

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/Muslim Friendly Tourism and Hospitality (MFTH).

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

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

THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

The **Malaysian Technical Cooperation Programme (MTCP)** was initiated at the First Commonwealth Heads of Government Meeting (CHOGM) for Asia Pacific Region held in Sydney in February 1978. It was officially launched on 7th September 1980 at the 2nd CHOGM in New Delhi, India to signify Malaysia's commitment to South-South Cooperation, in particular Technical Cooperation among Developing Countries (TCDC).

The MTCP emphasises the development of human resources through the provision of training in various areas which is essential for a country's development. These areas include diplomacy and diplomatic practices, economy, good governance, education, tourism, environment, social development, halal industry, safety and security as well as technology, among others. As of 31st December 2022, 37,055 participants from 144 recipient countries have benefited from the various programmes offered under the MTCP.

For more information at MTCP Official Portal: <https://mtcp.kln.gov.my/> and MTCP Official Facebook Page: <https://www.facebook.com/MTCPMalaysia>.

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 Technical Cooperation among Developing Countries (TCDC).

APPLY NOW!

CLOSING DATE: 11 AUGUST 2023



SCAN ME!

TRAINING INSTITUTE

ISLAMIC TOURISM CENTRE (ITC)

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MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

TRAINING COURSE ON
**DEVELOPING AND MANAGING
MUSLIM-FRIENDLY
HEALTHCARE AND WELLNESS
TOURISM DESTINATIONS AND PRODUCTS**



9 - 18 OKTOBER 2023
KUALA LUMPUR, MALAYSIA

TARGET REGION :
WEST ASIA, ASEAN, OIC, OTHER SEA & ASIA AND CIS

SUPPORTED BY:



MINISTRY OF TOURISM,
ARTS AND CULTURE

 WWW.ITC.GOV.MY

 ISLAMIC TOURISM CENTRE

  ITC_MY

WHO SHOULD APPLY

- Middle/Senior Government Officers **aged 26-50 years** who are involved in the planning of healthcare and wellness tourism development, specifically on products and services.
- Policy-makers, planners and decision-makers in tourism promotion and marketing.
- Practitioners who are currently **responsible for developing healthcare and wellness tourism**.
- Good command of **spoken and written English**.
- Has **never participated in any MTCP courses**.

APPLICATION GUIDELINES

- 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)
- MTCP application forms can also be obtained from the nearest Malaysian Embassy/High Commission in recipient countries.
- All application forms must be **duly completed and endorsed by the Ministry of Foreign Affairs** in the respective countries and **submitted ONLY through the diplomatic channel via the Embassy/High Commission of Malaysia**.
- Submitted application forms must be accompanied by the applicant's:
 - **Copy of Passport**
 - **Passport-sized coloured photo (3.5cm x 5cm)**
 - **Medical Report**
- Incomplete and/or unendorsed forms will not be considered.
- Successful candidates will be duly notified by Islamic Tourism Centre (ITC) **one (1) month** before the commencement of the course.

VISA AND VACCINATION

VISA AND VACCINATION

All participants **must** enter Malaysia with Visa With Reference (VWR). Participants for the programme will receive a copy of the approval letter from.....(training institute/agency).... Participant are required to obtain the VWR stamping from the nearest Malaysian Embassy/ High Commission. Participants are required to be vaccinated for Covid-19 prior to arriving to Malaysia. Participants from countries listed in <https://www.imi.gov.my/index.php/en/main-services/visa/visa-requirement-by-country/> are required to take a mandatory vaccination for Yellow Fever at least ten (10) days prior to their departure to Malaysia. Yellow Fever certificate is required upon landing in Malaysia.

ABOUT THE COURSE

The global wellness tourism market is expected to increase from a valuation of USD 880 billion in 2023 to USD 2.3 trillion by the end of 2033. Malaysia is increasingly recognised as a world-leading destination for medical and healthcare tourism, seeing its business revenue nearly triple in less than a decade. The medical tourism business generated close to RM1.7b in 2019, partly attributed to the country's favourable geographical location.

The developing Muslim populations and their acquiring power and additionally more prominent mindfulness of Muslim values make a requirement for the tourism service industry to begin considering the market. While there is an enormous potential for the business sector to develop, promoting Muslim-friendly medical tourism service marketing mechanism or products are not simply due to the different needs among Muslim medical travellers comprehensively.

What is healthcare and wellness tourism? What does it take to develop and manage healthcare and wellness tourism? How should it be implemented? Are there opportunities in medical tourism targeting Muslims? These are among the questions that will be featured throughout the lectures and technical visits.

This training course will enable the participants to acquire knowledge and share experiences, particularly in developing strategies through lecture sessions, project presentations, case studies, and site visits.

COURSE CONTENTS AND METHODOLOGIES

- **Setting the Scene** – Introduction to the current global trends in travel and tourism and the concept of Muslim-friendly healthcare and wellness tourism.
- **The Role of Various Stakeholders** – Focus on the concept of Muslim-friendly healthcare and wellness, inter-agency responsibilities and an appreciation of how the sustainability issue pervades and applies to all stakeholders involved.
- **Tourism Management Tools** – Understanding the Muslim-friendly healthcare and wellness tourism management tools concepts, demand indicators, demand schedules and general application of approaches to local attractions.
- **Management Strategies for Implementation** – A knowledge and application of factors and trends which influence Muslim-friendly healthcare and wellness tourism demand, case study presentation and discussion.
- **Issues and Challenges** – Sharing session by industry players
- **Case Study Presentation, Discussion and Evaluation**
- **Project Presentation and Evaluation**
- **Summary/Wrap-Up**

An integrated teaching and learning methodology which include interactive classroom activities, discussions, simulation exercise, group work on a mini project and study visits. This course will be fully conducted in English.

COURSE OBJECTIVES

- To enable participants to understand the current global trends in travel and tourism, especially in Muslim-friendly healthcare and wellness tourism;
- To understand the role of different stakeholders in managing Muslim-friendly healthcare and wellness tourism services, destinations and products based on Malaysia's experience;
- To explore issues associated with the planning, managing, marketing and promotion of Muslim-friendly healthcare and wellness tourism products and destinations; and
- To share Malaysia's best practice experiences for Muslim-friendly healthcare and wellness tourism development.

FELLOWSHIP/SCHOLARSHIP

Participants will receive support from the Government of Malaysia including:

Accommodation

Participants will be accommodated at a hotel / hostel within the vicinity of the training institute. Participants are strictly not allowed to bring any family members during the course.

Daily Allowance

Participants will be provided with a daily allowance of RM85.00.

Meals

Meals will be provided throughout the duration of the course.

Air Fares

A return flight ticket from the capital city of the recipient country to Kuala Lumpur on economy class is provided for participants.

Course Fees

All course fees are borne by the Government of Malaysia.

Dress Code

Participants are required to dress in formal or office attire throughout the class sessions as well as during official visits to Government Ministries/Agencies.

