

**TOURISM EDUCATORS ASSOCIATION OF MALAYSIA**  
(PERSATUAN PENDIDIK PELANCONGAN MALAYSIA) (Reg No. 436)

**THIRD  
NATIONAL TOURISM EDUCATORS CONFERENCE  
&  
SECOND ANNUAL GENERAL MEETING 2004**

**Brand Malaysia**  
The National Tourism Policy

Date: 30<sup>th</sup> September &  
1<sup>st</sup> October 2004

Venue: KDU College, Damansara Jaya,  
Petaling Jaya, Malaysia



## WHAT IS TEAM?

The Tourism Educators Association of Malaysia (TEAM) was formed in response to the need amongst relevant training and teaching professionals in Malaysia to discuss issues of common interest and foster the development of meaningful partnerships amongst the academic community and with the industry.

The objectives of TEAM is 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 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 to 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.

### TEAM EXECUTIVE COMMITTEE - 2003/2005

PRESIDENT: PROF. DR. NOR KHOMAR ISHAK, UM  
DEPUTY PRESIDENT: TUAN HAJI ZULKIFLY BAHROM, MAS ACADEMY  
SECRETARY: PRADEEP KUMAR NAIR, TAYLOR'S COLLEGE  
DEPUTY SECRETARY: SALLEH MOHD RADZI, UiTM  
TREASURER: KITTY LEE, KDU COLLEGE  
DEPUTY TREASURE: ZAFRUL HJ. ISA, UiTM

#### COMMITTEE MEMBERS:

- ASSOC. PROF. DR. BADARUDDIN MOHAMED, USM
  - DIANA LEE, MTGC
  - DR. GHAZALI MUSA, UM
- DR. VIKNESWARAN NAIR, TAYLOR'S COLLEGE
  - DR. MICHAEL HEAH, CORP. COACH



### 3<sup>rd</sup> NATIONAL TOURISM EDUCATORS CONFERENCE 2004

#### FIRST CALL FOR PAPER

Organiser: **TOURISM EDUCATORS ASSOCIATION OF MALAYSIA (TEAM)**

Venue: KDU College, Kuala Lumpur, MALAYSIA

Date: October 2004

Conference Theme

#### **BRAND MALAYSIA:**

The National Tourism Policy

**T**ourism is fast becoming a major industry for most Asian economies, attracting much-needed foreign exchange, and stimulating economic development in industries from hospitality, property development, transportation, and retail, to a mass of spin-off small businesses such as currency exchange, restaurants and bars, tour operators, and smaller cottage industries. Singapore, Hong Kong and Thailand remain the "stars" of the Asian tourism destination brands, but competition is high as country brands such as Malaysia, Indo-China, South Korea, China, Philippines and Indonesia move to increase their brand recognition and brand power. Thus, Asian countries now market themselves on attributes of exotic cultures, pristine nature and value for money destinations, riding on the crest of growing affordability and demand for leisure.

Every tourist destination in the world has a "brand image". If developed carefully the brand serves to differentiate a destination from other competing destinations. Brand image invokes an emotional response and greatly influences travel decisions. If that image is unfocused or not clear, the destination will have difficulty competing with distinct images created by competing countries.

The National Tourism Policy (NTP) attempts to define a framework and master plan on how Malaysia can become a top tourist destination by the year 2010. The NTP would raise the level of the tourism industry in Malaysia with coordinated planning development that would create an image of quality, excellent service, safety and comfort at all levels of the industry. The policy would project Malaysia as a harmonious, multicultural nation that would promote regionalisation and enhance all form of planning, coordination and monitoring of the tourism development.

The 3<sup>rd</sup> National Tourism Educators Conference aims to evaluate various policies outlined in the proposed National Tourism Policy, which would ultimately lead to "Brand Malaysia". Therefore, this theme is complemented with the following sub themes for presentation:

- |   |   |
|---|---|
| a) Tourism product planning and development   | i) Manpower planning and importation of foreign labour  |
| b) Environmentally responsible tourism  | j) Tourism awareness and career motivation  |
| c) National heritage monuments, sites and buildings   | k) Transportation liberalisation (airline, taxis & hire cars, railways, buses and riverine & coastal water based transport) |
| d) Tourism accommodation classification   | l) Tourism motivation surveys and indicators  |
| e) Promotion of shopping  | m) Socio-cultural impact of tourism   |
| f) Ancillary tourism product development (ecotourism, agrotourism, cultural & heritage tourism, MICE, etc.) | n) Tourism economic planning, monitoring and evaluation   |
| g) Tourism promotions and marketing   |   |
| h) Tourism education and training   |   |

#### **SUBMISSION FORMAT:**

1. The full paper should be submitted for the selection process. Indicate the author's name and affiliation (complete with address, phone number and email) only on the cover page of the full paper or abstract and they should not be indicated anywhere in the full paper or abstract.
2. Submit the full paper via e-mail in Microsoft Word format (Times New Roman, 12-point font, single spacing with justified alignment) attachment to the following:

**Dr. Vikneswaran Nair** (*Chairman of the Paper Review Committee*)

Taylor's College, School of Hospitality & Tourism,

Block C, Leisure Commerce Square, No. 9, Jalan PJS 8/9, 46150 Petaling Jaya, Selangor D.E.

Tel: 603-78779777 Fax: 603-78777007

Email: [vicky.n@taylors.edu.my](mailto:vicky.n@taylors.edu.my) URL: <http://www.tourism-educators.org.my>

3. Deadline for submitting full paper or abstract is July 30<sup>th</sup> 2004.
4. Once the paper is accepted, at least one of the authors must register for and present the paper at the conference.