

Application Guidelines

- Applications should be made using the prescribed MTCP forms available at https://mtcpcoms.kln.gov.my/mtcpcoms/online/list_course. MTCP application forms can also be obtained at nearest Malaysian Embassies in recipient countries.
- All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs or National Focal/Aid Coordinator Agency in the respective countries (the relevant ministry or agency responsible for the overall coordination of international technical assistance) and should be submitted ONLY through the diplomatic channel via Embassy of Malaysia in the respective countries.
- Submitted application forms must be accompanied by the applicant's:
 - ✓ Copy of Passport
 - ✓ Passport sized coloured photo (3.5cm x 5cm)
 - ✓ Medical Report
- **ONLY SUCCESSFUL APPLICANTS WILL BE NOTIFIED.**
- Applicants will be notified of their acceptance to the course either through the Malaysian Embassies or Islamic Tourism Centre.
- Minimum requirements
 - Age 28 - 45 years old
 - Medically fit
 - Five years of working experience

Preparation of Country Paper

- Successful applicants will be required to prepare a country paper describing the CBT programmes and plans in his/her country in general and the role of his/her organisation in particular
- A 10 minute presentation (Power Point) will be required from each country during the programme
- The country paper should cover the following topics:
 - The country's general information and background
 - Country report on tourism plans and programme, if possible in relevant to CBT.

CLOSING DATE: 17 MAY 2019

About Islamic Tourism Centre

Islamic Tourism Centre (ITC) was officially launched on 16 March 2009. The Centre is established to assist the Ministry of Tourism, Arts and Culture, Malaysia in undertaking strategic tourism research and market intelligence as well as providing training and capacity-building services in relation to Islamic tourism.

Over the years, the Centre has increasingly become a point of reference among stakeholders and industry players and seen as an industry expert for Islamic tourism. Fully aware of the global potential of Islamic tourism, ITC is constantly and continuously working with stakeholders and industry players to ensure that Malaysia is always at the forefront of Islamic tourism.

The Centre is committed in serving the Government of Malaysia and stakeholders by providing an objective and impartial understanding of tourism issues at national, regional and international levels and to use tourism as a means to promote goodwill among mankind.

ISLAMIC TOURISM CENTRE (ITC)

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About Malaysian Technical Cooperation Programme (MTCP)

The Malaysian Technical Cooperation Programme (MTCP) was first initiated at the First Commonwealth Heads of Government Regional Meeting (CHOGRM) for Asia Pacific Region in Sydney in February 1978. It was officially launched on 7 September 1980 at the 2nd CHOGRM in New Delhi, India, to signify Malaysia's commitment to South-South Cooperation, in particular Technical Cooperation among Developing Countries (TCDC). The programme forms part of the commitment of the Malaysian Government towards the promotion of technical cooperation among developing countries, strengthening of regional and sub-regional cooperation, as well as nurturing collective self-reliance among developing countries. Since its inception in 1980, more than 33,000 participants from 144 recipient countries have benefited from the various programmes offered under the MTCP.

For more information on MTCP, please visit <http://mtcp.kln.gov.my>



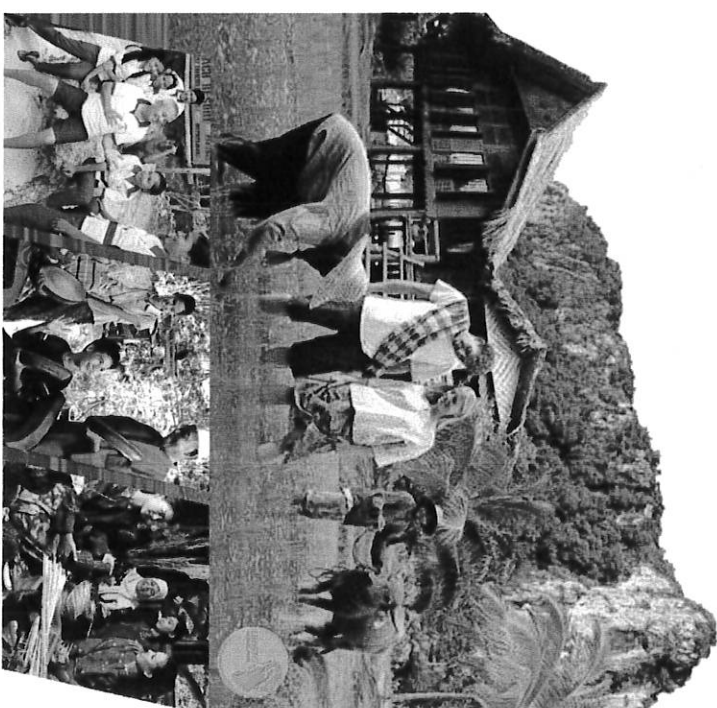
Malaysian Technical Cooperation Programme

SHORT COURSE ON:

STRATEGIES IN DEVELOPING AND ENHANCING COMMUNITY BASED TOURISM (CBT)

14 - 27 JULY 2019

PERAK • KUALA LUMPUR • PAHANG



Supported by:



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Islamic Tourism Centre
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Community-based tourism (CBT) is a type of tourism that both the tourist and host community learn from each other about differences between their cultures through tourists' participation and experience in the daily life of local people. CBT is a new form of tourism product in which the major proportion of the tourism management is organised or managed by the local communities. In other words, the local communities are trusted to be fully responsible for every aspect of their tourism management ranging from decision making, planning, evaluation and control of their tourism management.

CBT is advocated for the economic gains generated from tourism which can be widely distributed thereby supporting the poverty alleviation objective. This effort is further enhanced through diversifying the local livelihood so that the local people do not solely rely on agriculture as they come to have tourism activity as an additional source of income. CBT may enhance social sustainability by empowering local communities to manage their own resources, provide meaningful employment, and assist with capacity building and cultural preservation. Environmental benefits include income generation for communities to actively protect their land from degradation and could enhance conservation efforts to attract tourists especially with regard to eco-tourism initiatives.

This short training course will enable participants to understand the concept of CBT from the perspectives of sustainable development planning. They will be able to learn the concept, management and development of the CBT using Malaysia as a case study. The case studies and field trips will enable the participants to better understand how CBT has developed in Malaysia and how it position itself to suit the many groups of travellers.

Course Objectives

- To introduce, discuss and study the respective concepts in CBT from the perspectives of sustainable tourism development;
- To analyse the impact of CBT on the economy, environment and community of the country;
- To plan for the development of the CBT projects such as the homestay programme for the country;
- To formulate the policies and regulations in the development and implementation of CBT programme; and
- To coordinate and facilitate cooperation between the government, community and private sector to develop the CBT programme for the tourism industry.

Course Contents & Methodologies

- * Country Paper Presentation (10 minutes)
- * Background and History of Malaysia Development
- * Understanding the Concept of Community-Based Tourism: The Growing Importance of CBT in National Economies
- * The Role of Government in Promoting Community Based Tourism
- * Synergy Between Community Based Tourism and Conservation
- * Nine Steps in Developing and Sustaining Community Based Tourism: Lessons from Success Stories in the Asia Pacific Region
- * The Socio Economic Impact of Community Based Tourism
- * Financing Community Based Tourism: The role of SME Bank on Financing in the Tourism Industry
- * Marketing & Promotion of Community Based Tourism as Product
- * Empowering Local Communities Through Community Based Tourism
- * The Challenges of Community Based Tourism in Malaysia
- * The Concept and Development of Homestay Programme in Malaysia
- * Establishing Standards for Promoting Homestay as Product Destination: Issues, Impact and Opportunities
- * Opportunities for Travel & Tour Operators in Marketing Homestay
- * The Impact of Technology in Community Based Tourism
- * Courtesy visit to Ministry of Tourism, Arts & Culture and Wisma Putra
- * Action Plan & Course Evaluation
- ❖ An integrated teaching and learning methodology which include interactive classroom activities, discussions, simulation exercise, group work on a mini project and study visits. This course will be fully conducted in English.

MTCP Objectives

- To share development experience with other countries;
- To strengthen bilateral relation between Malaysia and other developing countries;
- To promote South – South Cooperation (SSC); and
- To promote Technical Cooperation among Developing Countries (TCDC).

Targeted Participants

- Government officials who are involved in planning in tourism development, promotion and marketing, particularly in community based tourism.
- Policy-makers, planners and decision-makers in tourism promotion and marketing.
- Practitioners who are currently responsible for developing community based tourism programme.
- Those involved in 'Visit' campaigns and destination marketing of tourism events.

Expected Outcome

At the end of the course, participants shall be able to understand, not only the concept of CBT project but also identify the potential and impact of CBT towards the economy, environment, socio-cultural and building of skills. They shall be able to formulate strategies to develop CBT projects and as well as cooperation and partnership between government, community and private sector to improve the welfare of the community.

Other Information

- It is mandatory for all the MTCP participants to follow the Visa With Reference (VWR) application procedure. Once the approval is obtained, the training institution should send a copy of VDR approval letter to the participants. Subsequently, with the copy of the approval, the participants may get the VDR from the nearest Embassy of Malaysia.

- Medical treatments are provided at government hospitals/clinics only and the expenses will be borne by the Government of Malaysia under the MTCP. In case of an emergency, participants are eligible to be admitted to government hospitals/clinics. Dental treatments are restricted to extraction and filling only.

- Participants shall conduct themselves at all times in a manner compatible with their responsibilities as MTCP participants and abide by the laws, rules and regulations. As may be stipulated by the host government in respect of this training course.

- During lectures, male participants are required to dress in long-sleeved shirts with ties, long pants and lounge suits and female participants should be appropriately dressed in office attire. For formal occasions – lounge suit or national costume are required.