

Executive Summary

TITLE	Best Practices for Tourism Productivity Nexus
PROPOSED DATE	February – November 2020
BUDGET/COST	RM 160,000.00
OBJECTIVES	To seek approval for budget to produce best practices articles and Showcasing Malaysia's Tourism Heroes 2.0 (compilation of tourism best practices)
OUTPUT	<ul style="list-style-type: none">• Articles on best practices of tourism players• Showcasing Malaysia's Tourism Heroes 2.0
DEPARTMENT	Productivity Growth Division / Tourism Productivity Nexus
COMMENTS/SIGNATURE OF PCT MANAGER	

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

Title: Best Practices for Tourism Productivity Nexus

1.0 Purpose

The purpose of this paper is to inform and seek approval of MPC's Board of Management (BOM) on Best Practices project for Tourism Productivity Nexus – To produce 25 best practices articles and Showcasing Malaysia's Tourism Heroes 2.0.

2.0 Project Background

Sharing best practices has been vital to continuous improvement. The idea of best practices is for the organisation to identify the best way of doing something – either in the industry or within the company to improve the level of performance that subsequently led to improve in productivity.

Referring to this, Tourism Productivity Nexus (TPN) would like to invite the best players in the industry comprising from Malaysia Tourism Excellence (MaTEx) certified companies and ITB players to share their best practices so it can be adopted and close the gaps between the players in the industry. The best practices can be a benchmark for the others and promote a healthy competition that can bring greater benefits to tourism industry.

3.0 Project Objectives

- 3.1 To identify and fill the knowledge gaps in tourism industry
- 3.2 To encourage the players to adopt best practices that can boost the productivity of their organisation
- 3.3 To promote a healthy competition among the players in tourism industry

4.0 Deliverables

- 4.1 25 articles of best practices from selected ITB participants as well as selected companies with MaTEx certified
- 4.2 Hardcopy of Showcasing of Malaysia Tourism Heroes 2.0 featuring best practices companies


5.0 Estimated Cost

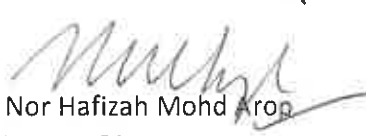
The estimated cost for this project is as follows:


No	Item	Estimated Costs (RM)	Total estimated cost (RM)
1.	Article write up (25 companies)	2,000/company	50,000.00
2.	Showcasing Malaysia's Tourism Heroes 2.0 (1000 units) - Type-setting / Layout - Design - Printing	80/unit	80,000.00
3.	Administrative cost: 3.1 Logistics 3.2 Promotion 3.3 Media coverage	30,000	30,000.00
4.	Total Cost		160,000.00

6.0 Approval from BOM

The consideration and approval from the Board of Management (BOM) for Best Practices project for Tourism Productivity Nexus of RM 160,000.00


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Date : 17/2/2020


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Date : 17/2/2020


Supported by : Hj. Suhaimi Hamad
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