

Application And Enquiries

- Applications should be made using the prescribed MTCP forms available through https://mtcpcoms.kln.gov.my/mtcpcoms/online/list_course. MTCP application forms can also be obtained from the nearest Malaysian Embassy / High Commission in recipient countries. Submitted application forms must be accompanied by the applicant's
 - ✓ Copy of Passport (all pages & coloured)
 - ✓ Passport sized photo (3.5cm x 5cm) (White background)
 - ✓ Medical Report
- All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs of their respective countries should be submitted only through the diplomatic channel via Embassy/High Commission of Malaysia in the respective countries.
- **Successful candidates will be duly notified by Islamic Tourism Centre one (1) month before the commencement of the course.**
- Incomplete and/or unendorsed forms will not be processed.

VISA AND VACCINATION

All participants must enter Malaysia with Visa With Reference (VWR). Participants selected for the programme will receive a copy of the letter of approval from Islamic Tourism Centre. With the copy of the approval letter, the participant must obtain the VWR stamping from the nearest Malaysian mission. Wherever applicable, participants are advised to arrange on their own, any necessary vaccination prior to travel to Malaysia. Participants from certain countries are required to take a mandatory vaccination for Yellow Fever at least 10 days prior to their departure to Malaysia. Yellow Fever certificate is required to be produced upon landing in Malaysia. Please refer to the MTCP website for further details. <https://mtcpcoms.kln.gov.my/mtcpcoms/online/applicationGuide>

Preparation of Country Paper

- Successful applicants will be required to prepare a country paper describing its ecotourism development programmes and plans in his/her country in general and the role of his/her organisation in particular
- A 10-minute presentation (PowerPoint) 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 ecotourism.

CLOSING DATE: 08 MAY 2020

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 to 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 the Malaysian Technical Cooperation Programme (MTCP)

The Malaysian Technical Cooperation Programme (MTCP) was initiated at the 1st Commonwealth Heads of Government Regional Meeting (CHOGRM) for Asia Pacific Region held in Sydney on February 1978. It was officially launched on 7th 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 (TDC).

The MTCP emphasises the development of human resources through the provision of training in various areas which is essential for a country's development. These areas include public administration, good governance, health services, education, sustainable development, agriculture, trade and investment, ICT and banking. As of 31st December 2019, 34,415 participants from 144 recipient countries have benefited from the various programmes offered under the MTCP.

For more information at MTCP website:

https://mtcpcoms.kln.gov.my/mtcpcoms/online/about_mtcp



Malaysian Technical Cooperation Programme SHORT TRAINING COURSE ON: STRATEGIES IN DEVELOPING AND MANAGING SUSTAINABLE ECOTOURISM DESTINATIONS AND PRODUCTS

05 - 11 JULY 2020

KUALA LUMPUR • PAHANG



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Islamic Tourism Centre

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Ecotourism is defined as "Responsible travel to natural areas that conserves the environment and improves the welfare of local people" (TIES, 1990). Ecotourism is about uniting conservation, communities, and sustainable travel. This nature-based classification of tourism is now a major component of global tourism. At the beginning of the 1990s, ecotourism has been growing 20% - 34% per year. According to UNWTO, in 2004, ecotourism was growing globally 3 times faster than the tourism industry as a whole.

Tourism is an excellent vehicle to transfer income from developed countries to developing countries. Ecotourism is especially effective in this transfer since travellers often venture into remote and economically disadvantaged regions. The benefits of ecotourism flowing to local businesses are also dramatically higher than those from mass tourism. Standard all-inclusive package tours typically deliver just 20 per cent of revenue to local companies, while airlines, hotels and large tour companies capture the rest.

Creating memorable experiences for visitors is crucial to ensure that they remember to come back when the opportunity arises. It is therefore important for a destination to maintain its attractiveness and to constantly create new appeal to ensure its sustainability in the market.

It is our responsibility to manage it in a sustainable manner and translate this expansion into real benefits for all countries, and particularly, to all local communities, creating opportunities for jobs and entrepreneurship and leaving no one behind. Managing and sustaining tourism destinations and products require a holistic approach and it must be a collective effort by all the industry players and stakeholders to ensure that all the initiatives put forward brings positive impact and benefit the industry. Various factors need to be considered and risks need to be calculated especially when it involves huge financial implications. The industry needs to be able to adapt to the changing trends and find the best strategy to mitigate issues associated with destinations and products development to remain competitive.

This training course will enable the participants to share knowledge and experiences through lectures sessions and project presentations as well as case studies and site visits.

MTCP Objectives

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

Course Objectives

- To enable participants to understand the current global trends in travel and tourism;
- To understand the role of different stakeholders in managing ecotourism destinations and product based on Malaysia's experience;
- To impart knowledge on the use of management tools such as the carrying capacity technique in managing sustainable tourism;
- To explore issues associated with the planning, managing, marketing and promotion of ecotourism products and destinations in a sustainable manner; and
- To share Malaysia's best practice experiences for sustainable ecotourism development.

Course Contents & Methodologies

- * **Setting the Scene** - Introduction to the current global trends in travel and tourism and the development of sustainable ecotourism destinations and products.
- * **The Role of Various Stakeholders** – Focus on the concept of sustainability, inter-agency responsibilities and appreciation on how the sustainability issue pervades and applies to all stakeholders involved.
- * **Tourism Management Tools** – Understanding the tourism management tools concepts, demand indicators, demand schedules and general application of approaches to a local attraction.
- * **Management Strategies for Implementation** – A knowledge and application of factors and trends which influence tourism demand; case study presentations and discussions.
- * **Issues and Challenges** – Sharing session by industry players
- * **Case Study Presentation, Discussion and Evaluation**
- * **Action Plan, Course Evaluation and Closing Ceremony**
- * **Visits to Tourism Products and Destinations within Malaysia**

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.

Targeted Participants

- Government officials who are involved in tourism development planning, promotion and marketing, particularly on ecotourism.
- Policy-makers, planners and decision-makers in tourism promotion and marketing.
- Practitioners who are currently responsible for developing ecotourism and/or Muslim travel and tour packages.
- Those involved in 'Visit' campaigns and destination marketing of tourism events.

Fellowship / Scholarship

Participants will receive support from the Governments of Malaysia including:

Accommodation and Meals

➤ Accommodation

Participants will be accommodated at nearby hotel (or at the hostel within the vicinity of the training institute). Participants are strictly not allowed to bring any family members during the course.

➤ Daily Allowance

Participants will be provided with a daily allowance of RM85.00 that is sufficient to cover daily expenses.

➤ Meals

Meals will be provided throughout the duration of the course.

➤ Air Fares

A return flight ticket from the capital city of the recipient country to Kuala Lumpur on economy class is provided for participants.

➤ Course Fees

All course fees are borne by the Government of Malaysia

➤ Attire

Participants are to dress in formal or office attire throughout class sessions as well as during official visits to Government Ministries/Agencies.