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MOTAC promotes ecotourism at Dubai Expo 2020

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KUALA LUMPUR: The Ministry of Tourism, Arts and Culture (MOTAC) through its agency Tourism Malaysia is organizing the Malaysia Pavillion at Expo 2020 Dubai, United Arab Emirates (UAE) from Dec 26 to 31, promoting Malaysia as the world's preferred ecotourism destination.

MOTAC in a statement yesterday informed that Malaysia was joined by 16 organizations comprising five state tourism boards, three associations, a hotel chain, one product owner and six tour operators.

“During Tourism Malaysia Ecotourism Week, participants can learn more about different perspectives on ecotourism in Malaysia,” according to the statement.

Malaysia's participation in the Dubai 2020 Expo, which ended on 31 March 2022, was spearheaded by the Ministry of Science, Technology and Innovation (MOSTI) with the Malaysian Center for Climate Change and Green Technology (MGTC) as the implementing agency.

Minister of Tourism, Arts and Culture Datuk Seri Nancy Shukri will also attend a dinner with tourism activists and the media in the UAE today (Thursday) as part of her first Tourism Sales Mission to West Asia.

Scheduled to run from Jan 1 to 5, the mission aims to restore and enhance Malaysia's commitment towards creating good tourism cooperation, involving future collaborations and forging joint ventures in the tourism industry.

"Our participation in this expo and efforts to forge smart and strategic global collaborations is important not only to promote Malaysia as a destination of choice but more importantly to ensure that our industry players and tourism value chain affected over the past two years can regenerate revenue as we continue to promote The Langkawi Travel Bubble is international," said Nancy.

The government has launched its first International Travel Bubble with the reopening of Langkawi Island to international tourists who have been vaccinated starting Nov 15 without quarantine conditions.

As of Dec 27, 97.6 per cent of the Malaysian adult population has received full vaccinations while 78.4 per cent of the total population has been vaccinated.

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