

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:

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



MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

SHORT COURSE ON EMBRACING DIGITAL TRANSFORMATION FOR TOURISM IN THE “NEW- NORM”

APPLY NOW!

CLOSING DATE: 22 JULY 2022

22 -26 & 29 -30 AUGUST 2022
14:00 – 18:00 MALAYSIA (GMT +8)

TRAINING INSTITUTE

ISLAMIC TOURISM CENTRE (ITC)
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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

The United Nation's Trade and Development Body (UNCTAD) reported that the global tourism industry suffered an economic hit of USD 2.4 trillion, coupled with the drop of international tourist arrivals by 74% in 2020. The wild and rapid spread of the COVID-19 virus led to numerous lockdowns and travel restrictions worldwide, causing the cancellation and postponement of travel and tourism activities on a global scale. This did not only impact hotels, travel agents and airlines but the entire tourism ecosystem, as MICE activities, tourist attraction sites and entertainment venues and more were forced to shut down for fear of everyone's health and safety. This has been especially hard for developing nations that are dependent on tourism as a source of economy.

This global tragedy is expected to bring about big changes in the tourism industry. The tourist decision-making process will revolve beyond destination attractiveness and affordability. Concerns over hygiene, social distancing, safety and health are at an all-time high. They are likely to remain in place for the foreseeable future, making contactless service delivery and investments in digital technology a bridge to recovery. To survive and thrive in the new norm, tourism industry practitioners should find ways to re-engineer their products, services and practices, and digital technology advances would definitely help with that.

Tourists tend to find the information of destination in travel forums, online groups, or social networking websites on the internet also known as sharing economy which is defined as a peer-to-peer (P2P) based activity of acquiring, providing, or sharing access to goods and services that is often facilitated by a community-based online platform. Travelling is also made easier, faster, and safer by technology through online travel planning and booking via websites and apps instead of physically doing it. Digital innovations also make excellent market research and e-Marketing tools for Destination Management Organisations (DMOs). DMOs could take advantage of internet communication technologies and the development of social media to market the destination as distinctive online marketing strategies.

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 utilising digital technologies to fit the new norm.

COURSE OBJECTIVES

1. To recognise the concept and benefits of digital technology for tourism survival and development;
2. To explore potential digital tourism products and practices that can be expanded in their home country;
3. To identify the roles Governments and the private sector play in the development of digital technology for tourism;
4. To develop strategies and policies for digital transformation for tourism; and
5. To predict future tourism trends and market analysis using digital innovations

COURSE CONTENTS AND METHODOLOGIES

- ❖ Digital Technology in Tourism: Concept and Transforming Innovations
- ❖ Government's Responsibilities in Consolidating Digital Transformation in Tourism
- ❖ Private-Public Collaborations
- ❖ Investment and Capital Injections
- ❖ Enriching Tourist Experience with Smart Tourism
- ❖ Digital Practices in Tourism Workforce
- ❖ AR/VR Technology in Tourism
- ❖ Tourism e-Marketing
- ❖ Digital Sharing Economy
- ❖ Data Analysis Technologies
- ❖ Sharing Session with industry players/speakers
- ❖ Action Plan & Course Evaluation

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**.