

EXECUTIVE SUMMARY

TITLE	:	Upscaling Performance of Inbound Tourism Players
PROPOSED DATE	:	March - November 2020
TOTAL COST	:	RM280,000.00
BUDGET	:	SPN-Tourism Productivity Nexus
OBJECTIVES	:	<ul style="list-style-type: none"> • To equip tourism industry players with current skills and trends that will enhance the productivity of the industry • To increase the productivity of tourism industry by providing platforms for greater visibility for Malaysia's tourism products
OUTPUT	:	<ul style="list-style-type: none"> • 4 Inbound Tourism Bootcamp (ITB) programmes with estimated 30 participants for each programme • 4 Inbound Destination Experts (IDEx) programmes with estimated 5 participants for each programme
DEPARTMENT	:	DMO / Tourism Productivity Nexus (TPN)
COMMENTS/ SIGNATURE OF PCT MGR	:	

PROPOSAL PAPER FOR BOARD OF MANAGEMENT (BOM)

Title: Upscaling Performance of Inbound Tourism Players

1.0 Purpose

The purpose of this paper is to seek approval from MPC Board of Management (BOM) on the budget to implement Tourism Productivity Nexus project – Upscaling Performance of Inbound Tourism Players.

2.0 Background

Inline with Tourism Productivity Nexus' (TPN) initiative T5 – Align marketing strategy to targeted market segments, this project will transform tourism players business model into a new business model which encourages collaboration and connection with various market segments in the industry.

Two types of programmes will be carried out under this project, which are:

2.1 Inbound Tourism Bootcamp (ITB)

Inbound Tourism Bootcamp (ITB) aims to equip the course participants with knowledge and skills needed in establishing effective approach in selling and marketing local tourism product among tourism enablers beside being the best host of the country. At the end of the intensive two-day programme, participants will be able to:

- Master the inbound tourism industry;
- Explore new trend and technology; and
- Develop new and unique tourism packages that are ready to sell and can be available in international market.

In 2019, 14 series of ITB was held throughout the country with 596 participants involved that has developed 90 new and unique tour packages. ITB for 2020 will focus in certain areas that has not been covered and need further enhancement of the tourism products in the targeted area.

2.2 Inbound Destination Experts (IDEx) 2.0.

Inbound Destination Expert (IDEx) is a programme that brings together industry players to catch up on the latest tourism products that have been developed during the 14 series of ITB organised all over Malaysia.

IDEx 2.0 is a continuity from the first IDEx which was held in October 2019 that has developed 20 individuals as IDEx. IDEx 2.0 aims to bring high-potential industry players to discover the gems that have not yet discovered in selected locations. A new concept is introduced, where the participants will be exposed to in depth knowledge of a particular destination to learn about the unique products that are readily available and has high potential to be marketed to domestic and foreign market. This could enhance their idea in developing a superstar packages that can help to attract more inbound travelers to experience authentic local culture, history and heritage.

3.0 Objectives

- 3.1 To equip tourism industry players with current skills and trends that will enhance the productivity of the industry;
- 3.2 To increase the productivity of tourism industry by providing platforms for greater visibility for Malaysia's tourism products; and
- 3.3 To increase tourist arrivals through quality travel and tour promotion, and increase tourists' length of stay.

4.0 Deliverables

- 4.1 4 Inbound Tourism Bootcamp (ITB) programmes with estimated 30 participants for each programme
- 4.2 4 Inbound Destination Experts (IDEx) programmes with estimated 5 participants for each programme

5.0 Proposed Location & Dates

5.1 Inbound Tourism Bootcamp (ITB)

No.	Location	Date
1	Penampang	25 – 26 March 2020
2	Semporna	7 – 8 April 2020
3.	TBC	June
4.	TBC	July

5.2 Inbound Destination Experts (IDEx)

No.	Location	Date
1.	Perlis	9 – 11 March
2.	TBC	June
3.	TBC	July
4.	TBC	August

6.0 Estimated

6.1 Inbound To

No.	Item	Estimated Cost (RM)
1.	Meeting	12,000.00
2.	Accomm	3,750.00
3.	Trainer / Facilitator fees	13,800.00
4.	Industry Expert fees for Webinar Sessions	8,000.00
5.	Media Coverage	2,500.00
6.	Administrative Cost	1,950.00
TOTAL		42,000.00

Total cost for each ITB programme = 42,000.00 x 4 programmes = RM168,000.00

6.2 Inbound Destination Experts (IDEx)

No.	Item	Details	Estimated Cost (RM)
1.	Accommodation	RM200/night/room x 10 rooms x 2 nights	4,000.00
2.	Food & Beverages	RM50 x 15 pax x 3 days	2,250.00
3.	Industry Experts / Trainers	RM2,000 x 3 days x 2 pax	12,000.00
4.	Transportation	i.e. bus / train / van / flights	4,500.00
5.	Activities / Entrance Fees	RM100 x 15 pax	1,500.00
6.	Media Coverage	RM1,250 / day x 2 days	2,500.00
7.	Administrative Cost	i.e. mileage claim, internet, promotional materials	1,250.00
	TOTAL		28,000.00

Total cost for each IDEx programme = 28,000.00 x 4 programmes = RM112,000.00

TOTAL ESTIMATED COST

= ITB + IDEx

= RM168,000 + RM112,000

= RM280,000.00

6.0 Approval from BOM

The approval of BOM is sought to approve the Budget of RM280,000 using SPN-Tourism Productivity Nexus for Upscaling Performance of Inbound Tourism Players.

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