

HUMAN RESOURCES & CAREER DEVELOPMENT IN TOURISM AND HOSPITALITY INDUSTRY

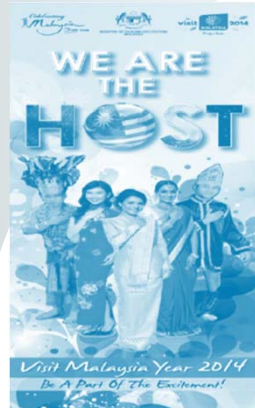


Ministry of Tourism & Culture
Malaysia

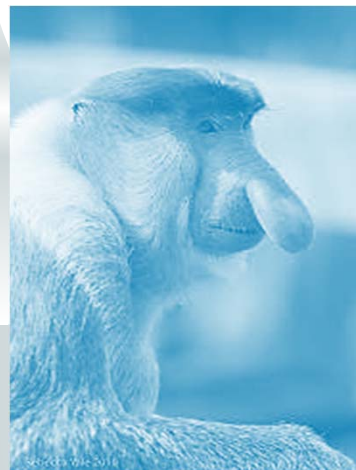


Outline

- * Overview of Tourism and Hospitality
- * Current Skill Standards and National Certification System
- * Programmes and Activities



OVERVIEW OF TOURISM AND HOSPITALITY



Ministry of Tourism & Culture
Malaysia

MAJOR FOREIGN EARNINGS 2012 & 2013

MAJOR FOREIGN EARNINGS 2012 & 2013		
	2012 (RM / USD Bil)	2013 (RM / USD Bil)
Manufactured Goods	159.0 / 50.18	549.6 / 173.46
Tourist Receipts	18.5 / 5.84	65.4 / 20.64
LNG	16.9 / 5.11	59.2 / 18.68
Palm Oil	16.2 / 5.11	41.8 / 13.19
Crude Oil	9.7 / 3.06	31.6 / 9.97
Rubber	2.4 / 0.76	7.0 / 2.21



Source: Bank Negara Malaysia Annual Report 2013



INTERNATIONAL TOURIST ARRIVALS BY COUNTRY OF DESTINATION

Rank		COUNTRY	TOURIST ARRIVALS (MILLION)		% CHANGE	
'13	'12		2012	2013	2011/2012	2012/2013
1	1	France	83.0	...	1.8	...
2	2	United States	66.7	69.8	6.3	4.7
3	4	Spain	57.5	60.7	2.3	5.6
4	3	China	57.7	55.7	0.3	-3.5
5	5	Italy	46.4	47.7	0.5	2.9
6	6	Turkey	35.7	37.8	3.0	5.9
7	7	Germany	30.4	31.5	7.3	3.7
8	8	United Kingdom	29.3	31.2	-0.1	6.4
9	9	Russian Federation	25.7	28.4	13.5	10.2
10	15	Thailand	22.4	26.5	16.2	18.8
11	10	Malaysia	25.0	25.7	1.3	2.7

* INTERNATIONAL TOURISM RECEIPTS (US\$ Billion)



Rank		COUNTRY	TOURISM RECEIPTS (BILLION)		% CHANGE	
'13	'12		2012	2013	12/11	12/13
1	1	United States	126.2	139.6	9.2	10.6
2	2	Spain	56.3	60.4	1.5	3.9
3	3	France	53.6	56.1	6.0	1.3
4	4	China	50.0	51.7	3.2	3.3
5	5	Macao (China)	43.7	51.6	13.2	18.1
6	6	Italy	41.2	43.9	3.8	3.1
7	9	Thailand	33.8	42.1	26.7	23.1
8	7	Germany	38.1	41.2	6.3	4.5
9	8	United Kingdom	36.2	40.6	4.8	13.2
10	10	Hong Kong (China)	33.1	38.9	15.8	17.7
11	11	Australia	31.7	31.0	0.9	4.7
12	12	Turkey	25.3	28.0	1.2	10.5
13	13	Malaysia	20.2	21.0	4.0	5.9

Source: UNWTO

* TOP 10 MALAYSIA TOURIST ARRIVALS 2013

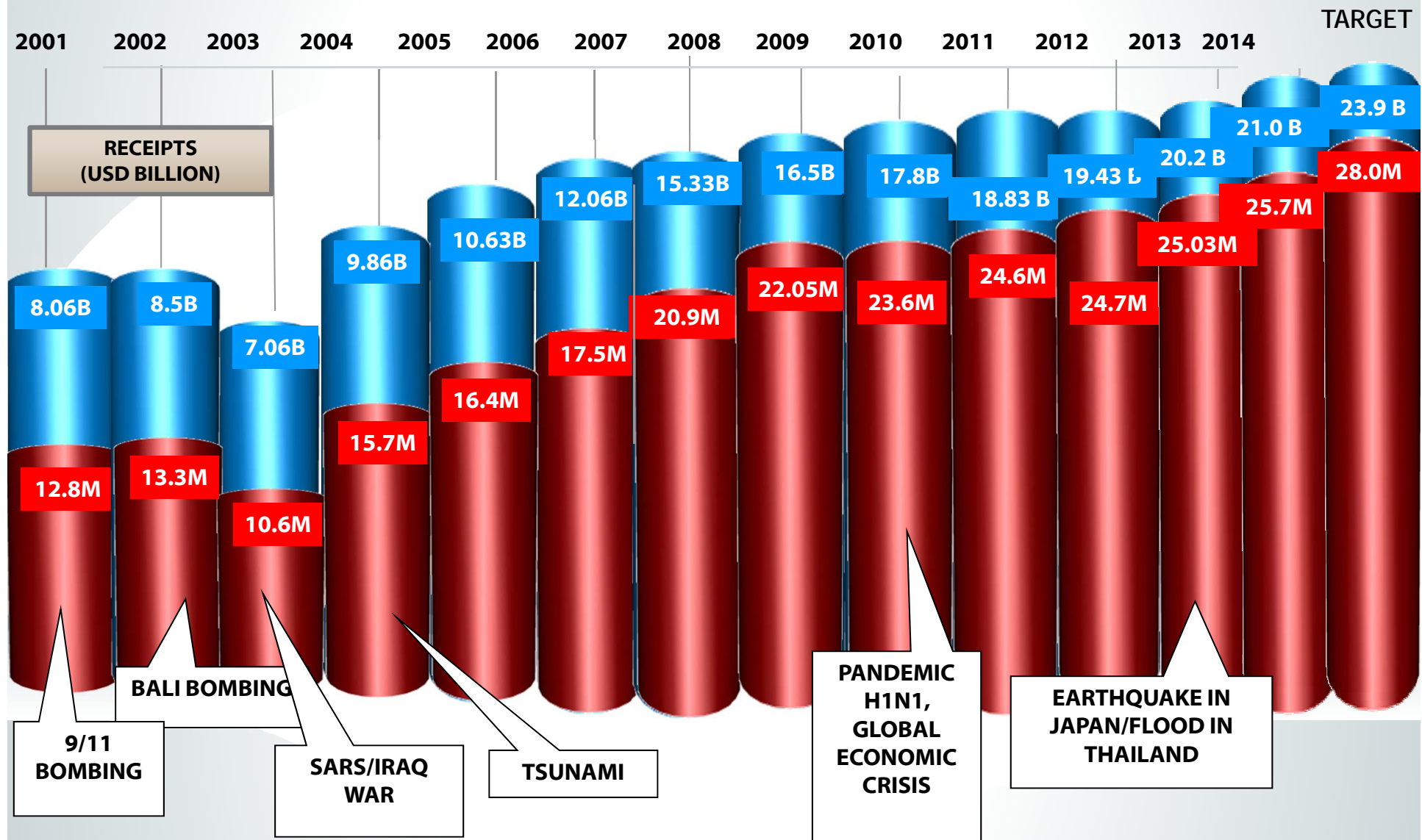
No.	Country	2012	2013	% Change 2012/2013
1.	Singapore	13,014,268	13,178,774	1.3%
2.	Indonesia	2,382,606	2,548,021	6.9%
3.	China PRC	1,558,785	1,791,423	14.9%
4.	Thailand	1,263,024	1,156,452	-8.4%
5.	Brunei Darussalam	1,258,070	1,238,871	-1.5%
6.	India	691,271	650,989	-5.8%
7.	Philippines	508,744	557,147	9.5%
8.	Australia	507,948	526,342	3.6%
9.	Japan	470,008	513,076	9.2%
10.	United Kingdom	402,207	413,472	2.8%

Source : Tourism Malaysia

MALAYSIA'S ACHIEVEMENTS

- ❖ MALAYSIA as the World's Top 10 Destinations to visit in 2014. Penang is the No. 1 culinary hotspot -by LONELY PLANET
- ❖ MALAYSIA as the TOP Muslim-friendly holiday destination- survey carried out by Crescent rating, a Singapore-based Muslim Travel Consultancy in 2013.
- ❖ MALAYSIA is the 12th Most Competitive Economy in The World for Doing Business, according to the 2013 Edition of The World Bank's "*Doing Business*" Report.
- ❖ KUALA LUMPUR is the 4th Best Shopping City in The World by CNN Travel Survey, 2013 & 2012.
- ❖ MALAYSIA HOMESTAY EXPERIENCE PROGRAMME won the UNWTO Ulysses Award Innovation in Public Policy and Governance, 2012.
- ❖ KUALA LUMPUR is the 2nd Best Shopping Destination in Asia Pacific by Globe Shopper Index, 2012.
- ❖ Malaysia (MM2H Program) is the 4th World's Top Ten Retirement Havens by The International Living Magazine, 2012.
- ❖ BUSINESS TOURISM - (ICCA) - Malaysia Retains Its Position as the Top 10 Meetings Destination in Asia Pacific. Kuala Lumpur Top 5.
- ❖ MALAYSIA is the 10th in Hospitality by Forbes' World's Friendliest Countries, 2012.

INTERNATIONAL ARRIVALS & RECEIPTS 2001-2013



TOURIST ARRIVAL JANUARY -MAY 2013/2014



2013	2014	GROWTH
10.48 mil	11.53 mil	10.1 %

SOURCE: TOURISM MALAYSIA



year

2020

*Malaysia Tourism
Transformation Plan
(MTTP:2020:36:168)

36

million Tourists

usd 51.38

billion Receipts

*Attract More Tourists to Stay Longer, Spend More and Repeat Visits

NKEA-Tourism



(3x growth)

Affordable Luxury (i.e. shopping)

- 1 Duty-free for wider range of goods
- 2 BB-KLCC as premier shopping district
- 3 3 new premium outlets

Family Fun

- 4 Develop an Econature Integrated Resort
- 5
 - Straits Riviera Cruise playground for high-end cruise + urban redevelopment of port landing areas

Events, Spa & Sports

- 6 Bid for more international events
- 7 Establish dedicated entertainment zones
- 8 Target Spa & Sports (golf, angling) tourism

Business Tourism

- 9 Establish Malaysia as a leading M.I.C.E. destination

Nature Adventure

- 10 Establish Malaysia as the pre-eminent global biodiversity hub
 - Rainforest & Marine Discovery Centres (together with parks & gardens)
 - New and enhanced live biodiversity sites

11 Connectivity (greater focus on medium connectivity to support growth)

12 Hotels (ensure adequate supply with better mix, better rates)



Enablers (Marketing, Visa, Funding, Human Capital, Tourism Environment)

GAME CHANGER



Ministry of Tourism &
Culture Malaysia



Ministry of Tourism & Culture
Malaysia

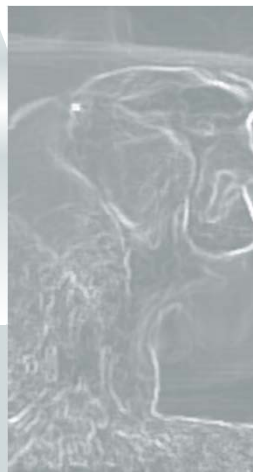
GAME CHANGER MYFest 2015



Ministry of Tourism &
Culture Malaysia



Ministry of Tourism & Culture
Malaysia



THEME AND LOGO MyFest 2015



LOGO



THEME

Endless Celebrations

NEW ICONIC EVENTS



STRATEGIC MARKETING AND PROMOTION



MyFest 2015 IS NATIONAL MISSION



GOVERNMENT SECTOR, PRIVATE SECTOR, NGO , INDUSTRY PLAYERS ARE ENCOURAGE FOR MyFest 2015 SUCCESS

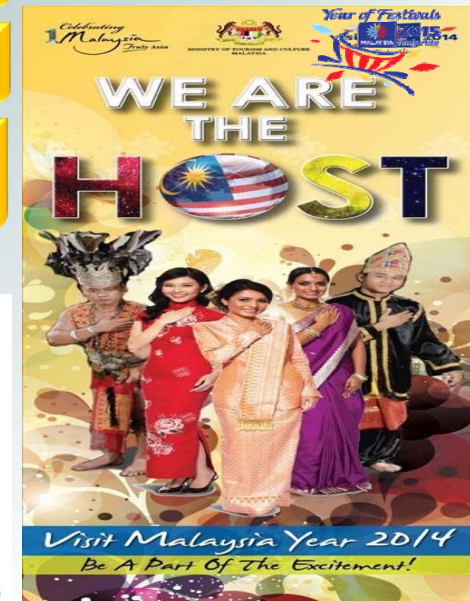
MARKETING AND PROMOTION WITH STRATEGIC PARTNER

PROGRAM *"WE ARE THE HOST"*

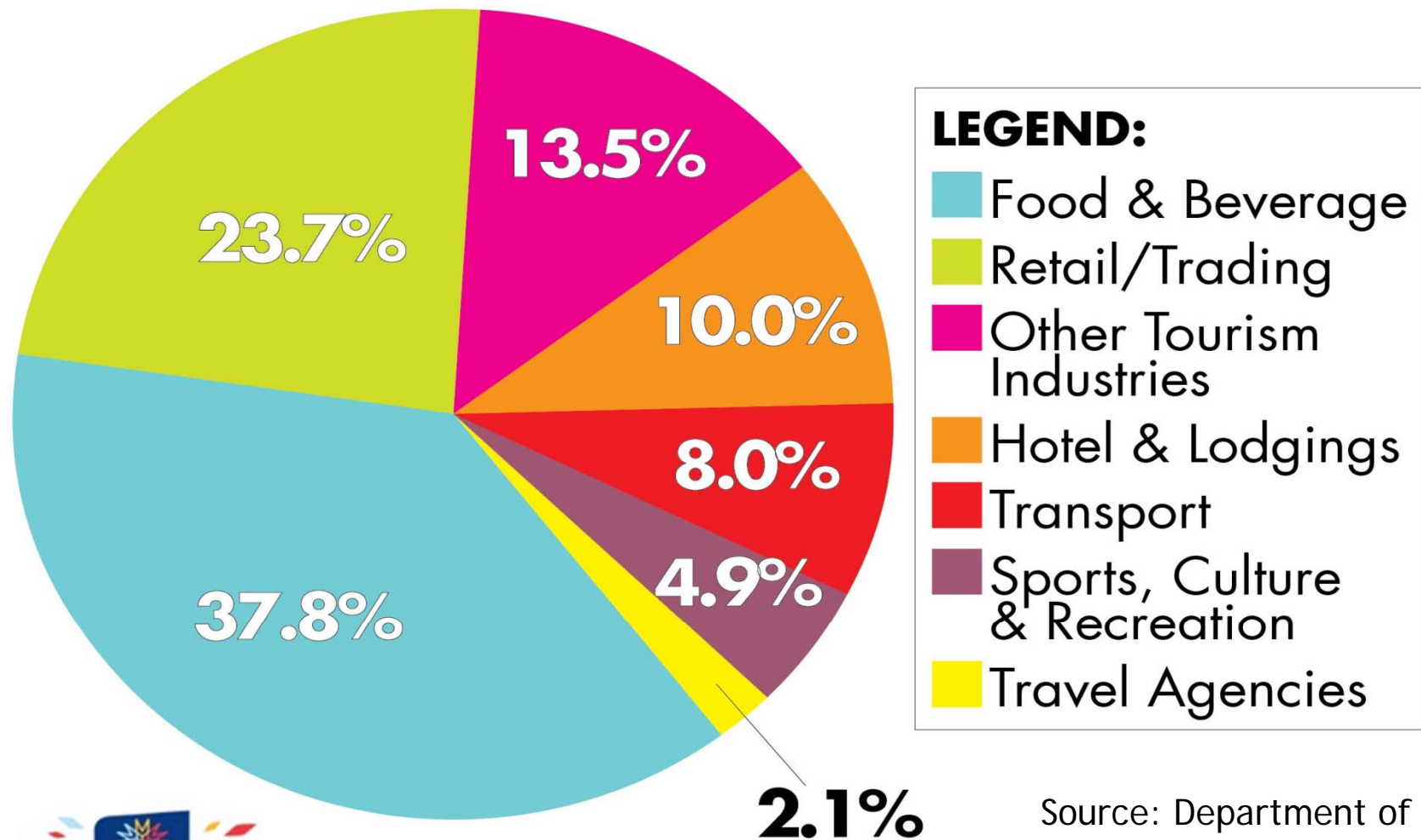
STRENGTHENING SERVICE QUALITY

ENSURING CLEANLINESS OF TOURISM DESTINATION

DEVELOPING NEW TOURISM PRODUCT AND IMPROVING EXISTING TOURISM PRODUCT



EMPLOYMENT IN TOURISM RELATED INDUSTRIES



WHO ARE TOURISM FRONTLINES?

- ❖ Government – Immigration, Customs , Police Officer
- ❖ Tourist Guides
- ❖ Travel & Tour Agents / Ticketing Officers
- ❖ Boat Operators, Taxi Drivers, Coach Drivers
- ❖ Airline Crew
- ❖ Homestay Operators
- ❖ Tourism Non- Governmental Organizations players
- ❖ Hotel employees
- ❖ Food & Beverages workers



HUMAN CAPACITY BUILDING TRAINING



- We Are The Host and Malaysia Welcomes the World Courses (MWW)



- Spa Therapist Training Programme



- Homestay Operator Training



- Tourist Guide Course (City / Nature / Heritage / Regional Specific)





CURRENT SKILL STANDARDS AND NATIONAL CERTIFICATION SYSTEM



Ministry of Tourism & Culture
Malaysia

HUMAN CAPITAL DEVELOPMENT

National Tourism Human Resource
Development Council (NTHRDC)

TWG on
Tourism Career
Development

TWG on
Tourism Labour
Market and
Training Need
Analysis

TWG on
Quality Tourism
Workforce

Prepared by a pool of **industry experts** and **skilled workers**



What is
NOSS?

Follows the **career structure** of a given field

Career-Based

National Occupational Skill Standard:

NOSS is a document that outlines the dexterity required of an employee working in Malaysia at certain level of employment to achieve specific skills.



NOSS LEVELS

Level 1

Malaysian Skills Certificate Level 1 – Operation and Production Level

Level 2

Malaysian Skills Certificate Level 2 – Operation and Production Level

Level 3

Malaysian Skills Certificate Level 3 – Supervisory Level

Level 4

Malaysian Skills Diploma Level 4 – Supervisory Level

Level 5

Malaysian Skills Advance Diploma Level 5 – Management Level



NOSS IN HOSPITALITY AND TOURISM

(as at 31 December 2013)

Bil./ No	Sub-Sektor/ <i>Sub-Sector</i>	Kod/ Code	T1/ L1	T2/ L2	T3/ L3	T4/ L4	T5/ L5	Jumlah (Total)
11.1	Ejen Pelancongan/ <i>Travel Agent</i>	HT,L	3	4	4	2	2	15
11.2	Taman Tema/ <i>Theme Park</i>	HT,L	0	0	1	1	1	3
11.3	Rekreasi/ <i>Recreation</i>	U,HT, AF	5	9	12	6	6	38
11.4	Kemudahan Penginapan/ <i>Accommodation</i>	HT	0	1	1	0	0	2
11.5	Makanan & Minuman/ <i>Food & Beverages</i>	HT	0	2	2	1	1	6
11.6	Pengemasan/ <i>Housekeeping</i>	HT	1	1	2	2	2	8
11.7	Kaunter Hadapan/ <i>Front Office</i>	L	0	0	1	1	1	3
11.8	Dapur/ <i>Kitchen</i>	L,HT	0	4	5	2	2	13
11.9	Pemandu Pelancong/ <i>Tourist Guide</i>	HT	1	2	5	0	0	8
11.10	Pengangkutan/ <i>Transportation</i>	L,HT	1	2	3	1	1	8
11.11	MICE (<i>Meeting, Incentive, Convention, Exhibition</i>)	HT	1	1	2	1	1	6
11.12	Perkhidmatan Personal/ <i>Personal Services</i>	L,N,HT, PS	0	2	1	2	2	7
11.13	Aquatic Safety and Rescue/ Keselamatan Akuatik & Penyelamatan	HT	0	1	1	1	1	4
Jumlah / Total			12	29	40	20	20	121





PROGRAMMES AND ACTIVITIES



Ministry of Tourism & Culture
Malaysia



WE ARE THE HOST

(Human Capital Development Program)

OBJECTIVES:

1. Increase appreciation towards the importance of tourism in Malaysia
2. Get excited about Malaysia's Vision and Mission of 2020
3. Instill a sense of pride about VMY 2014 campaign
4. Learn how to be a great host to welcome the world
5. Develop Malaysia as a World Class service provider

TRAINING OF TRAINER FOR WATH

Target to
Train
300
trainers



Achievement
525 trainers

NO.	TARGET GROUP	TRAINER'S TRAINED
1.	Ministry of Tourism & Culture / Tourism Malaysia and agencies	45
2.	MWW and Tourism Training Institute Trainers	43
3.	Hoteliers / NGO/ Tourism Industry players	186
4.	Tourist Guides	51
5.	Trainers from Malaysia Airport Berhad (MAHB)	140
6.	Other Government departments	60
TOTAL		525

TARGET AND ACHIEVEMENT OF WATH

2013

TARGET
15,000
frontlines
(Sep-Dec 2013)

ACHIEVEMENT
16,737
frontlines

2014

20,000 frontlines
(12 months)



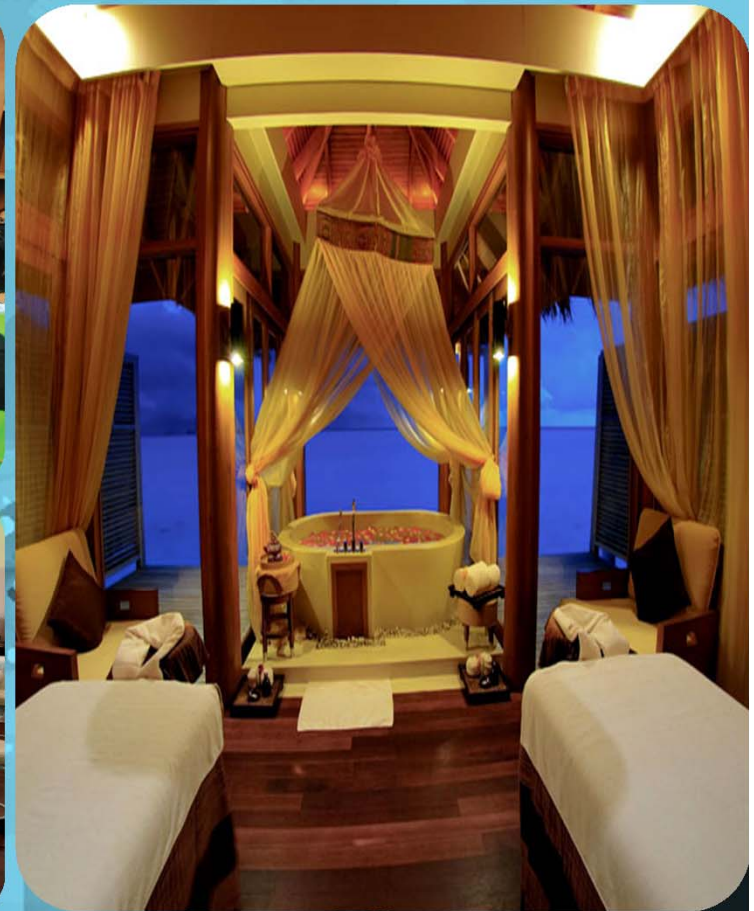
WATH are conducted by :

- Tourism State Offices
- Tourism Training Institutes
- Tourism Industry Players
- Education Institutions



SPA THERAPIST TRAINING PROGRAMME

(Human Capital Development Program)



SPA THERAPIST TRAINING PROGRAMME

NKEA Tourism EPP
9a- Spa Therapist
Training Programme
was introduced:

To develop local skills
and to monitor the
spa industry more
efficiently

To reduce dependency
on foreign spa therapist
and to provide new
career opportunities in
tourism industry

- It is also a platform to rebrand, realign and reduce the negative perception on spa industry and create more awareness on spa and wellness .



SPA THERAPIST TRAINING PROGRAMME

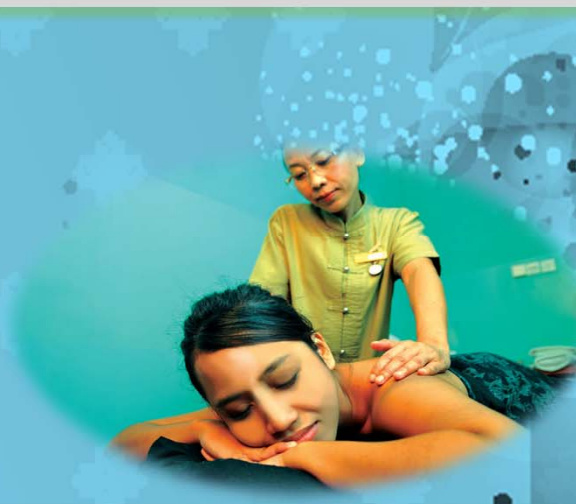
The Spa Therapist Training is conducted based on NOSS Spa Therapy Level 3.

Theory
(3 months)

Practical
Training in Spa
Premise
(3months)

Certified as
Spa Therapist

Job Placement
in 3-5 star
rated spas for
2 years



SPA THERAPIST TRAINING PROGRAMME

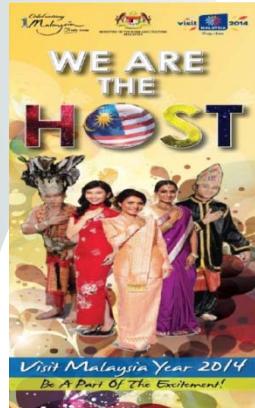
COE	THERAPIST TRAINED IN 2012	THERAPIST TRAINED IN 2013
Energy Academy	55	10
Stella-In Academy	46	11
Jari-Jari Academy	22	57
LISA (Langkawi International Spa Academy)	29	26
Beaubelle Academy	-	46
TOTAL THERAPIST TRAINED	152	150

CAREER OPPORTUNITIES IN TOURISM AND HOSPITALITY INDUSTRY

Malaysia also promoting tourism career opportunities in new demanded sector which include:

- Caddy golf
- Theme Park Operators
- Housekeepers
- Waiters/waitress
- Reflexologists





THANK YOU



Ministry of Tourism & Culture
Malaysia