

Application And Enquiries

- Applications should be made using the prescribed MTCP forms available through https://mtcpcoms.kln.gov.my/mtcpcoms/onlines/list_course . MTCP application forms can also be obtained from the nearest Malaysian Embassy / High Commission in recipient countries. Submitted application forms must be accompanied by the applicant's
 - ✓ Copy of Passport (all pages & coloured)
 - ✓ Passport sized photo (3.5cm x 5cm) ((White background)
 - ✓ Medical Report
- All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs of their respective countries should be submitted only through the diplomatic channel via Embassy/High Commission of Malaysia in the respective countries.
- **Successful candidates will be duly notified by Islamic Tourism Centre one (1) month before the commencement of the course.**
- Incomplete and/or unendorsed forms will not be processed.

VISA AND VACCINATION

All participants must enter Malaysia with Visa With Reference (VWR). Participants selected for the programme will receive a copy of the letter of approval from Islamic Tourism Centre With the copy of the approval letter, the participant must obtain the VWR stamping from the nearest Malaysian mission. Wherever applicable, participants are advised to arrange on their own, any necessary vaccination prior to travel to Malaysia. Participants from certain countries are required to take a mandatory vaccination for Yellow Fever at least 10 days prior to their departure to Malaysia. Yellow Fever certificate is required to be produced upon landing in Malaysia. Please refer to the MTCP website for further details.

<https://mtcpcoms.kln.gov.my/mtcpcoms/online/applicationGuide>

Preparation of Country Paper

- Successful applicants will be required to prepare a country paper describing its responsible tourism development programmes and plans in his/her country in general and the role of his/her organisation in particular
- A 10-minute presentation (PowerPoint) will be required from each country during the programme
- The country paper should cover the following topics:
 - The country's general information and background
 - Country report on tourism plans and programme, if possible in relevant to responsible tourism.

CLOSING DATE: 13 JULY 2020

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.

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.

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.

ISLAMIC TOURISM CENTRE (ITC)

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About the Malaysian Technical Cooperation Programme (MTCP)

The Malaysian Technical Cooperation Programme (MTCP) was initiated at the 1st Commonwealth Heads of Government Regional Meeting (CHOGRM) for Asia Pacific Region held in Sydney on February 1978. It was officially launched on 7th September 1980 at the 2nd CHOGRM in New Delhi, India, to signify Malaysia's commitment to South-South Cooperation, in particular Technical Cooperation among Developing Countries (TCDC).

The MTCP emphasises the development of human resources through the provision of training in various areas which is essential for a country's development. These areas include public administration, good governance, health services, education, sustainable development, agriculture, trade and investment, ICT and banking. As of 31st December 2019, 34,415 participants from 144 recipient countries have benefited from the various programmes offered under the MTCP.

For more information at MTCP website:

https://mtcpcoms.kln.gov.my/mtcpcoms/online/about_mtcp



Malaysian Technical Cooperation Programme

SHORT TRAINING COURSE ON RESPONSIBLE TOURISM: PRESERVATION AND CONSERVATION OF CULTURE AND HERITAGE FOR SUSTAINABLE TOURISM DESTINATION

27 SEPTEMBER – 3 OCTOBER 2020

KUALA LUMPUR • MELAKA



Supported by:



www.itc.gov.my

Islamic Tourism Centre

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Responsible Tourism (RT) is a new term being widely used nowadays as one of the ways to symbolise a more balanced approach towards better destination management. It shares the same objectives with 'Sustainable Tourism (ST)', which aims to foster positive economic, social and environmental impact on host destinations. Both RT and ST are alternative forms of tourism that aim to minimise the negative effects of tourism, but they are not interchangeable terms. Dr. Harold Goodwin, a renowned Professor of Responsible Tourism Management, clearly explains, "Sustainability is the goal, a goal which can only be achieved by people taking responsibility together to achieve it".

Responsible tourism is about using tourism to make better places for people to live in and better places for people to visit, in that order. It is different from Sustainable Tourism in that it focuses on what people, businesses and governments do to maximise the positive economic, social and environmental impacts to tourism. It is about identifying the important issues locally and addressing those, clearly reporting progress towards using tourism for sustainable development.

It is therefore crucial for any country or destination that are dependent on tourism as one of the main contributing sectors in its economy to pay attention to this trending tourism alternative. This is because RT encourages people to make positive contributions to the conservation of cultural and natural heritage which in return would help to provide better experiences for tourists through more meaningful connections with local communities. RT also emphasises the needs and requirements for physically challenged individuals. RT promotes culturally sensitive tourists and hosts, encourage respects, and build local pride and confidence. The training programme will take the participants to the state of Melaka and Malaysia's capital city, Kuala Lumpur for an enhanced experience on responsible tourism initiatives and impacts implemented in the country. It will also enable the participants to have an interactive sharing session with the local communities as well as better understand the implementation of responsible tourism in the country.

MTCP Objectives

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

Course Objectives

- To study the concepts of responsible tourism and sustainable tourism through theoretical approach and practical exposure as well as discuss the impacts and challenges;
- To create a platform for interactive sharing session among the participants particularly on the needs and requirements of implementing and encouraging responsible tourism; and;
- To coordinate and facilitate cooperation between the government, community and private sector of the participants' countries, to promote responsible tourism to their respective stakeholders and communities as a collective initiative for sustainable destination management.

Course Contents & Methodologies

- * Understanding Responsible Tourism and Sustainable Tourism
- * Promoting Responsible Tourism to visitors and local hosts
- * Smart Tourism for Competitive Advantage: Utilising Information Communication Technology (ICT) in promoting Responsible Tourism
- * Strategies in Implementing Responsible Tourism: Issues, Impact, and Opportunities (Case Study)
- * Public-Private Partnership in Enhancing the Sustainability of Tourism Destination through Responsible Tourism (Case Study)
- * Conservation and Preservation of Natural and Cultural Heritage through Responsible Tourism
- * Action Plan, Course Evaluation and Closing Ceremony
- * Visits to Tourism Products and Destinations within Malaysia
- ❖ Integrated teaching and learning methodology which include interactive classroom activities, discussions, simulation exercise, group work on a mini-project and study visits. This course will be fully conducted in English.

Targeted Participants

- Government officials who are involved in the planning of responsible tourism promotion and marketing
- Policy-makers, planners and decision-makers in tourism promotion and marketing.
- Those involved in 'Visit' campaigns and destination marketing of tourism events.

Fellowship / Scholarship

Participants will receive support from the Governments of Malaysia including:

Accommodation and Meals

➤ **Accommodation**

Participants will be accommodated at nearby hotel (or at the hostel within the vicinity of the training institute). Participants are strictly not allowed to bring any family members during the course.

➤ **Daily Allowance**

Participants will be provided with a daily allowance of RM85.00 that is sufficient to cover daily expenses.

➤ **Meals**

Meals will be provided throughout the duration of the course.

➤ **Air Fares**

A return flight ticket from the capital city of the recipient country to Kuala Lumpur on economy class is provided for participants.

➤ **Course Fees**

All course fees are borne by the Government of Malaysia

➤ **Attire**

Participants are to dress in formal or office attire throughout class sessions as well as during official visits to Government Ministries/Agencies.