

## ABOUT ISLAMIC TOURISM CENTRE

Established in 2009, Islamic Tourism Centre (ITC) is an award-winning agency of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), championing Islamic Tourism and the development of this segment for Malaysia.

Through standards development, Muslim-Friendly Tourism and Hospitality (MFTH) products and services recognition, industry research, thought-leadership conferences, and training programmes, ITC has led industry players in strengthening their position to meet the needs of the Muslim tourist market.

Today, Malaysia is a top favourite Muslim-friendly destination, and ITC is ready to guide global tourism industry players and destinations on this journey by sharing Malaysia's experience with the world, and promote goodwill among mankind through tourism.

## THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

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 emphasizes on the development of human resources through the provision of training in various areas which are essential for a country's development such as agriculture, economy, finance, public management and administration, science & technology and ICT, health diplomacy, safety and security including cyber security, cultural diplomacy, social development, environment-related to SDG2030, education, industrial and technical training. Annually, Malaysia offered more than 60 technical and capacity-building programs under the MTCP, which have benefited more than 37,000 participants from 144 countries.

### OBJECTIVES OF MTCP:

1. To share the 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 technical cooperation among Developing Countries.

# APPLY NOW!

## CLOSING DATE: 31 MAY 2023

APPLICATION FORM AVAILABLE AT:



SCAN ME!

## TRAINING INSTITUTE

**ISLAMIC TOURISM CENTRE (ITC)**  
MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA  
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**MALAYSIAN TECHNICAL COOPERATION  
PROGRAMME  
(MTCP)**

TRAINING COURSE ON

**STRATEGIES IN DEVELOPING AND  
MANAGING SUSTAINABLE ECOTOURISM  
DESTINATIONS AND PRODUCTS IN MUSLIM-  
FRIENDLY TOURISM AND HOSPITALITY  
ENVIRONMENT**

**12 – 16 JUNE 2023**

**13:00 – 18:00 MALAYSIA (GMT +8)**

SUPPORTED BY:



MINISTRY OF TOURISM,  
ARTS AND CULTURE

 [WWW.ITC.GOV.MY](http://WWW.ITC.GOV.MY)

 ISLAMIC TOURISM CENTRE

  ITC\_MY

## WHO SHOULD APPLY

1. Middle/Senior Government Officers aged 26-50 years who are involved in the planning of responsible tourism development, specifically on products and services
2. Policy-makers, planners and decision-makers in tourism promotion and marketing
3. Practitioners who are currently responsible for developing tourism workforce
4. Good command of spoken and written English
5. Ability to commit to the schedule
6. Equipped with the relevant ICT tools such as laptop/desktop, web camera, microphone, speaker etc. & familiar with online learning platforms like Zoom, Google Meet etc.

## APPLICATION GUIDELINES

1. The course fees are **fully sponsored** by the Government of Malaysia.
2. Applications should be made using the prescribed MTCP forms available at [https://mtcp.kln.gov.my/mtcpforms/MTCP2023\\_APPLICATION\\_FORM\\_\(ONLINE\\_COURSE\).pdf](https://mtcp.kln.gov.my/mtcpforms/MTCP2023_APPLICATION_FORM_(ONLINE_COURSE).pdf)
3. MTCP application forms can also be obtained from the nearest Malaysian Embassy/High Commission in recipient countries.
4. All application forms must be duly **completed and endorsed by the Ministry of Foreign Affairs or National Focal/Aid Coordinator Agency** in the respective countries and submitted **ONLY** through the diplomatic channel via the Embassy/High Commission of Malaysia.
5. **Only successful applicants will receive the Official Invitation notification one (1) week from the course date, by the Training Institute via email.**

## ABOUT THE COURSE

The travel and tourism industry aids socioeconomic development, job creation and poverty reduction. This in turn drives prosperity and significant positive social impact, providing unique opportunities to women, minorities, and young people. The benefits of travel and tourism spread far beyond its direct impacts in terms of GDP and employment, with indirect gains extending through the entire travel ecosystem as well as the supply chain linkages to other sectors.

Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies.

Sustainable ecotourism contributes to the conservation of biodiversity; sustains the well-being of local people; involves responsible action on the part of the tourist and the tourism industry; promotes small and medium tourism enterprises; requires the lowest possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all includes the learning experiences. It also aims to keep the balance of the economic, social, cultural and environmental outcomes related to the manners of host and guest to preserve the originality of the destination while providing benefits to local communities, conserving the environment and protecting cultural resources.

From an Islamic perspective, sustainable tourism is emphasized in various Islamic teachings whereby it promotes environmental, cultural and economic sustainability. Both the local Muslim population and Muslim tourists who adhere to the Islamic belief system, practices and rituals are often open to the hospitality and tourism sector provided that the basic rituals, traditions and customs are not violated. Thus, a Muslim-friendly environment can further boost the sustainable and eco-tourism industry.

This training course will enable the participants to acquire knowledge and share experiences through lecture sessions, project presentations, case studies, and virtual tours, where possible.

## COURSE OBJECTIVES

1. To enable participants to understand the current global trends in travel and tourism;
2. To understand the need for sustainable ecotourism development in Muslim-friendly and hospitality environment;
3. To understand the role of different stakeholders in managing Muslim-friendly ecotourism destinations and products based on Malaysia's experience;
4. To impart knowledge on the use of management tools such as the carrying capacity technique in managing sustainable ecotourism;
5. To explore issues associated with the planning, managing, marketing and promotion of ecotourism products and destinations in a sustainable manner; and
6. To share Malaysia's best practice experiences for sustainable ecotourism development in Muslim-friendly and hospitality environment.

## COURSE CONTENTS AND METHODOLOGIES

- ❖ Introduction To Muslim-friendly Tourism and Hospitality (MFTH): Trends and Potential
- ❖ Understanding Ecotourism: An Important Fragment of Sustainable Tourism
- ❖ Strategies in Developing Responsible and Sustainable Tourism Destinations and Products
- ❖ Sustainable Ecotourism and Its Roles in Muslim-friendly Tourism and Hospitality
- ❖ Virtual Tour
- ❖ Sharing Session with industry players/speakers
- ❖ Project Presentation and Evaluation
- ❖ Summary/Wrap-Up

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