

# **KSU VISION SESSION**

## **“TOURISM INDUSTRY : GAME CHANGERS”**

with

**YBhg. Dato’ Dr. Ong Hong Peng**  
**Secretary General**  
**Ministry of Tourism Malaysia**

**When** : Thursday, 21 March 2013  
**Where** : Razak School of Government  
**Who** : YBhg. Dato’ Dr. Ong Hong Peng

### **About The Seminar**

This workshop provided insights to the vision and mission of the Ministry of Tourism Malaysia (MOTOUR) to propel tourism into a RM168 billion industry by 2020. The performance of the tourism industry in recent years was closely examined before the key strategies were introduced to make Malaysia the world’s top-of-mind tourism destination.

### **Summary**

Dato’ Dr. Ong Hong Peng began by requesting the audience to perform the gesture of welcoming tourists – placing their right hand above the heart, smile, bow slightly and utter a greeting. With this, he stated that MOTOUR’s vision is the nation’s vision, which is to make Malaysia a premier tourist destination. To achieve this, MOTOUR is on a mission to attract more tourists – both domestic and foreign – to stay longer and spend more in Malaysia.

Malaysia’s reputation as the world’s tourism destination continues to grow under the leadership of MOTOUR. Malaysia was ranked 9th most visited country in the world from 2009 to 2011 and recently selected by CNN Travel as 4th Shopping destination in the world. Generating more than 60.5 billion incomes at 25.0 million arrivals last year, the tourism industry is now the nation’s fifth main source of income after oil, gas, palm oil, manufacturing, and retail industry.

However, the industry's growth of 0.6% in year 2011 has been modest. This is indeed a worrying trend when comparing to the double-digit tourism industry growth rate of our neighbouring countries like Singapore, Thailand and Vietnam. Therefore the Malaysian Tourism Transformation Plan (2020:36:168) was introduced as the "Game Changers" to ensure Malaysia received up to 36 billion tourists that will generate 168 billion income by year 2020.

The speaker shared that the transformation plan revolves around the principle of Blue Ocean Strategy (BOS); a systematic approach to create value innovation. This was achieved by close collaboration with industry players, which has successfully reduced the MOTOUR's tourism campaign and promotion costs. Others innovative tourism products such as 1Malaysia International Night Floral Parade, 1Malaysia Contemporary Art Tourism and Malaysia International Shoe Festival also received industry-wide support and therefore a huge success.

Equally important was the sense of ownership and pride, generated by continuous engagement with public sector actors and associations. The Visit Malaysia Year 2014, for instance, was introduced a full year ahead to ensure the whole nation is fully mobilised to welcome and reap the outcome when time comes.

Dato' Dr. Ong Hong Peng stressed that a vision without action is merely a dream. MOTOUR has clearly laid down its vision, mission and strategic plans to achieve its goal. The tourism will continue to be the serious but happy business that generates employment and income for the nation.

## **About the Speaker**

As the secretary general of Ministry of Tourism Malaysia (MOTOUR), Dato' Dr. Ong Hong Peng, is directly in charge of planning and implementing policies with regards to development of Tourism Industry in Malaysia. He began his career in the Administrative and Diplomatic Service and has been in the public sector for more than 28 years. Dato' Dr Ong Hong Peng took office on May 9, 2008 and was formerly the Ministry's Deputy Secretary General. Under his stewardship, the Ministry of Tourism has achieved various recognitions such as the ISO 9001 award, Malaysia Book of Records recognition for the biggest participation at a Multi- Cultural Dance Event and most recently, a 5 Star rating for their official website.

## **Presentation Slide**

Please download the presentation slide [here](#).

**Photo Gallery**