



Malaysia
Truly Asia

MALAYSIA TOURISM QUALITY ASSURANCE (MyTQA)

MOHD DAUD MOHD ARIF

**Tourism Policy and International Affairs Division
Ministry of Tourism and Culture Malaysia**

**11th COMCEC
TOURISM WORKING GROUP
MEETING**

Ankara, Turkey

DMOs STRIVE FOR **TOURISM QUALITY ASSURANCE**

MyTQA

“Malaysia Tourism Quality Assurance (MyTQA) is an initiative taken by the Ministry of Tourism and Culture Malaysia to enhance the service and quality of tourism products in Malaysia. It is a recognition to the tourism product and act as a tactic to instill the culture of prioritising service quality among the tourism industry players. “



OBJECTIVES

To classify tourism products to raise the standard for tourist's satisfaction

To improve tourist's trust and confidence towards Malaysian tourism products that has been certified with MyTQA

To instill the culture of prioritising product quality within the tourism operators and industry players

To enhance the quality of tourism products and services in Malaysia

APPLICATION GUIDELINES



Application is on **voluntary** basis

The evaluation process will be done by **the ministry's officials** and related NGOs individuals

Every nominated product **will be evaluated thoroughly**
- the **quality** in service delivery and product condition

Series of **mystery inspection** on the product will be done within 30 days after the application



BENEFITS OF MyTQA



Recognition and certification from the Ministry

The certified products will be featured in the Ministry's official website and most of Malaysia's tourism promotional websites

Priority in joining national's campaign in international tourism fairs

Priority for tourism development funds approval



10 THEMES IN MyTQA



Agro
Shopping
Nature & Adventure
Culture & Heritage
Island & Beaches
Sport & Recreational
Cruise & Sail
Man Made
Theme Parks
Parks & Garden



MyTQA PLAQUE & CERTIFICATE



TO DATE:
25
CERTIFIED
TOURISM
PRODUCTS

Malaysia
Truly Asia



Thank
you

