

NATIONAL TOURISM POLICY

2020 - 2030

EXECUTIVE SUMMARY



MINISTRY OF TOURISM,
ARTS AND CULTURE MALAYSIA

An aerial photograph of a tropical beach. The water is a vibrant turquoise color, and the sand is a bright white. Several small boats are anchored in the water, and a few people are visible swimming. The beach is bordered by dark green foliage on the right side. The word "contents" is written in large, white, lowercase letters across the bottom half of the image.

contents

Perhentian Island, Besut, Terengganu



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Part A

TRANSFORMATION AGENDA

THE NEED FOR TRANSFORMATION

To harness the competitiveness of Malaysia's tourism industry in an increasingly competitive and uncertain world by increasing revenue, securing partnerships and investments, empowering local communities, and ensuring the sustainability and resilience of the industry.



Terrapuri Resort, Terengganu

BREAKING OUT OF THE COMFORT ZONE

There are signs that Malaysia's tourism industry is stuck in a comfort zone. Existing tourism products are becoming "tired" and unattractive due to the lack of creativity and innovation, resulting from the over-dependence on the government and a silo mentality. The inability to harness a service culture has resulted in a real or perceived deterioration in service quality in comparison to our ASEAN neighbours. Poor destination management has also led to unsustainable physical development and negative tourist experiences. Finally, an over-reliance on traditional marketing and promotion has left Malaysia behind in terms of embracing Smart Tourism. Hence the need to re-invent and transform the industry so as to remain competitive.



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=12_4

