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## FOR IMMEDIATE RELEASE

### **TOURISM PRODUCTIVITY NEXUS (TPN) ENVISIONS MALAYSIA AS A TOURISM NATION TO ELEVATE THE TRAVEL INDUSTRY TOWARDS HIGHER PRODUCTIVITY**

Petaling Jaya, 2 December 2022 - The Tourism Productivity Nexus (TPN), under the purview of Malaysia Productivity Malaysia (MPM), sets its goal to build Malaysia as a tourism nation through its "*Sayangi Malaysia*" campaign.

According to TPN, Malaysia is a "Tourism Nation," which is an inclusive group of people made up of both locals and tourists who actively participate in and contribute to Malaysia's tourism value chain, democratising sustainable income, opportunities, and activities by promoting Malaysian values, attractions, arts, cultures, tradition, and heritage.

TPN Chairman Rohizam Md. Yusoff stated at the World Tourism Conference (WTC) 2022 in Kota Kinabalu that "the tourism industry, at its social, cultural, environmental, and economic foundations, involves everyone, locals and visitors, individuals and societies, groups of people made up of both locals and tourists, who actively participate in and contribute to Malaysia's tourism value chain, democratising sustainable income, opportunities, and activities by promoting Malaysian values, attractions, arts, cultures, tradition, and heritage".

"From a *Makcik* food stall by the roadside to the airline industry, from a backpacker to a yacht owner, everyone is a participant in the tourism industry." This is an industry that leaves no one behind. Everyone has a fair share of opportunities in the huge tourism pie, making the concept of building Malaysia as a tourism nation an apt movement. "TPN's *Sayangi Malaysia* campaign aims towards this long-term goal, which necessitates everyone to understand and move towards this goal of elevating Malaysia as the global destination of choice", he added.

Malaysia, as a tourism nation, brings tourism to the people and the people into the tourism industry. Malaysia has what it takes to build a prosperous tourism nation, from our natural environment, history, culture, values, heritage, arts, and traditions to the nation's political, societal, and economic stability.

Tourism is a driver of shared prosperity. The tourism economy is for all. It boosts a country's revenue, creates thousands of jobs, develops the infrastructure, and inculcates cultural exchanges among locals and foreigners. Rapid growth in tourism increases household income as everyone is an agent of tourism.

Tourism is a driver for peace. Tourism promotes mutual tolerance and understanding of diversified practises in race, religion, and culture. A sustainable tourism nation preserves the environment, history, and heritage. It even prompts the creation of new community initiatives.

A tourism nation welcomes tourists as much as it embraces investors, traders, and businesses. Tourism has multiplier effects on a country's economy and growth. High-impact investments, foreign exchange earnings, and increased revenues at the local authority, state, and national levels are huge potentials when a country positions itself as a credible tourism nation.

Malaysia will gain so much by positioning itself as a tourism nation. Rohizam also congratulated the Ministry of Tourism, Arts, and Culture (MOTAC) and the United Nations World Tourism Organization (UNWTO) for successfully organising the 6<sup>th</sup> World Tourism Conference in 2022 - a timely event to synergize the tourism players for a more productive 2023.

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**About Malaysia Productivity Corporation (MPC)**

*Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.*

**About Tourism Productivity Nexus (TPN)**

*Tourism Productivity Nexus (TPN) is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.*

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