



30 DEC, 2021

## Tourism agencies promoting Malaysia as top ecotourism destination

The Malaysian Reserve, Malaysia



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by AZALEA AZUAR

THE Tourism, Arts and Culture Ministry's (Motac) agency, Tourism Malaysia, is set to promote the country as the "Preferred Ecotourism Destination in the World" during the Ecotourism Week of Expo Dubai 2020.

The event is being held in the United Arab Emirates (UAE) from Dec 26 to tomorrow where Tourism Malaysia will be joined by 16 local tourism players including five state tourism boards, three associations, a hotel chain, product owner and six tour operators.

This is in line with the government's National Tourism Policy 2020-2030 which highlights the practice of sustainable and

responsible tourism.

Renowned speakers such as Andre Sebastian from Ecotourism and Conservation Society Malaysia, Syed Abd Rahman Syed Hassan (Diveheart Malaysia), Adj Prof Anthony Wong Kim Hooi (sustainability and ecotourism expert) and Eric Sinnaya (Malaysia Nature Society) would be sharing different perspectives of the country's ecotourism.

Motac Minister Datuk Seri Nancy Shukri officiated the launch with the Malaysian trishaw as a symbol of Malaysia's participation in the world expo.

She also launched the Malaysia packages campaign which is a collaboration between Tourism Malaysia and UAE's biggest travel agen-

cies Al-Rais Travel to promote and highlight Malaysia's new ecotourism products and destinations.

Nancy would also attend a networking dinner with members of the travel trade and media in the UAE today.

This is part of her first Tourism Sales Mission to the Middle East which takes place from Jan 1 to Jan 5, 2022, to reinstate and enhance the commitment to establishing good tourism cooperation, engaging future collaborations and cooperation in the tourism industry.

"Our participation in this expo and the forging of smart and strategic global partnerships is significant not only to promote Malaysia as a preferred destination, but more

importantly to ensure our industry players and tourism value chain who have been affected for the past two years are able to regenerate income as we continue to promote our Langkawi Travel Bubble internationally," she said in a statement yesterday.

On Nov 15, the government launched its first International Travel Bubble in Langkawi, Kedah, to fully vaccinated international tourists and no quarantine requirement.

The Science, Technology and Innovation Ministry is spearheading Malaysia's participation in Expo Dubai 2020 while the Malaysian Green Technology and Climate Change Corp is the implementing agency.



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### SUMMARIES

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