

# **Promoting Entrepreneurship for Tourism Industry Competitiveness**

*Malaysia's Experiences and Good Practices*

21<sup>ST</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP  
16<sup>TH</sup>-17<sup>TH</sup> OCTOBER 2023  
ANKARA, TURKIYE

# OUTLINES

INTRODUCTION



STRATEGIES



CONCLUSION



MALAYSIA'S  
EXPERIENCES



# INTRODUCTION



Entrepreneurship is the driving force behind economic growth and innovation.

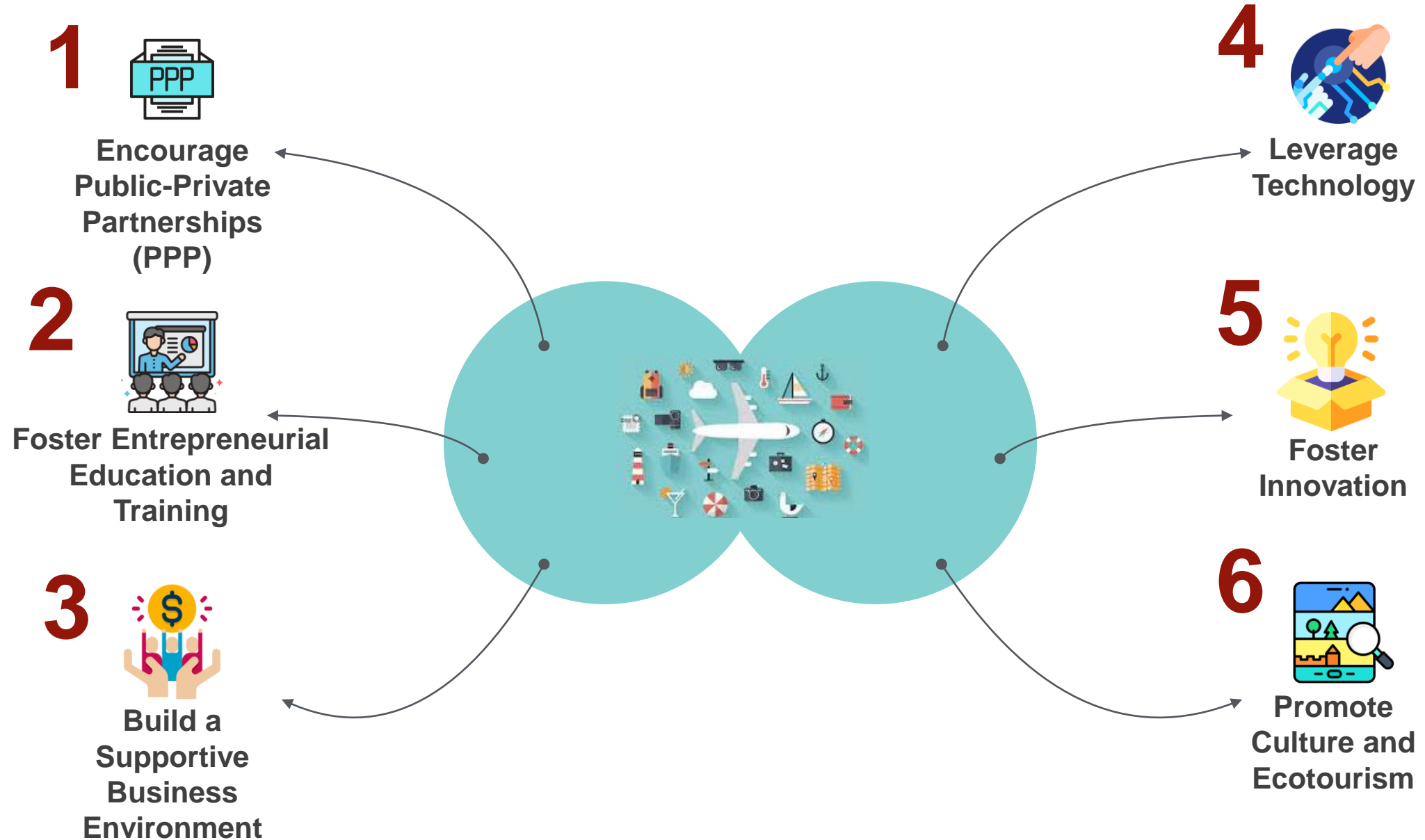


OLC countries need to invest in and foster the development of entrepreneurial activities in order to remain competitive and stay ahead of the competition.



Entrepreneurship is crucial in developing a competitive tourism industry.

# STRATEGIES



# MALAYSIA'S EXPERIENCES



## The Malaysian Homestay Experience Programme

- A cultural exchange program that promotes tourism and provides tourists with a cultural immersion experience.
- Managed and operated by homestay entrepreneurs who adhere to MOTAC standards.
- Currently, there are 210 homestays with 450 village communities in Malaysia.
- Government provides assistance such as grants for repairs, package development training modules, and digital marketing training modules.



# Islamic Tourism Entrepreneurship and Leadership Seminars (ITELS)

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# SEMINAR

## KEUSAHAWANAN & KEPIMPINAN

### PELANCONGAN ISLAM

ISLAMIC TOURISM ENTREPRENEURSHIP AND LEADERSHIP SEMINAR



**DATUK DR. MOHMED RAZIP  
HAJI HASAN**  
Datuk Menteri Besar  
Selatan-Tengah (MINT)



**A. RAZU BIN ABDUL RAZAK**  
Pengarah  
Bahagian Perancangan Strategik  
Kuala Lumpur (KUALA)



**MOHD FUAD HALIM**  
Ketua Komisioner Daerah Pergigian  
Persekutuan (Kementerian Kesihatan Persekutuan)



**LIZ OTHMAN**  
Bekas Pengerusi & Presiden  
Bahagian MINT (Kementerian Pelancongan, Seni dan Budaya Malaysia (MINTAK))



**DR. NISHAM SABRI**  
Ketua Bahagian Pengajian  
Kementerian Pendidikan, Kebudayaan, Sains dan Teknologi  
Universiti Islam Alim Malaysia (UISAM)



**DR. LIKHMAN AB. RAHMAN**  
Pengarah, Bahagian Perancangan  
(Kementerian Pelancongan, Seni dan Budaya Malaysia (MINTAK))



**CHIN BEN YI**  
Pengarah  
MINTAK (MINTAK)

*Seminar ini adalah program **Continuous Tourism Integrated Education (CTIE)** bagi pemandu pelancongan berdaftar di bawah Kementerian Pelancongan, Seni dan Budaya Malaysia (MINTAK)*

Pengenalan



**ZAMY RAHMAN**  
Ketua Bahagian

SLA MBAC KOD QR



UNTUK MENDAPATI  
PENGESAHAN PERALIHAN  
CTI (KUALUMPUR)

**Yuran Pendaftaran:**  
RM100 sahaja (Pre-attain) / RM150 (Maka-in)

**Yuran termasuk:**  
Sarapan pagi, Makan Tengah hari, Minum petang, Bahan Seminar & Sijil Penyerahan (Tidak termasuk Penginapan)

Sekiranya terpaksa, alah hubungi  
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atau email [info@itc.gov.my](mailto:info@itc.gov.my)



**ISLAMIC TOURISM  
WEEK 2023 | Kuala Lumpur**

**22 & 23 JUN 2022 / 22 & 23 ZULKAEDAH 1443**

**RABU & KHAMIS**

**GEORGETOWN, PULAU PINANG**

[www.itc.gov.my](http://www.itc.gov.my)

  [Islamic Tourism Centre](https://www.facebook.com/IslamicTourismCentre)

  [itc\\_my](https://www.instagram.com/itc_my)

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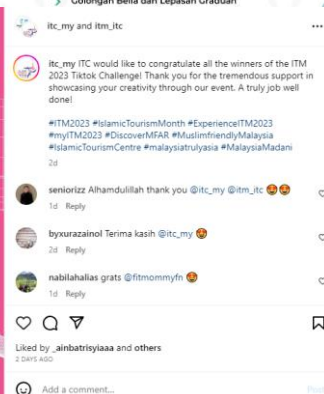
# MALAYSIA'S EXPERIENCES



itc\_my  
Following Message  
914 posts 5,773 followers 126 following  
Islamic Tourism Centre  
Government organization  
Official Instagram of Islamic Tourism Centre (ITC), Malaysia | Email us at itc@itc.gov.my  
linktr.ee/islamictourismcentre + 3  
Followed by mycraftshoppe.official, myceb, hrms2all + 3 more

## Islamic Tourism Social Media Workshop (ITSoM)

- Inaugural workshop organized by ITC to provide guidance and techniques on how to leverage social media platforms to improve business capabilities and competitiveness.
- Focuses on topics such as:
  - ✓ Short writing on social media;
  - ✓ Development of social media channels through advertising; and
  - ✓ Influencer marketing.
- To improve awareness and knowledge about the promotion and marketing opportunities for Muslim-friendly products and services in Malaysia.



# MALAYSIA'S EXPERIENCES

## Islamic Tourism Week (ITW)

- Week-long festival of events for the public, tourists, and entrepreneurs.
- Showcases Malaysia's rich Islamic tourism experiences.
- Features educational seminars, hotel deals, spa and well-being offers, discounts at retail outlets, and more.
- Aims to increase the interest of industry players to be competitive and meet the demands of the tourism market.





# MALAYSIA'S EXPERIENCES



## Networking and Capacity Building

- ITC has created multiple platforms to help Islamic tourism entrepreneurs network, share experiences, and collaborate on projects.
- The government has supported these efforts by providing capacity building and business network expansion through workshops, seminars, and networking events.
- ITC has also developed Muslim-Friendly Tourism and Hospitality Recognition (MFAR) and Muslim-Friendly Tourist Guide (MFTG) training to certify/recognise tourism products and services and enhance the skills and knowledge of tourist guides.
- These initiatives help promote entrepreneurship and provide clear guidelines and standards for entrepreneurs.



# MALAYSIA'S EXPERIENCES

## Research and Innovation

- Research and innovation have led to significant growth in Malaysia's Islamic tourism industry.
- Innovation has enabled ITC to:
  - ✓ Identify new market opportunities
  - ✓ Develop unique and memorable experiences
  - ✓ Enhance sustainability
  - ✓ Improve marketing and distribution
  - ✓ Develop human capital
- Innovation is essential for entrepreneurs to create new products and services to meet the changing needs of consumers.





# CONCLUSION

- Entrepreneurship is the creation of new businesses, products, or services. It is important in tourism because it can help to create competitive businesses that meet the evolving needs of consumers while promoting sustainable tourism practices.
- Key entrepreneurial skills include innovation, problem-solving, risk-taking, leadership, and adaptation.



The background is a colorful collage of various images showing Malaysian people celebrating. In the top left, a man in a yellow shirt and a woman in a blue shirt are visible. In the top right, a woman in a traditional orange and red sari is featured. The center shows a group of people, including a man in a blue and white striped shirt and a woman in a purple shirt. The bottom left shows a person in a yellow and blue outfit holding a flag. The bottom right shows a person in a red and white outfit holding a flag. The Malaysian flag is prominently displayed throughout the collage.

# THANK YOU

