



MPC(DMO)600-3/2/41

3 November 2020

Ms. Rajesvare K D Rada

Block B-15-04

Pelangi Indah Condominium

Jalan Ipoh 51200

Kuala Lumpur

Dear Ms. Rajesvare,

APPOINTMENT AS THE INDUSTRY EXPERT FOR TOURISM PRODUCTIVITY NEXUS PROJECT: ANALYSIS ON THE IMPLEMENTATION OF THE ONLINE SITE ASSESSMENTS FOR MALAYSIA TOURISM EXCELLENCE (MaTex) BUSINESS CERTIFICATION PROGRAMME 2020

Subject matter above is referred.

2. We are pleased to inform that Malaysia Productivity Corporation (MPC), a statutory body under the Ministry of International Trade and Industry (MITI) would like to appoint you as the industry expert as follows:

Project	:	Analysis on the Implementation of the Online Site Assessments for Malaysia Tourism Excellence (MaTex) Business Certification Programme
Duration	:	9 November – 25 December 2020
Fee	:	RM10,000 (RM1,000 / day for 10 working days)
Scope of work	:	Industry Expert (Refer Appendix A)

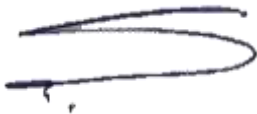
3. If you are agreeable with this offer, please notify us in writing by using the Acceptance of Offer form (Appendix B).

4. Should you have any inquiries regarding this matter, please contact Puan Nik Nazarina Nek Mohamed at +6017-3477669 or email: nazarina@mpc.gov.my.

Thank you.

“DRIVING PRODUCTIVITY OF THE NATION”

Yours sincerely,

A handwritten signature in dark ink, consisting of a series of loops and a horizontal stroke, identifying HJ Suhaimi Hamad.

(HJ SUHAIMI HAMAD)

for Director General

Malaysia Productivity Corporation (MPC)



TERMS OF REFERENCE

**INDUSTRY EXPERT FOR TOURISM PRODUCTIVITY NEXUS PROJECT:
ANALYSIS ON THE IMPLEMENTATION OF THE ONLINE SITE ASSESSMENTS
FOR MALAYSIA TOURISM EXCELLENCE (MaTEx) BUSINESS CERTIFICATION
PROGRAMME**

1.0 Background

MaTEx is an industry level certification programme for tourism products and services, comprises six newly developed standards for travel agency companies (TAC), adventure tourism operators (ATO), product/site operators/owners (PSO), event management companies (EMC), MICE and event venues (MEV) and homestays and kampungstays owners/operators (HKO).

In 2020, due to COVID-19 pandemic outbreak, the certification process towards awarding MaTEx Certificate of Excellence have been shifted online, which includes briefings, training sessions for companies, as well as site assessments for five (5) categories; TAC, PSO, EMC, MEV and HKO (with the exception of ATO due to its nature of activities with high risk and assessment on safety should not be compromised).

It is imperative to analyse the implementation of MaTEx certification process which have been done mostly online to evaluate and have better understanding of the current situation and this may continue further in the following years.

This project aims to deep dive into one stage of the certification process i.e. online site assessments for companies, to analyse their implementation, impact, barriers and challenges, and subsequently provide recommendations for the future. The output from the project is crucial to improve MaTEx online certification process from next year onwards.

2.0 Timeline

9 November – 25 December 2020

3.0 SCOPE OF WORK

Duties and responsibilities of the industry expert include, but are not limited to the following:

- 3.1 Research materials related to online site assessments/inspections/evaluations or process of the same manner, in the effort to benchmark the implementation and process, and as reference for the effective execution of MaTE_x online site assessments;
- 3.2 Extract responses, feedback and comments from assessors and companies on the implementation online site assessments for findings and analysis;
- 3.3 Conduct at least 5 interviews from among the companies and assessors to deep dive into the execution of online site assessments conducted in 2020;
- 3.4 Analyse the companies and assessors' responses on the briefing sessions and online site assessments to enable appropriate recommendations;
- 3.5 Attend relevant sessions / discussions / meetings and discussions as requested by TPN / MPC to have a better understanding on the subject matter;
- 3.6 Prepare notes of discussion / minutes of meetings / relevant documentation for any meetings / discussion / engagement session related to the subject matter;
- 3.7 Produce an analysis paper comprising the outline, but not limited to the following:
 - i. Front Page
 - ii. Content Page
 - iii. Executive Summary
 - iv. Introduction and Background
 - v. Purpose of the Paper
 - vi. Overview of MaTE_x
 - vii. Process Flow of MaTE_x Certification 2020
 - viii. Process Flow of Online Site Assessments
 - ix. Programme Outcome
 - x. Assessor's Tasks and Responsibilities
 - xi. Assessor's Checklist
 - xii. Data Collection
 - xiii. Findings and Analysis on the Feedback Survey
 - xiv. Issues and Challenges / SWOT Analysis
 - xv. Strategic Recommendations
 - a. Proposed Framework for Online Site Assessment for MaTE_x
 - b. Process Flow of Online Site Assessments

- c. Assessor's Tasks and Responsibilities
 - d. Assessor's Checklist
 - e. Company's Tasks
 - f. Company's Checklist
 - g. Communication Plan
 - h. Others
- xvi.** Conclusion

4.0 OUTPUT - REPORTS, OUTPUT DOCUMENTS, AND CONCEPT PAPER/S

- 4.1 List of research / reading materials relevant to subject matter;
- 4.2 Analysis paper on the subject matter, edited and proofread;

5.0 PAYMENT TERMS

- 5.1. A technical expert will be paid RM1, 000 per day, and payable at 10 working days, accumulating to a total of RM10,000, as per below:

No.	Task	Working Days
a.	Data extraction, data collection, findings, and analysis	3
b.	Draft analysis paper	6
c.	Editing and proofreading	1

- 5.2 The payment includes other relevant costs incurred in performing the tasks as stipulated in 3.0 and 4.0.

ACCEPTANCE FORM

To:

Director General

Malaysia Productivity Corporation (MPC)

Lorong Produktiviti, Jalan Sultan

46200 Petaling Jaya, Selangor

(Attn: Nik Nazarina Nek Mohamed)

Email: nazarina@mpc.gov.my

APPOINTMENT AS INDUSTRY EXPERT FOR TOURISM PRODUCTIVITY NEXUS PROJECT

I,(Full Name) hereby agree to accept the appointment from MPC as an expert for:

**FEEDBACK SURVEY ANALYSIS ON ONLINE SITE ASSESSMENTS FOR
MALAYSIA TOURISM EXCELLENCE (MaTeX) BUSINESS CERTIFICATION
PROGRAMME**

Personal details for payment purpose are as follows:

NRIC No. :

Account No. :

Bank Name :

H/p No. :

Email :

Yours sincerely,

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Name :

Date :