



Summary of Presentation

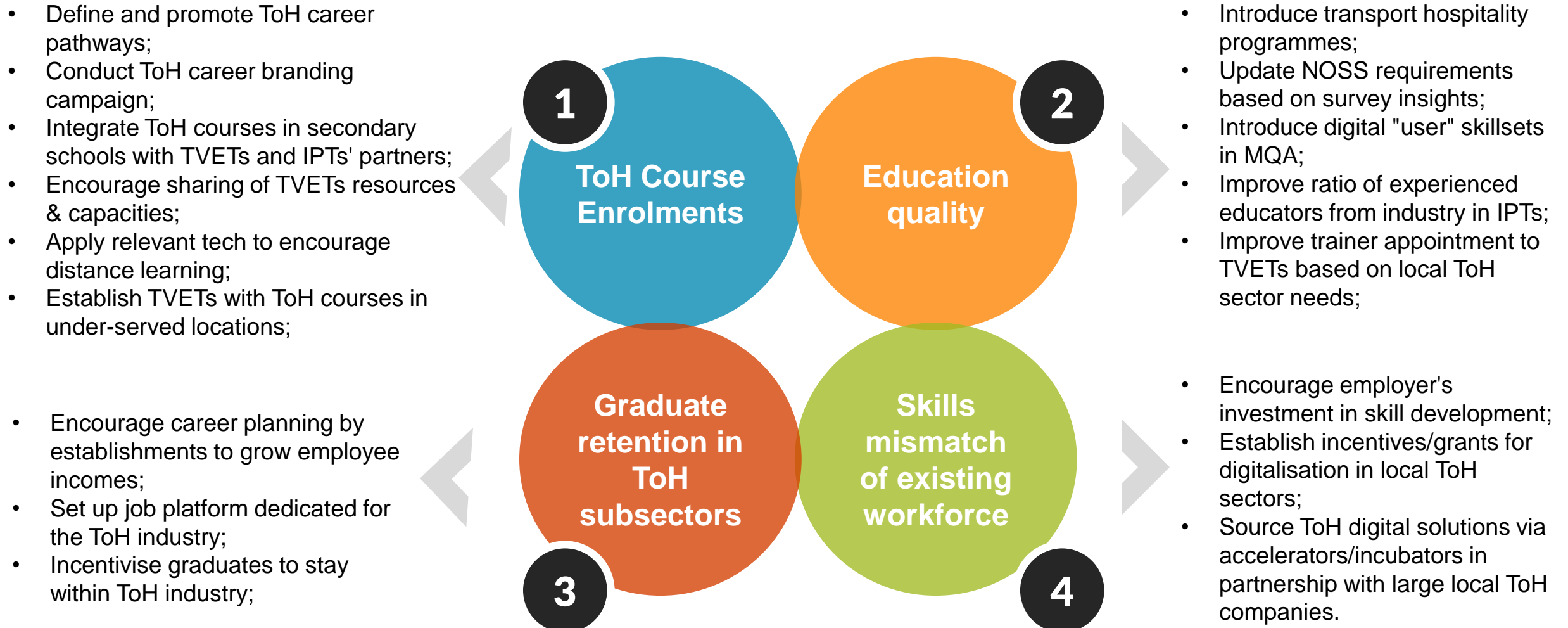
Conference on Future of Work for Tourism Sector in Malaysia (Post COVID-19)

Putrajaya Ballroom, Level ML (3), Putrajaya Marriot Hotel
August 12, 2020

Presentation 1 – Environmental Scan for the Tourism Sector in Malaysia (ILMIA)

Speaker: Encik Ahmad Badri bin Jaafar@Ismail, Deputy Director, ILMIA

19 comprehensive strategies to address the talent gap challenges and to future-proof the ToH workforce under the same 4 themes:



Presentation 2 - Tourism Sector and the New Normal: New Trends and Opportunities

Speaker: Khairolnizam Bin Saad, KPSUK,
Ministry of Tourism, Arts and Culture (MOTAC)

Way forward for Tourism Sector in Malaysia

-  Boost Domestic Tourism
-  Develop big data framework & platform for Tourism data collection
-  Rebuild better tourism through sustainability & responsible tourism
-  Smart Partnership – Public-private partnership
-  Digital transformation and platform for a safe, seamless and touchless traveler journey
-  Adapting the new normal – Hygiene, Cleanliness & Health Safety
-  Upskilling human capital – reduce dependency on foreign workers & fully utilize local talent

Presentation 3 - Digital Economy in the Tourism Sector in Malaysia

Speaker: Encik Mohd Redzuan Affandi bin Abdul Rahim,
Senior Manager, Digital Inclusion Division, Malaysia Digital Economy Corporation Sdn Bhd (MDEC)

- **Sharing Economy/Digital Economy Impact to Tourism Sector:**

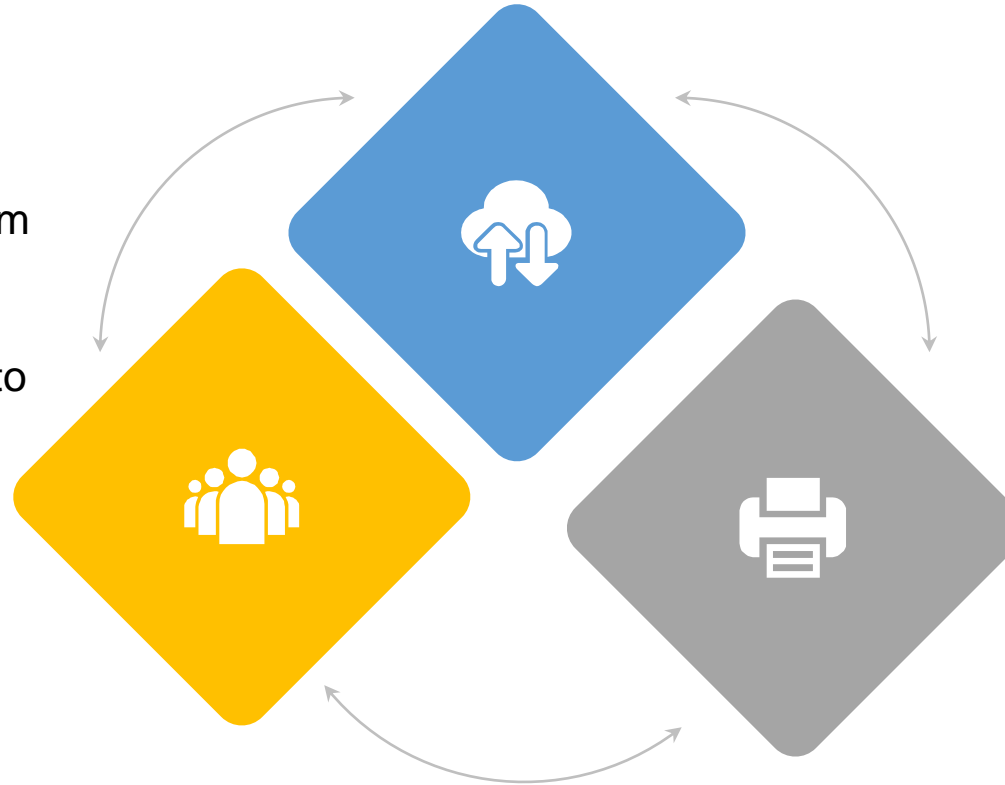
Emergence of new platform tourism services

- **Opportunities:**

New markets and demographics to new destinations/existing destinations

- **Creating an ecosystem for digital tourism:**

Need to leverage the sharing economy models



Emerging Tourism Trends: Post COVID-19

- Travel locally;
- Social distancing and hygiene;
- Nature/rural tourism;
- Micro-holidays/staycation
- Enabled by digital

thank you

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dziękuję
merc
baie dankie
धन्यवाद molte grazie
gracias
obrigada
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teşekkür ederim
شكرا
tack så mycket
gràcies
tānan
dank u
şekkür edirə
mahalo