



PERBADANAN PRODUKTIVITI MALAYSIA (MALAYSIA PRODUCTIVITY CORPORATION)
Peti Surat 64, Jalan Sultan, 46904 Petaling Jaya Selangor, Malaysia
Tel: 03-7955 7266, 7955 7050, 79557085
Fax: 03-7957 8068 (E), 7955 1824 (B), 7954 0795 (Promosi)
Lorong Produktiviti Off Jalan Sultan, 46200 Petaling Jaya , Selangor, Malaysia.
<http://www.mpc.gov.my>

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Digital Solution Providers Directory for tourism industry developed to boost productivity growth through digital technology

Petaling Jaya – Malaysia Productivity Corporation (MPC) urges tourism industry players to adopt and adapt digitalisation to boost productivity growth and gain competitive advantage in the marketplace.

Dato' Abdul Latif bin Haji Abu Seman, MPC Director General said, challenges in digital adoption and technology onboarding are among the main barriers for productivity growth and business expansion at the sectoral and firm levels. The pandemic aggravates the challenges and calls for swifter digitalisation and technology transformation.

“In World Competitiveness Yearbook (WCY) report 2021, Malaysia was ranked in 22nd spot for digital transformation among enterprises. This is an improvement from 26th position in 2020. Malaysia progresses better this year, but still much has to be done in digital adoption, especially by micro, small, and medium enterprises. The Digital Solution Providers Directory will facilitate this agenda,” he said.

The Digital Solution Providers (DSP) Directory for tourism industry was launched on 23 November 2021 to enable access to information on available digital solutions for tourism firms to engage. Maximum usage of the directory by the tourism industry players is expected to escalate digital adoption in the industry to boost productivity growth.

Rohizam Md. Yusoff, Champion of Tourism Productivity Nexus (TPN) concurred with the sentiment, the industry needs a reset and the industry needs to build resilience to weather the future. “We must adapt and adopt technology and digitalisation quickly for operation, delivery, communication, and marketing & promotion. The industry must go online. To do so, the DSP Directory for tourism will facilitate the players by providing the options for collaboration and engagement with relevant digital solution providers”.

“This calls for the industry players to innovate and adopt digital technology in enhancing the sustainability of tourism products and improving service delivery”. Rohizam said in his welcoming speech during the second Tech Talk Series entitled “Innovative Hotel Software Solution” conducted on 30 November 2021.

Tourism industry players may visit <https://www.digitaldirectory.wayup.my/> for further information download the DSP Directory.

End.

For Media Enquiries:

Nik Haneez Nik Rosdi (019-718 1804)
or nikhaneez@mpc.gov.my

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.

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