ABOUT ISLAMIC TOURISM CENTRE

Islamic Tourism Centre (ITC) was officially launched on 16 March 2009. The Centre is established to assist the Ministry of Tourism, Arts and Culture, Malaysia in undertaking strategic tourism research and market intelligence as well as providing training and capacity-building services in relation to Islamic tourism.

Over the years, the Centre has increasingly becoming a point of reference among stakeholders and industry players and seen as an industry expert for Islamic tourism. Fully aware of the global potential of Islamic tourism, ITC constantly and continuously work with stakeholders and industry players to ensure that Malaysia is always at the forefront of Islamic tourism.

The Centre is committed to serving the Government of Malaysia and stakeholders by providing an objective and impartial understanding of tourism issues at national, regional and international levels and to use tourism as a means to promote goodwill among mankind.

ABOUT MALAYSIAN TECHNICAL COOPERATION PROGRAMME

The Malaysian Technical Cooperation Programme (MTCP) was officially launched on 7 September 1980 at the Commonwealth Heads of State Meeting in New Delhi, India, to signify Malaysia's commitment to the South-South Cooperation, in particular, the Technical Cooperation among Developing Countries (TCDC).

The MTCP emphasises on the development of human resources through the provision of trainings in various areas which are essential for a country's development such as the public administration, good governance, health, education, agriculture, sustainable development, poverty alleviation, economy and finance, ICT and environment.

Annually, Malaysia offered more than 65 capacity-building and technical assistance programmes under the MTCP, which have benefited more than 34,000 participants from 144 countries.

OBJECTIVES OF MTCP

1. To share development experience with other countries;
2. To strengthen bilateral relations between Malaysia and other developing countries;
3. To promote South-South Cooperation (SSC); and
4. To promote the technical cooperation among developing countries.

APPLY NOW

mtcpcoms.kln.gov.my/mtcpcoms/online/list_course

CLOSING DATE
31 AUGUST 2021

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MALAYSIAN TECHNICAL COOPERATION PROGRAMME:
SHORT TRAINING
COURSE ON: STRATEGISING TOURISM FOR CULTURE & HERITAGE PRESERVATION

6 – 10 SEPTEMBER 2021
0900 – 1400 GMT+8
TARGET REGIONS:
SEA, SOUTH & CENTRAL ASIA,
EAST ASIA, PACIFIC ISLANDS
& AFRICA
CLASS TIMING WILL BE ARRANGED ACCORDING TO PARTICIPANTS TIME ZONE SUITABILITY

SUPPORTED BY:

MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA

www.itc.gov.my
Islamic Tourism Centre
itc_my

WHO SHOULD APPLY?

- Government officials involve in tourism development planning, promotion and marketing, particularly on cultural heritage tourism.

- Policy-makers, planners and decision-makers in tourism.

- Practitioners who are responsible for developing product and packages.

- Those involved in 'Visit' campaigns and destination marketing of tourism events

APPLICATION GUIDELINES

- Application should be made using prescribed MTCP forms available at: mtcpcoms.kln.gov.my/mtcpcoms/online/list_course

- The application must be completed and endorsed by the Ministry of Foreign Affairs / Focal Points responsible for the MTCP Programme in the applicant's country, then submitted through the applicant's government with Note Verbale to the Ministry of Foreign Affairs Malaysia via the nearest Malaysian High Commission / Embassy.

- Incomplete and/or unendorsed forms will not be processed.

- Online training link will be sent out via email to successful candidates.

- **Age:** Applicants should be between 26 to 50 years old.

- **Course Fee and Registration:** All course fees will be borne by the Malaysian Government under the MTCP.

- **Manners:** Participants shall conduct themselves at all times in a manner compatible with their responsibilities as MTCP participants and abide by the laws, rules and regulations as may be stipulated by the host government in respect of this training course.

- **Netiquette:** Netiquette guidelines are a set of rules that dictate what tasteful and respectful online behavior is. During lectures, male participants are required to dress in long-sleeved shirts with ties, long pants and lounge suits and female participants should be appropriately dressed in office attire. During practical, participants are required to dress in suitable attire for practical training. For formal occasions – lounge suit or national costume are required.

ABOUT THE COURSE

Almost every country in the world has tourism as among the primary contributors to its economy. Before the pandemic, international tourism has grown exponentially over the last 50 years and contributed to job creations and foreign revenues. The United Nations World Tourism Organization (UNWTO) reported that there were 1.5 billion international tourist arrivals in 2019 worldwide, and that figure indicates the tenth consecutive year of growth.

Cultural heritage tourism has long existed. The recent demographic, social, and cultural changes in the main source countries have led to an increasing number of new niche markets in destination countries, including culture-oriented holidays. Cultural heritage tourism is essential because:
· It brings a positive economic and social impact
· Establishes and reinforces the identity
· Helps preserve the cultural heritage and uniqueness of the community
· Facilitates harmony and understanding among people, and
· It supports culture and helps renew tourism.

Preserving and protecting culture and heritage is essential because the commodity to be offered must be secured for its sustainability. For this reason, the major challenge in tourism activities is ensuring that increased tourism does not destroy the very qualities that attract visitors in the first place.

Sustainable cultural tourism, driven by responsible tourism is the integrated management of cultural heritage and tourism activities in conjunction with the local community creating social, environmental, and economic benefits for all stakeholders.

It is crucial for any country or destinations that are dependent on tourism as one of the main contributing sectors in its economy to pay attention to this trending tourism alternative. It is because responsible tourism encourages people to make positive contributions to the conservation of cultural heritage which in return would help to provide better experiences for tourists through more meaningful connections with local communities. Responsible tourism promotes culturally sensitive tourists and hosts, encourage respects, and build local pride and confidence.

COURSE OBJECTIVES

- To understand the concept of responsible tourism and its roles in the preservation and conservation of cultural heritage.

- To discover the responsibilities of local communities and the authorities in the conservation of cultural heritage.

- To uncover potential collaboration between local communities, authorities, and the private sector to develop and maintain a cultural heritage destination.

- To explore the digital technology's role in management and marketing of cultural heritage attractions; and

- Coordinate and facilitate cooperation between the government, community, and private sector of the participants' countries to promote responsible tourism to their respective stakeholders and communities as a collective initiative for sustainable destination management.

COURSE CONTENT AND METHODOLOGIES

TOPIC 1	INTRODUCTION: CULTURE AND HERITAGE FOR TOURISM
TOPIC 2	INTRODUCTION TO RESPONSIBLE TOURISM AND SUSTAINABLE TOURISM
TOPIC 3	CULTURE AND HERITAGE PRESERVATION AND RESTORATION THROUGH RESPONSIBLE TOURISM: THE CASE OF TERENGGANU
TOPIC 4	RURAL COMMUNITY EMPOWERMENT IN CULTURE AND HERITAGE PRESERVATION
TOPIC 5	ROLES AND RESPONSIBILITIES OF GOVERNMENTS IN PRESERVING CULTURE AND HERITAGE FOR TOURISM
TOPIC 6	SHARING OF EXPERIENCE: PUBLIC-PRIVATE PARTNERSHIP IN STRENGTHENING CULTURE AND HERITAGE PRESERVATION
TOPIC 7	DIGITISATION OF CULTURE AND BUILT HERITAGE IN MALAYSIA
TOPIC 8	DESIGNING HERITAGE TRAILS IN THE AGE OF RAPID URBANISATION

The course is expected to run for **5 days (25 hours)** with various learning methodologies such as series of lectures, online group activities and discussions, simulation exercise and group work, This course will be **conducted fully in English.**