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**TOURISM PRODUCTIVITY NEXUS (TPN) STRENGTHENS ITS PRODUCTIVITY
INITIATIVES TO ALIGN WITH THE MINISTRY OF TOURISM, ARTS AND
CULTURE (MOTAC)**

20 January 2022, Petaling Jaya – Malaysia Productivity Corporation (MPC) through Tourism Productivity Nexus (TPN) is committed to facilitating tourism industry players by rationalising and improving its initiatives to ensure higher productivity growth and sustainability.

MPC and TPN had a meeting with the Ministry of Tourism, Arts and Culture (MOTAC) on 11 January 2022 to align TPN's productivity improvement programmes with MOTAC's vision to boost the tourism industry amidst the impact of COVID-19 pandemic.

Rohizam Md. Yusof, the new Champion for TPN, is also the President of the Digital Travel Technology Association of Malaysia (DiTTAM) hopes to steer the industry towards digitalisation, internationalisation, and modernisation to be more competitive and productive in high yield tourism markets. TPN initiatives are guided by the Malaysia Productivity Blueprint (MPB) and in line with the National Tourism Policy (NTP).

TPN has strategised projects in collaboration with MOTAC to measure current digital adoption in the tourism industry. Findings from the project are expected to provide a baseline input to plan for high impact programmes to boost the adoption of digital technology among the industry players.

Rohizam said, "Malaysia's tourism industry needs to build resilience to weather the current and future challenges. Technology and digitalisation are no longer options for the industry players but a must to enable local tourism products to compete in a higher value chain and participate in the international markets. Technology needs to be a

constant feature in marketing and promotion, communication, product and service delivery, and business operation.”

Dato’ Abdul Latif bin Haji Abu Seman, MPC Director General, said in a statement after the meeting with MOTAC, “As guided by the Twelfth Malaysia Plan (12thMP), TPN programmes will be further leveraged to drive the industry’s productivity growth at the sectoral and enterprise level.”

MPC has identified digital adoption and technology onboarding challenges as among the main barriers to 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, but much has to be done in digital adoption, especially by micro, small, and medium enterprises.

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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.