

# 2018 ANNUAL REPORT



MAJLIS PELANCONGAN  
**MALAYSIA**  
TOURISM COUNCIL





## CONTENT

### PAGE NO

4-5	Message from President En. Uzaidi Udanis
6	Notice & Meeting Agenda
7	MTC Transformations Pillar
8-9	Executive Council Term 2017 / 2019
10-13	Annual Report Confirmation of 32st Annual General Meeting Minutes, 1 July 2018, Hotel Tamu, Kampung Bharu, Kuala Lumpur
14-23	Our Activities 2018  Financial Report 2018 (As per attachment)

## MESSAGE FROM PRESIDENT

Malaysia Tourism Council has progress well in 2 years.

Alhamdulillah , together with my dedicated team of excos ; we have seen big improvements in all aspects such as :



1. Membership drive where MTC opens to all associations who involves and who are interested to contribute in tourism industry to be members of MTC.
2. Recognition of tourism players and stakeholders who played important role in tourism industry through MTC Gold Award .
3. Setting up Task Force Team which includes the research team and consultant to analyse industry problems and solving industry problems such as . AirBnB , Tourism Transportation , Tourist Visa , Foreign Tourism Professional Visa, Trans border issues in Sg Tujuh and Tuas .
4. Complying and Giving Clearer Interpretation of MTC Constitution.
5. Engaging with all Ministries so that all the government department staffs have better understanding of their role in tourism industry .
6. Revisit the authorities regulation and suggest all the unnecessary regulatory burden for tourism business to go through REDUCING UNNECESSARY REGULATORY BURDEN (RURB) program.
7. Open up bigger international market to all affiliate associations under MTC . MTC provide FREE participation fee for all association's members who want to join the international roadshow.
8. Encourage tourism players to be involve in Inbound Business through IN-BOUND TOURISM BOOTCAMP.
9. Encourage better connectivity . MTC has negotiated with few international airlines to have joint program in order to boost the tourist arrival in Malaysia . Some of Success Story - MoU with Jinn Air for direct flight from Incheon to



Senai which has resulted more Korean tourists to Johor and Joint Promotion with Qatar Airways which has resulted more Eastern European tourist to Malaysia.

10. To co opt relevant players as MTC excos so that they can relate the current issues , challenges and opportunities for MTC and its affiliates .

11. Listing in MTC Preferred Choice program for Tourism Players for easier promotion , recommendation and identification.

12. Organise series of 6 Industry Forums nationwide to discuss on challenges and issues in local tourism scenario.

13. Organise Showcasing Tourism Product event for Business To Business Match Making .

14. Encourage new tourism products to be discover and promoted .

15. To champion Local Communities as tourism heroes and provide more jobs and business opportunities.

16. Most events organised without using MTC fund such as Puteri Canoe, Him- punan Sri Kandi , Showcasing Tourism Product and Inbound Tourism Bootcamp.

17. Provide FREE consultation and Apps to improve tourism business and produc- tivity such as ezebe

18. Promote local tourism media such as Santai instead of depending on foreign based media .

19. To create good business model and environment to Social Media practitioners and Influencers in tourism industry.



20. Less dependent on Government Fund to sustain MTC operation cost and bud- get .

We believe MTC can grow faster in next 2 years when we adopt FAST FORWARD PROGRAME which we will “DOUBLE the GOODS , Cut Half the BAD and TRIPPLE the SPEED”

All the BEST to all the MTC delegates. Lets make Tourism the Champion in Malay- sian Economy.

**Uzaidi Udanis**  
President MTC 2017-2019

## NOTICE & MEETING AGENDA



**NOTICE & AGENDA**  
[WKL 0157/86]  
**MAJLIS PELANCONGAN MALAYSIA**  
**MALAYSIA TOURISM COUNCIL**  
[Formerly known as National Tourism Council of Malaysia]

**33<sup>Rd</sup> NOTICE OF ANNUAL GENERAL MEETING**  
**27 April 2019**

12 March 2019

Dear Members,

**NOTICE IS HEREBY GIVEN** that the 33<sup>Rd</sup> Annual General Meeting (AGM) of the Association will be held on:

**Date : Saturday, 27 April 2019**  
**Time : 10:00 AM**  
**Place : Sheraton Imperial Kuala Lumpur Hotel**  
**Penang Room One, At Level 3, Sheraton Imperial Kuala Lumpur**  
**Jalan Sultan Ismail, 50250 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur**

**AGENDA OF MEETING**

1. President keynote address.
2. To consider and approve the Minutes of the 32<sup>Nd</sup> Annual General Meeting held on 1<sup>st</sup> July 2018.
3. To consider and approve the minutes of Extra Ordinary Generam Meeting (EGM).
4. To consider and accept the Annual Report 2018.  
To consider and approve the Audited Annual Accounts and the Statement of MTC for the year ended 31<sup>st</sup> December 2018.
5. Appointment at Auditors
6. Election of MTC Council Committee Members
  1. President
  2. Deputy President
  3. Vice President - 2 Position
  4. Committee Member - 8 Position
7. Announcement of MTC Office Bearers 2019-2021
8. Speech from New President 2019-2021
9. Adjournment

Issued by order of  
THE EXECUTIVE COUNCIL

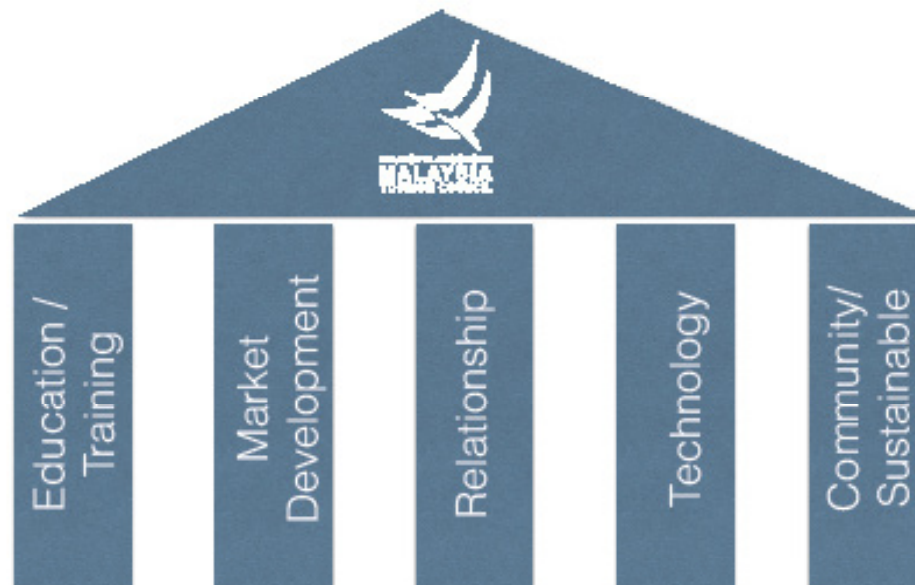
**DATO' NOORZALEHA BAHARUDDIN**  
Honorary Secretary General

NOTE: ONLY MEMBERS THAT HAVE COMPLIED WITH THE ASSOCIATION'S MEMBERSHIP VERIFICATION EXERCISE CAN ATTEND THE AGM.

MALAYSIA TOURISM COUNCIL  
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50460 Kuala Lumpur, MALAYSIA

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## MTC TRANSFORMATIONS PILLAR



Malaysia Tourism Council's blueprint to improve tourism industry is based on MTC's Transformation Pillar . Below are the five pillars :

1. Education and Training - It is important to upgrade our tourism professional services so that we can compete with other popular destination . Therefore , MTC 's priority is to emphasize on trainings and life long education .
2. Market Development - It is very crucial that MTC affiliate associations to cooperate , collaborate and leverage each other's strength in order to capitalize new market. For example, MITA has offered all MTC affiliates association to join China Roadshow and Malaysia's pavilion for FREE .
3. Relationship - MTC's priority to establish good relationship with all Ministries and Stakeholders as we think its important to update and advice all Ministries with regard to tourism aspects.
4. Technology - Encourage all tourism players to leverage the digital technology as the tourism business landscape has change tremendously.
5. Community and Sustainable - Malaysia has wide range of good tourism products but it will be a shame if it doesn't benefit the local community .

# EXECUTIVE COUNCIL MEMBERS

Term 2017-2019

<b>President :</b>	<b>Uzaidi Udanis</b> Malaysia Inbound Tourism Association
<b>Deputy Presiden :</b>	<b>Dato' Hj Sahariman Hamdan</b> Homestay Association of Malaysia
<b>Vice Presiden I :</b>	<b>Azlan Hussain</b> Kuala Lumpur Tourism Association
<b>Vice Presiden 2 :</b>	<b>Adam Kamal Ahmad Kamil</b> World Islamic Tourism Council
<b>Secretary General :</b>	<b>Dato' Hjh Noor Zaleha Hj Baharuddin</b> Malaysia Tourism Development Association
<b>Treasurer :</b>	<b>Chong Jing Kong</b> Persatuan Industri Karavan & Perkhemahan Malaysia

## EXCO :

- 1. Datuk Azlie Halim**  
(Travel Writers Association of Malaysia)
- 2. Eric R Sinnaya**  
(Malaysia Nature Society Langkawi)
- 3. Dato' Thangavelu**  
(Malaysia Indian Tour & Travel Association)
- 4. Wan Supian Dato' Wan Ishak**  
(Persatuan Pelancongan Terengganu)
- 5. Emmy Suraya Hussein**  
(Malaysia Budget Hotel Association)
- 6. Sanm Y Chen**  
(Malaysian Food & Beverage Executive Association)
- 7. Mazmadi Mohamad**  
(Federation of JPK Accredited Centre Malaysia)
- 8. Ahmad Nazri Ismail**  
(Persatuan Pelancongan Negeri Sembilan)
- 9. Dato' Sri Hj Razali Mohd Sham**  
(Persatuan Agensi Pelancongan Umrah Haji)
- 10. Hisyamudin Mohd Yusoff**  
(Persatuan Pengusaha Pelancongan Bumiputera Perak)

## EXECUTIVE COUNCIL MEMBERS Term 2017-2019



**President**  
Uzaidi Udaeis  
Malaysian Inbound Tourism Association



**Deputy President**  
Dato' Sahariman Hamdan  
Homestay Association of Malaysia



**Honorary Secretary General**  
Adam Kamal Ahmad Kamal  
World Islamic Tourism Council



**Honorary Treasurer**  
Cheng Jing Kong  
Persatuan Industri Kenderaan &  
Perkhidmatan Malaysia



**Vice President I**  
Adnan Hussain  
Kuala Lumpur Tourism  
Association



**Vice President II**  
James Leong Wai Kong  
Malaysian Tourist Guide  
Council



**Vice President III**  
Dato' Noor Zaheda Bahrudin  
Malaysia Tourism Development  
Association



**Committee Member**  
Dato' Sri Razali Mohd  
Shah  
Persatuan Agensi  
Pelancongan Umrah & Haji



**Committee Member**  
Dato' Kiki Halim  
Travel Writers  
Association of Malaysia



**Committee Member**  
Dato' Thangavelu  
Kappurandy  
Malaysia Indian Tour &  
Travel



**Committee Member**  
Enny Saraya Hussain  
Malaysia Budget Hotel  
Association



**Committee Member**  
Han Supan Dato' Wan  
Idzak  
Persatuan Pelancongan  
Terengganu



**Committee Member**  
Eric R Saraya  
Malaysian Nature Society  
Langkawi



**Committee Member**  
Sam Y Chan  
The Malaysian Food &  
Beverage Executive  
Association



**Committee Member**  
Hayemadhi Mohd Yusoff  
Persatuan Pelancongan  
Perak



**Committee Member**  
Ahmed Nazki Ismail  
Persatuan Pelancongan  
Negeri Sembilan



**Committee Member**  
Nazmi Mohamad  
Federation of JPK  
Accredited Centres  
Malaysia



2018 ANNUAL REPORT









# MALAYSIA TOURISM COUNCIL ACTIVITY 2018

## JAN

1. MITA Travel Fair 2018 @ MITEC (19-21/1/2018)
2. Mesyuarat EXCO @ TAMU Hotel (27/2/2018)
3. Road to AgroTourism 3 – Putrajaya (29 – 31/1/2018)
4. 10,000 Langkah Busana @ Kg Baru (31/1/2018)
5. Road To AgroTourism 3 @ KL-Putrajaya (31/1-3/2/2018)
6. 5 MTC ExcOs appointed as Tourism Productivity Nexus Governing Committee
7. East Coast Tourism Corridor Summit 2018

## FEB

1. Perjumpaan bersama Timbalan Menteri Pendidikan bagi mewujudkan semula Kelab Pelancongan di sekolah-sekolah (7/2/2018)
2. Appreciation Night Visit Pahang Year 2017 @ Astana Ballroom (10/2/2018)
3. Meeting with Tourism Minister to update on MTC progress & activities @ MATIC (14/2/2018)
4. Chinese New Year Open House @ Dataran Merdeka (17/2/2018)
5. Road to AgroTourism @ Zon Utara (22-27/2/2018)
6. DSaji Tourism Awards 2017/2018 @ Arabic Orchid Restaurant (24/2/2018)
7. MPC Productivity Day @ MATIC (27/3/2018)
8. DBKL CNY Open House @ Dataran Merdeka (28/2/2018)

## MAC

1. 20th Malaysia Tourism Awards 2016/2017 @ PICC (28/2/2018)
2. Indonesia Tourism Table Top (ITT) @ KL (7-8/3/2018)
3. Royal Belum Sports & Leisure Fishing @ Royal Belum (27-29/3/2018)

## APRIL

1. Himpunan Seribu Srikandi Melayu @ Tanjong Balau (10/3/2018)
2. MyBHA MOU Signing Ceremony (13/3/2018)
3. Pesta Durian Musang King @ Raub (15/3/2018)
4. Majlis Perasmian Kraftangan Kampungku @ 15/3/2018)
5. MPC Showcase on Innovation for Productivity @ MITI (22/3/2018)
6. MPC Official Launch of Tourism NEXUS @ MATIC (27/3/2018)
7. MyBHA AGM (29/3/2018)
8. Participating in ATM Dubai

## MAY

1. PATA Malaysia Chapter Annual Dinner @ Wow KL (1/4/2018)
2. Majlis Pelancaran Kempen Hari Tanpa Beg Plastik & 'Recycle for Life' @ Langkawi Fair (2/4/2018)
3. Meeting with DG of Western Cape Govt South Africa on MTC collaboration to increase tourist arrival in Malaysia (4/4/2018)
4. Launching of Malaysia Smart Tourism 4.0 @ Istana Hotel KL (5/4/2018)
5. MTC participated in Productivity program in FIJI



#### JUNE

1. MTC Exco En Nazri has been chosen to participate Homestay Industry Specialist Program in Seoul Korea
2. MTC Exco Dato Thanga has been chosen to participate Professional Auditing Program in Tokyo Japan
3. MTC Exco En Amin has been chosen to participate in Asean Japan Center Program on Agrotourism

#### JULY

1. Short Term Stay Regulatory Framework High Level Meeting
2. Meeting with Immigration Department on Tuas , BSI
3. Tourism Data Profiling Meeting

#### AUGUST

1. Meeting with TUI on direct flight to Langkawi at MATIC Langkawi
2. Launching on Self Assessment apps on Productivity - EZBE and Tourist Arrival Performance System (TAPS)

#### SEPTEMBER

1. Meeting on Short Term Accommodation Regulatory committee meeting
2. Launching of "Colors of Negri Sembilan" which will benefit to China tourist traffic from Singapore to KL
3. Participating in PATA Travel Mart Langkawi

#### OCTOBER

1. Launching of Promotional Video Campaign for Singapore market
2. Organise MTC Gold Award 2018 which officiated by YAB Deputy Prime Minister Dato Seri Wan Azizah
3. Meeting with Global Muslim Tourism Association (GMA) at MTC Office on collaboration in Muslim Halal Market .
4. Launching of Tourism Industry Profiling and Value Chain

#### NOVEMBER

1. Seminar & Bengel Pelancongan Daerah Rompin 2018
2. SST Meeting with Tour Bus Operators
3. Meeting with Malaysia Airport on JITDP Matching Grant Program
4. Participating in World Travel Mart in London
5. Showcasing Tourism Product in Kota Kinabalu Sabah
6. Organised Tourism Forum in Kota Kinabalu

#### DECEMBER

1. Meeting with Perak Tourism EXCO @ Ipoh (20/12/2018)
2. Majlis Perjumpaan dengan YBM Pelancongan & Majlis Pelancaran Dasar Pelancongan Negara 2020-2050 @ TM HQ (21/12/2018)
3. Tourism Talk with DG TM (21/12/2018)
4. Courtesy visit to Datuk Musa
5. Courtesy visit to Dato Isham

## OUR ACTIVITIES

### Showcasing Tourism Products Sabah 2018



## Malaysia Tourism Council Gold Awards 2018



## OUR ACTIVITIES

Courtesy visit to MOTAC Secretary General office.



Courtesy Visit to Director General Tourism Malaysia Office,  
Datuk Musa Yusof





## OUR ACTIVITIES

Participating in World Travel Market London 2019

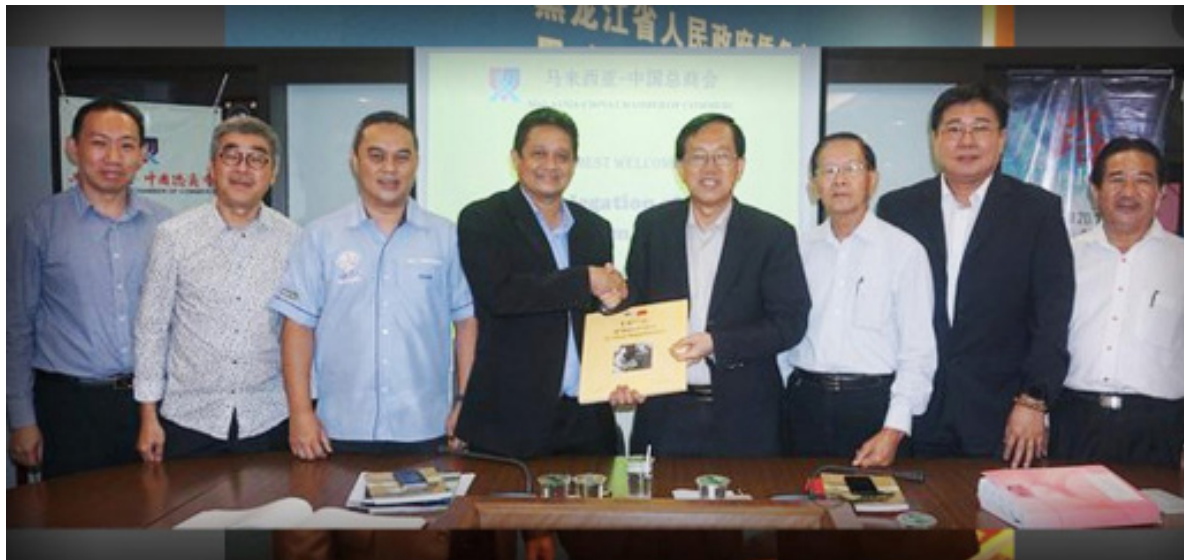




OUR ACTIVITIES



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