

EXECUTIVE SUMMARY

TITLE	:	BOM Paper Information: Inbound Tourism Bootcamp (ITB) - Upscaling Inbound Tourism Performance Course
OBJECTIVES	:	To inform for the cost on six (6) Inbound Tourism Bootcamp programme in June and July 2019
DURATION	:	June – July 2019
TOTAL COST	:	RM 540,000.00 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 8 January 2019 (Bil 4/2019) within RM 1,562,000.00 total cost under SPN- Tourism
BUDGET	:	SPN – Tourism
RECOMMENDED BY	:	Tourism Productivity Nexus – Delivery Management Office (DMO)
Comment/ Signature by PCT	:	

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 the upcoming Inbound Tourism Bootcamp scheduled for June and July 2019 using SPN-Tourism Budget.

2.0 Background

Inbound Tourism Bootcamp (ITB) is designed to encourage travel and tour fraternities, Being the Best Host in Tourism Customer Service, and Best in Marketing Inbound Tourism Product and Packages using sustainable tourism plan and best practices. ITB will also address the concerns addressed in the Malaysia Productivity Blueprint (MPB) as outlined in the following initiatives: T3: Product owners to review pricing system of sites and T5: Align marketing strategy on targeted tourist segments.

Six (6) session was successfully held throughout January to April 2019 in six (6) areas; Langkawi, Kuantan, Lahad Datu, Kota Bharu, Johor Bahru and Kuala Terengganu gathers 248 industry players all together with average 40 participants in each session.

The programme has received positive feedback from the industry players and has growing demand. More similar programme is planned to be organized from June to July 2019 with tentative date as follows:

No.	Location	Tentative Date
1.	Selangor	17 – 19 June
2.	Sarawak	24 – 26 June
3.	KL / Putrajaya	8 – 10 July
4.	Melaka / N9	15 – 17 July
5.	Penang / Kedah / Perlis	22 – 24 July
6.	Perak	29 – 31 July

3.0 Estimated Cost

Estimated cost for each programme are as follows:

No.	Item	Details	Estimated Cost (RM)
1.	Meeting Package	RM170/day/pax x 80 pax x 3 days	40,800.00
2.	Accommodation	RM250/night/room x 12 rooms x 3 nights	9,000.00
3.	Head Facilitator Fees	RM2,000/day x 4 days	8,000.00
4.	Trainer / Facilitator Fees	RM2,300/day x 3 pax x 3 days	20,700.00
5.	Transportation	Flight / Bus / Van	6,400.00
6.	Media coverage		2,100.00
7.	Course Materials		3,000.00
TOTAL			90,000.00

TOTAL = RM90,000.00 x 6 programmes = **RM540,000.00**

4.0 Approval from BOM

The consideration and acknowledgement of the Board of Management (BOM) for Inbound Tourism Bootcamp using the SPN–Tourism of **RM540,000**.

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2 May 2019

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2 May 2019