

PM UNVEILS PLAN TO REVIVE TOURISM

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National Tourism Policy aims to put Malaysia among top ecotourism spots of the world

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THE Perikatan Nasional government is upbeat over plans to rebrand Malaysia as among the “Top of The Mind Ecotourism Destinations of the World”, despite facing a daunting task to revive the tourism sector amid the global Covid-19 pandemic.

The target to place the country among the top ecotourism destinations in the world would be driven by the implementation of the National Tourism Policy 2020-2030 (DPN2020-2030), which was launched by Prime Minister Tan Sri Muhyiddin Yassin yesterday.

In line with the 17 objectives outlined in the United Nations Sustainable Development Goals, Muhyiddin said the DPN2020-2030 was Malaysia’s dynamic and strategic plan to revive the tourism industry.

Apart from enhancing the country’s competitiveness, Muhyiddin said DPN 2020-2030 would serve as a roadmap for Malaysia to build an inclusive and sustainable tourism sector that was prepared as well as resilient against future disasters.

“The policy will be implement-



Prime Minister Tan Sri Muhyiddin Yassin (inset) says the National Tourism Policy 2020-2030 will serve as a roadmap for Malaysia to build an inclusive and sustainable tourism sector. FILE PIC

ed through six core strategies, namely governance transformation, establishing inclusive tourism investment zones, intensifying tourism digitalisation, enriching the experience and satisfaction among tourists, strengthening commitment towards building sustainable tourism and increasing human resources capacity within all tourism sub-sectors,” said Muhyiddin.

He said this in a special address

at the launching of the policy, which was held virtually yesterday.

Muhyiddin said the government was targeting to attract more local and foreign investors by boosting cooperation between the public and private sectors through the Special Tourism Investment Zones.

For the country to achieve the target as outlined in DPN2020-2030, Muhyiddin said it was imperative for the tourism sector to

be developed based on digital technology.

“Technological development will strengthen the industry’s network, apart from paving the way for new innovative sub-sectors within the tourism sector that will subsequently create more business and employment opportunities.

“Hence, technology-centred tourism development is encouraged,” he said.

As a responsible government,

Muhyiddin said the federal administration under his leadership was responsible for ensuring a balance between stimulating development and preserving the country’s national treasures, including its environment, culture and heritage.

Citing a projection by the world tourism organisation and a local economic body, Muhyiddin said the government was aware of the challenges that the country had to navigate to revive its tourism sector.

“The United Nations World Tourism Organisation in its forecast said it would take between two and four years for the global tourism industry to recover.

“The government was also informed by the National Economic Action Council that it would take at least four years for us to revive the industry.

“Four years is a long period which will certainly unfold major challenges to those directly and indirectly involved in the country’s tourism sector.

“Apart from the ongoing efforts to end the pandemic, there are opportunities to improve the quality of our delivery service. This can be achieved through optimising the use of technology, such as video conferencing and (cashless) transactions as well as embracing the new normal without affecting the potential of the tourism industry,” he said.

At the end of his speech, Muhyiddin urged all parties to work closely with the Tourism, Arts and Culture Ministry to ensure that the objectives outlined under the DPN2020-2030 could be achieved.