

EXECUTIVE SUMMARY

TITLE	:	CONCEPT PAPER FOR TOURISM PRODUCTIVITY NEXUS INITIATIVES
OBJECTIVES	:	To seek approval for cost of developing concept / case study / recommendation paper for Tourism Productivity Nexus initiatives.
EXPECTED DELIVERABLES	:	<ul style="list-style-type: none"> • Concept paper T2: Establish a certification / accreditation programme for tourist sites to boost tourist volume & improve service delivery • Concept paper T3: Product owners to review pricing system of sites • Concept paper T4: Review industry standards & regulations • Concept paper T5: Aligning marketing strategy for tourism industry in Malaysia
PROPOSED PROJECT TIMELINE	:	September – November 2020
ALLOCATION	:	RM220,000.00
BUDGET	:	SPN-Tourism
Comments/ Signature by PCT	:	
Comments/Signature of Accountant	:	

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 case study, concept and recommendation paper for Tourism Productivity Nexus (TPN) initiatives outlined in the Malaysia Productivity Blueprint (MPB) with the total estimated cost of **RM220,000.00** utilising the SPN-Tourism budget.

2.0 Background

2.1 Under the Malaysia Productivity Blueprint (MPB), it has outlined five (5) main initiatives under Tourism Productivity Nexus (TPN) that are:

T1: Strengthen the collaboration between industry & academia to match industry needs

T2: Establish a certification / accreditation prog for tourist sites to boost tourist volume & improve service delivery

T3: Product owners to review pricing system of sites

T4: Review industry standards & regulations

T5: Align marketing strategy on targetted tourist segments

2.2 Several issues or areas of concern have emerged resulted from TPN's various mode of engagements with industry players that require further investigation and analysis. Issues highlighted from the following initiatives are as follows:

INITIATIVES	AREA OF CONCERN	RECOMMENDATION
T2: Establish a certification / accreditation prog for tourist sites to boost tourist volume & improve service delivery	▪ The need to develop a set of industry level criteria for green tourism practices (GTP) which can be implemented by the tourism industry towards a more sustainable and responsible tourism industry	▪ Analysis on framework development encompassing industry and academia perspectives
T3: Product owners to review pricing system of sites	▪ Focusing on public tourism assets such as state parks, museum, cultural centre and	▪ Analysis on Sabah Park's best practices management on

INITIATIVES	AREA OF CONCERN	RECOMMENDATION
	<p>galleries in ECTC states, these assets are managed and run by government personnel largely dependent upon government funds.</p> <ul style="list-style-type: none"> ▪ There is a need to expose tourism operators and relevant authorities on methods to revise pricing of tourism products and services to generate revenue for the operation, to inculcate sustainability practices and community-based tourism. 	<p>revenue generation, sustainability practices and community-based tourism</p> <ul style="list-style-type: none"> ▪ Any Act related to heritage or management of tourism assets to be reviewed or revised
T4: Review industry standards & regulations	<ul style="list-style-type: none"> ▪ Non-existence of proper recognition from Ministry of Tourism, Arts and Culture (MOTAC) for Adventure Tourism operators. ▪ There is lack of coordination among authorities which create burden when registering and licensing for business operation. Same information was shared at different agencies thus there is a need to harmonise the coordination. 	<ul style="list-style-type: none"> ▪ Analysis on establishment of registration at Ministry level for Adventure Tourism ▪ Review regulation to emphasise safety of customers and tourists at tourism sites.
T5: Align marketing strategy on targetted tourist segments	<ul style="list-style-type: none"> ▪ Creative in offering product differentiation ▪ Leverage on digitalisation and data-driven analytics 	<p>Analysis on marketing strategy based on niche product and tourist segment</p> <ul style="list-style-type: none"> ▪ Eco tourism ▪ Sports tourism ▪ Retail tourism

2.3 These concept papers will take into cognizance the soon-to-be-launched RMK12 in early 2021 and will serve as a baseline for TPN to design its programmes and outreach for 2021 and beyond.

3.0 Objectives

- 3.1. To develop a concept or recommendation paper to present a holistic view of tourism issues; and
- 3.2. To highlight tourism regulatory related issues and challenges that impedes its business development through PEMUDAH.

4.0 Expected Deliverables

4.1 The deliverables are proposed as follows:

INITIATIVES	CONCEPT PAPER
T2: Establish a certification / accreditation prog for tourist sites to boost tourist volume & improve service delivery	4.1.1 Concept paper on GTP framework
T3: Product owners to review pricing system of sites	4.1.2 Case Study on Sabah Parks business model, recommendation and framework for state parks under East Coast Tourism Corridor (ECTC) 4.1.3 Review Act related to heritage or management of tourism assets
T4: Review industry standards & regulations	4.1.4 Recommendation paper on establishment of registration at Ministry level for Adventure Tourism; and 4.1.5 Review regulation to emphasise safety of customers and tourists at tourism sites
T5: Align marketing strategy on targetted tourist segments	4.1.6 Marketing strategy based on niche product and tourist segment – eco, retail and sports tourism

5.0 Estimated Cost

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

No.	Item	Details	Estimated cost
5.1	Professional fees for lead / technical experts		140,000.00
	5.1.1 Concept paper on GTP framework	RM2,000 x 10 man-day	
	5.1.2 Case Study on Sabah Parks	RM2,000 x 10 man-day	
	5.1.3 Review Act related to heritage or management of tourism assets	RM2,000 x 10 man-day	
	5.1.4 Recommendation paper for Adventure Tourism	RM2,000 x 10 man-day	
	5.1.5 Review regulation to emphasise safety of customers and tourists at tourism sites	RM2,000 x 10 man-day	
	5.1.6 Concept papers on marketing strategy based on niche product and tourist segment	RM2,000 x 10 man-day x 2 papers	
5.2	Seminar / Workshop / Engagement Session		31,600.00
	5.2.1 Meeting Package	RM180 x 30 pax x 4 sessions = RM21,600	
	5.2.2 Accommodation (for outstation experts)	RM250 x 10 pax x 4 sessions = RM10,000	
5.3	Industry Expert fees	RM1,000 x 3 man-day x 12 pax	36,000.00
5.4	Administration Cost	Flight, transportation, mileage claim, allowance, media coverage etc.	12,400.00
		TOTAL	RM220,000.00

6.0 Proposed Subject Matter Expert (SME)

No.	Item	Name/Organisation
6.1	Concept paper on GTP framework - industry -academia	<ul style="list-style-type: none">▪ Adj. Prof. Anthony Wong▪ Dr Johan Afendi Ibrahim , UUM
6.2	Case Study on Sabah Parks	<ul style="list-style-type: none">▪ Deck Consuting
6.3	Review Act related to heritage or management of tourism assets	<ul style="list-style-type: none">▪ UiTM
6.4	Recommendation paper for Adventure Tourism	<ul style="list-style-type: none">▪ Mohd Khairi Alwi, UUM
6.5	Review regulation to emphasise safety of customers and tourists at tourism sites	<ul style="list-style-type: none">▪ UiTM
6.6	Concept papers on marketing strategy based on niche product and tourist segment – eco, retail and sports tourism	<ul style="list-style-type: none">▪ Market Insights▪ Deck Consulting

7.0 Approval from BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake the development of case study, concept and recommendation paper for TPN initiatives with estimated cost of **RM220,000.00** utilising the SPN-Tourism budget.

Prepared by:



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Date: 2 September 2020

Reviewed by:



Hjh Nor Hafizah Mohd Arop
Deputy Director

Date: 2 September 2020

Supported by:



Hj. Suhaimi Hamad
Director

Date: 3 September 2020