Regional Conference on Tourism Research (RCTR 2010):
The State of the Art and its Sustainability

13-14 December 2010
University Conference Hall, USM Penang
TOURISM IN THE ECONOMIC TRANSFORMATION PROGRAMME (ETP)

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ABSTRACT

The tourism industry in Malaysia has evolved steadily and dynamically over the past five decades after the independence in 1957. Although, today, tourism is the fifth most important contributor to the Gross National Income (GNI) and second biggest foreign exchange earner for Malaysia, the industry has matured to a stage whereby high yield is the way forward to achieve the status of a fully “developed nation”. In line with Malaysia’s goal to achieve high-income-nation status by 2020, the Tourism Transformation Plan 2020 has a bullish target to achieve 36 million tourist arrivals and RM1.68 billion (US$48 billion) in tourism receipt by 2020 (Malaysian Business, 2010). By 2020, it is projected that tourism will be the most important income contributor for the nation. Thus, it is imperative to have a holistic understanding on the status of the tourism industry in Malaysia and how the newly launched Tourism Transformation Plan that is laid as part of the 12 New Key Economic Areas (NKEA) in the Economic Transformation Programme (ETP) of the nation can position Malaysia as the next mega tourist destination of the world. Hence, the main objective of the paper is to highlight the tourism roadmap outlined in the ETP to transform Malaysia into a high-income nation by 2020. The paper will also discuss the 12 entry point projects (EPP) and 4 business opportunities that will result in the high yield for the tourism industry. The ETP, the on-going GTP, and the corresponding programmes and projects defined in the Tenth Malaysia Plan complete the full blueprint for the national economic transformation programme that, under the 1Malaysia banner, will propel Malaysia to high income status by 2020. Timely and effective implementation of the policy measures outlined in this ETP will ensure the achievement of the objectives under each of the strategic aims. However, the best designs and plans, based on even the noblest intentions, are meaningless unless the prescribed actions are undertaken and the results realised.

Keywords: new economic model, transformation, high-yield, tourism,

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Agenda

- The rational of Economic Transformation Programme (ETP)
- National Key Economic Area (NKEA)
- Status of Tourism
- Entry Point Projects (EPP)
- Business Opportunities (BO)
- Enablers
- Funding
- Conclusion