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BUSINESS SURVIVAL OF A LOCAL TOURISM OPERATOR

Petaling Jaya, 13 April 2021 – The outbreak of COVID-19 has brought upon exceptional challenges, infecting millions and significantly bringing Malaysia's economy to reach low growth as the nationwide Movement Control Order (MCO) imposed various measures that restricted production and consumption activities.

Through PEMERKASA, the government has announced 20 strategic initiatives to steer economic recovery and continue targeted assistance to the people and sectors that are still affected. The 8th strategy under the PEMERKASA highlighted that the tourism sector is one of the identified industries that needs more substantial support to keep the sector's operators afloat. Apart from the stimulus packages provided by the government, the industry players are consistently trying to reduce operational costs in sustaining their businesses. This is the crucial element that they need to focus by developing various strategies to overcome the sharply falling in revenue. The Malaysia Productivity Corporation (MPC) has introduced specific programmes to help players to become productive while leveraging on digital platforms to reach their potential customers. MPC also has initiated various improvement projects to help enterprises in digital transformation as the way to realise the aspirations of MyDIGITAL.

"Many companies have participated in our programmes to enhance their work efficiency to remain competitive, and we have also captured and documented the best practices from those companies in a system known as Benchmarking Online Networking Database (BOND)," said MPC Deputy Director General, Datin Zainon Bakar.

The database has more than 700 best practice documents shared by exemplary organisations. Today, more than 530,000 database subscribers have utilised this system to learn from others in improving their businesses. Santika Hulu Langat (Santika) is one of the exemplary entities that has shared several strategies for business sustainability in an article entitled **‘Captivating Traditional Experiences Await in A Nostalgic Kampung Enclave’**, which is available in BOND.

“Santika is a local tourism operator and a great example of the ‘thriving evolution’ model. While the company admitted it does not rely too much on Internet marketing, it does have its own normal YouTube and other social media channels that to a certain extent have helped in its online presence. Santika was in fact one of the first respondents to participate and offer an online pay experience of an interesting ‘Sing-angk-long’ (a play on ‘sing’ and ‘angklung’) on the MyVXp or My Virtual Experience platform organised by MPC, which successfully raised income during a time that everything was in lockdown,” added Datin Zainon.

As a tourism operator that offers a place of unique experiences, highlighting authentic Javanese-Malaysian identity, Santika also adopts AirBnB’s standards in hospitality operations, and offers seamless customer experience, with ‘minimal bureaucracy’ such as self-check-in and during the MCO period it uses the official Selangkah movement tracing application.

“Above all, Santika does have collaborations with other attractions that are not far from their Hulu Langat area. Through this initiative, MPC believed that the importance of networking and how to go about collaborating rather than going it alone towards sharing the benefits among the local communities,” Datin Zainon concluded.

About Malaysia Productivity Corporation

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.

For more information, visit www.bond.mpc.gov.my

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