



# 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:

- Define and promote ToH career pathways;
- Conduct ToH career branding campaign;
- Integrate ToH courses in secondary schools with TVETs and IPTs' partners;
- Encourage sharing of TVETs resources
   & capacities;
- Apply relevant tech to encourage distance learning;
- Establish TVETs with ToH courses in under-served locations;
- Encourage career planning by establishments to grow employee incomes;
- Set up job platform dedicated for the ToH industry;
- Incentivise graduates to stay within ToH industry;



- Introduce transport hospitality programmes;
- Update NOSS requirements based on survey insights;
- Introduce digital "user" skillsets in MQA;
- Improve ratio of experienced educators from industry in IPTs;
- Improve trainer appointment to TVETs based on local ToH sector needs;
- Encourage employer's investment in skill development;
- Establish incentives/grants for digitalisation in local ToH sectors;
- Source ToH digital solutions via accelerators/incubators in partnership with large local ToH companies.

# 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

1 Boost Domestic Tourism

Digital transformation and platform for a safe, seamless and touchless traveler journey

Develop big data framework & platform for Tourism data collection

- Adapting the new normal Hygiene, Cleanliness & Health Safety
- Rebuild better tourism through sustainability & responsible tourism
- Upskilling human capital reduce dependency on foreign workers & fully utilize local talent

Smart Partnership – Public-private partnership

#### 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

