

## EXECUTIVE SUMMARY

<b>TITLE</b>	: <b>DEVELOPMENT AND IMPLEMENTATION OF COVID-19 GUIDELINES FOR TOURISM INDUSTRY PLAYERS</b>
<b>OBJECTIVES</b>	: To seek approval for cost of development and implementation of COVID-19 guideline for tourism industry players.
<b>EXPECTED DELIVERABLES</b>	: <ul style="list-style-type: none"> <li>• “Adopt and Adhere” Guidelines for the New Normal Tourism</li> <li>• 250 companies to be certified</li> </ul>
<b>PROPOSED PROJECT TIMELINE</b>	: August – November 2020
<b>ALLOCATION</b>	: <b>RM90,000.00</b>
<b>BUDGET</b>	: SPN-Tourism
<b>Comments/ Signature by PCT</b>	:
<b>Comments/Signature of Accountant</b>	:

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

## **1.0 Purpose**

To seek approval from MPC Board of Management (BOM) on the budget of developing and implementing the COVID-19 guidelines for tourism industry players with the total estimated cost of **RM90,000.00** utilising the SPN-Tourism budget.

## **2.0 Background**

- 2.1 Due to the outbreak of COVID-19 in Malaysia since February 2020, the tourism industry has been badly hit by the impact of the outbreak and Movement Control Order (MCO). Even though that domestic tourism has been up and running starting June 2020, the tourism industry players need to gain the confidence and trust from its customers and potential international tourists in the future to ensure that the environment and site is safe for travelling.
- 2.2 Tourism Productivity Nexus (TPN) will be developing The “Adopt and Adhere” Guidelines for COVID-19 to ensure that tourism related companies follow the government-issued standard operating procedures (SOPs) in operating tourist activities in the context of the new normal and responsible tourism.
- 2.3 The guidelines are also meant to recognise MaTEx certified companies which adhere to the guidelines and relevant SOPs by issuing certificate of compliance to the companies to be displayed at their premises.
- 2.4 The guidelines provide additional recommendations for companies in starting or continuing their businesses on top of the government-issued SOPs which are compulsory for them to comply with.
- 2.5 The Ministry of Tourism, Arts and Culture (MOTAC) has also requested to collaborate with TPN to disseminate the information on tourism SOP and guidelines to the tourism industry starting with central region.

### **3.0 Objectives**

- 3.1 To provide guidelines to the industry players who are restarting and continuing their tourism businesses in the context of the new normal impacted by COVID-19 pandemic;
- 3.2 To support the government's agenda in promoting safe and responsible tourism by complying with the issued SOPs;
- 3.3 To ensure the industry players adhere to specific guidelines and relevant government-issued standard operating procedures (SOPs) in restarting or continuing their tourism related activities;
- 3.4 To recognise the industry players who adhere to the guidelines and comply with the relevant government-issued SOPs;
- 3.5 To enable the industry players to enhance tourist trust and confidence on their products and services by promoting safe, healthy, clean, and responsible tourism; and
- 3.6 To enable the industry players to use "Adopt and Adhere" Guidelines in their promotion and marketing efforts.

### **4.0 Expected Deliverables**

- 4.1 "Adopt and Adhere" Guidelines for the New Normal Tourism
- 4.2 Minimum of **1,000** companies to be certified via on-site assessment as well as online self-assessment:
  - 4.2.1 Phase 1: On-site for **50** companies
  - 4.2.2 Phase 2: Online assessment for minimum **1,000** companies

### **5.0 Expected Outcome**

- 5.1 Adoption of the guidelines by tourism companies is expected to give advantage to the companies through recognition of compliance via certificate issued by TPN, supported by Malaysia Productivity Corporation (MPC).
- 5.2 Guarantee that MaTEx certified companies conduct tourism responsibly in the context of the new normal.
- 5.3 Gain tourists' confidence in their products and services and more sales can be generated.

## 6.0 Estimated Cost

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

No.	Item	Details	Estimated cost
6.1	Professional fees for lead / technical expert	RM2,000 x 10 man-day	20,000.00
6.2	Professional fees for developing online self-assessment system	RM2,000 x 10 man-day	20,000.00
6.4	Phase 1: On-site assessment	RM500 x 1 pax x 50 companies	25,000.00
6.5	Promotional items	Media coverage, promotional video etc.	20,000.00
6.6	Administration Cost	Flight, transportation, mileage claim, allowance, etc.	5,000.00
		<b>TOTAL</b>	<b>RM90,000.00</b>

## 7.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake the development and implementation of the COVID-19 guidelines for tourism industry players with estimated cost of **RM90,000.00** utilising the SPN-Tourism budget.

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