

NATIONAL TOURISM POLICY 2020 - 2030

DEVELOPMENT STAGES

- National tourism policy plays a vital role in the economy of our country. This is because tourism may increase tax revenue, provide thousands of new jobs, improve a nation's infrastructure, and foster cross-cultural understanding and appreciation. Across several sectors, tourism has a considerable positive impact on employment.
- National Tourism Policy has the potential to improve things like strengthening governance capacity, creating special tourism investment zones, embracing smart tourism, enhancing demand sophistication, practicing sustainable and responsible tourism, and improving on upskilling human capital.
- It also explains the new plan and the rationale behind each policy to help Malaysia reach the top 10 tourist destinations worldwide.
- Adding value to the existing visitor experience through product creation, boosting enablers, and reducing hurdles. One form of community-based tourism that has the potential to significantly impact Malaysia's economy is the revival of the traditional homestay model.

CHALLENGES OF THE PLANNING

1. Silo mentality and over-dependence on the government

- Silo mentality raises the issue of hesitancy in information-sharing within individuals from different departments or sectors, which in turn diminishes the working efficiency and disfigures the selected goals.
- Dependency syndrome towards the government triggered the situation that, once without input from the government, people faced a hardship in making further decisions or actions explicitly in the tourism industry.
- Therefore, the existing tourism destinations are becoming less attractive.

2. Lack of innovation

- Unavailability in generating more attractive ideas and a shortfall in trying out new plans end up with bareness of motivation in the tourism industry.
- In fact, more cultural events and interesting recreation are needed to be injected and organized to gain further attention from global tourists.
- Hence, Malaysia's tourism results in sameness and lack of competitiveness.

3. Low service quality

- Insufficient professional training and upskilling courses specifically towards the employees in tourism sectors create the challenging phenomenon to upgrade quality workforce from time to time.
- In brief, there is a perceived deterioration in service quality in comparison to ASEAN neighbors such as Thailand and Singapore.

4. Poor destination management

- Maintenance of infrastructures in tourism destinations is limited, as a result of financial burden. This issue substantially interferes with the functionality of facilities and systems, whereby tourists' satisfaction tends to be affected at an instant point.
- Thence, all these lead to unsustainable physical development and negative tourist experiences.

5. Over-reliance on the traditional marketing

- While other nations such as China and the U.S. have matured development in digitalization, Malaysia remains a narrow margin to be captured in virtual media for viral marketing.
- Traditional promotions including TV shows, billboards and newspaper advertisements can be switched to follow current users' trend. Simultaneously, ICT-based technologies should also be utilized in this process to enhance visiting experience.
- Thus, Malaysia is left behind embracing Smart Tourism and more improvement on marketing strategies should be required persistently.

DOMESTIC ISSUES FACED BY MALAYSIA

a. Travel operators businesses

- Need to generate a profit
- Requirement for a product to have a competitive edge over rivals
- The size of the required investment and the challenges of raising capital
- Costs associated with starting and running businesses
- Long wait times for approvals
- It takes a long time to grow a target market, especially a global market, and become profitable.
- The price of setting up service infrastructure in far-off places
- Cost of maintaining market expansion and customer service

b. Historical Managers

- Conflict between the need for public access and the requirement to safeguard the place.
- Pressure to redirect the limited resources for conservation to controlling tourists
- Sensitivity to information about a heritage site's location and orientation, as well as whether or not it should be accessible to the general public.
- The impact of more people visiting the local fauna and vegetation.
- The site's physical ability to accommodate visitors.
- The effects of tourism on culture and intellectual property, including how sensitive material is handled, copyright issues, and the usage of pictures for advertising and promotion.

c. Regional Groups

- Whether the tourist attraction offers a viewpoint from the neighbourhood
- Whether local leaders have been identified and actively consulted
- How locals may actively participate in deciding how the attraction will be presented, managed, and run
- How to lessen the harmful effects of tourist development.

INTERNATIONAL ISSUES FACED BY MALAYSIA

a. COVID-19

- The tourist and hospitality industries have been particularly hard struck by the world's worrisome coronavirus infection (COVID-19) outbreak.
- For the majority of the world's nations, unforeseen travel restrictions and border closures have resulted in the loss of millions of livelihoods and employment
- Epidemiologists had anticipated that such a pandemic would occur in the near future, and that now that it had happened and altered the tourist scene, it was time to move forward in the direction of greater global sustainability.
- The hotel sector must change how it operates to fit into the "new normal" that has emerged in the wake of the epidemic.

b. Seasonal

- Access to capital, challenges in finding and keeping full-time employees, issues with low returns on investment that increase operational risk, and problems with peaking and overuse of facilities.
- To provide dependable and effective service to both domestic and foreign clients, tourism operators need a great deal of certainty in access, timing, and facilities.
- For example, FIFA WORLD CUP QATAR 2022 and Olympic 2022 attract tourists from foreign countries.

ECONOMIC INDICATORS

1. Strengthen Governance Capacity

- Transforming the governance capacity of tourism-related agencies in Malaysia to harness their tourism core skills.
- To enhance the delivery of competitive tourism products and memorable tourist experiences, more than 40 government agencies and local authorities directly or indirectly involved in the development of tourism should coordinate better and build their governance capacity.

2. Create Special Tourism Investment Zones (STIZs)

- To drive the development of high-value and innovative tourism products and services in response to growing market sophistication.
- Public private partnerships are essential in transforming Malaysia's tourism industry as well as the designation of STIZs would create a pro-investment environment besides sending the right signal to international and homegrown investors.

3. Embrace Smart Tourism

- Embarking on a comprehensive digitalization journey to transform Malaysia's tourism industry towards Smart Tourism.
- By providing the necessary tools for the tourism industry to be internationally connected, performing rigorous data analytics of tourism features and shortening the supply chain will embrace the whole spectrum of digitalization.

4. Enhance Demand Sophistication

- By increasing the depth of the tourist experience in support of customized and good travel.
- Aims to influence tourism demand to attract high-value tourists as well as catering to the need of customized travel both as a mainstream and niche travel form is essential in enticing tourists to stay and spend more at multiple destinations.

5. Practice Sustainable and Responsible Tourism

- By reinforcing the role of tourism as a catalyst for economic development in a sustainable, responsible and inclusive manner that aligns with the United Nations Sustainable Development Goals (UNSDGs)
- Promoting the inclusive development of tourism industry, responsible consumption and practices under the benchmarking of UNSDGs

6. Upskill Human Capital

- To achieve the growth of service culture through enhancing capabilities and developing human capital that harmoniously cascade from the macro level to the destination level
- By transforming human capital development towards service culture that personifies the warmth, hospitality and professionalism in tourism sector

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