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/Muslim Friendly Tourism and Hospitality (MFTH).

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/MFTH.

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.

THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

The Malaysian Technical Cooperation Programme (MTCP) was officially launched on 7 September 1980 at the Commonwealth Heads of State Meeting in New Delhi, India, to signify Malaysia's commitment to the South-South Cooperation, in particular, the Technical Cooperation among Developing Countries (TCDC).

The MTCP emphasizes on the development of human resources through the provision of training in various areas which are essential for a country's development such as agriculture, economy, finance, public management and administration, science & technology and ICT, health diplomacy, safety and security including cyber security, cultural diplomacy, social development, environment-related to SDG2030, education, industrial and technical training. Annually, Malaysia offered more than 60 technical and capacity-building programs under the MTCP, which have benefited more than 35,500 participants from 144 countries.

OBJECTIVES OF MTCP:
1. To share the development experience with other countries;
2. To strengthen bilateral relations between Malaysia and other developing countries;
3. To promote South-South Cooperation (SSC); and
4. To promote technical cooperation among Developing Countries.

ISLAMIC TOURISM CENTRE

MALAYSIAN TECHNICAL COOPERATION PROGRAMME

MINISTRY OF FOREIGN AFFAIRS MALAYSIA

MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

ONLINE SHORT TRAINING COURSE ON

ENHANCING SUSTAINABILITY BY LINKING CULTURE, NATURE AND COMMUNITY THROUGH TOURISM

APPLY NOW!

CLOSING DATE: 19 AUGUST 2022

21-23 & 26-29 SEPTEMBER 2022

14:00 – 18:00 MALAYSIA (GMT +8)

TRAINING INSTITUTE

ISLAMIC TOURISM CENTRE (ITC)
MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA
LEVEL 13, NO. 2, TOWER 1, JALAN P5/6, PRECINCT 5
62200 PUTRAJAYA, MALAYSIA
TEL: +603-8891 7177 FAX: +603-8881 0686
EMAIL: RT@ITC.GOV.MY / SITISARAH@ITC.GOV.MY

SUPPORTED BY:

MINISTRY OF TOURISM, ARTS AND CULTURE

WWW.ITC.GOV.MY

ISLAMIC TOURISM CENTRE

ITC_MY

WHO SHOULD APPLY

1. Middle/Senior Government Officers aged 26-50 years who are involved in the planning of responsible tourism development, specifically on products and services

2. Policy-makers, planners and decision-makers in tourism promotion and marketing

3. Practitioners who are currently responsible for developing tourism workforce

4. Good command of spoken and written English

5. Has never participated in any MTCP courses.

6. Equipped with the relevant ICT tools such as laptop/desktop, web camera, microphone, speaker etc. & familiar with online learning platforms like Zoom, Google Meet etc.

APPLICATION GUIDELINES

1. The course fees are fully sponsored by the **Government of Malaysia**.

2. Applications should be made using the prescribed MTCP forms available at https://www.kln.gov.my/documents/8390448/8392184/MTCP+2022+-+APPLICATION+FORM.pdf/31506fe1-acea-44d1-88a2-7b4227e6bd2a

3. MTCP application forms can also be obtained from the nearest Malaysian Embassy/High Commission in recipient countries.

4. 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 and submitted **ONLY** through the diplomatic channel via the Embassy/High Commission of Malaysia.

5. Only successful applicants will receive the Official Invitation notification one (1) week from the course date, by the Training Institute via email

ABOUT THE COURSE

Tourism is a vital source of income for many regions and countries. It has become one of the largest industries of the 20th century. Tourism can potentially help create jobs, improve livelihood, and contribute to a nation's economy and nation-building. Tourism also encourages respect for and preservation of nature, culture and heritage.

Over the years, tourism has accelerated development globally, which resulted in severe cultural and ecological damages to the host country. Chowla (2004) mentioned that an essential feature of the tourism industry is its contribution to the national integration and creation of a harmonious social and cultural environment. It also encourages respect for and preservation of monuments and heritage properties." In short, development in tourism must add to prosperity and happiness.

How can we strategies and link culture, nature and community to enhance tourism sustainability? Culture, nature and tourism have a mutually beneficial relationship that can strengthen places, regions, and countries' attractiveness and competitiveness. Culture is an increasingly important element of the tourism product as it creates distinctiveness in a crowded global marketplace. At the same time, tourism provides an essential means of enhancing culture and creating income that can support and strengthen cultural heritage, cultural production and creativity (OECD, 2009). Culture, nature and tourism are linked because of their apparent synergies and growth potential. Nature tourism is often associated with health and wellness, and together with cultural and creative industries, they are increasingly being used to promote destinations.

This short training course will enable the participants to have an interactive sharing session with the practitioners, institutions, and communities, as well to get better insights on the linking of culture, nature and society through tourism.

COURSE OBJECTIVES

1. At the end of the course, participants would have a better understanding on:

2. The philosophy and concept of tourism as applied in developing countries;

3. The nature, complexities and impacts of tourism development;

4. The significance of planning and monitoring in tourism development.

COURSE CONTENTS AND METHODOLOGIES

❖ Overview of Tourism Trends and Development

❖ Role of Key Stakeholders and Partners in Tourism Development (Community, Industry)

❖ Private-Public Collaborations

❖ Innovative Approaches to Tourism Sustainability (Environmental Education, Culture Preservation, Creative Industry, Community-Based Tourism)

❖ Implementing Master Plan and Quality Control in Tourism Development

❖ Sharing Session with industry players/speakers

❖ Project Presentation and Evaluation

❖ Summary/Wrap-Up

*The course is expected to run for **7 days (28 hours)** with various learning methodologies such as a series of lectures, online group activities and discussions, simulation exercises, and group work on a mini-project. This course will be fully conducted in **English**.*