

EXECUTIVE SUMMARY

TITLE	:	PILOT PROJECT FOR MALAYSIA TOURISM EXCELLENCE (MaTEx) BUSINESS CERTIFICATION PROGRAMME
OBJECTIVES	:	To inform the cost of Pilot Project and Programme Promotion/Launching of T2: Establish a certification/accreditation programme for tourist sites to boost tourist volume and improve service delivery
EXPECTED DELIVERABLES	:	<ol style="list-style-type: none"> 1. 100 companies participating in the pilot project, and subsequently get certified under Malaysia Tourism Excellence Business Certification 2. Training Modules and Kit for Trainers, Assessors, and Companies 3. Establishment of the programme's Certification Committee 4. Certified 25 trainers and assessors 5. Refinement of standards developed and the implementation of certification programme 6. Full report and analysis of the pilot project
PROPOSED PROJECT TIMELINE	:	August – November 2019
ALLOCATION	:	RM 465,000.00
BUDGET	:	SPN-Tourism
Comments/ Signature by PCT	:	
Comments/Signature of Accountant	:	

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

1.0 Purpose

To request the Board of Management (BOM) a budget to conduct the Pilot Project for Malaysia Tourism Excellence (MaTEx) Business Certification Programme with the total estimated cost of RM 465,000.00 utilising the SPN-Tourism budget.

2.0 Background

With reference to Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery, outline in the Malaysia Productivity Blueprint (MPB), Tourism Productivity Nexus (TPN) has developed five (5) drafts of standards for travel agency, adventure tourism, product/site operator, event management company and MICE & event venue.

The main objectives of the Pilot Project are to ensure and evaluate the feasibility, effectiveness, and sustainability of the five standards and its certification programme (now known as Malaysia Tourism Excellence Business Certification). The Pilot Project will lead to the awarding of certificates of excellence to participating companies, which is expected to be at 100 companies with 20 companies each for every standard. The said Project will execute all the 5 steps in the certification process from application, training, self-assessment, on-site assessment, and notification of results to the participating companies, which eventually leads to award of certificate of excellence to companies which satisfy the requirements as stipulated in the certification programme.

The Pilot Project will also include the establishment of the Certification Committee which serve as the governing certification body of the programme. In addition, this stage comprises training and train-the-trainer's sessions for selected assessors and trainers who will execute specific tasks during the progress of the Pilot Project. The output of the Pilot Project is expected to refine the standards and certification programme before its official launch by the end of October 2019.

The companies participating in the Pilot Project are also expected to gain better visibility and tourist trust for the upcoming Visit Malaysia Year 2020, which at the same time may enhance tourist confidence on our tourism products and services.

3.0 Objectives

- 3.1 To evaluate and ensure the relevance, effectiveness, and efficiency of the five standards developed;
- 3.2 To evaluate and ensure the effectiveness of the operationalisation and implementation of the certification programme in terms of time, cost, process, training modules, and other relevant aspects;
- 3.3 To refine the standards developed based on comments, observations, and output of the Pilot Project prior to the programme's official launching;
- 3.4 To establish the programme's Certification Committee as a crucial step in ensuring the sustainability of the programme once it has been officially launched; and
- 3.5 To build a set of competent trainers and assessors as one of the crucial parts in ensuring the sustainability of the programme for future subscriptions to the programme.

4.0 Estimated Cost

The total estimated cost to conduct this project is as follows:

No.	Item	Details	Estimated cost (RM)
1.	Residential package for training for assessors and trainers	RM400 x 40 pax x 2 days	32,000
2.	Residential Package for Lab 4.0: Establishment of Certification Committee	RM500 x 25 pax x 2 days	25,000
2.	Lead Technical Lead Expert Fees	RM 2,000 x 10 days	20,000
3.	Technical Expert Fees	RM600 x 15 days	9,000
4.	Master Trainer's Fees and Development of Training Modules and Kit	RM 2,000 x 10 days	20,000
5.	Trainers' Fees	RM 500 x 10 pax x 2 days	10,000
6.	Auditors'/Assessors' Fees	RM 1,000 x 100 companies	100,000
7.	Full-day meeting package for Companies' Training Session	RM 200 x 150 companies	30,000
8.	Certification Committee's Fees	RM 500 x 15 pax x 8 meetings	60,000
9.	Certification Committee's Meeting Package	RM200 x 20 pax x 4 sessions	16,000
10.	Plaques and Certificates	RM 150 x 100 units	15,000
11.	Soft Launch Ceremony	RM 200 x 80 pax	16,000
12.	Official Launch Ceremony	RM 200 x 300 pax	60,000
13.	Media Coverage	RM 30,000	30,000
14.	Promotional Materials - Buntings and Brochures	RM 15,000	15,000
15.	Administrative cost	RM 7,000	7,000
		TOTAL	465,000

5.0 Project Timeline

The pilot project is scheduled to run from August till November 2019, as follows:

No.	August	September	October - November
1.	Soft Launch - Launching of the Pilot Project Awareness Campaign Media Release	Training Session for Companies (Step 2)	On-Site Assessments Continues (Step 4) and Consolidating Results
2.	Receiving Applications from Companies (Step 1)	Companies' Self-Assessment (Step 3)	Certification Committee Meeting 2/2019 and Confirmation of Results
3.	Lab 4.0 Establishment of the Certification Committee and Meeting 1/2019	On-Site Assessments (Step 4)	Notification of Results (Step 5)
4.	Development of Training Modules	Building and Updating Database, Consolidating Results	Updating Database Refinement of Standards and Implementation of Certification Programme
5.	Training Session for Trainers and Assessors		Official Launch of Malaysia Tourism Excellence Business Certification Media Release

6.0 Proposed Certification Committee Members

The certification committee will consist of 15 members representing the industry and government relevant to five (5) categories, as follows:

6.1 Industry

- 6.1.1 Chaired by Dato' Noor Zaleha Baharuddin, President of Malaysia Tourism Development Association
- 6.1.2 Eight (8) representatives from various tourism association
- 6.1.3 Two (2) representatives from TPN Governing Committee

6.2 Government

- 6.2.1 Two (2) representatives from Ministry of Tourism, Arts and Culture
- 6.2.2 Two (2) representatives from Malaysia Productivity Corporation

7.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake the Pilot Project on Tourism Standards and Certification programme with the total estimated cost of **RM 465,000.00** utilising the SPN-Tourism budget.

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Date : 5 August 2019

Reviewed by : Nor Hafizah Mohd Arop

Date : 5 August 2019