

THE EFFECTIVENESS OF THE INBOUND TOURISM BOOTCAMP INCENTIVE AT SECTORAL TOURISM - A RESEARCH PROPOSAL

A) BACKGROUND

Malaysia Productivity Corporation (MPC) which was established under the Ministry of International Trade and Industry (MITI) is a government agency that facilitates the national agenda of unlocking potentials of productivity which is also the Delivery Management Office (DMO) in the Malaysian Productivity Blueprint (MPB).

One of MPB's 5 strategic thrusts to boost the nation's productivity growth is to ensure industry's accountability in productivity in line with minimizing the dependency towards non-critical subsidization related to financial aid and liberalization efforts of productivity outcomes as well as strengthening the industry position for a higher value-added segment in the value chain. Two initiatives were developed based on this aim, namely:

- To reduce the dependency on non-critical subsidization in stages and ensure liberal and broad efforts towards productivity outcomes
- To review available grants, incentives, loans as well as funding mechanisms to be in line with the metrics and outcomes of productivity.

One of MPC's incentives is the Inbound Tourism Bootcamp (ITB) which is a 3-day training programme designed for travel and tours companies in becoming the best in tourism customer service and marketing of inbound tourism product and packages using sustainable tourism plan and best practices. In 2020, the Smart Incentive Unit (SI) under MPC, was formed in the in order to ensure the impact of incentive programmes like ITB on businesses.

B) OBJECTIVES

The objectives of this project are:

- To investigate the effectiveness of the MPC's Inbound Tourism Bootcamp (ITB) incentive towards the tourism industry productivity growth.
- To identify further improvements for this incentive.

The research will be quantitative and qualitative in nature. Questionnaire and interview instruments will be developed by the researchers for the study. The number of samples for the survey is targeted at 400 respondents while the case study will be 5 interviewees. The work entails extensive information gathering, analysis and write-up within the quick span of two months. The outcome of the research will be as per the TOR by appointing agency.

C) DURATION OF THE STUDY

The duration of the study is for TWO MONTHS starting from the date of the appointment letter as per the TOR. The timeline is in the Appendix.

D) RESEARCH METHODOLOGY

The preparation of the report will be based on the information collected through primary and secondary data.

1) Secondary Data will be based on the following information:

- The training modules
- The background of Malaysia Productivity Corporation
- Newspaper clippings
- ITB student progress report

2) Primary data collection

The primary data will be collected through development of questionnaire. The process of primary data collection are as follows:

- A 'one off' post study will be conducted on participating company in 2019. Data will be collected through a questionnaire that will be emailed using the email provided by the participating companies using Google Form Questionnaire Format.
- A structured questionnaire will be developed and become an instrument to gather information on the effectiveness of the ITB programme
- The details of the participants to be interviewed (5 top players)

E) FINANCIAL IMPLICATIONS

The financial estimation for the research project is as follows:

VOT	ITEMS	TOTAL (RM)
SUM TOTAL	<ul style="list-style-type: none"> • Research Materials and Supplies • Professional Services • Travel and transportation expenses 	18,900.00

Note: This financial implication is based on the maximum budget required to execute the research project within the quick time frame given.

F) OUTPUT

- 1) Case study on the effectiveness of the MPC's Inbound Tourism Bootcamp (ITB) incentive towards the tourism industry productivity growth
- 2) Best practices of the Inbound Tourism Bootcamp program.

APPENDIX: PROPOSED PROJECT TIMELINE

			MONTH		OCT					NOV					DEC				
			WEEK START DATE					4	11	18	25	31	1	8	15	22	30	6	13
ACTIVITY	START DATE	END DATE	1	2	3	4	5	6	7	8	9	-	10	11	12	13	-		
DATA COLLECTION																			
1. Instruments development	15 Oct	15 Dec			x	x													
2. Questionnaire distribution (online)						x													
3. Participant interviews						x	x												
4. Transcribing interview data							x												
5. Translating interview data							x												
6. Draft preparation: <ul style="list-style-type: none">• Introduction• Purpose• Background / Overview of ITB• Problem Statement• Solution - ITB					x	x	x	x											
7. Finalization of data collection for questionnaire							x	x											
DATA ANALYSIS AND WRITE-UP																			
1. Content analysis of interview data								x	x	x									
2. Finalize analysis of survey data								x	x	x									
3. Draft preparation:									x	x									

