BMW Malaysia:
INTO
HIGH GEAR

Direct Selling:
An Insight

SMEs:
What India Offers

Oil & Gas:
Why Malaysia's Alluring

BMW Malaysia Managing Director
Wolfgang Schlimme
The travel and tourism industry has grown by 500% in the last 25 years. It is estimated that by the year 2020 there will be 1.6 billion annual international tourist arrivals worldwide. Collectively, these visitors will spend US$2 trillion (US$1 = RM3.80). More importantly, the industry is undergoing a major shift with the switch from established areas like the Caribbean, Hawaii and the Mediterranean, to the Asia Pacific region.

Tourism has been and will continue to be a key economic activity in Malaysia, as it is in many countries, in the coming decades. However, long-term success of the tourism industry in Malaysia hinges on the country’s ability to develop sustainable tourism and attract repeat visitors. Both require the existence of a quality workforce that is attuned to the highest international standards yet deeply steeped in our culture, traditions and heritage. Excellent customer service will also ensure that our guests look forward to return to Malaysia again and again.

The greatest needs of the hospitality and tourism industry in terms of human capital are recruitment of a quality workforce, retention and retraining. Institutions and hospitality and tourism organisations can work together in these areas for mutual benefit. Investing in human capital pays off in repeat guests and increased profitability.

Although formal hospitality training began in the late 1960s, there has never been an attempt to form an association of educators in this area of speciality. It was in response to the need amongst the relevant training and teaching professional to meet and discuss issues of common interest that the Tourism Educators Association of Malaysia (TEAM) was formed in June 2001. It was formally registered with the Registrar of Societies (ROS) on 3 March 2003.

There is need for closer formalized ties between the government, tourism educators and the industry. Herein lies the role of TEAM, which could act as a representative body for tourism and hospitality educators. Integration of all stakeholders in the implementation of the broad education policy outlined by the government is crucial to improving hospitality and tourism education in Malaysia.

TEAM will enable the academic community to develop meaningful partnerships amongst themselves and the industry. Building relationships between industry and institutions will encourage hospitality and tourism professionals to participate in curriculum development, professional development and cross-exposure programmes.

TEAM GOALS
The objectives of TEAM are to:
• provide forums for the discussion of current and future issues impacting the hospitality and tourism industry; with a view to contributing effectively to the industry and the government’s aim to establish Malaysia as a tourism destination;
• identify and study problems arising in hospitality and tourism education and training and to discuss these problems with
and/or bring them to the attention of the relevant ministries, government agencies, professional bodies and the industry at large;

- protect the legitimate interests of members, in particular, to discuss with government ministries, agencies, institutions and organisations on matters pertaining to policy, legislation standards in training and education and other matters deemed relevant to members;
- seek representation on committees/councils/boards set up by government and non-government organisations concerning hospitality and tourism education and training;
- encourage the improvement of teaching methods and the use of technology, and encourage the exchange of best practices;
- create a culture that facilitates open exchange of curriculum ideas and experiences throughout the continuum of education;
- promote and disseminate relevant, high-quality research;
- collaborate in the promotion of hospitality and tourism careers and use communication for public relations to enhance the image of hospitality and tourism education;
- facilitate networking and contacts among groups of common interest (special interest groups) in the field of tourism and hospitality;
- encourage assessment and enhancement of quality hospitality and tourism education;
- extend knowledge pertaining to hospitality education.

The first Annual General Meeting elected the Exco members (see Table 2) who would serve TEAM for the period 2003-2004.

The Tourism Educators Association of Malaysia (TEAM) co-organised successfully their First National Conference in June 2001 with the theme, "Issues in Hospitality and Tourism Education and Training: Practitioners' Viewpoints" together with Universiti Utara Malaysia (UUM) and Taylor's College, School of Hospitality and Tourism.

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The second conference was organised recently at the Intekma Resort & Convention Centre, Shah Alam, from 10 to 11 October 2003 by Universiti Teknologi MARA (UTM). The theme of this year's conference was, "Tourism: The Way Forward".

The main goal of these conferences is to provide a platform for discussing and sharing information on current issues and challenges faced by the industry with special emphasis on the Malaysian hospitality and tourism industry.

**SOURCE OF REVENUE**

The government has over the years sought tourism to be a key economic activity in Malaysia. Although much of the world faces shortcomings, whether economically, politically or socially, tourism in Malaysia remains an important source of revenue. The government continues to support tourism activities, with campaigns to promote Malaysia worldwide and concentrates on some tourism infrastructure.

With TEAM, the relationship between the academic world and the industry will further be strengthened. TEAM would work together to have some kind of a support system to ensure that the quality of the workforce, whether those already in the industry or about to join the industry, be maintained at the highest standard as possible.

Hence, further improving the business of tourism in the country. The role of tourism education is not limited to merely responding to the challenges, but to help shape the industry's future by equipping the future industry leaders and manpower with the ability to translate current challenges into tourism visions and plans.

The competitive pressures within the hospitality and tourism sector, especially in the Asian region, result in greater demand (continues on pg 72)

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**TEAM EXCO MEMBERS FOR 2003-2005**

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<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
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<tr>
<td>President</td>
<td>Prof Dr Nor Khoran Isak</td>
<td>Universiti Malaya (UM)</td>
</tr>
<tr>
<td>Deputy President</td>
<td>Tuan Haji Zulkefi Baharam</td>
<td>MAS Academy</td>
</tr>
<tr>
<td>Secretary</td>
<td>Dr Pradeep Kumar Nair</td>
<td>Taylor's College, School of Hospitality &amp; Tourism (TOH)</td>
</tr>
<tr>
<td>Deputy Secretary</td>
<td>En. Salleh Radzi</td>
<td>Universiti Teknologi MARA (UTM)</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Ms Kitty Lee</td>
<td>Kolo Damansara Ubiria (KDU)</td>
</tr>
<tr>
<td>Deputy Treasurer</td>
<td>En Zafuul Ias</td>
<td>Universiti Teknologi MARA (UTM)</td>
</tr>
<tr>
<td>Committee members</td>
<td>Dr Hadiuddin Mohamad</td>
<td>Universiti Sains Malaysia (USM)</td>
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<td></td>
<td>Dr Vikkasvaran Nair</td>
<td>Taylor's College, School of Hospitality &amp; Tourism (TOH)</td>
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<td>Dr Shazla Musa</td>
<td>Universiti Malaya</td>
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<td>Dr Michael Heah</td>
<td>Corporate Coach</td>
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<td>Ms Diana Lee Geok Chin</td>
<td>Malaysian Tourist Guides Council (MTGC)</td>
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<td>Auditors</td>
<td>Dr Amran Hamzah</td>
<td>Universiti Teknologi Malaysia (UTM)</td>
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<td>Puan Suharni Ibrahim</td>
<td>Sunway College</td>
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provided by education, training programmes and working experiences. Education in tourism has to find its place and role in faculties, departments and schools, providing the tourism industry with graduates who are able to respond to the challenges arising from this fast growing industry.

It is indeed timely that TEAM was formed to co-ordinate and bridge the hospitality and tourism educators with the industry. It is hoped that TEAM would succeed in its mission as the association for tourism educators to lead the advancement in tourism education, sharing of ideas and disseminating knowledge so as to con-

Changing markets, industry restructuring and more competitive domestic and international markets are placing great burdens on expertise.

tribute effectively to the development of the tourism industry in Malaysia.

SAVINGS PLAN
NON-PROFIT ENTERPRISE
D2D Fund is a non-profit enterprise dedicated to helping low income families gain access to a range of financial services by changing the economics of serving this population.

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