HUMAN CAPITAL DEVELOPMENT IN TOURISM: 
“THE MALAYSIAN EXPERIENCE”

RASHIDI HASBULLAH
DEPUTY SECRETARY GENERAL (TOURISM)
MINISTRY OF TOURISM AND CULTURE
MALAYSIA
PRESENTATION OUTLINE

1. Tourism Industry Performance
2. Employment in the Tourism Industry in Malaysia
3. Human Capital Development in Tourism – Policies & Strategies
4. Issues and Challenges
5. Government’s Initiatives
6. Regional Collaboration - ASEAN MRA on Tourism Professionals
TOURIST ARRIVALS: 2010-2014

WORLD

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourist (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>0.89</td>
</tr>
<tr>
<td>2011</td>
<td>0.91</td>
</tr>
<tr>
<td>2012</td>
<td>0.99</td>
</tr>
<tr>
<td>2013</td>
<td>1.04</td>
</tr>
<tr>
<td>2014</td>
<td>1.09</td>
</tr>
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</table>

ASIA-PACIFIC

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourist (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>205.4</td>
</tr>
<tr>
<td>2011</td>
<td>218.4</td>
</tr>
<tr>
<td>2012</td>
<td>233.6</td>
</tr>
<tr>
<td>2013</td>
<td>249.7</td>
</tr>
<tr>
<td>2014</td>
<td>264</td>
</tr>
</tbody>
</table>

MALAYSIA

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourist (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>24.6</td>
</tr>
<tr>
<td>2011</td>
<td>24.7</td>
</tr>
<tr>
<td>2012</td>
<td>25.03</td>
</tr>
<tr>
<td>2013</td>
<td>25.7</td>
</tr>
<tr>
<td>2014</td>
<td>27.4</td>
</tr>
</tbody>
</table>
## MALAYSIA'S RANKING IN INTERNATIONAL TOURIST ARRIVALS & RECEIPTS IN 2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Arrivals</th>
<th>Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>13</td>
<td>16</td>
</tr>
</tbody>
</table>
MALAYSIA’S MARKET SHARE TOWARDS INTERNATIONAL TOURIST ARRIVALS AND RECEIPTS IN 2014

**ARRIVALS**
- Malaysia's Shares: 1.09 billion (97%)
- Other Countries: 27.4 million (3%)

**RECEIPTS**
- Malaysia's Shares: 22.6 billion USD (2%)
- Other Countries: 1.25 trillion USD (98%)
MALAYSIA’S MARKET SHARE IN INTERNATIONAL TOURIST ARRIVALS AND RECEIPTS 2014

**ARRIVALS**
- **Malaysia’s Shares**
  - **27.4 million** (10%)
- **Other Countries**
  - **264 million** (90%)

**RECEIPTS**
- **Malaysia’s Shares**
  - **22.6 billion USD** (6%)
- **Other Countries**
  - **376.9 billion USD** (94%)

**Malaysia’s Market Share**
- **Tourist Arrivals**: 264 million (90%)
- **Tourist Receipts**: 22.6 billion USD (6%)

**Note**: The data pertains to the Asia-Pacific region, with a focus on Malaysia’s market share in international tourist arrivals and receipts for the year 2014.
# Malaysia’s Performance in Travel and Tourism Competitiveness Index

<table>
<thead>
<tr>
<th>Malaysia’s Performance</th>
<th>Overall Ranking</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2015</strong></td>
<td>25</td>
<td>4.41</td>
</tr>
<tr>
<td><em>no. of countries: 141</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2013</strong></td>
<td>34</td>
<td>4.70</td>
</tr>
<tr>
<td><em>no. of countries: 140</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MALAYSIA’S ACCOLADES

Malaysia Homestay Experience Programme

UNWTO Ulysses Award on Public Policy and Governance – 1st Prize


100 World’s Best Beaches: CNN – 2014
- Perhentian Kecil Island, Terengganu (No. 13)
- Juara Beach in Tioman Island, Pahang (No. 21)
- Tanjung Rhu in Langkawi, Kedah (No. 49)
MALAYSIA’S ACCOLADES

Asia’s Best Golf Destination 2015

World Golf Awards Winner 2015

Medical Travel Destination Of The Year Award 2015

International Medical Travel Journal

Best Eco-Vacation 2015

National Geographic

TRAVELER AWARDS
MALAYSIA’S ACCOLADES

1. No. 1 Destination for Muslim 2015 (CrescentRating)
2. 2nd Best Global Shopping Destination for Muslim 2015 (CrescentRating)
3. The Most Developed Islamic Economy Ecosystem for Halal Travel 2014 & 2015
4. 4th, Top 10 Cities for Best in Travel 2016
5. 5th, 2016 World’s Best Retirement Havens and 1st in Asia
MALAYSIA EMPLOYMENT IN TOURISM RELATED INDUSTRIES 2014

MALAYSIA TOTAL EMPLOYMENT: 13.5 million
TOURISM TOTAL EMPLOYMENT: 2.6 million
(19.1 % of Malaysia Total Employment)

Source: Malaysia Satellite Account 2010-2014
## MALAYSIA’S EMPLOYMENT RATE IN TOURISM INDUSTRY

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALAYSIA’S TOTAL EMPLOYMENT (million)</td>
<td>11.9</td>
<td>12.3</td>
<td>12.7</td>
<td>13.2</td>
<td>13.5</td>
</tr>
<tr>
<td>EMPLOYMENT IN TOURISM INDUSTRY (million)</td>
<td>2.09</td>
<td>2.21</td>
<td>2.32</td>
<td>2.43</td>
<td>2.58</td>
</tr>
<tr>
<td>EMPLOYMENT IN TOURISM INDUSTRY (%)</td>
<td>17.6</td>
<td>18.0</td>
<td>18.3</td>
<td>18.4</td>
<td>19.1</td>
</tr>
</tbody>
</table>

### Comparison
- **2010**: 1:6 JOBS
- **2014**: 1:5 JOBS
MALAYSIA TOURISM TRANSFORMATION PLAN (MTTP)

year 2020

36 million Tourists | usd 51.38 billion Receipts

*Attract More Tourists to Stay Longer, Spend More and Repeat Visits
Mtpp 2020:36:168

Malaysia Tourism Transformation Plan

Affordable Luxury
- Duty Free Shopping
- BBKLCC as premier shopping district
- Premium Outlets

Nature Adventure
- Establish Malaysia as the pre-eminent global biodiversity hub

Family Fun
- Develop an Econature Integrated Resort
- Cruise Tourism

Events, Entertainment, Spa & Sports
- Bid for more international events
- Establish dedicated entertainment zones
- Target Spa & Sports

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

Connectivity
Greater focus on medium connectivity to support growth

Hotels
Ensure adequate supply with better mix, better rates

Enablers
Marketing, Visa, Funding, Human Capital, Tourism Environment
ISSUES AND CHALLENGES

1. Lack of skills and competency
2. Unattractive/stagnant wages and remuneration packages/structures
3. High turnover rate/Industry Hopping
4. Training and development does not match with industry requirement
POLICY FRAMEWORK ON TOURISM HUMAN CAPITAL DEVELOPMENT

Formation since 2007

National Tourism Human Resources Development Council (NTHRDC)

To discuss on policy issues related to tourism industry workforce

Technical Working Group on Tourism Career Development

Technical Working Group on Tourism Labor Market & Training Need Analysis

Technical Working Group on Quality Tourism Workforce
VISION
To be the driving force in training and development of the workforce.

MISSION
To enhance workforce knowledge, skills and capabilities through effective management of its fund.

OBJECTIVES
• To encourage employers covered under the Limited Human Resources Development Act, 2001.
• To retrain and upgrade the skills of their employees, apprentices and trainees in line with their business needs and the development strategy of the country.

The HRDF spearheads the up-skilling of Malaysian workforce by allowing employers to receive financial assistance up to 100% to cover the training cost incurred, including TOURISM SECTOR.
GOVERNMENT’S INITIATIVES (TRAININGS)

- Homestay Operator Training
- Tourist Guide Course (City/Nature/Heritage/Regional Specific)
- We Are The Host and Malaysia Welcomes the World Courses (MWW)
- Spa Therapist
HOSPITALITY AND TOURISM TRAINING PROGRAM BY MOTAC (2015)

Homestay Provider and Homestay Coordinator Training Program

2,587 Homestay Providers & Coordinators

Spa Therapist Training Program

255 Spa Therapists
## Tourist Guide Training Program

**1,300 Tourist Guides**

<table>
<thead>
<tr>
<th>Tourist Guides Trained</th>
<th>Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Guide</td>
<td>348</td>
</tr>
<tr>
<td>Localized Nature Guide (LNG)</td>
<td>120</td>
</tr>
<tr>
<td>Region Specific Tourist Guide (RSTG)</td>
<td>832</td>
</tr>
</tbody>
</table>
Hospitality Training Program

- We Are the Host
- Eco Host
- Think Tourism Act Tourism

13,424 Trained Front Liners
NKEA Tourism – Spa Therapist Training Program was introduced:

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

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

It is also a platform to rebrand, realign and reduce the negative perception on spa industry and create more awareness on spa and wellness.
In 2011, the National Spa Council was established to regulate and address issues pertaining to the spa industry in Malaysia comprising members from both public and private sectors.

<table>
<thead>
<tr>
<th>Year</th>
<th>Registered Center of Excellence</th>
<th>Local Spa Therapist Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5</td>
<td>252</td>
</tr>
<tr>
<td>2015</td>
<td>6</td>
<td>255</td>
</tr>
</tbody>
</table>

Continuous awareness program to the local community and projected 3,540 jobs created by 2020.
Objectives:

- Change the public negative mindset of spa industry
- Enrollment of new student for spa therapist training program
- Knowledge sharing by spa experts
- Promotion of Spa Therapist Training Program

2 Spa Re-branding Roadshow were held in 2015 with 650 local participants.
GOVERNMENT’S INITIATIVES
(TOURISM CAREER FAIR 2014)

DATE
07 June 2014

THEME
‘Today’s talent, Tomorrow’s success’

DESCRIPTION
The career fair aimed at connecting tourism and hospitality students and potential employees.
The exhibitors received 1,892 applications from the participants.
GOVERNMENT’S INITIATIVES
(TOURISM CAREER FAIR 2015)

DATE
12 September 2015

THEME
‘Today’s talent, Tomorrow’s success: Attracting and Retaining the Right People for Tourism Industry’

DESCRIPTION
Includes a Tourism Career Forum
Brand Showcase presentations by Boustead Holdings Ltd., Legoland Malaysia and Felda Investment Corp. Pte. Ltd.
TOURISM IN ASEAN

ASEAN promotes multi-destinations in Southeast Asia in one visit.
MRA ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals is introduced to:

i. facilitate mobility of Tourism Professionals in ASEAN countries; and

ii. exchange information on best practices in competency-based education and training for Tourism Professional; and

iii. provide opportunities for cooperation and capacity building across ASEAN Member States.
• Facilitate mobility of tourism professionals based on the tourism competency qualification/certificate
• Enhance conformity of the competency based training/education
• Improve the quality of tourism human resources (graduates are ready to work in the industry)
• Enhance the quality of tourism services
• Skills recognition
1. HOTEL SERVICES

HOUSEKEEPING
- Executive Housekeeper
- Laundry Manager
- Floor Supervisor
- Laundry Attendant
- Room Attendant
- Public Area Cleaner

FRONT OFFICE
- Front Office Manager
- Front Office Supervisor
- Receptionist
- Telephone Operator
- Bell Boy

FOOD PRODUCTION
- Executive Chef
- Demi-Chef
- Commis Chef
- Chef de Partie
- Commis Pastry
- Baker
- Butcher

FOOD & BEVERAGE SERVICES
- F & B Director
- F & B Outlet Manager
- Head Waiter
- Bartender
- Waiter
Tourism Employments under ASEAN MRA-TP

2. TRAVEL SERVICES

**TRAVEL AGENCIES**
- General Manager
- Assistant General Manager
- Senior Travel Consultant
- Travel Consultant

**TOUR OPERATION**
- Product Manager
- Sales and Marketing Manager
- Credit Manager
- Ticketing Manager
- Tour Manager

Up to date: 32 job titles
VENUE

- Homestay Banghuris, Sepang
- Homestay Sungai Sireh, Kuala Selangor

DATE

28th December 2015 – 4th January 2016

PARTICIPANTS

- 20 Korean students from 7 universities in South Korea
- 14 Malaysian students from Kuala Lumpur University (UNIKL)

OBJECTIVES

- Platform for students to experience ASEAN’s sustainable rural-based tourism products
- Students could generate ideas on sustainable rural-based tourism development
- Promotion of Homestay Programme
Fishing activities

‘Orang Asli’ costume experience

Participants from South Korea

Malay wedding demonstration
17-19 October 2016
SAVE THE DATE!

EXPERIENCE PENANG
HERITAGE • ARTS • FOOD

WORLD TOURISM CONFERENCE 2016
Tourism Delights: Delivering the Unexpected
17-19 October 2016 | Penang, MALAYSIA

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