

## EXECUTIVE SUMMARY

|                                         |   |                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>TITLE</b>                            | : | <b>IMPROVING SERVICE DELIVERY FOR TOURISM PRODUCTS AND SERVICES THROUGH MALAYSIA TOURISM EXCELLENCE (MaTEEx) BUSINESS CERTIFICATION PROGRAMME 2020</b>                                                                                                                                                   |
| <b>OBJECTIVES</b>                       | : | To seek approval from MPC Board of Management (BOM) for implementation of Malaysia Tourism Excellence (MaTEEx) Business Certification Programme for 2020 under Initiative T2: Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery |
| <b>EXPECTED DELIVERABLES</b>            | : | 150 certified companies under Malaysia Tourism Excellence (MaTEEx) Business Certification Programme for 2020                                                                                                                                                                                             |
| <b>PROPOSED PROJECT TIMELINE</b>        | : | May - Dec 2020                                                                                                                                                                                                                                                                                           |
| <b>ALLOCATION</b>                       | : | <b>RM355,000.00</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 implementing and executing the activities for Malaysia Tourism Excellence (MaTEEx) Business Certification Programme for 2020 comprising five (5) categories of standards, which is a part of Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery, with the total estimated cost of **RM355,000.00** utilising the SPN-Tourism budget.

**2.0 Background**

Initiative 2 (T2): Establish a certification / accreditation programme for tourist sites to boost tourist volume and improve service delivery is one of the five (5) initiatives under Tourism Productivity Nexus (TPN) as outlined in Malaysia Productivity Blueprint (MPB).

Beginning April 2019, TPN started the initiative to develop an industry level certification scheme with the main objectives of improving quality service and delivery, expanding businesses, and enhancing tourists' trust and confidence, which eventually would increase sales and tourist volume. In August 2019, Malaysia Tourism Excellence (MaTEEx) Business Certification Programme was borne with five (5) new industry level standards for category travel agencies, adventure tourism, product/site operators, MICE and event venues, and event management companies. On 27 November 2019, Malaysia Tourism Excellence (MaTEEx) Business Certification Programme and its first batch of five (5) were officially launched by the former Minister of Tourism, Arts and Culture. The official launch marked the completion of the Pilot Project where 112 companies from the five (5) categories were awarded MaTEEx Certificate of Excellence after successfully fulfilled the standards' criteria and went through the certification process.

In 2020, TPN plans relevant activities in improving the quality of MaTEEx certification scheme and its standards, and strengthening the brand further, with the main goal of supporting, assisting, and expanding the tourism micro, small and medium enterprises.

### **3.0 Objectives**

- 3.1. To study the impact and outcome of MaTEEx Business Certification Programme on companies certified during the Pilot Project;
- 3.2. To certify new companies under the first batch of five (5) standards, which imply implementation of standards and improvement of quality of their tourism products and service;
- 3.3. To continuously improve the quality and operationalisation of MaTEEx Business Certification Programme and its standards;
- 3.4. To enhance trainers' and assessors' competency and performance in ensuring the sustainability, validity, and reliability of MaTEEx's trainings and assessments;
- 3.5. To enhance the brand of Malaysia Tourism Excellence Business Certification Programme as a credible industry level certification scheme for tourism industry; and
- 3.6. To support MaTEEx certified companies through various benefits and incentives;

### **3.0 Proposed Implementation Plan**

The implementation plan comprises the following areas:

- 3.1 Subscription to MaTEEx Business Certification Programme by more industry players;
- 3.2 Impact study focusing on the output and outcome of the Pilot Project;
- 3.3 Benefits and incentives programme for MaTEEx certified companies;
- 3.4 Enhancement programme for trainers and assessors; and
- 3.5 Recognition of MaTEEx to strengthen the brand.

### **4.0 Expected Deliverables**

- 4.1. 150 companies certified under MaTEEx Business Certification Programme for year 2020;
- 4.2. Enhanced training modules for trainers, assessors, and companies;

- 4.3 Improved and refined standards for 5 categories namely travel agencies, product/site operators, MICE and event venues, event management companies, and adventure tourism;
- 4.4. Report on the MaTEEx Impact Study;
- 4.5. 15 training sessions including for trainers, assessors, and companies subscribing to MaTEEx in 2020;
- 4.6. 10 master trainers and 15 master assessors, and 50 assessors;
- 4.7. Ten (10) activities/sub-initiatives under the Benefits and Incentives Programme for MaTEEx certified companies; and
- 4.8. Two (2) recognition and/or collaboration with local and/or international bodies.

## 5.0 Proposed Implementation Timeline

| No.  | KEY ACTIVITIES                                                                                             | DETAILS                                                   | TIMELINE              |
|------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------|
| 5.1. | <b>Subscription to Malaysia Tourism Excellence (MaTEEx) Business Certification Programme for Year 2020</b> | Establishment and appointment of MaTEEx Working Committee | March 2020            |
|      |                                                                                                            | First meeting of the Working Committee                    | April 2020            |
|      |                                                                                                            | Review standards                                          | 17 – 24 February 2020 |
|      |                                                                                                            | Endorse standards                                         | 25 February 2020      |
|      |                                                                                                            | Publish standard for public access                        | End of March 2020     |
|      |                                                                                                            | Open applications for companies                           | 22 March 2020         |
|      |                                                                                                            | Identify and select companies for certification process   | March – November 2020 |
|      |                                                                                                            | Train companies                                           | April – November 2020 |
|      |                                                                                                            | Complete self-assessments                                 | April – November 2020 |
|      |                                                                                                            | Conduct on-site assessments                               | April – November 2020 |

|             |                                                              |                                                                                                     |                         |
|-------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------|
|             |                                                              | Endorse results for MaTEx certification                                                             | Latest by November 2020 |
| <b>5.2.</b> | <b>Enhancement Programme for Trainers and Assessors</b>      | Train master trainers                                                                               | April - August 2020     |
|             |                                                              | Train master assessors                                                                              | April - August 2020     |
| <b>5.3.</b> | <b>MaTEx Benefits and Incentives Programme</b>               | Link with banks/organisations in terms of loans/grants/funds                                        | April - September 2020  |
|             |                                                              | Conduct MaTEx Meetup Series (4 series)                                                              | April - November 2020   |
|             |                                                              | Engage with the federal and local authorities for collaborations, support, and assistance           | April - November 2020   |
|             |                                                              | Engage with relevant organisations/companies for promotion of MaTEx certified companies             | April – October 2020    |
| <b>5.4.</b> | <b>MaTEx Impact Study</b>                                    | Collect baseline data                                                                               | March 2020              |
|             |                                                              | Collect continuous data                                                                             | March - July 2020       |
|             |                                                              | Collect final data                                                                                  | July 2020               |
|             |                                                              | Analyse data                                                                                        | August 2020             |
|             |                                                              | Draft report                                                                                        | End of October 2020     |
|             |                                                              | Finalise report                                                                                     | November 2020           |
| <b>5.5.</b> | <b>MaTEx / Standard Recognition and Internationalisation</b> | Collaborate with the federal and local authority/ies                                                | April 2020              |
|             |                                                              | Collaborate with an international body                                                              | July 2020               |
|             |                                                              | Produce an academic paper in hi-indexed publication and presentation at an international conference | October 2020            |

## 6.0 Estimated Cost

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

| No. | Item                                                                                                                          | Details                                       | Estimated cost    |
|-----|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------|
| 1.  | Development and Refinement of Training Modules for Trainers, Assessors, and Companies for 5 standards                         | RM2,000 x 5 man-day                           | 10,000.00         |
| 2.  | Lead Expert Fees                                                                                                              | RM2,000 x 10 man-day                          | 20,000.00         |
| 3.  | Junior Industry Expert                                                                                                        | RM2,000/month x 2 pax x 6 months              | 24,000.00         |
| 4.  | <b>Training for Trainers &amp; Assessors (1 Session via online and to be recorded)</b><br>Master Trainer's and Trainer's Fees | RM2,000 x 6 pax =<br>RM12,000                 | 12,000.00         |
| 5.  | <b>Training for Companies (1 Session via online and to be recorded)</b><br>Master Trainer's and Trainers' Fees                | RM2,000 x 6 pax =<br>RM12,000                 | 12,000.00         |
| 6.  | Assessor's Fees                                                                                                               | RM500 x 2 pax x 200 companies                 | 200,000.00        |
| 7.  | Industry Expert Honorarium for Working Committees (WC)<br>*Refer Appendix 1 for Terms of Reference                            | RM 1,500 x 6 pax x 2 man-day = RM18,000       | 18,000.00         |
| 8.  | Media Coverage & Promotional Items                                                                                            | Bunting, Banner, Poster, Video, Media etc.    | 25,000.00         |
| 9.  | Technical Expert fees for MaTEx Impact Study                                                                                  | RM2000 x 10 working days = RM20,000           | 20,000.00         |
| 10. | Administration Cost                                                                                                           | Mileage claim, internet, platform rental etc. | 14,000.00         |
|     |                                                                                                                               | <b>TOTAL</b>                                  | <b>355,000.00</b> |

## 7.0 Potential Income

As part of the efforts by TPN to sustain MaTEEx Business Certification Programme and to enable the certification scheme to run by itself with minimal or no support from the government, TPN plans to charge companies subscribing to MaTEEx Business Certification Scheme starting year 2020.

Discussions were held with MPC Finance Department and the Ministry of Economic Affairs (MEA) in finding the best mechanism to collect the certification fees. An email dated 29 January 2020, attaching the request for approval to collect certification fees was sent from MPC to MEA, and its subsequent reply from MEA dated 18 February 2020 indicated MEA's stand as no objection for TPN to collect the certification fees. Currently, TPN is awaiting approval from the Ministry of International Trade and Industries (MITI) on the same subject. The collected certification fees are expected to enable MaTEEx Business Certification Programme to sustain its operation, administration, and management starting 2021.

The following table indicated the expected fees collected in 2020:

| No. | Item                                                                                                                                        | Details                                                                                                | Expected Income      |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------|
| 1.  | Certification Fee which include the following:<br>i. Application<br>ii. Training Sessions<br>iii. On-Site Assessment<br>iv. Award of MaTEEx | RM 1000 per company<br>Target MaTEEx Certified Companies in 2020 = 150 companies<br><br>RM 1,000 x 150 | RM 150,000.00        |
|     |                                                                                                                                             | <b>Total</b>                                                                                           | <b>RM 150,000.00</b> |

However, due to COVID-19 outbreak since February 2020 in Malaysia, TPN would suggest to postpone collection of fees to 2021 to assist the industry to overcome the economic downturn and strengthen their businesses after impact of COVID-19 outbreak.

## 8.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake the Pilot Project for Standard Homestays and Kampungstays under Malaysia Tourism Excellence (MaTEEx) Business Certification Programme with the total estimated cost of **RM355,000.00** utilising the SPN-Tourism budget.

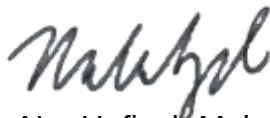
Prepared by:



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Date: 5 May 2020

Reviewed by:



Hjh Nor Hafizah Mohd Arop  
Deputy Director

Date: 5 May 2020

Supported by:



Hj. Suhaimi Hamad  
Director

Date: 6 May 2020



**Terms of Reference and Code of Ethics  
Working Committee for  
Malaysia Tourism Excellence (MaTEx) Business Certification Programme  
By Tourism Productivity Nexus (TPN)  
Supported by Malaysia Productivity Corporation (MPC)  
(Propose Duration - One Year) 2020**

**1. Purpose**

1.1. The purpose of the Working Committee is to maintain, monitor, and enhance the quality, reputation and brand of Malaysia Tourism Excellence (MaTEx) Business Certification Programme and its related industry standards by ensuring that the implementation and operationalisation of MaTEx and reputation as well as maintenance of standards are governed through collective discussion and decision making, transparency, and with integrity.

**2. Duties**

2.1. The duties and responsibilities of the Working Committee are to:

- 2.1.1. support, develop and maintain the industry standards and MaTEx as a certification programme and ensure that these reflect the current needs of the tourism industry;
- 2.1.2. promote MaTEx certification scheme and implementation of its standards, and communicate with potential individuals, companies, associations, organisations, and parties in promoting subscription for MaTEx;
- 2.1.3. recommend changes related to the programme and its standards to Tourism Productivity Nexus (TPN) and Malaysia Productivity Corporation (MPC) as required;
- 2.1.4. plan and oversee the development, sustainability and modification of MaTEx Certification scheme and its standards, including continuous aspects related to professional development, experience and general certification requirements;
- 2.1.5. monitor and discuss trends in applying and/or adapting MaTEx's standards and certification requirements;
- 2.1.6. approve standards and guidelines used in the assessments and the competence of applications for MaTEx to ensure fair treatment and consistency;
- 2.1.7. recommend the appointment of MaTEx assessors and trainers to TPN and MPC;

- 2.1.8. oversee the performance and competency of TPN appointed assessors and trainers according to Assessors' and Trainers' Terms of Reference and Code of Ethics;
- 2.1.9. oversee the development and sustainability of TPN Appointed Assessors and Trainers' Code of Ethics;
- 2.1.10. define and implement MaTEEx appeals procedure based on case by case;
- 2.1.10. ratify and endorse assessments' results leading to the award of certificate;
- 2.1.11. maintain network with other TPN affiliated and registered tourism associations, working groups, and tourism industry players to ensure effective communication, joint working and awareness of key issues across the implementation and operationalisation of MaTEEx;
- 2.1.12. Work together with the appointed TPN Secretariat for the programme in ensuring the effective and efficient operationalisation of the programme;
- 2.1.13. Liaise and communicate with MaTEEx certified companies on aspects related to benefits, incentives, and any programmes/events organised for the certified companies;

### 3. Membership

- 3.1. Membership of the committee shall be as follows:
  - 3.1.1. A maximum of **2 officers** from **MPC**, one of whom holds the decision making authority;
  - 3.1.2. A maximum of **2 officers** from the Ministry of Tourism, Arts and Culture (**MoTAC**);
  - 3.1.3. A maximum of **10 industry experts** from among the industry players, registered tourism associations, tourism product or service owners, travel agencies, adventure tourism companies, event and/or MICE venue owners or operators, homestay and/or kampungstay owner and other relevant tourism products and services in Malaysia; the appointed industry experts must have at least 15 years experience in the tourism industry.
- 3.2. The junior representative from a registered tourism association shall act as secretary to the committee. He or She also acts the Coordinator or Secretariat of the Working Committee.
- 3.3. Other senior representatives responsible for the operationalisation and management of MaTEEx and its related standards should be invited to attend meetings.
- 3.4. Appointments to the committee, shall be made by TPN, supported by MPC and shall be for a period of up to one (1) year, which may be extended for further periods of

up to another one year provided the member still meets the criteria for membership of the committee.

3.5. TPN and MPC may terminate any membership with written notice, where there is a breach in the Committee's Code of Ethics and Professional Conduct.

3.6. TPN and MPC may dissolve the Working Committee with written notice.

#### **4. Quorum**

4.1. The quorum necessary for the transaction of business shall be one third. The meeting must be chaired by TPN Champion.

#### **5. Frequency of Meetings**

5.1. The committee shall meet four times a year and otherwise as required.

#### **6. Notice of Meetings**

6.1. Meetings of the Committee shall be called by the Secretary of the committee at the request by TPN Champion.

6.2. Unless otherwise agreed, notice of each meeting confirming venue, time and date, together with an agenda of items to be discussed shall be forwarded to each member of the Committee and to any other person required to attend no later than 5 working days before the date of the meeting. Supporting papers shall be sent to committee members and other attendees, as appropriate, at the same time.

#### **7. Minutes of Meetings**

7.1. The secretary shall minute the proceedings of all Committee meetings, including the names of those present and in attendance.

7.2. Draft minutes of Committee meetings shall be circulated promptly to all members of the Committee. Minutes shall be endorsed in the subsequent meeting and by TPN Champion and also be copied to TPN Nexus Governing Committee (NGC) and MPC.

#### **8. Delegated Authority**

8.1. In cases whereby TPN Champion is unable to chair the Working Committee Meeting, he or she may appoint any member from the Committee to chair the meeting on her behalf.

## **9. Reporting**

9.1. Members of the Working Committee report to TPN Champion and TPN Nexus Governing Committee (NGC);

9.2 The Committee shall provide a bi-annual report to TPN and MPC on its activities and future objectives;

9.3 The Committee shall make whatever recommendations to TPN and MPC it deems appropriate on any area within its remit where action or improvement is needed.

## **10. Voting**

10.1. Each Committee Member has only one vote.

10.2. Attendees who are present at any Certification Committee by invitation are not eligible to vote.

## **11. Honorarium**

11.1. Each member of the Working Committee shall be paid an amount of RM 500 per meeting, excluding representative/s from any government ministry/agency/department or any similar establishments.

## **12. Other Matters**

12.1. The Working Committee shall arrange for periodic reviews of its own performance and, at least every two years or whenever deemed necessary by the Committee Members and/or by request from TPN and MPC, review its Terms of Reference to ensure that it is operating effectively and recommend to TPN and MPC any changes it considers necessary.

12.2. TPN and MPC may make changes related to the roles/functions/duties/responsibilities of the Working Committee as deemed fit and necessary from time to time.