



*Malaysia*  
*Truly Asia*

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# 7<sup>th</sup> UNWTO EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

**BUSAN, REPUBLIC OF KOREA  
3-6 JUNE 2013**

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**SESSION 3: SMART TOURISM AS A TOOL OF DESTINATION  
PROMOTION**

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# PRESENTATION OUTLINE

INTRODUCTION

APPLICATIONS & INITIATIVES

OBSTACLES AND CHALLENGES

WAY FORWARD

CONCLUSION



# INTRODUCTION

Use of  
**social media**  
& e-marketing  
= 'digital' or 'smart'  
**tourism**



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# WHY ????

Easy to access

Easy way to plan our trips

Get a picture of a place





# APPLICATIONS & INITIATIVES

**COST-  
EFFECTIVE**

80 per cent in tourism promotion for the Australian, American and European markets

40% of people would travel based on recommendations from friends and relatives (survey in Britain by Travelsat)

Malaysia has only spent RM1.8mil on six Facebook campaigns over a year ( 6 tourism event campaigns)

# TOURISM EVENT CAMPAIGNS ON SOCIAL MEDIA PLATFORM



THE WONDERS OF ASIA IN ONE EXCITING DESTINATION.



## RURAL TOURISM - HOMESTAY

Offer visitors an insight into local culture and traditional practices

138 villages across Malaysia with 3,424 homes

Railway Tourism & Agro Tourism

Homestay E-Marketing Promotion :

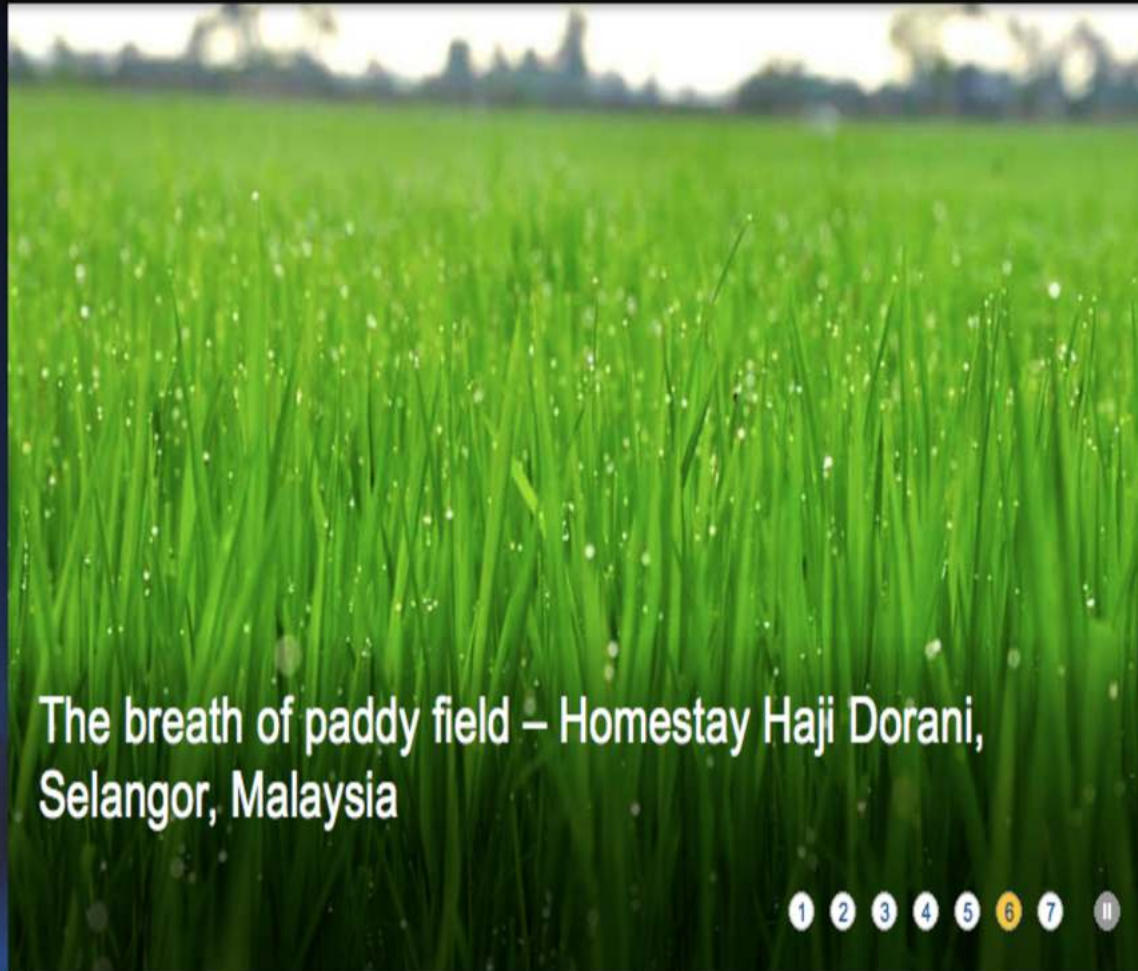
- Smartphone Application
- Social networks
- SMS / MMS services;
- Advertising through print media and electronic; and
- YouTube.



go2homestay



The official website for Homestay Malaysia and endorsed by the Ministry of Tourism Malaysia.



## The breath of paddy field – Homestay Haji Dorani, Selangor, Malaysia

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A vertical banner with Chinese calligraphy. The main text reads "马来西亚" (Malaysia) and "亚洲魅力所在" (Where the charm of Asia lies). Below it is a red button with the text "马上游览!" (Travel now!).



Watch: Tanjak Making in Pekan







# OBSTACLES AND CHALLENGES

**Social media :  
most powerful tool to  
develop or destroy a business**



# WAY FORWARD

1

**INCREASED EMPHASIS ON  
SOCIAL MEDIA**

2

**REVIEW ITS TOURISM  
PROMOTIONAL STRATEGIES BY  
INCREASING ITS FOCUS ON  
SOCIAL MEDIA**



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# Time to be Inspired

Challenge yourself to new heights. See, learn and do exciting things. The time is now, the place is Malaysia.

[> Preview Sights & Sounds](#)

# Malaysia Truly Asia

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Sitemap



# CONCLUSION

**THINK TOURISM ACT TOURISM**  
**TOURISM = ENDLESS POSSIBILITIES**



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