

# Course Objectives

- I. To understand the current global trends in travel and tourism;
- II. To establish a better understanding of the role of different stakeholders in managing Muslim friendly destinations and products based on Malaysia's experience;
- III. To identify potential attractions, products and services in their home country that can be developed for MFTH;
- IV. To explore issues associated with the planning, managing, and marketing Muslim Friendly Tourism and Hospitality (MFTH) products and destinations in a sustainable manner; and
- V. To share Malaysia's best practice experiences for Muslim Friendly Tourism and Hospitality (MFTH).

# Course Content and Methodology

TOPIC 1	Introduction to the current global trends in travel and tourism and the emergence of MF travel and tourism
TOPIC 2	Introduction to Muslim-Friendly Tourism and Hospitality: Trends and Potential
TOPIC 3	The Role of Various Stakeholders
TOPIC 4	Business and Investments in Muslim-Friendly Tourism and Hospitality Sector
TOPIC 5	Muslim Friendly Products and Services: Hotels, Tour Packages, Tour Guiding
TOPIC 6	Managing Infrastructure and Attractions
TOPIC 7	Management Strategies for Implementation

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

REGISTER NOW!



CLOSING DATE:  
17 JUNE 2022



19 – 22 & 25 – 27 JULY 2022

GMT+8

1 PM – 5 PM

Malaysian Time (GMT+8)

Strategies in Developing and Managing Sustainable Muslim Friendly Destinations and Products

MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

## Training Institute

ISLAMIC TOURISM CENTRE (ITC)

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Islamic Tourism Centre

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## About the Course

People travel for various reasons – to wind down from stressful life, to explore new places and gain new experiences, as well as to appreciate the Almighty's creation. Therefore, creating memorable experiences for visitors is crucial to ensure they remember to return when the opportunity arises. Consequently, it is essential for a destination to maintain its attractiveness and constantly create new appeal to ensure its sustainability in the market. It is even more crucial now as the tourism industry is reopening after being locked down for an extended period due to the COVID-19 pandemic.

The COVID-19 pandemic has devastatingly affected the tourism industry, particularly those developing and less developed countries (LDCs) dependent on tourism. Travelling has been somewhat impossible since early 2020 due to the worldwide implementation of lockdowns, quarantines and major travel restrictions that had to take place in Governments' effort to curb the spread of the deadly virus. This, coupled with consumer's decision to limit international travels, resulted in a sharp decline in international tourist arrivals and receipts, consequently impacting the aforementioned developing and less developed nations.

The UNWTO Secretary-General Zurab Pololikashvili mentioned that “the growth of tourism in recent years confirms that the sector is one of the most powerful drivers of economic growth and development today. 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. It has to be a collective effort by all the industry players and stakeholders to ensure that all the initiatives bring positive impact and benefit the industry. Various factors must be considered, and risks must be calculated, especially when they involve substantial 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 and case studies as well as site visits.

## Who Should Apply?

- Government officials involved in tourism development planning, promotion, and marketing, particularly in Muslim travel market
- Policymakers, planners and decision-makers in tourism planning and development
- Practitioners who are currently responsible for developing Muslim travel and tour packages
- Those involved in 'Visit' campaigns and destination marketing of tourism events
- Good command of spoken and written English
- 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

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 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 using tourism as a means to promote goodwill among mankind.

## About 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 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.