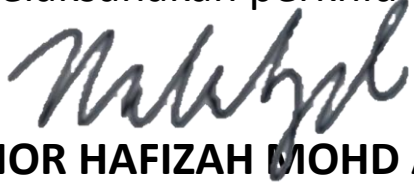


Saya mengesahkan module ini dan pembekal telah melaksanakan perkhidmatan dengan sempurna.



(NOR HAFIZAH MOHD AROP)

Timbalan Pengarah



MODULE INBOUND TOURISM BOOTCAMP (ITB) NEW NORM

The logo features several upward-pointing arrows in various shades of blue and purple. To the right of the arrows is the text 'MALAYSIA PRODUCTIVITY BLUEPRINT' in a bold, sans-serif font.

**MALAYSIA
PRODUCTIVITY
BLUEPRINT**

Driving Productivity of the Nation



Inbound Tourism Bootcamp (ITB) for Semporna

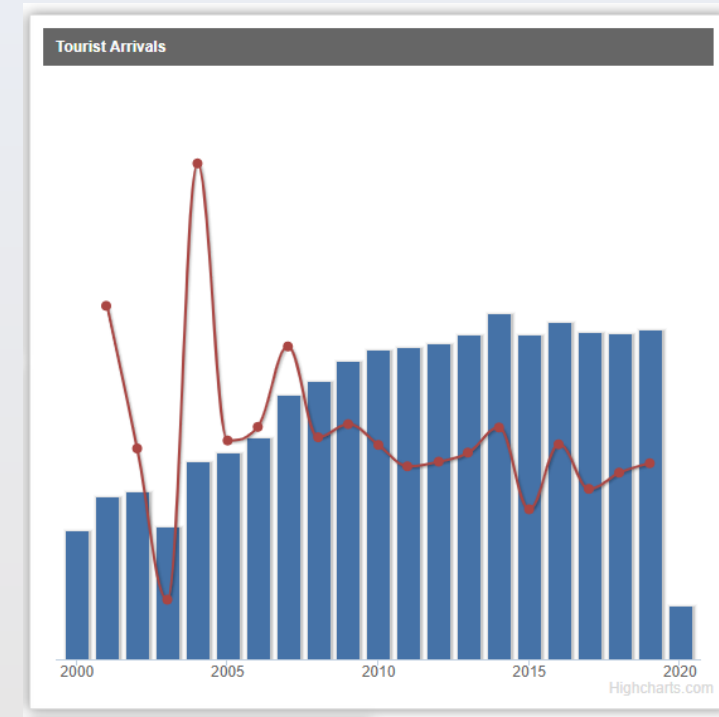
- **Tourism Players:**

- • Tourism Development Pre, During and Post Covid-19 (Briefly)
- • Malaysia Hospitality (Briefly)
- • Category of Tourism Product
- • Brain Storming Session on Tourism Product of Semporna
- • Malaysia Virtual Experience (MyVXp) Need, Trend, Potential, Benefit, Process of Development and Output

GAMECHANGER 1: 'MINDSET' KENAPA INDUSTRI PELANCONGAN PERLU BERUBAH

TOURIST ARRIVALS & RECEIPTS TO MALAYSIA BY YEAR

YEAR	ARRIVALS	RECEIPTS (RM)
2019	26.10 million	86.1 Billion
2018	25.83 million	84.1 Billion
2017	25.95 million	82.1 Billion
2016	26.76 million	82.1 Billion
2015	25.72 million	69.1 Billion
2014	27.44 million	72.0 Billion
2013	25.72 million	65.4 Billion
2012	25.03 million	60.6 Billion
2011	24.71 million	58.3 Billion
2010	24.58 million	56.5 Billion
2009	23.65 million	53.4 Billion
2008	22.05 million	49.6 Billion
2007	20.97 million	53.4 Billion



FACTS & FIGURES OVERVIEW

Tourist Arrivals & Receipts to Malaysia

 YEAR
2019



86.1

Billion Receipts (MYR)



26.1

Million Arrivals



Tourist Arrivals
26,100,784
(+1.0%)



Total Expenditure
RM86,143.5 mil.
(+2.4%)



Average Stay
7.4 nights
(0.9 nights)

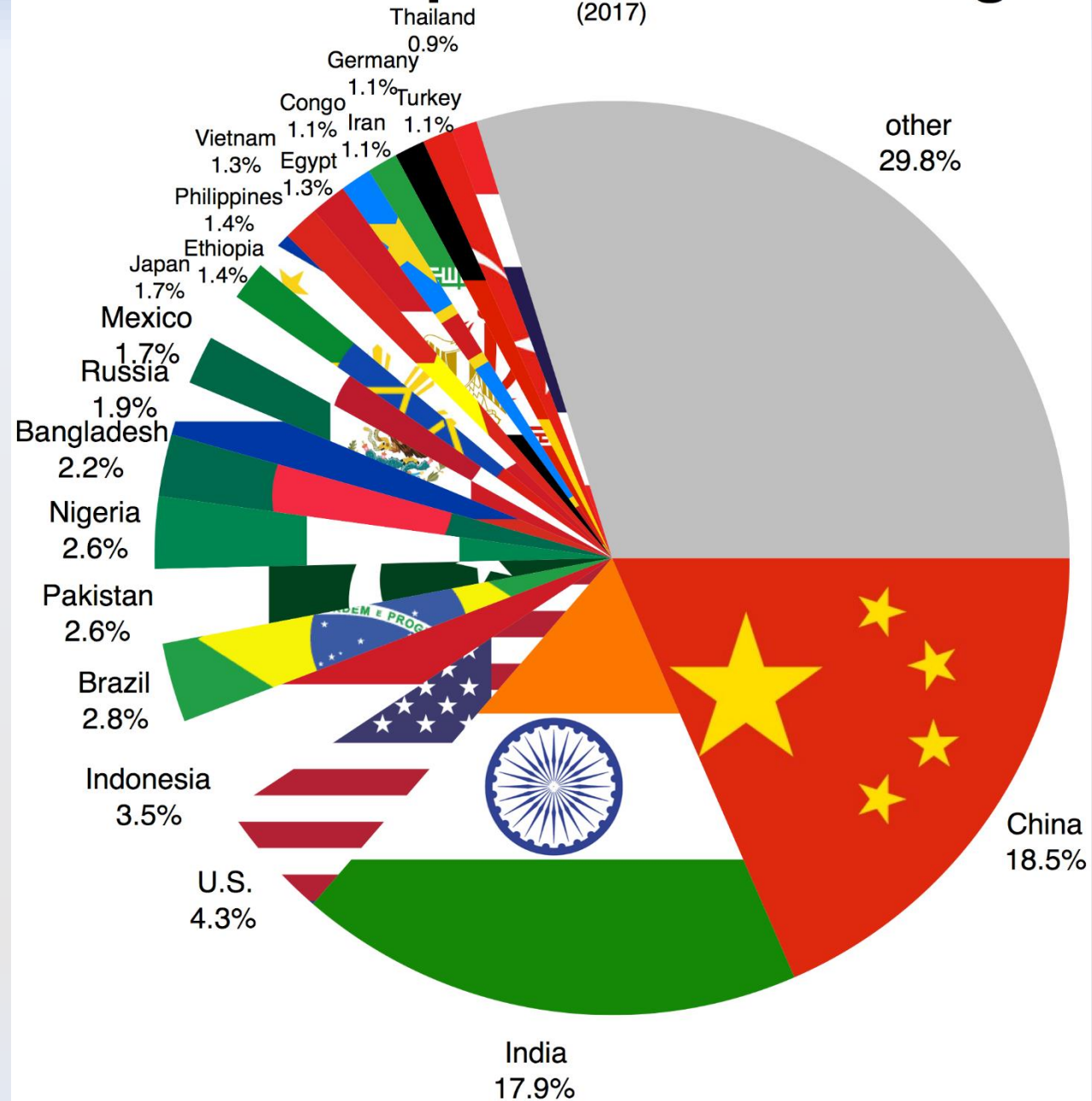


Per Capita
Expenditure
RM 3,300.4
(+1.3%)



Per Diem
Expenditure
RM446.0
(-11.0%)

World Population Percentages



Current Tourism Challenges

Tourist Attraction & Venues Facility

- Venue Unique Selling Proposition
- Venue Maintenance Quality & Consistency
- Venue Cleanliness
- Venue Security
- Venue Facility Efficiency

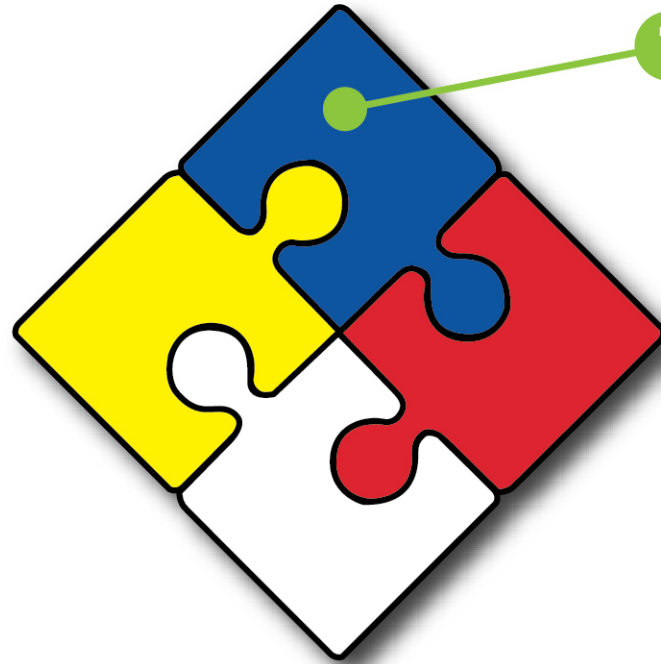


MINISTRY OF TOURISM AND CULTURE
MALAYSIA



M3-10

BUT WHO ARE PAKCIK'S FRIENDS?



1 PEOPLE WHO
HAVE NICE
THINGS FOR
TOURISTS TO
EAT

Current Tourism Challenges

FOOD SUPPLIERS

- Food Quality
- Food Preparation Hygiene
- Cleanliness of Food Outlet
- Food Handling Personnel Ethics
- Food Venue Security
- Halal Compliance

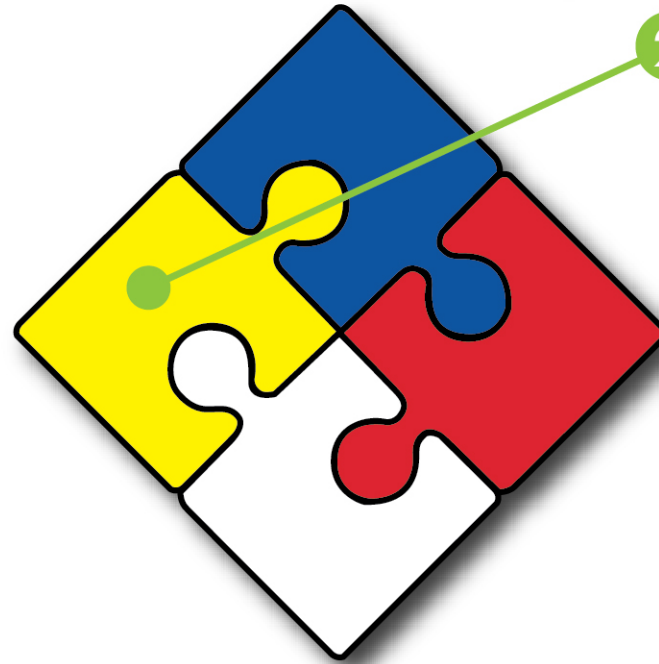


MINISTRY OF TOURISM AND CULTURE
MALAYSIA



M3-11

BUT WHO ARE PAKCIK'S FRIENDS?



2 PEOPLE WHO
HAVE A PLACE
FOR TOURISTS TO
STAY

Current Tourism Challenges

ACCOMMODATION SUPPLIERS

- Room Hygiene
- Room Facility Quality
- Hotel Cleanliness
- Hospitality Personnel Ethics
- Accommodation Venue Security
- Islamic Compliance

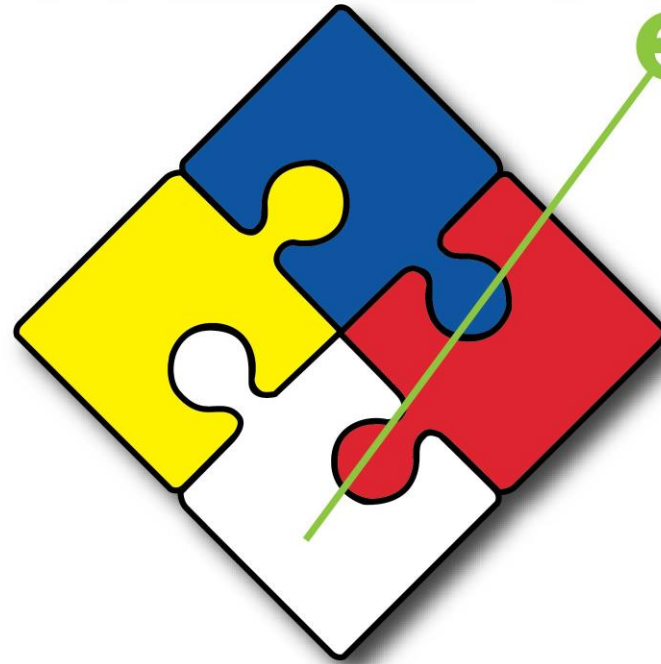


MINISTRY OF TOURISM AND CULTURE
MALAYSIA



M3-12

BUT WHO ARE PAKCIK'S FRIENDS?



3 PEOPLE WHO
HELP TOURISTS
TO HAVE
LOTS OF
FUN

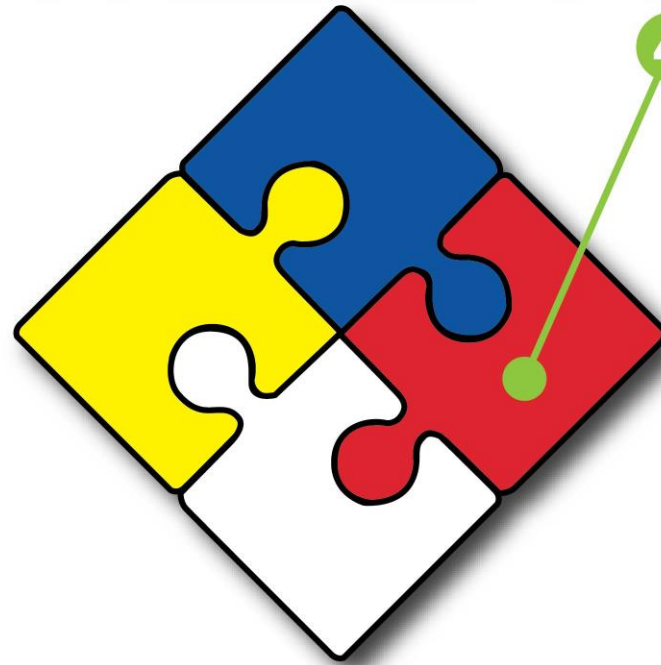


MINISTRY OF TOURISM AND CULTURE
MALAYSIA



M3-13

BUT WHO ARE PAKCIK'S FRIENDS?



4 PEOPLE WHO
HELP TOURISTS
TRAVEL
AROUND

Current Tourism Challenges

TRANSPORTATION SUPPLIERS

- Transport Facility Quality
- Transport Cleanliness
- Drivers Attitude :
 - Dress Code
 - Interpersonal Skills
 - Duty and Task Implementation
- Transportation Safety
- Transportation Security
- Transportation Arrangement Schedule

TERMA & SYARAT

Perkara	GIT
Deposit	☐ 25% fi penempahan ☐ Baki @ Bayaran penuh sebelum 21 hari tarikh berlepas
Caj Pindaan	☐ Jika pengesahan telah dibuat tiada perubahan tempahan dalam masa 14 hari sebelum tarikh berlepas ☐ Tertakluk kepada syarikat pengembaraan jika ada yang memohon untuk pulang awal atau sebaliknya ☐ Perubahan seluruh tempahan merupakan pembatalan tempahan asal

CAJ PEMBATALAN

Pembatalan Diterima	Caj Pembatalan Per Pax
45 Hari atau lebih sebelum tarikh berlepas	Fi pentadbiran min RM30 @ 2% daripada tambang pelancongan (mana-mana yang tertinggi) seorang
22-24 hari bekerja sebelum tarikh berlepas	Perlucutan deposit
5-21 hari bekerja sebelum tarikh berlepas	35% daripada tambang pelancongan
8-14 hari bekerja sebelum tarikh berlepas	50% daripada tambang pelancongan
3-7 hari bekerja sebelum tarikh berlepas	75% daripada tambang pelancongan
2 hari bekerja @ kurang sebelum tarikh berlepas	100% daripada tambang pelancongan

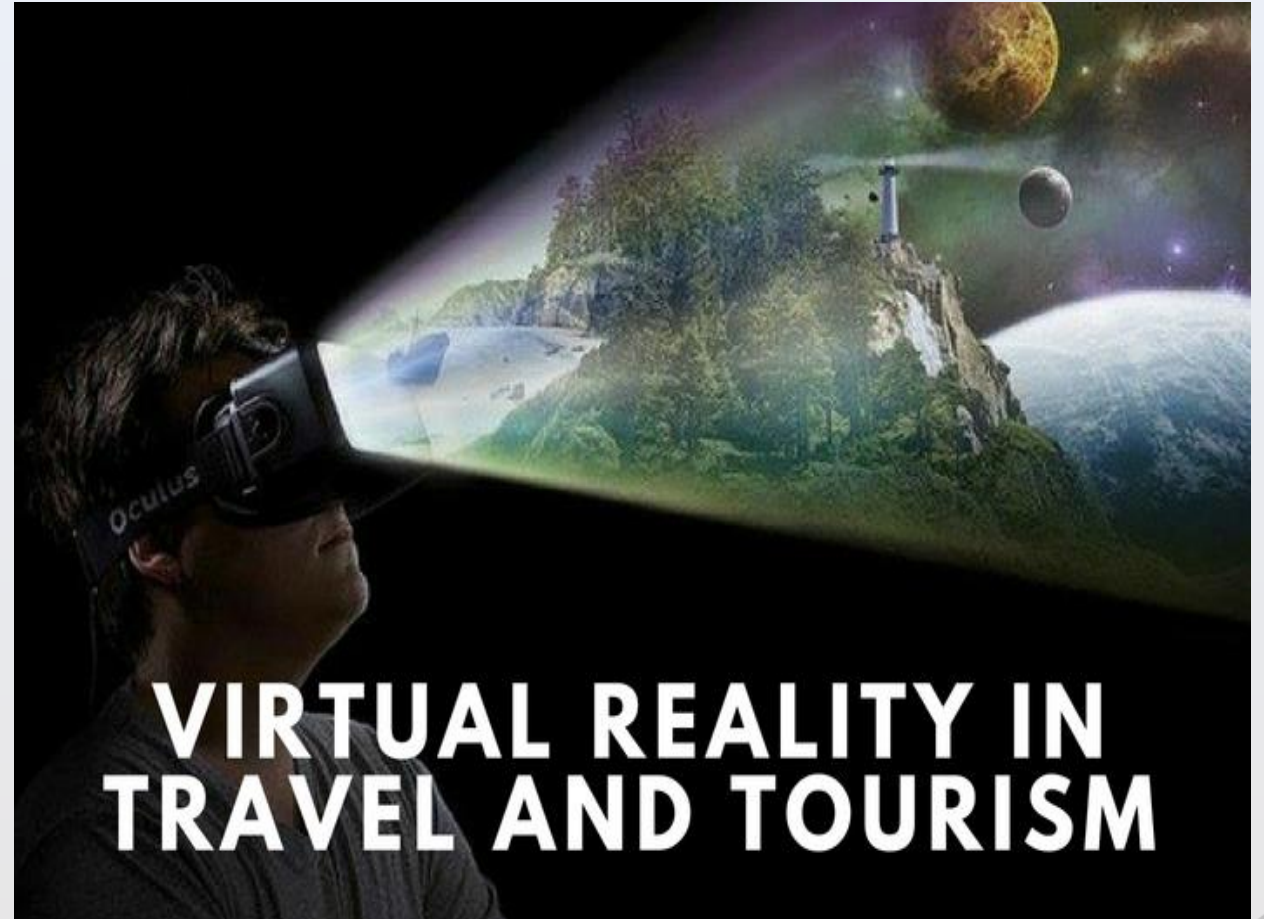
GREEN TOURISM PRACTICES IN MALAYSIA

- GREEN TOURISM: WORLD SCENARIO
- GREEN TOURISM: MALAYSIA SCENARIO
- Ecotourism in Malaysia and Strategies towards Sustainable Development
 - ✓ Using resources sustainability
 - ✓ Reducing overconsumption and waste
 - ✓ Maintaining diversity
 - ✓ Integrating tourism into planning
 - ✓ Supporting local economic
 - ✓ Involving local communities

Green Tourism towards a Sustainable Tourism Approach

Realiti Maya dalam Perlancongan

- Pasaran Global Realiti Maya Diunjurkan Mencapai USD 48.5 Bilion Menjelang 2025 Dari USD 1.8 Bilion Pada 2016.
- Masa untuk Malaysia MENGATASI semula Penjualan dan Pemasaran pelancongan ke arah New Norm
- Virtual Tour adalah platform penjualan Produk Pelancongan Baru di Malaysia dari cara konvensional ke "Pelancongan Digital"
- Peluang bagi pengiat industri pelancongan Malaysia untuk berkongsi rezeki RM 194 bilion sedang menanti dalam masa terdekat 2025



“Brainstorming” pembangunan dan konsep keseluruhan pelancongan atas talian

Pelancongan Maya Yang Tidak Terhad:

- Produk pelancongan tanpa had
- Anda tidak perlu memiliki produk pelancongan sendiri
- Anda tidak perlu memiliki tempat atau kemudahan pelancongan sendiri
- Misi Jelajah Maya bebas memilih platform apa sahaja selagi mereka dapat memasarkan dan mempromosikan dan menjual produk Jelajah Maya mereka secara dalam talian digital

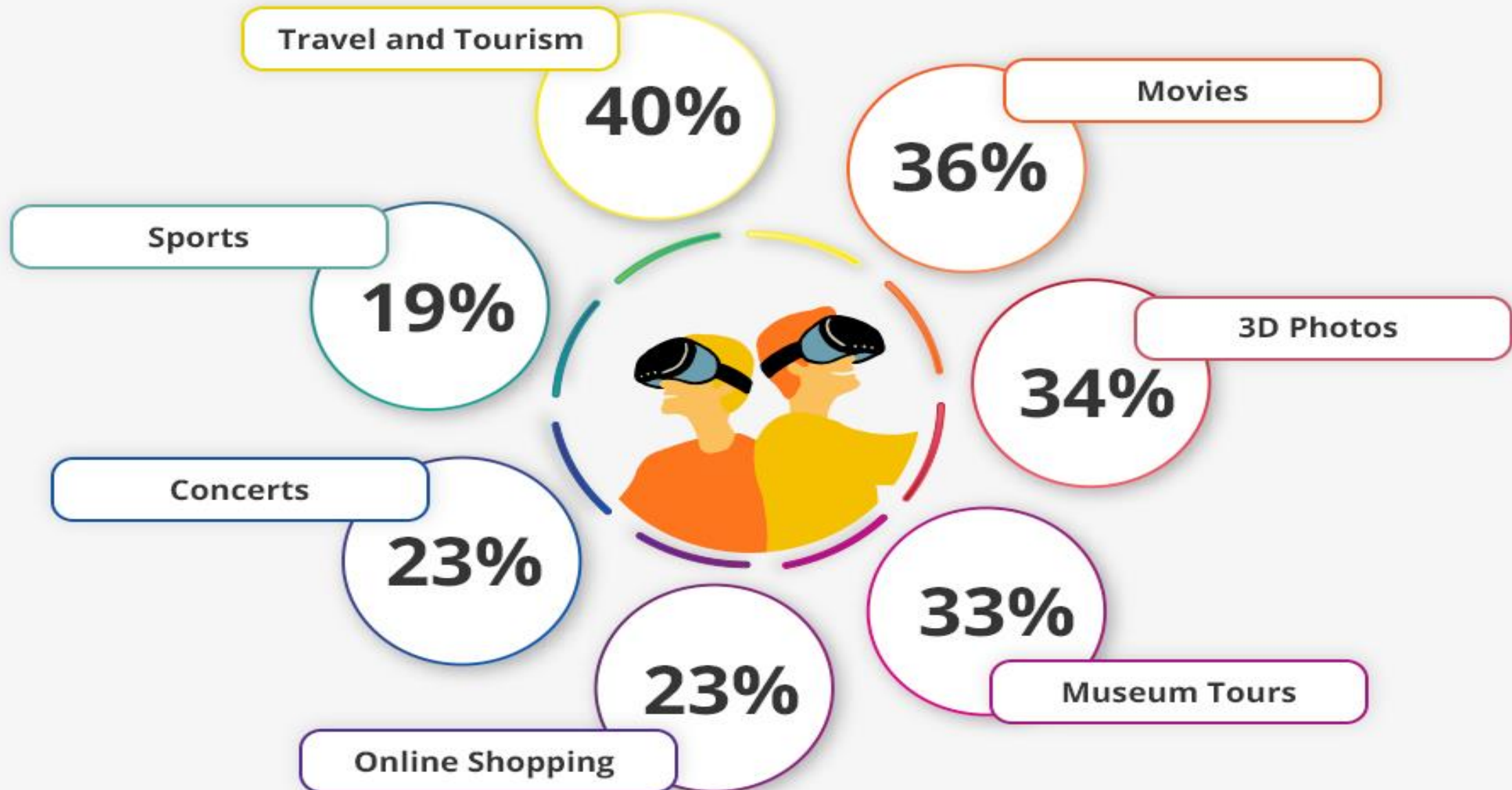
Innovasi dalam Pelancongan Maya

- Mengembara sebelum benar-benar melakukan perjalanan
- Menjelajah Hotel
- Memenuhi keperluan pelanggan moden dengan Google Street View
- Perkhidmatan Vroom Marriott
- Enjin Tempahan
- Percutian Maya
- Perkhidmatan yang lebih specific

Merancang “Brainstorming Mind Set “

- Kita tidak dapat terus menjual barang dengan kaedah atau pendekatan lama yang telah tenggelam dalam istilah usang
- Lebih daripada 26 produk Pelancongan Malaysia dapat dipromosikan ke pasaran sasaran dan penonton yang betul melalui MyVXp Tourism.
- Melalui inisiatif Pelancongan Maya TPN, Malaysia dapat menunjukkan lebih 1000 produk pengalaman MyVXp di Platform digital sebagai “ Pengalaman pelancongan Pusat Sehenti Malaysia" yang pertama di dunia.
- MyVXp merupakan norma baru untuk menarik, mempromosikan, meyakinkan, mempengaruhi dan menarik daya tarikan pengunjung untuk mengunjungi produk pelancongan Malaysia
- Virtual Tourism boleh menawarkan produk pelancongan yang tidak terbatas seperti aktiviti Artis Muzik, Agro, Kebudayaan, Sejarah dan lain-lain lagi.
- Produk Virtual Tourism boleh tonton oleh pengunjung global tanpa memerlukan dokumentasi perjalanan, pengangkutan, dan penginapan, hanya memerlukan telefon dan internet untuk menyertai lawatan ini.

Virtual Reality Users Across Different Sectors



MyVXp Di Dalam Pelancongan

- Industri Pelancongan Telah Mula Menerapkan Teknologi Realiti Maya Untuk Memaksimumkan penglibatan Pelanggan dan Meningkatkan Kaedah Pemasaran Pelanggan. Technology Virtual Reality untuk Menawarkan Pelanggan Moden Peluang Mengunjungi Tempat pelancongan Secara Alam Maya Sebelum Membuat Keputusan untuk melawat secara langsung .
- **MyVXp** adalah Game Changer yang mana TPN telah mengambil inisiatif untuk mengubah Realiti Maya yang sebelum ini hanya menekan untuk tujuan Pemasaran kepada halatuju untuk meningkatkan Pendapatan dan Produktiviti pengiat Industri Pelancongan. Oleh itu, pelancong yang tidak dapat melakukan aktiviti pelancongan di atas apa jua alasannya masih boleh menikmati keindahan produk pelancongan negara Malaysia melalui digital platform yang bakal memberi pendapatan kepada pengiat industri pelancongan yang telah menghasikan Product MyVXp dengan setiap tontonan. MyVXp Virtual Tourism Produk memberi peluang kepada pelancong yang berkekangan untuk berbelanja perjalanan, penginapan dan bayaran dokumen perjalanan, mereka masih dapat menikmati pengalaman pelancongan dari negara mereka.

Keunikan Produk Virtual MyVXp

1. Model Bisnes

- ✓ Digital Tourism
- ✓ Global Market
- ✓ Online Passive Income
- ✓ Marketing Platform yang sudah sedia ada
- ✓ Life long product
- ✓ Tidak perlu memiliki asset pelancongan
- ✓ Kreativiti yang tidak terhad

2. Kualiti Produk

- ✓ Boleh di measure dan di ubah kerana digital

3. Kepuasan Pelanggan

- ✓ Boleh dinilai dan diukur melalui maklumbalas feedback digital
- ✓ Data tontonan dan popularity produk virtual boleh dimuat turun dan di analisa

Virtual tidak bermaksud teknologi yang rumit

Untuk Bermula, Yang Anda perlukan Adalah Diri Anda, Peranti Dengan Kamera Seperti Telefon Bimbit, Tablet Atau Laptop, Dan Alat Persidangan Video

- **Siapkan pelanggan anda** - Pastikan anda berkongsi sebarang keperluan sebelum acara berlangsung, seperti senarai runcit untuk kelas memasak atau senarai peralatan yang diperlukan.
- **Tetapkan persekitaran anda** - Pastikan anda mempunyai pencahayaan yang mencukupi, suara yang bagus dan latar belakang yang bersih. Walaupun sentuhan peribadi selalu disyorkan, kami mencadangkan agar tidak Keunikan Luarbiasa yang Sedia ada (OUV)
- **Pastikan elemen penting dipertunjukan** - Terlepas dari apa yang anda tawarkan, pastikan penonton dapat melihat dengan jelas apa yang penting, sama ada pose yoga yang sempurna atau rentetan gitar anda.
- **Mulakan** - Pastikan semua peralatan anda berfungsi sebelum pengalaman anda bermula. Lakukan panggilan ujian pantas dengan rakan atau rakan anda lebih awal - anda tidak mahu pelanggan anda menunggu

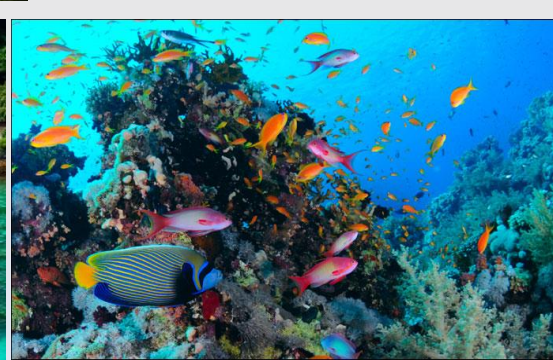
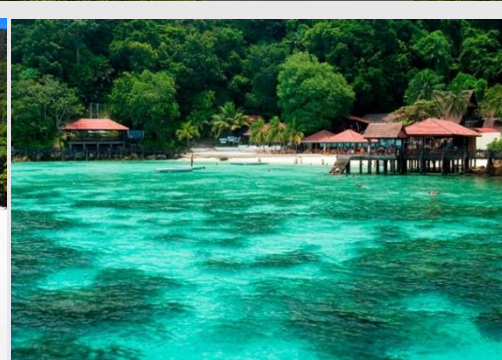
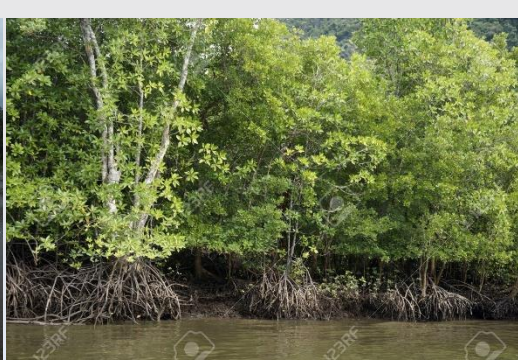
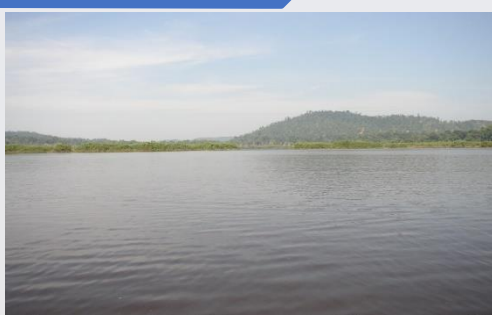
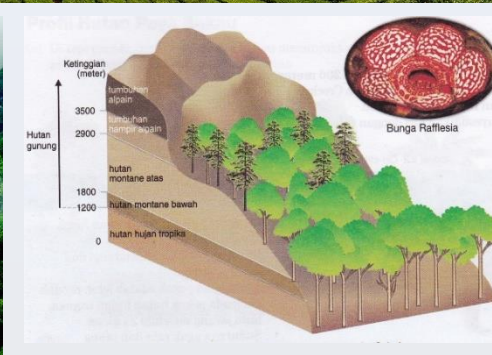
Perlancongan Maya

Kesimpulan

- Kemajuan pelancongan maya akan terus mengejutkan dan kemungkinan Virtual Tour dalam industri pelancongan tidak ada penyudahan.
- Adaptasi Awal Dan Inovator Pasti Mampu Menghadapi Orang Lain.
- Oleh itu, Melaburlah dalam Teknologi Yang Dapat Mengubah Perniagaan Anda dan Meningkatkan Pendapatan Anda Dalam Masa yang Segera

Kategori Produk Pelancongan

1. Cultural Tourism
2. Eco Tourism
3. Nature Tourism
4. Historical Tourism
5. Gastronomy Tourism
6. Spiritual Tourism
7. Education Tourism
8. Student Tourism
9. Sports Tourism
10. Homestay
12. Wreck Diving
13. Agro Tourism
14. MICE (Event)
15. Shopping Tourism
16. MM2H
17. Medical Tourism
18. Paranormal Tourism
19. Cruising Tourism
20. Health Tourism
21. Business Tourism
22. Golf Tourism
23. Theme Park Tourism
24. Adventure Tourism
25. Fear Factor Tourism
26. Esport Tourism



ITB Semporna on:

- • Digital Platform to Market Tourism Product
- • Tour Package Development
- • Identify Market Segmentation
- • Tour Package Costing

Inbound tour package, contract, terms and conditions

- **Tour package inclusion**
- **Tour package exclusion**
- **Optional tours**
- **Mode of payments**
- **Cancellation charges**

Factors to be considered in tour package pricing:

- **Fix cost (Accommodation, Meal, Entrance fee, Transportation)**
- **Operation cost**
- **Marketing cost**
- **Currency exchanges**
- **Profit margin**

ITB On Digital Tourism:

- • Identifying Digital Platform To Market Tour Packages
- • Creating Attractive Digital Package Display
- • Unique Selling Proposition

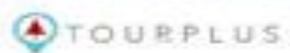
INTRODUCING THE DIGITAL PLATFORM



**Plate
Culture**



https://www.tourplus.my/



Where Are You Going?

English

USD



ACTIVITY + TRANSPORT

Exclusive private tour for 8 persons in Langkawi

1214+ viewed

From USD 50



ACTIVITY + TRANSPORT

Private Full Day Cruise for 2 - 20 persons in Langkawi Islands

1188+ viewed

From USD 6043



ACTIVITY + TRANSPORT

Private UNESCO Geoforest Mangrove Tour (Half-Day Tour)

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From USD 170



EAGLE SQUARE

LANGKAWI | MALAYSIA

ACTIVITY + TRANSPORT

Standard private guide for 3 in Langkawi

1253+ viewed

From USD 59



ACTIVITY + TRANSPORT

Welcome to Ancient World Of Bujang Valley, 2D1N

1134+ viewed

Activate Win
Go to Settings to

https://www.airbnb.com

Q Kuala Lumpur Federal Territory of Kuala Lumpur ...

Become a host

Saved

Trips

Messages

Help

Dates

Guests

Price

Time of day

Language offered

Show Map X



NATURE WALK
JUNGLE IN THE CITY
RM137 per person
4.58 ★★★★★ 88



ART CLASS
Live a day as local Batik painter
RM160 per person
4.61 ★★★★★ 85



GUIDED HIKE
Hidden Waterfall+Jungle+Batu Cave 5Hrs
RM180 per person
5.0 ★★★★★ 29



CULTURE WALK
Magical Kampung Baru
RM190 per person
4.97 ★★★★★ 37



FOOD WALK
Taste of Traditional Malay Street Food
RM120 per person
4.84 ★★★★★ 25



ROCK CLIMBING
Guided Rock Climbing at Batu Caves
RM200 per person
5.0 ★★★★★ 29



GUIDED HIKE
HIDDEN waterfall + KLCC Twin Towers
RM163 per person
5.0 ★★★★★ 13



CULTURE WALK
Sundowner Walk: Speakeasy + Chinatown
RM195 per person
4.88 ★★★★★ 32



PHOTO WALK
DocumentingKuala - Untold Narratives
RM100 per person
4.96 ★★★★★ 48



NATURE WALK
KL Afterdark: Night Hikes in the City
RM140 per person
5.0 ★★★★★ 13
[Terms, Privacy, Currency & More](#)

https://plateculture.com/



https://www.lokalocal.com/



🔍 langkawi

LET'S GO

How it works ▾

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Log in



MYR 329.44 - Langkawi Island Hopping

Kedah, Malaysia



MYR 319.00 - Langkawi Mangrove Tour

Kedah, Malaysia



MYR 325.96 - Private Tour: Langkawi Island Tour

Kedah, Malaysia



MYR 174.00 - Jungle Trekking in Langkawi's Rainforest

Kedah, Malaysia



MYR 220.40 - Mangrove Kayaking in Langkawi

Kedah, Malaysia



MYR 290.00 - Flying Foxes and Wetlands; Langkawi Sunset

Kedah, Malaysia



MYR 464.00 - Fun Fishing Trip Langkawi

Kedah, Malaysia



MYR 580.00 - Private Guided Island Tour in Langkawi

Kedah, Malaysia



MYR 232.00 - Afternoon Birdwatching Tour in Langkawi

Kedah, Malaysia



MYR 928.00 - Geopark Mangrove Cruise from Langkawi

Kedah, Malaysia

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4

Date

dd/mm/yyyy

Keywords

Search by keywords

Categories

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☐ Activities

Food Experiences

☐ Home Dinners & Cooking Classes

☐ Food Tours & Tastings

Duration

Languages

Other

☐ Instantly Confirmed

☐ Family Friendly

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Roman Food Tour: the 10 Tastings

★★★★★ (1552 reviews) • Food tour • Rome

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€51.50
pp

Paris Favorite Food Tour: 10 Tastings

★★★★★ (680 reviews) • Food tour • Paris

INSTANTLY CONFIRMED



Lisbon's Favorite Food: 10 Delicious Tastings

★★★★★ (571 reviews) • Food tour • Lisbon

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€49pp

The Ultimate Tapas & Wine Tour

★★★★★ (353 reviews) • Food tour • Barcelona

INSTANTLY CONFIRMED





Become Local Expert

Online Experience

When you can't go out, travel inside

Destination Where are you going?	From - To dd/mm/yyyy - dd/mm/yyyy	Advance More ▾	SEARCH
-------------------------------------	--------------------------------------	-------------------	--------

ITB To Develop Assigned Tour Packages

- • Tour Package Brochure Development
- • Presentation
- • Post-Mortem on Tour Packages
- • Finalizing on Attractive Tour Packages
- • Tour Package Digital Platform Uploading

The Art Of Interpreting/Identifying, Developing and Promoting Tourism Products

- i. **Task Creation
(Products/Packages)**
 - ii. **Task Management**
 - iii. **Art of Searching for
Information**
 - iv. **Hosting/Buddying Skills**
 - v. **Role Play**
 - vi. **Question and Answer**
- **The Art of Interpreting
Tour Information**
 - **The Art of Interpreting
Places of Interest**
 - **The Art of Interpreting
Local Product**
 - **The Art of Promoting
Optional Tour**
 - **The Art of Promoting
Tourism Product**

The Art Of Interpreting/Identifying, Developing and Promoting your Inbound Tourism Products

Package Development steps:

Step 1: Identify/Interpret and Develop a Unique Package and Name

- Identify your niche and/or local product(s)/attraction(s)
- Outline a package of your product(s), highlighting its uniqueness
- Give it a simple but memorable/catchy name in order to attract people's attention to choose your package

Example names: A Crazy Coconut Tour, Come and Cook Kuih, Reliving the River of Life etc.

Step 2: Gather Related and Relevant Information on your Topic, Area or Niche

- Search and acquire knowledge from Subject Matter Experts (SME), books, reports, articles (physical or virtual), attend lectures, courses or other tours to increase and improve your knowledge and information delivery ability
- Prepare, arrange and compile all your collected material into a **storyline** for commentary delivery

The Art Of Interpreting/Identifying, Developing and Promoting your Inbound Tourism Products

Step 3: Package Content development

- Plan your Schedule and Itinerary
- Calculate your Pricing
- Prepare your supporting items e.g. informative write-up, attractive photos and captions to be used in the onboard platform and/or marketing material

Step 4: Storyline formulation and narration techniques such as:

- Develop creative stories/activities:
 - E.g. Climbing coconut tree with a belt only
 - E.g. Using coconut shell for grilled fish (ikan bakar)
- Ability to generate further interest:
 - Introducing local language/dialect, places or items of interest
 - Sharing of local culture, customs and cuisine
 - Demonstrating skills with tools etc.

Step 4 (cont.): Storyline formulation and narration techniques:

- Narration technique:
 - Oral/verbal storytelling strength, or aided by graphics (on paper/board) or digital media and/or video clip(s)
 - Imaginative/dramatic approach
 - Relate to the surrounding, historical or even mystical values of the subject matter

Step 5: Comprehensive commentary content preparation on the products' topics

- Prepare commentary notes/Frequently Asked Questions (FAQ) beforehand to avoid unknown questions/answers
- FAQ could include further history of the place, demographics and statistics of the area, popular food or stories, nearby attractions and other general knowledge (not necessarily directly related to the tour)

Develop a Unique Selling Proposition/Product/Package (USP)

A) Understand your Market/Target Audience

- Identify the type of visitors who would choose your product/package, and why
- E.g. general tourists, particular/foreign groups, students, youth or older folks, subject enthusiasts etc.
- How to reach and entice your target market

B) Study your Comparative Strength/Weakness and Competitive (Dis)advantages

- Find out and make a list of your competitors, near and far, compare your package and how to make it better value (e.g. get closer local support and supplies or special arrangements)
- Look for a niche or gap in the market and fill it well

C) Positioning your Package/Brand

- Come up with strong, honest statements that convey each USP (e.g. The one and only Coconut Tour in Kedah)
- Obtain customers' feedback to get good reviews

D) Communicating & Marketing your Package/USP

- Make full use of onboarding online platforms to list your package
- Exploit digital platforms and social media (Facebook, Instagram, Twitter, Whatsapp & groups) and/or also conventional methods to promote your product/package
- Develop your own marketing strategies for especially your target market

How to Build an Attractive and Marketable Package Profile

Whether it's for your package or yourself as the service provider, it is important to create a complete and even stunning profile. Your profile is a main opportunity to advertise your package and attract potential customers:

A) Package/Profile Picture(s)

B) Profile Name/Description

How to to Build an Attractive and Marketable Profile

Profile Photo:

i) Appearance and Clothing

- Smart casual attire, or that reflects the services that you are offering
- Avoid sunglasses, shadowy hat or anything that hides your eyes/face

ii) Smile and show sincerity

iii) Position

- Facing the front, use the rule of thirds to position yourself slightly off center
- Someone else should be holding the camera, selfie not encouraged
- Avoid holding the camera too high or too lows

iv) Lighting

- Use natural lighting/avoid fluorescent or dull lights
- Avoid dark images, over-exposed lighting photos and back-lighting

Having said all that, be a little artistic & evocative! As long as it comes across clear and sincere

How to Build an Attractive and Marketable Profile

Package/Profile Names and Description

Package/Profile Name or Title: Make it concise & catchy, evocative & enticing

e.g. *Kampung Kuih Craving Tour, 10 Things You Didn't Know About Durians, Magical Trip to Pasar Malam*

Package Tour Explanation: Brief paragraph or two that clearly shows what the tour gives or experiences guests will get, especially unique activities or experiences of your package. Individual ones may be like:
Relaxed and informative tour of a lovely authentic Malaysian kampung (village). Walk through the fruit orchards and pass the scenic river where kids play, visit traditional houses and have some local coffee and kuih (savoury snacks) made by kampung folk who can show you how its prepared....

On online platform/website, you may add a link to YouTube **video** showing more of your product experience.

Make a **Call to Action** – include phrase to urge clients to book instantly

e.g. Come and enjoy the Malaysian *Pasar Malam* experience with me tonight!

How to Build an Attractive and Marketable Profile

Your name as Service Provider

Besides putting your full name for legal requirement, if your name is long you can also use your nickname that's easier to be called and remembered.

Your self description

Brief phrase or words that honestly describe your personality and/or skill(s) e.g.

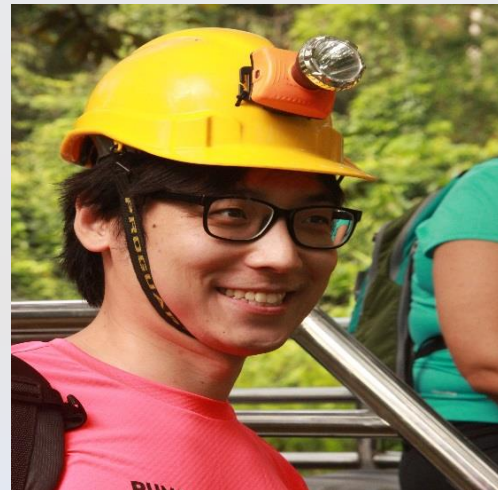
Bubbly Foodie

Your Local History Buff

Master Kuih-Maker etc.

How to Build an Attractive and Marketable Profile

- **Profile Photo:** Use a photo that reflects your personality and package characteristics if relevant



How to Build an Attractive and Marketable Profile

Pricing and Conditions

Pricing whether per package or per time period (per hour or other)

- What pricing includes or not: transport, F&B, ticket entrance to any venue etc.
- Subject to additional charges, if any e.g. any options that can be included
- Payment conditions (subject to company or online platform policies if using one)

For newcomers, it is advisable to slightly lower your package price in order to attract your first clients. Good reviews from first clients and the experience will enable to boost future pricing

Payment Methods

Payment method (subject to company or online platform policies if using one). Otherwise the more convenient for your clients the better to attract them.

How to Build an Attractive and Marketable Profile

Package Picture(s): Package photos must be interesting/attractive and reflect the actual situation of the place, tour and activities



Hosting Practicalities – *kena boleh jaga semua ni...*

The **attitude** – your outlook & motivation; get right or get out...

The **tour** – your expertise in area, subject, theme...

The **people** – right network; suppliers, laymen, professionals...

The **route** – inside, outside, downside, which side?

The **stops** – *berhenti², cakap², aksi²..?*

The **props** – *yang kena bawa, bagi, tunjuk, rasa..?*

Checklist for your Inbound Package Management

Step 1: Determine the Timing of your Package

- Decide on the package schedule/itinerary (e.g. which days and or season, time of day start and end etc.)

Step 2: Booking Confirmation Period

- Determine time allowance for booking notification, the more convenient timing for your clients the better
- E.g. notification/confirmation can be almost immediate or has to be at least 24 hours ahead etc.

Checklist for your Inbound Package Management

Step 3: Establish Clear Communication Channel with your Clients

- Prompt communication via email/ SMS / FB Messenger / Whatsapp or other with your clients for any enquiries or requests

Step 4: Reconfirm the whole Package with your Clients on:

- Meeting time & exact venue
- Itinerary and duration
- Price
- Payment method
- Other items (specific conditions, attire etc. as needed)

ITB Continues With Feedback Session:

- • ITBIAN Pledge to Collaborate as Strategic Partnership Among Product Owner and Service Provider with Optimum Tour Package of Semporna
- • MyVXp Product Development
- Identify, Determine and Potential of MyVXp Product of Semporna

MyVXp Content Development Process

(Proses Pembangunan Virtual Tour)

1. Mencipta & Menyampaikan Produk/Servis

- ✓ Mentukan kategori produk virtual
- ✓ Mentukan tempat produk virtual
- ✓ Mentukan aktiviti produk virtual yang di pilih

2. Mencipta Pengalaman/Content

- ✓ Kenal pasti “Unique Selling Proposition (USP)”
- ✓ Kenal Pasti “Outstanding Unique Value (OUV)”

3. Storytelling & Presentation

- ✓ Kenal Pasti Method Presentation Virtual Product
- ✓ Hasilkan Storyboard Virtual Tour
- ✓ Hasilkan Kesenabungan Cerita Virtual (Story Narration)
- ✓ Brandingkan tajuk Virtual Tour dengan unik **Catchy Word**

1. Kenapa Pelancongan Malaysia Perlu Berubah

➤ Trend Pelancongan Sebelum Covid-19

- Pendekatan konvensional
- Berorientasikan fizikal
- Ejen pelancongan
- Promosi VS Reality "Indah khabar dari rupa"

➤ Trend pelancongan semasa PKP baru normal

- Utamakan keselamatan
- Realiti maya "Seeing is believing"

➤ Mengapa pengiat pelancongan harus memanfaatkan "new normal"

- Harapan pelancong sekarang lebih kepada pelancongan berpengalaman
- Mesti mendapat apa yang mereka bayar
- Pengalaman pelancongan maya adalah trend baru untuk lawatan atau lawatan sebelum menempah aktiviti lawatan
- Gaya hidup telah mengubah orang menghargai nilai pengalaman dan bersedia membayar untuk acara interaktif kehidupan dalam talian

Definisi Keperluan untuk Pembangunan aktiviti MyVXp Tourism

• Infrastruktur

- ✓ Perkhidmatan Internet
- ✓ Peralatan Virtual Online
- ✓ Pasaran Sasaran
- ✓ Landing Page Platform
- ✓ Payment Gateway

• Pembangunan Product

- ✓ OUV Product
- ✓ Produk Tourism
- ✓ Hiburan
- ✓ “Walking Tour”
- ✓ Pameran
- ✓ Pendidikan
- ✓ Latihan
- ✓ Kesihatan
- ✓ Lawatan Teknikal
- ✓ “Heritage Trail”
- ✓ Hak Cipta

Potensi Adaptasi Virtual Tour sebagai pendapatan pasif

- ✓ Boleh di ulang siaran tanpa had.
- ✓ Adaptasi ke “Youtube”
- ✓ Bekerja dari Rumah
- ✓ Kerjasama dengan Pemilik Produk Pelancongan
- ✓ Peluang menciptan broduk dan jenama sendiri

Mengenali dan Mencipta *Unique Selling Proposition (USP)*

- Apakah sifat produk anda
- Siapakah bakal pembeli & Penonton produk anda
- Mengapa pelanggan harus menonton atau membeli produk anda
- Apakah kelebihan dan keunikkan produk pelancongan anda
- Apakah kaedah yang ingin anda gunakan untuk menyampaikan produk anda.



Agro Tourism - BACK TO BASICS AT AGRO FARMS IN MALAYSIA

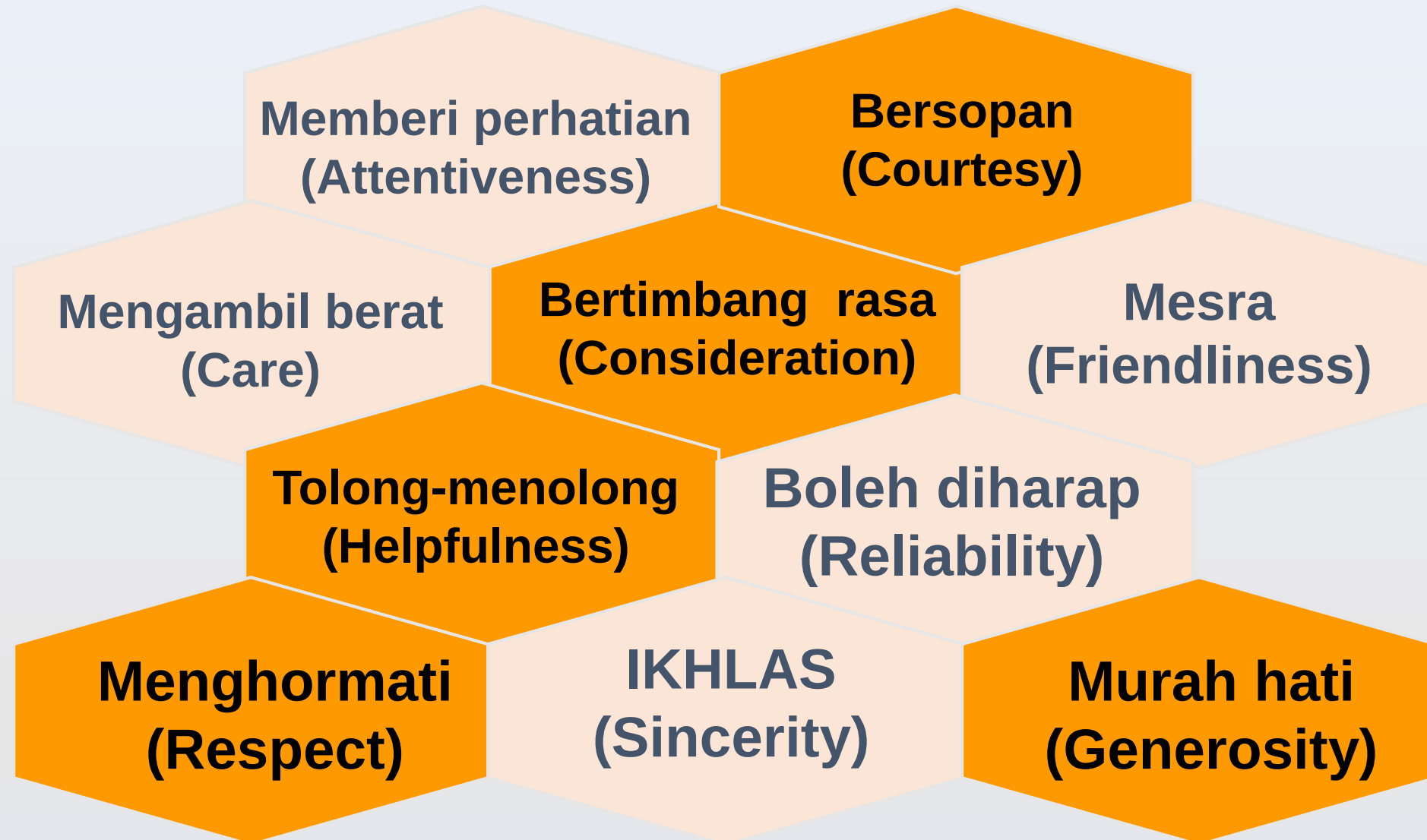
<https://blog.tourism.gov.my/back-basics-agro-farms-malaysia/>

- Top 10 Reasons To Visit UK Farm Agro Resort For A Worthwhile Summer



1. Keseronokkan berinteraksi dengan haiwan
2. Memetik buah-buahan kegemaran anda
3. Dapat melihat haiwan hidup dan bermain didalam mini zoo.
4. Mempelajari aktiviti memerah susu kambing
5. Terpesona dengan cara cendawan ditanam
6. Bermain dengan burung unta
7. Merasai pengalaman waktu malam di ladang
8. Merasai keenakkan BBQ
9. Nikmati product tenusu segar dari ladang
10. Merasai pengalaman menjadi Peladang untuk sehari.
11. Kraft tangan yang unik bakal menjadi buah tangan anda

NILAI-NILAI MURNI DAN ELEMEN HOSPITALITI YANG PERLU DISEMATKAN DALAM MyVXp PRODUK UNTUK MENONJOL MESRA MALAYSIA



Strategi Pemasaran Produk

Sumber Pendapatan

- **Virtual Tour** online experience Platform sendiri
- Airbnb
- YouTube channel

Pricing

- <https://www.viator.com/collections/virtual-tours-around-the-world/c148>
- <https://www.airbnb.co.uk/s/experiences>

Virtual Tours Around the World

- Just Because We're Staying Home Doesn't Mean We've Lost Our Wanderlust. Join Online Experiences, From Interactive Cooking Classes To Livestream Walking Tours, No Matter Where You Are In The World.