

## Malay tourism players tie up for reopening

- A Monitor Desk Report

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Four major tourism players in Malaysia have combined forces with the stakeholders concerned to ramp up readiness of destinations and facilitate the South-East Asian country's reopening to leisure and business travellers as interstate travel resumed on October 11.

The signing of a MoU on Sunday at The Danna, Langkawi, focuses on combined efforts to be led by the three association giants in the industry and the national airline company to establish a Travel Safe Alliance (TSA) Malaysia and to position Malaysia as a safe destination for leisure and business travellers.

Certified by Bureau Veritas Certification Malaysia, it is a complete ecosystem of safe travel solutions made up of the "Travel Safe" label for travel and tour arrangements, "Clean & Safe Malaysia" label for hotels, and "SafeBE" for Business Events and convention venues.

Signatories to the MoU were MATTA president Tan Kok Liang; MAH president N. Subramaniam; MACEOS president Francis Teo; and Group CEO of Malaysia Aviation Group, Izham Ismail.

At a virtual press conference on Sunday, Nancy Shukri, minister of tourism, arts and culture, stated that her ministry recognises and supports the three certification programmes.

She said: "We need extraordinary strategies such as these to revive not only the

tourism and business events industries, but also the socio-economy of the country. More vital collaborations between the public and private sectors is the key to accelerate the recovery of our industry and economy.”

She said the ministry is also getting feedback from Tourism Malaysia’s overseas directors on the expectations of foreign travellers in the new normal, so that Malaysia can meet their expectations once borders reopen.