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வெளிநாட்டுவளங்கள்திணைக்களம்
Department of External Resources

මුදල්, ආර්ථික සහ ප්‍රතිපත්ති සංවර්ධන අමාත්‍යාංශය
මහලේකම් කාර්යාලය (3වැනි මහල), කැපො. 277, කොළඹ 00100, ශ්‍රී ලංකාව

நிதி பொருளாதாரம் மற்றும் கொள்கை அபிவிருத்தி அமைச்சு
செயலகம் (3ஆம் மாடி), த. பெ. இல. 277, கொழும்பு 00100, இலங்கை

Ministry of Finance, Economy and Policy Development
The Secretariat (3rd Floor), P.O. Box 277, Colombo 00100, Sri Lanka

Web Site: www.erd.gov.lk

e-mail: info@erd.gov.lk

මගේ අංකය
எனது இல
My No

TA /MY/S/417

ඔබේ අංකය
உமது இல
Your No

දිනය
திகதி
Date

02 March 2020

Secretary / Ministry of Tourism and Civil Aviation
Secretary / Ministry of Environment and Wildlife Resources
Secretary / Ministry of Public Administration Home Affairs Provincial Councils &
Local Government

Attn: Officer- in-charge of
Foreign Training

Dear Sir,

Strategies in Developing and Managing Sustainable Ecotourism Destinations and Products

- From: 05 – 11 July 2020, Malaysia

The Government of Malaysia has invited nominations from eligible Government Officials in Sri Lanka for the above training programme. Copies of the programme details are enclosed.

You are kindly requested to submit nominations from along with the following documents **on or before 28 April 2020.**

1. Dully filled Application Form (can be downloaded at https://mtcpcoms.kln.gov.my/mtcpcoms/online/list_course) along with certified copies of the certificates of Academic and Professional Qualifications (in two sets)
2. A copy of the passport
3. Duly filled ERD form – (could be downloaded from www.erd.gov.lk)

Your early response in this regard is highly appreciated.

Yours faithfully

L.A.Y. Darshani De Silva
Director / TA Division
for Director General

Copies: Chief Secretary, All Provincial Councils

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பணிப்பாளர் நாயகம்
Director General

94-11-2484693

කාර්යාලය
அலுவலகம்
Office

94-11-2484500
94-11-2484600

ෆැක්ස් අංකය
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Fax

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ned as "Responsible travel to natural areas that environment and improves the welfare of local (1990). Ecotourism is about uniting conservation, as, and sustainable travel. This nature-based of tourism is now a major component of global n. At the beginning of the 1990s, ecotourism has been wing 20% - 34% per year. According to UNWTO, in 2004, ecotourism was growing globally 3 times faster than the tourism industry as a whole.

Tourism is an excellent vehicle to transfer income from developed countries to developing countries. Ecotourism is especially effective in this transfer since travellers often venture into remote and economically disadvantaged regions. The benefits of ecotourism flowing to local businesses are also dramatically higher than those from mass tourism. Standard all-inclusive package tours typically deliver just 20 per cent of revenue to local companies, while airlines, hotels and large tour companies capture the rest.

Creating memorable experiences for visitors is crucial to ensure that they remember to come back when the opportunity arises. It is therefore important for a destination to maintain its attractiveness and to constantly create new appeal to ensure its sustainability in the market.

It is our responsibility to manage it in a sustainable manner and translate this expansion into real benefits for all countries, and particularly, to all local communities, creating opportunities for jobs and entrepreneurship and leaving no one behind. Managing and sustaining tourism destinations and products require a holistic approach and it must be a collective effort by all the industry players and stakeholders to ensure that all the initiatives put forward brings positive impact and benefit the industry. Various factors need to be considered and risks need to be calculated especially when it involves huge financial implications. The industry needs to be able to adapt to the changing trends and find the best strategy to mitigate issues associated with destinations and products development to remain competitive.

This training course will enable the participants to share knowledge and experiences through lectures sessions and project presentations as well as case studies and site visits.

MTCP Objectives

- To share development experience with other countries;
- To strengthen the bilateral relation between Malaysia and other developing countries;
- To promote South-South Cooperation (SSC); and
- To promote Technical Cooperation among Developing Countries (TCDC).

Course Objectives

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

Course Contents & Methodologies

- * **Setting the Scene** - Introduction to the current global trends in travel and tourism and the development of sustainable ecotourism destinations and products.
- * **The Role of Various Stakeholders** - Focus on the concept of sustainability, inter-agency responsibilities and appreciation on how the sustainability issue pervades and applies to all stakeholders involved.
- * **Tourism Management Tools** - Understanding the tourism management tools concepts, demand indicators, demand schedules and general application of approaches to a local attraction.
- * **Management Strategies for Implementation** - A knowledge and application of factors and trends which influence tourism demand; case study presentations and discussions.
- * **Issues and Challenges** - Sharing session by industry players
- * **Case Study Presentation, Discussion and Evaluation**
- * **Action Plan, Course Evaluation and Closing Ceremony**
- * **Visits to Tourism Products and Destinations within Malaysia**
- ❖ 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.

Targeted Participants

- Government officials who are involved in tour development planning, promotion and marketing, particularly on ecotourism.
- Policy-makers, planners and decision-makers in tour promotion and marketing.
- Practitioners who are currently responsible for developing ecotourism and/or Muslim travel and tour packages.
- Those involved in 'Visit' campaigns and destination markets of tourism events.

Fellowship / Scholarship

Participants will receive support from the Governments of Malaysia including:

Accommodation and Meals

- **Accommodation**
Participants will be accommodated at nearby hotel (or at hostel within the vicinity of the training institution). Participants are strictly not allowed to bring any family members during the course.
- **Daily Allowance**
Participants will be provided with a daily allowance RM85.00 that is sufficient to cover daily expenses.
- **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 to participants.
- **Course Fees**
All course fees are borne by the Government of Malaysia
- **Attire**
Participants are to dress in formal or office attire throughout class sessions as well as during official visits to Government Ministries/Agencies.

Application And Enquiries

Applications should be made using the prescribed MTCP forms available through <https://mtcpcoms.kln.gov.my/mtcpcoms/online/apply>. MTCP application forms can also be obtained from the nearest Malaysian Embassy / High Commission in recipient countries. Submitted application forms must be accompanied by the applicant's

- ✓ Copy of Passport (all pages & coloured)
- ✓ Passport sized photo (3.5cm x 5cm) ((White background)
- ✓ Medical Report

All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs of their respective countries should be submitted only through the diplomatic channel via Embassy/High Commission of Malaysia in the respective countries.

Successful candidates will be duly notified by Islamic Tourism Centre one (1) month before the commencement of the course.

Incomplete and/or unendorsed forms will not be processed.

SA AND VACCINATION

Participants must enter Malaysia with Visa With Reference (WR). Participants selected for the programme will receive a copy of the letter of approval from Islamic Tourism Centre. With the copy of the approval letter, the participant must obtain the VWR stamp from the nearest Malaysian mission. Wherever applicable, participants are advised to arrange on their own, any necessary vaccination prior to travel to Malaysia. Participants from certain countries are required to take a mandatory vaccination for Yellow fever at least 10 days prior to their departure to Malaysia. Yellow fever certificate is required to be produced upon landing in Malaysia. Please refer to the MTCP website for further details.

<https://mtcpcoms.kln.gov.my/mtcpcoms/online/applicationGuide>

Preparation of Country Paper

Successful applicants will be required to prepare a country paper describing its ecotourism development programmes and plans in his/her country in general and the role of his/her organisation in particular.

A 10-minute presentation (PowerPoint) will be required from each country during the programme.

The country paper should cover the following topics:

- The country's general information and background
- Country report on tourism plans and programme, if possible in relevant to ecotourism.

CLOSING DATE: 08 MAY 2020

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 become 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 is constantly and continuously working 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.

ISLAMIC TOURISM CENTRE (ITC)

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<http://www.itc.gov.my>

About the Malaysian Technical Cooperation Programme (MTCP)

The Malaysian Technical Cooperation Programme (MTCP) was initiated at the 1st Commonwealth Heads of Government Regional Meeting (CHOGRM) for Asia Pacific Region held in Sydney on February 1978. It was officially launched on 7th September 1980 at the 2nd CHOGRM 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 public administration, good governance, health services, education, sustainable development, agriculture, trade and investment, ICT and banking. As of 31st December 2019, 34,415 participants from 144 recipient countries have benefited from the various programmes offered under the MTCP.

For more information at MTCP website:

https://mtcpcoms.kln.gov.my/mtcpcoms/online/about_itc



MINISTRY OF TOURISM,
ARTS AND CULTURE, MALAYSIA



MINISTRY OF FOREIGN AFFAIRS
MALAYSIA

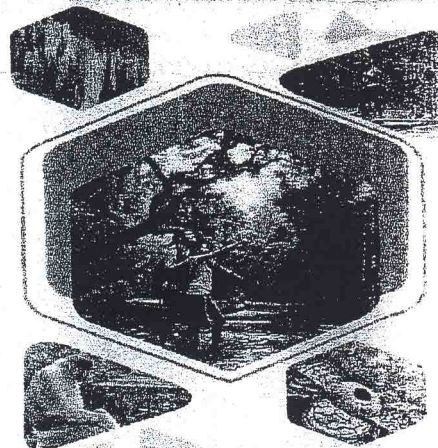
Malaysian Technical Cooperation Programme

SHORT TRAINING COURSE ON:

**STRATEGIES IN DEVELOPING
AND MANAGING SUSTAINABLE
ECOTOURISM DESTINATIONS
AND PRODUCTS**

05-11 JULY 2020

KUALA LUMPUR • PAHANG



Supported by



MINISTRY OF TOURISM
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