

Tourism

Introduction

Tourism industry in Malaysia has been identified as a key driver in the services sector. 11th MP will focus on capturing high yield tourists to stimulate the industry's contribution to the economy. Domestic tourism will be harnessed to further increase the vibrancy of the industry. The aim is to increase visibility by highlighting Malaysia's uniqueness and strengths through targeted promotional activities. Tourist arrivals to Malaysia are targeted to grow at an average rate of 4% per annum to reach 36 million in 2020. Receipts are targeted to grow at an annual average rate of 13.6% to reach RM168 billion in 2020. The tourism industry is projected to provide 2.34 million jobs cumulatively through the 11th MP.

Strategies

The globally expanding affluent middle class, faster pace of life and different trends of travel from destination-based to experience-based will shape the strategies to capture high net worth tourists. There will be a shift in developing the tourism industry towards emphasising on knowledge-intensive niche areas, creating high-income job and transforming the industry from high volume to high yield. Moving forward, the following strategies will be pursued:-

Enhancing Tourism Products

- Focus will be given to ecotourism as the premier segment of the tourism industry by leveraging on the biodiversity assets through extensive branding and promotion. At the same time, heritage sites and cultural products will be leveraged upon to enhance tourist experience. On the other hand, meetings, incentives, conventions and exhibition (MICE) will continue to play a pivotal role in attracting high spending tourists to the country. Apart from that, promotional campaigns will be intensified to promote Malaysia as top-of-the-mind shopping destination in Asia Pacific. More events and promotional activities such as fashion and cultural shows will be held at key shopping areas.

Upgrading Service Quality

- In meeting the demand from high yield market segments, the quality of human capital will be strengthened through training. Efforts will be enhanced to review and improve training modules, to increase the level of professionalism and meet the industry demand.

Restrategising Marketing and Promotion

- There will be a shift from marketing and promotion based on geographical segmentation, to targeted marketing and promotion based on niche markets. Focus will be given to ecotourism, shopping and MICE segments to capture high spending tourists.

Improving Governance

- Government machinery will be strengthened to achieve efficiency and effectiveness in sustainable tourism development and enable optimal utilisation of resources.

Intensifying Domestic Tourism

- The development of domestic tourism will remain a key priority and be actively promoted. Promotion and campaigns will be aligned to holiday periods to encourage domestic tourism.