TOTAL</b>	<b>RM 150,000</b>

### 5.0 Approval from BOM

The consideration and approval of the Board of Management (BOM) for Case Study on Tourism Transportation and Border Control at Miri – Brunei and Johor Bharu – Singapore using the SPN – Tourism of **RM 150,000**.

Prepared by:

**(Nor Surayya Abdul Samad)**

Manager

DMO

1/4/2019

Reviewed By:

**(Nor Hafizah Mohd Arop)**

Senior Manager

DMO

1/4/2019