



**INTERNATIONAL
UNIVERSITY OF
MALAYA-WALES**



Prifysgol Cymru
University of Wales



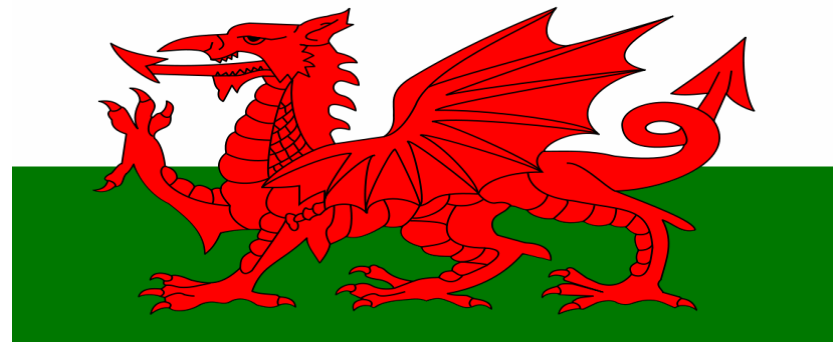
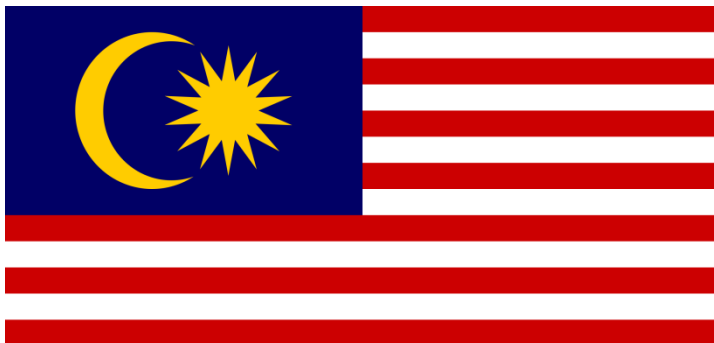
Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Stephen Griffiths

Formerly Deputy Vice Chancellor, International University of Malaya-Wales (IUMW)

Assistant Dean, Faculty of Business, UWTSD

Culture, tourism in Malaysia, assignment support.



Who am I?

- Formerly DVC at IUMW, Kuala Lumpur, Malaysia
- Assistant Dean, Faculty of Business and management, UWTSD

Ran Post Graduate Studies at SBS

Ran the MBA

Taught on all masters including Masters of Tourism

Ran under graduate Business degrees

IUMW Kota Campus overlooking KLCC



DVC and some of the IUMW marketers



Computing Bonding Day



IUMW Convocation ceremony 2017







Beautiful Langkawi



Final year students, you can be quite scary.

- You will and must impress!!
- Display mastery and higher level understanding....
- Do read....short cuts... read a decent newspaper, book reviews, abstracts, watch TV, listen to radio, have something to say, even if it is someone else's opinion...the Internet and social media...but take care!!!!
- Become an expert at something...
- Quote some experts.
- Find out who is the 'GURU' in your favourite subject/topic.
- Go to guest speaker sessions. Check out Eventbrite...many free events.
- Develop your networks, friends, family, contacts, employers, former employers, tutors, librarians, professional associations, NGOs etc.

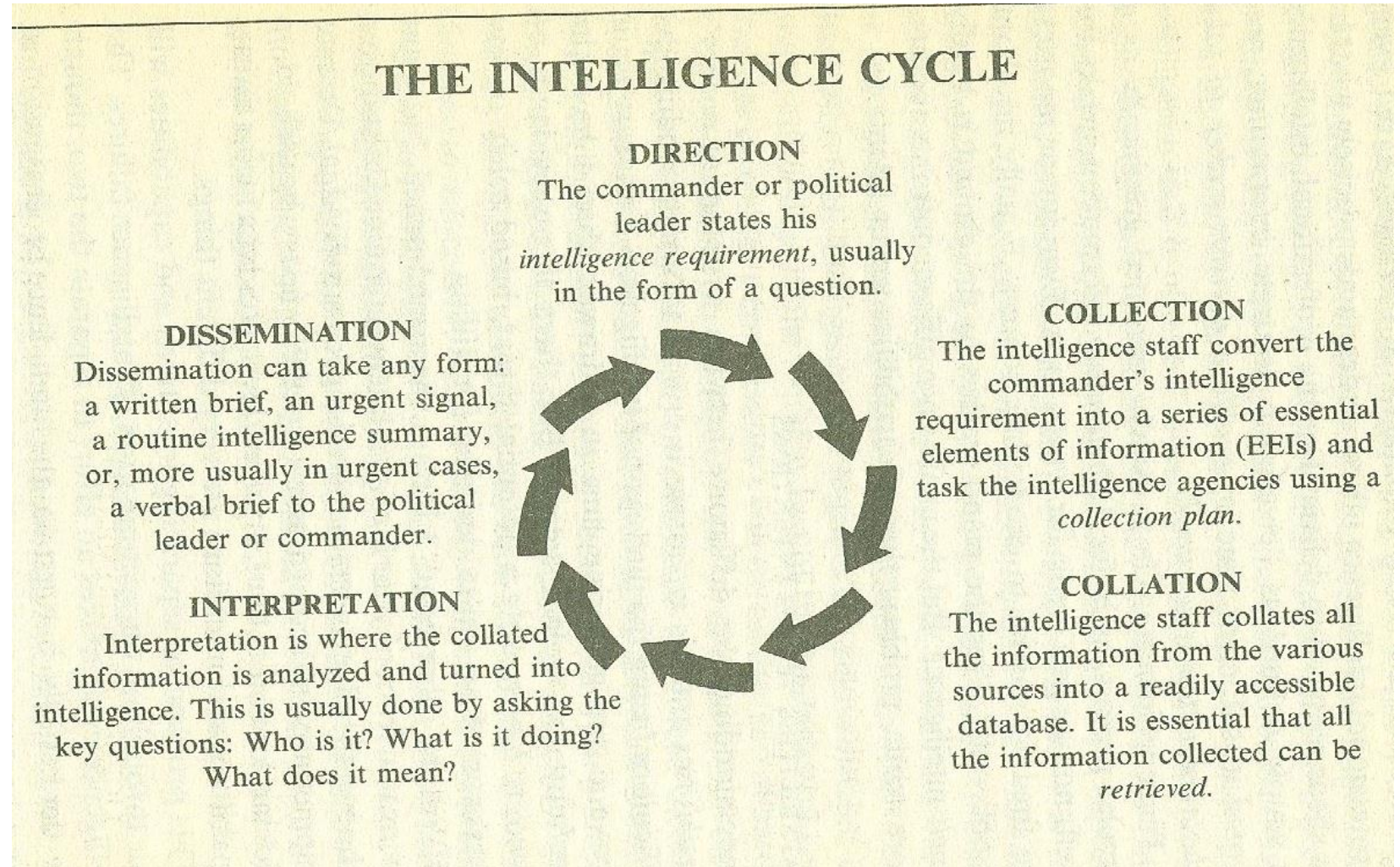
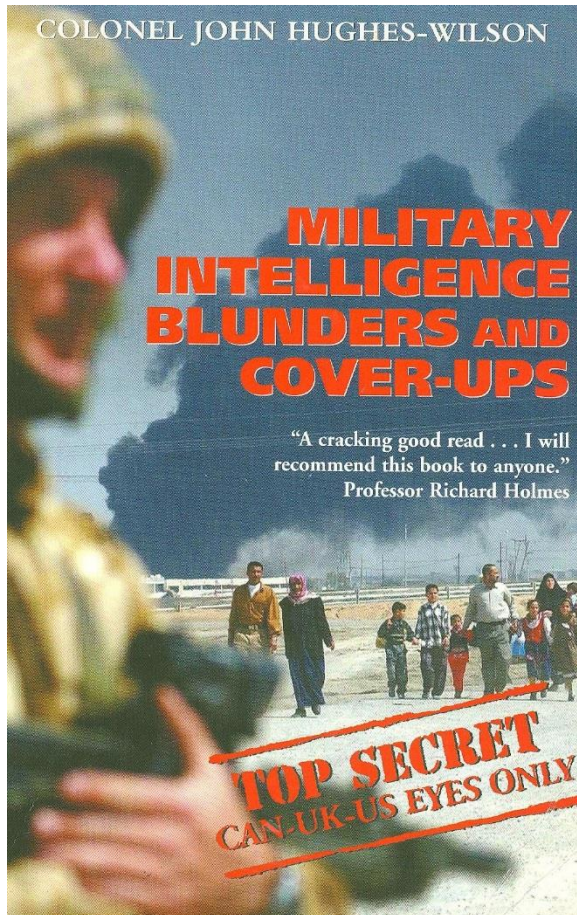
Some theories that I will name drop..

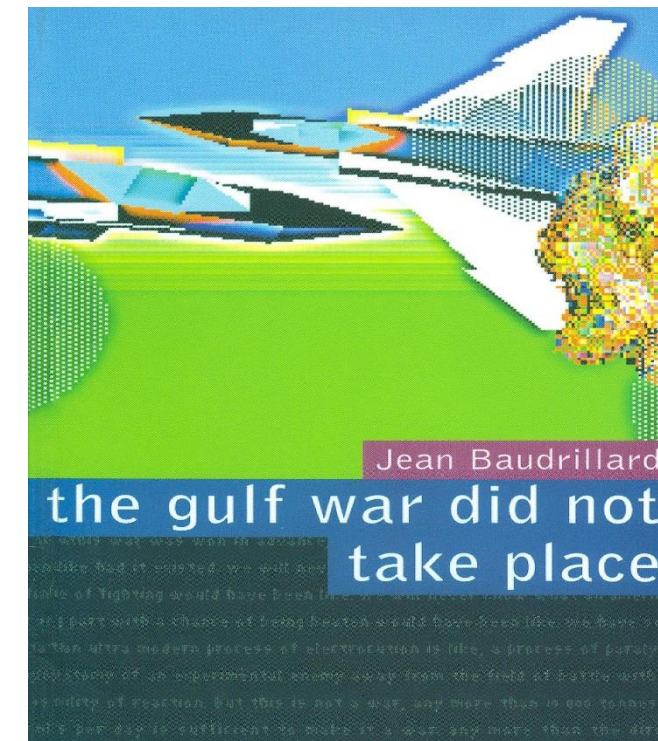
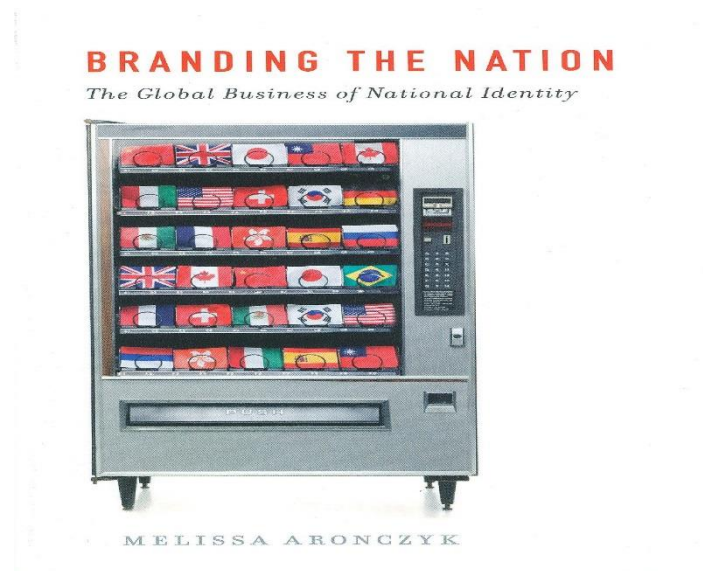
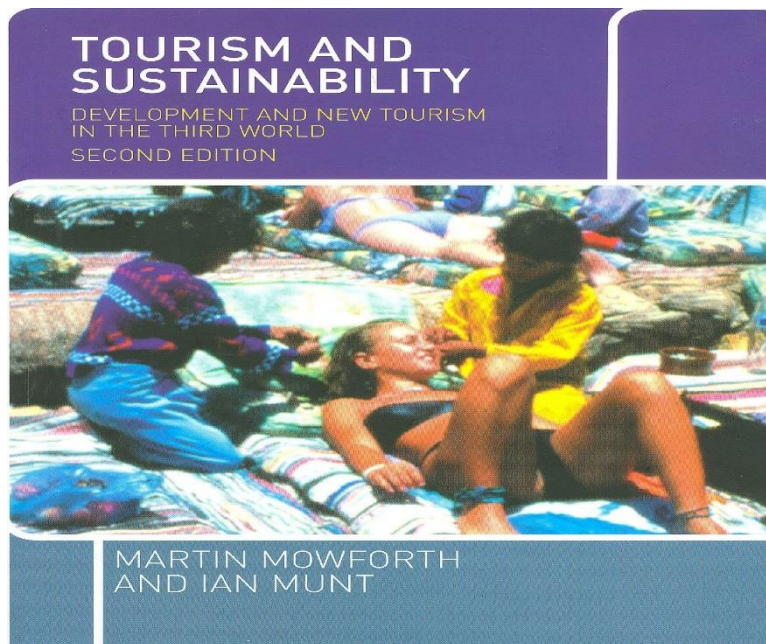
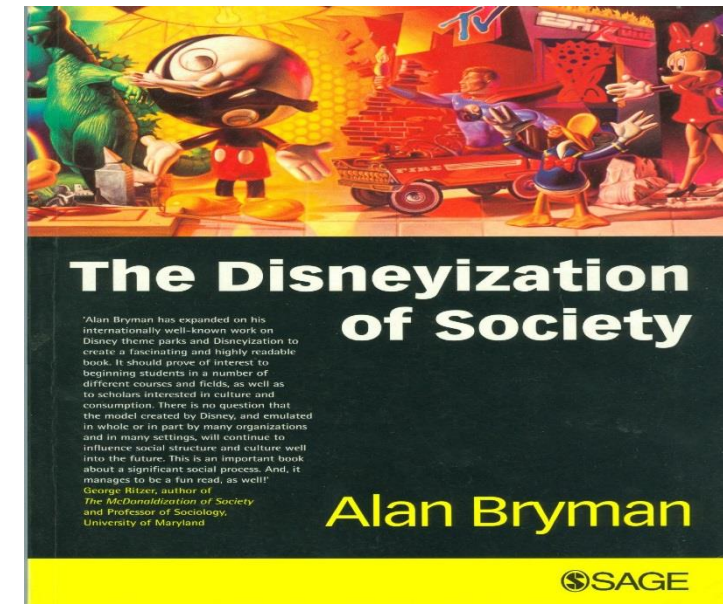
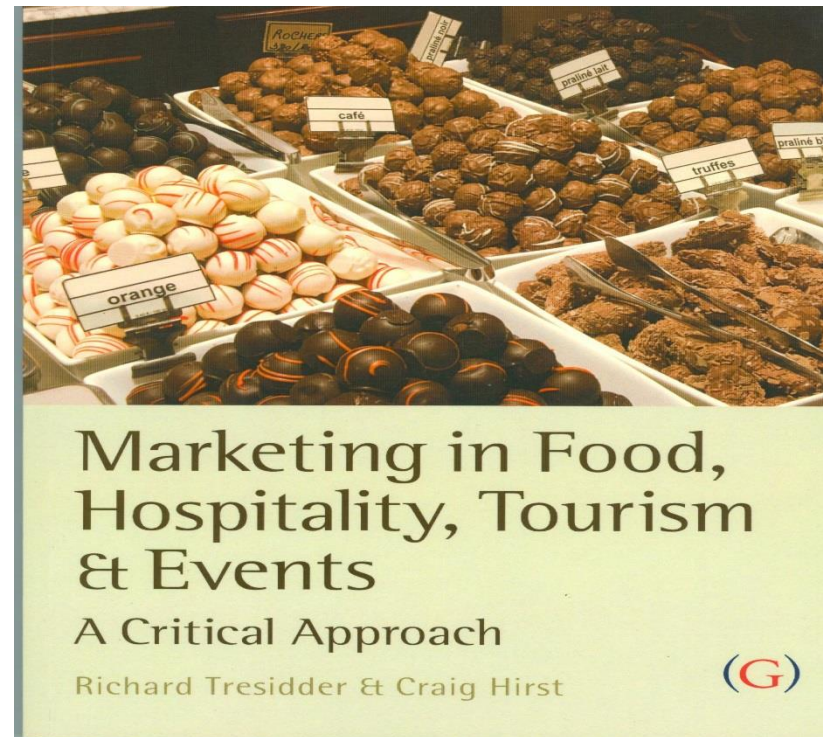
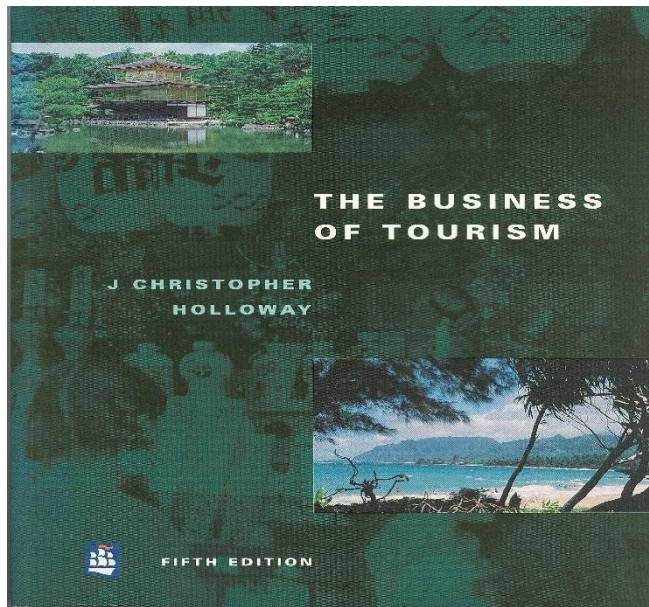
- Competitive Advantage (Michael Porter)
- Globalisation (Kenichi Ohmae- 3 Cs-Corporation, Customer, Competitors)
- Disneyization (Alan Bryman)
- Glocalisation-the practice of conducting business according to both local and global considerations. *"Think Global - Act Local" David Brower, Friends of the Earth...maybe...*
- Nation Branding (Simon Anholt)
- Niche Marketing (Philip Kotler)
- Sustainability (UN)
- Critical theory (Post modernist academics)
- Cultural Studies (Bradford University)

How do we know what we know?

- What is true?
- What is real?
- True for whom?
- What evidence would convince us?
- False news
- Variable reality
- Academic nonsense
- We never have enough information in our constrained timescale.

Parallels in Military Intelligence?





<https://www.tourism.gov.my/statistics> (Accessed 09-01-19)



<https://www.khmertimeskh.com/50529067/malaysias-tourism-transformation/>

Lung washing!!

Malaysia's Tourism Transformation

It's no secret that in the last decade, Malaysia has transformed into a major tourist destination in the Southeast Asian region. With the resounding success of the 'Malaysia Truly Asia' branding in 1999, tourist arrivals and receipts have since increased exponentially, pushing Malaysia into the elite of tourism destinations.

Today, the 'Malaysia Truly Asia' brand has earned Malaysia its popularity, and accolades from all across the world have poured in, among others, 'Best Asian Destination' by the World Travel Awards, World's Top Muslim Friendly Destination by Mastercard Crescent Rating Global Muslim Travel Index, and 'Best Eco-Vacation' destination by the National Geographic Traveler.

On top of that, Kuala Lumpur, the nation's capital, was named the Second Best Shopping Destination in the Asia Pacific by Globe Shopper Index in 2012, and was also the Fourth Best Shopping City in the World for two consecutive years, as voted by CNN in 2012 and 2013.

The 'Malaysia Truly Asia' brand has helped increase tourist arrivals and receipts from 10.2 million tourists and USD4.2 billion in tourism revenues in the year 2000 to 25.9 million arrivals and USD20.2 billion in receipts in 2017. By 2020, the government is targeting to welcome 36 million tourists with USD41.2 billion in tourist receipts.

Networks. Check them out if you want to focus.

Tourism Associations

Partners are associations that directly contribute to the Tourism Industry. These include:



MALAYSIAN ASSOCIATIONS OF
TOUR AND TRAVEL AGENTS



MALAYSIA ASSOCIATION OF
HOTELS



MALAYSIA ASSOCIATION OF
HOTEL OWNERS



MALAYSIAN BUMIPUTERA
ASSOCIATION OF TOUR AND
TRAVEL AGENTS



MALAYSIA INBOUND TOURISM
ASSOCIATION



MALAYSIA BUDGET HOTEL
ASSOCIATION

Malaysia National Agenda and Policy on Adventure and Ecotourism Source: Ministry of Tourism and Culture (2014)



NATIONAL KEY ECONOMIC AREAS - TOURISM

MALAYSIA TOURISM TRANSFORMATION PLAN TOWARDS 2020

Affordable Luxury (i.e. shopping)

- 1 Duty-free for wider range of goods
- 2 BB-KLCC as premier shopping district
- 3 3 new premium outlets

Family Fun

- 4 Develop an Ecoature Integrated Resort
- 5 Straits Riviera Cruise playground for high-end cruise + urban redevelopment of port landing areas

Events, Spa & Sports

- 6 Bid for more international events
- 7 Establish dedicated entertainment zones
- 8 Target Spa & Sports (golf, angling) tourism

Business Tourism

- 9 Establish Malaysia as a leading M.I.C.E. destination

Nature Adventure

- 10 Establish Malaysia as the pre-eminent global biodiversity hub
 - Rainforest & Marine Discovery Centres (together with parks & gardens)
 - new and enhanced live biodiversity sites

11 Connectivity (greater focus on medium connectivity to support growth)

12 Hotels (ensure adequate supply with better mix, better rates)



Enablers (Marketing, Visa, Funding, Human Capital, Tourism Environment)

**Tourism with GNI of USD31b
(3x growth)**

Awards (MTB website)

The recent Annual Overseas Retirement Index produced by the Live and Invest Overseas official website

by the Live and Invest Overseas official website

The recent Annual Overseas Retirement Index produced by the Live and Invest Overseas official website lists three cities in Malaysia as the best places to retire in terms of cost of living. The three cities listed are Kota Kinabalu, GeorgeTown and Kundasang.

Most Preferred Longstay Destination

by Japan Longstay Association

Most Preferred Longstay Destination by Japan Longstay Association for 11 consecutive years

The Most Popular Tourist Destination (Kuala Lumpur)

by 2017 Red Coral Award of Asia Tourism

The Most Popular Tourist Destination (Kuala Lumpur) by 2017 Red Coral Award of Asia Tourism

The Most Liked Delicious Destination (Malaysia)

by Delicious Travel Awards

The Most Liked Delicious Destination (Malaysia) by Delicious Travel Award

The Most Popular Tourist Attraction (Genting Highlands)

by 2017 Red Coral Award of Asia Tourism

The Most Popular Tourist Attraction (Genting Highlands) by 2017 Red Coral Award of Asia Tourism



A very topical project for you- hint, hint...

<https://www.tourism.gov.my/campaigns/view/visit-truly-asia-malaysia-2020>



<https://www.telegraph.co.uk/travel/destinations/asia/malaysia/articles/malaysia-tourist-board-logo-ridiculed/>

The technicoloured design, released on Friday at the Asean Tourism Forum in Chiang Mai, features clip-art style illustrations of the Petronas Towers, an orangutan and proboscis monkey wearing sunglasses, a turtle (also wearing sunglasses) and a palm tree.



Tourism Malaysia's new logo was unveiled at the Asean Tourist Forum CREDIT: TOURISM MALAYSIA

The marketing bit.....

- General marketing...
- Niche marketing.....
- International marketing.....

The Extended Marketing Mix



The 7p's extended marketing mix therefore comprises the following elements:

- **Product:** the good or service that the customer buys
 - **Price:** how much the customer pays for the product
 - **Place:** how the product is distributed to the customer
 - **Promotion:** how the customer is found & persuaded to buy
 - **People:** the people who make contact with customers in delivering the product
 - **Process:** the systems and processes that deliver a product to a customer
 - **Physical:** the elements of the physical environment the customer experiences
-
- The key factor is that all must be managed in an integrated fashion.....Example???

I will ask you to review the 4 Ps later in this session.....

In your group note some key factors under each P for your destination.



Does the Internet change these rules?

- Yes

- No

Adapted from Kotler, P. & Keller, K.L. (2016) Marketing management, Global Edition, London, Pearson/Prentice Hall. (Chapter 8)

Niche marketing: A segment of a segment?

Chartered Institute of Marketing (CIM) defines niche marketing as 'A clearly defined segment of the market. It is about satisfying a specific customer need that is, in general, not covered by any major competitors'. Philip Kotler defines a niche as 'a portion of the market in which individuals possess homogeneous needs and characteristics and the latter are not covered by the general offer to the market'.

Bases for segmentation.

- Geographic- local/national/Western/Asian
- Demographic- Life Stage, Gender, Income, Generation, Social Class
- Psychographic- innovators, thinkers, achievers, experiencers.
- Behavioural- occasions (weddings, births, deaths, graduation, coming of age), benefits (luxury v necessity, self-image, traditionalists), user status (1st timer, regulars, ex-users, potential users), buyer- readiness (awareness of the product), loyalty and attitudes (convertible, uncommitted, entrenched).

The Joy of Segs.

(NOT Kotler's title!)

Low competition and our own set of loyal customers - sounds wonderful in principle but the reality is not quite that simple. Niche marketing throws up a unique set of challenges that are not (in general) addressed by common marketing literature, they include:

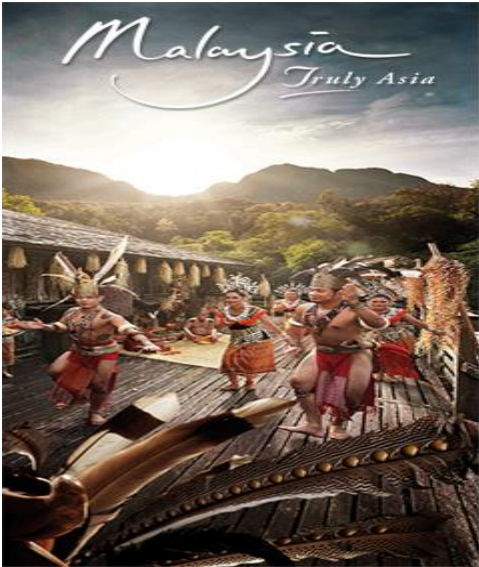
- Small number of customers / prospects. Therefore your message needs to go directly to them. Customers are often willing to pay a premium price. Therefore may be profitable despite the operation being small. Growth potential means you should plan for this and the entry of other small operators or growing attention of bigger operations.
- Relatively small number of opportunities. Therefore needs to be a focused offering or you lose the niche. However bigger competitors might leave you alone.
- Ensuring the message is heard. Finding the niche can be difficult. Large companies are developing tactics to offer a small operation flexibility and targeted communications/delivery but with the advantages of scale and covering fixed costs.

My niches worth investigating. They are different to the MTB list. I am not saying they are better but they follow some of my experiences.

- Medical Tourism- impacts on public sector?
- Eco Tourism-destroying the environment that visitors want to see?
- Food and Drink- Malaysia International Gourmet Festival (MIGF), beer festival?
- Culture- film, art, performance, indigenous, international, Film Festival?..Retail therapy?? Check out Mid Valley Mega Mall.
- Business Tourism- conference, exhibitions, stop overs,...
- Adventure Tourism-safety, competence, security,...
- Weddings and other life events- cultural diversity
- Retirees- Malaysia My Second Home (MM2H)

Negative side? Is there a dark side to the story? Dark Tourism?

1. Is the tested formula of Malaysia Truly Asia still working? Does it work for you? What does it mean?
2. Look at images and reports presented. Investigate alternatives that describe a different picture. “A juxtaposition of alternative realities.....”. Then try to evaluate what is the reality for you, your industry, company or group of customers. What works for young backpackers, may not work for the affluent baby boomers now released from child responsibilities.
3. What is the commitment to ethics and CSR?



Images of
reality?



<http://www.theedgemarkets.com/article/end-road-malaysia%E2%80%99s-truly-asia> (Accessed 09-01-19)

End of the road for Malaysia's Truly Asia?

Terence Fernandez /The Edge Financial Daily. 09 February 2015

“Malaysia: Truly Asia is 15 years old. Tourism Malaysia feels it is time for a change to inject new life into a tired campaign,” said a source close to the bids.”

Fears that it will disrupt international tourism, though new initiatives are being tried with domestic.



CEO arrested in relation to Tourism Malaysia deal

by [royce tan](#)

PETALING JAYA: A 32-year-old chief executive officer (CEO) of a Sdn Bhd company was arrested to assist investigations into the RM99.693mil Tourism Malaysia project.

It is learnt that she was arrested together with a former top official of Tourism Malaysia after they were questioned at the Malaysian Anti-Corruption Commission (MACC) in Putrajaya on Tuesday (Jan 8).

Sources said that the company was only five months old when it was awarded the contract, which was allegedly inked in a day, infamously known as the "speedy gonzales" deal, which was done about a month before the general election last year.

The contract was for the company to act as a go-between for Tourism Malaysia and a China-based firm to promote Malaysia on social media.

5th Asia Euro Conference 2014

The international tourists' perspective on Malaysia's Economic Transformation Programme (ETP)

Vikneswaran Nair^{a,*}, Lo May Chiun^b, Sanjit Singh^a

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^b*Faculty of Economics and Business, Universiti Malaysia Sarawak, 94300, Kota Samarahan, Sarawak, Malaysia*

Abstract

The Economic Transformation Programme (ETP) is a strategic plan by the Malaysian Government to transform the tourism sector into a high-yield industry by 2020. It is vital to understand the perception of international tourists on the Government's initiatives in transforming the industry. Hence, this study aims to explore the international tourists' perception on transformation of the Malaysian tourism industry based on Malaysia's ETP. A practical insight of the characteristics of the Malaysian tourism industry development comparing to the neighbouring countries are provided. Survey data were gathered from a sample of 333 respondents. The findings revealed that affordable luxury, family fun, events, entertainment, spa, and sports, and also business tourism have positive impact on transforming the Malaysian tourism industry into high-yield. Thus, it is concluded that the direction of ETP is in line with the perception of the international tourists. ETP can drive the tourism sector to become a high-yield industry.

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Peer-review under responsibility of the Scientific Committee of 5AEC2014.

Keywords: Tourism; Economic Transformation Programme; High-yield; Malaysia

A Review of Tourism Development in Malaysia

Aissa Mosbah* Mohamed Saleh Abd Al Khuja

Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia

Abstract

This article looks into the development of tourism sector in Malaysia and sheds light on the efforts undertaken by successive governments so far to set a comprehensive planning, build infrastructure and promote Malaysia as a preferred destination internationally. The commitment of the government to the development of this sector and the improvement of the quality of tourism services and infrastructure are unlimited. Currently, tourism sector comes second after manufacturing in terms of contribution to GDP while the country is ranking among the top ten world tourist destinations. Such results indicate that government planning, which involves the interaction of all the influencing aspects and takes in consideration the broad international context, proves successful and rightly guided. This unique experience can serve as a model to follow by other developing countries especially those countries with similar multicultural settings and natural potential.

Keywords: Policy, Planning, Government, Malaysia, Tourism.

https://www.researchgate.net/publication/301548474_ADVENTURE_AND_ECOTOURISM_IN_MALAYSIA_ADVENTURE_AND_ECOTOURISM_IN_MALAYSIA

ADVENTURE AND ECOTOURISM IN MALAYSIA ADVENTURE AND ECOTOURISM IN MALAYSIA

October 2015

Book: Adventure and Ecotourism in Malaysia

Editors: Manohar Mariapan Siti Suriawati Isa Nor Akhmar Abd Aziz Khaled Rehman Hakeem

The adventure and ecotourism sectors have gained significant attention from the tourism market these days. Although these sectors can be considered a niche market in Malaysia but they have been growing steadily for more than a decade. As a result more tourism stakeholders are giving attention to develop and promote adventure and ecotourism in Malaysia. The two most prominent stakeholders in Malaysia who are directly involved in these sectors are the Ministry of Tourism and Culture Malaysia and Langkawi Development Authority. The two stakeholders and Universiti Putra Malaysia have decided to publish the book on Adventure and Ecotourism in Malaysia to compile research works related to adventure and ecotourism into a book to serve as a guideline for academicians and practitioners. It is about time for adventure and ecotourism sectors to be given due recognition by the tourism industry as it is making an important contribution to the socio economic aspects. Malaysia has substantial potential in adventure and ecotourism sectors, but there are many things that should be looked into. Importantly the development of these sectors should not compromise with the damage they can cause to the environment. Malaysia should be extra cautious in developing and promoting these sectors in the market. Hence, proper planning with good policies and law; and enforcement must be implemented by the stakeholders in Malaysia particularly, involving sensitive area which these sectors are closely related to

Diversity That Sells:

The Success Story of Malaysia's Tourism Branding "Truly Asia"

Firly Afwika

https://www.academia.edu/23708956/Diversity_That_Sells_The_Success_Story_of_Malaysias_Tourism_Branding_Truly_Asia

(Accessed 09-01-19)

Abstract

Thirty-three years after the ethnic riots of 1969, Malaysia finally found a formula to reduce ethnic tension: convert diversity into a promising tourism product. Ever since it launched the campaign "Malaysia, Truly Asia" in 2002, the country has been 'selling' its multiculturalism and cultural diversity, which represent all the major civilizations in Asia. Its brand positioning reflects not only Malaysia's ethnic diversity, but also its natural, cultural and historical make-up. After 10 years of this consistent campaign, "Truly Asia" has become one of the most sought-after tourism brandings in the region. This campaign is considered a huge success, not only because it has made Malaysia the biggest competitor of China as tourism destination, but also it has made tourism the second major contributor to Malaysia's Gross Domestic Product (GDP). This study wants to elicit some lessons from Malaysia's bold experience of developing its tourism industry by using its diversity as a unique selling point.

Medical tourism?

Research Article

Key Drivers of Medical Tourism in Malaysia

Suseela Devi Chandran*

Fadilah Puteh

Azizan Zianuddin

Nur Alia Azmi

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Universiti Teknologi MARA Cawangan Selangor, Malaysia
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Wong Wai Khuen

Ministry of International Trade and Industry, Malaysia

Proposed citation:

Chandran, S.D., Puteh, F., Zianuddin, A., Azmi, N.A., & Khuen, W.W. (2018). Key Drivers of Medical Tourism in Malaysia. *Journal of Tourism, Hospitality & Culinary Arts*, 10(1), 15-26.

Abstract

Globalization has transformed medical tourism into a booming revenue generating industry in many Southeast Asian (SEA) countries. One of the sub-sectors of tourism that contributed significantly towards their economic development was medical tourism. Medical tourism has attracted medical tourists from other parts of the world to the SEA region seeking medical attention and care. Among the SEA countries that are sought after for medical tourism in Malaysia. Medical tourism is rapidly expanding niche area and Malaysia has successfully claimed its position as one of the most preferred medical tourism destinations. The country has now emerged as the 3rd preferred medical tourism destination among SEA nations that offers competitive medical care and facilities. Thus, the objective of this paper is to examine the key drivers behind the impressive landscape of medical tourism development in Malaysia. This paper offers a discussion on the development of medical tourism in Malaysia based on the globalization theory that underpins this study. How globalization acts as a catalyst towards the development of medical tourism in Malaysia is also discussed in this paper.

Keywords:

Medical Tourism; Medical Tourists; Healthcare; Key Drivers; Globalization

*Journal of Tourism, Hospitality
& Culinary Arts (JTHCA)*
2018, Vol. 10 (1) pp 15-26
© The Author(s) 2018
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Accept date: 23rd April 2018
Publish date: 30th June 2018

Ormond, Meghann. (2012) Claiming ‘cultural competence’: The promotion of multi-ethnic Malaysia as a medical tourism destination. In Hall, C.M. (ed.), *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*, London: Routledge.

Claiming ‘cultural competence’: The promotion of multi-ethnic Malaysia as a medical tourism destination ‘Culturally-competent’ patient-centred care plays an increasingly expedient role in medical tourism destinations’ ability to capture international patient-consumer markets. While Malaysia’s ethnic, linguistic and religious pluralism had been framed as threatening to nation-building efforts in the early period following independence, recent decades have witnessed growing state awareness of the value of its culturally diverse population for plugging Malaysia into lucrative transnational networks. Engagement with global capital has helped to revalue and identify cultural diversity as central to Malaysian identity. This chapter suggests that Malaysia’s burgeoning medical tourism industry is profoundly entrenched in this task and explores how claims to ‘cultural’ expertise get enacted, mobilised and reified in the promotion of the country as a destination. Keywords International medical travel, tourism, healthcare commodification, culture, cultural competence, resemblance, strategic cosmopolitanism, Malaysia

Constraints- the result of a 'brain storm' with my Malaysian students.

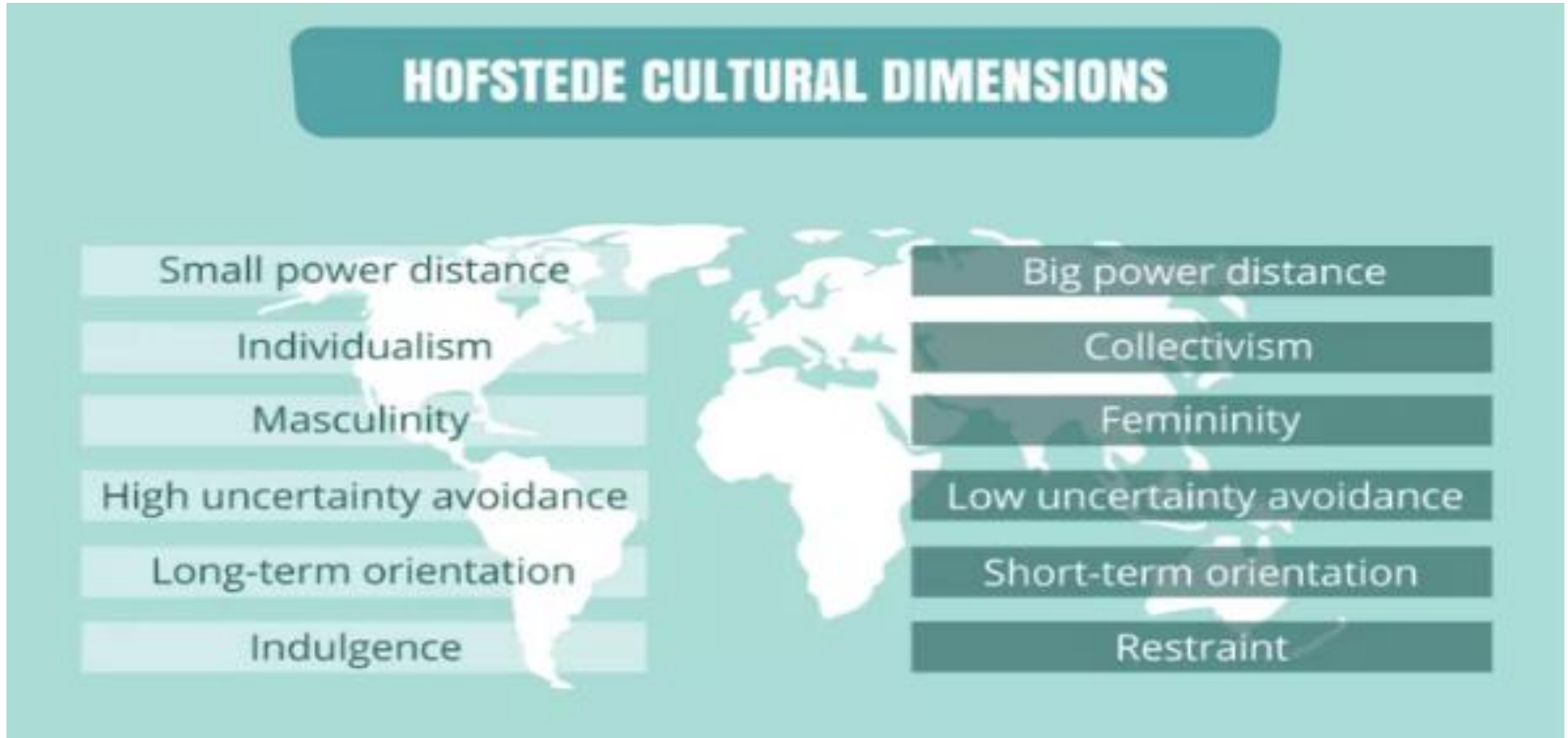
- Culture
 - Religion
 - Capacity to deliver
 - Network/supply chain
 - Administration/bureaucracy
 - Politics/peacefulness/visas
 - Currency/money transfers
 - Sustainability-business and environmental
 - Cost
- Your ideas?

Culture and Hofstede bit.....

- Apply the theory, concept, model.....
- Critical appriiasal.....it always results in high grades....

The basic model...be prepared to criticise

<https://www.cleverism.com/understanding-cultures-people-hofstede-dimensions/> (Accessed 10-10-19)



Some applications- Do you agree?



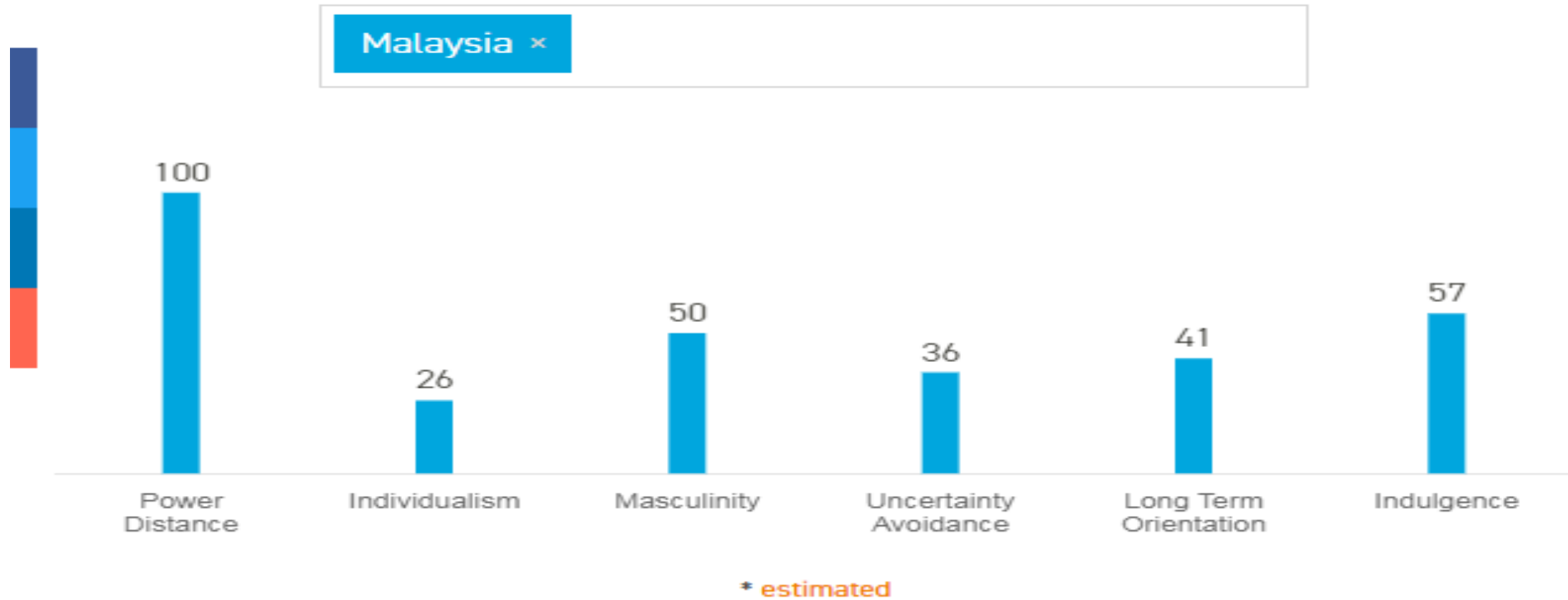
“Culture is the collective programming of the mind which distinguishes the members of one group from another” (Hofstede, G., Hofstede, G. and Minkov, M. (2010). *Cultures and organizations*. New York: McGraw-Hill. P6)

- Does Hofstede’s theory help us in managing the evaluation of Malaysian tourism?

Nation branding aims to measure, build and manage the reputation of countries (closely related to place branding). It is “the application of corporate marketing concepts and techniques to countries, in the interests of enhancing their reputation in international relations.” (Kerr, Pauline; Wiseman, Geoffrey (2013). *Diplomacy in a Globalizing World: Theories and Practice*. New York: Oxford University Press. p. 354.)

- Does Nation Branding help us understand how Malaysia might brand itself better to attract foreign tourists?

<https://www.hofstede-insights.com/country-comparison/malaysia/> (Accessed 14-10-19)



Assignment Advice: Focus on one dimension for each blog?

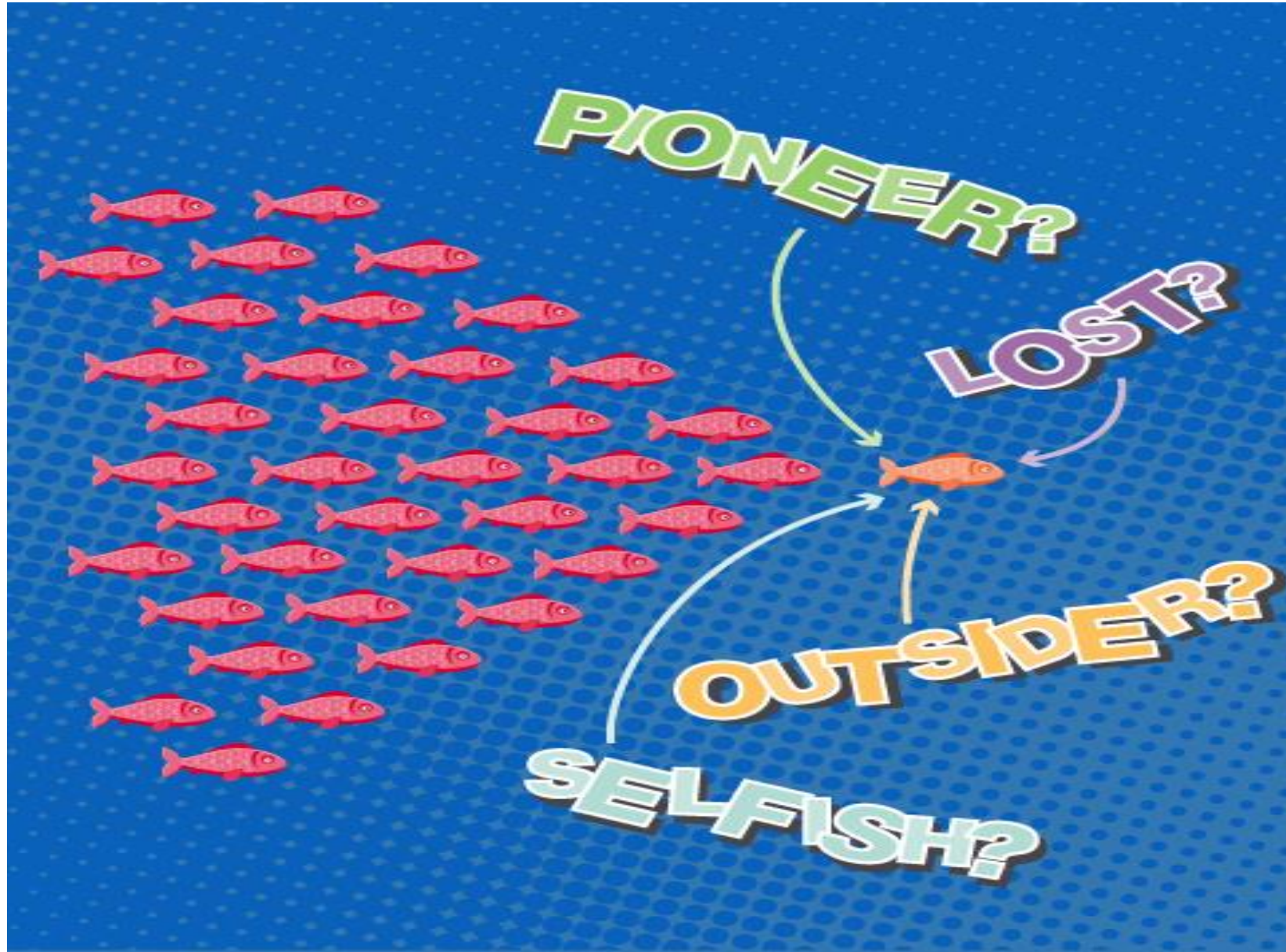
For example

- Power distance
- Individualism

Peterson(2017)



Peterson(2017)



Not everyone agrees!

2007 Oxford Business & Economics Conference

ISBN : 978-0-9742114-7-3

Hofstede - Culturally Questionable?

Michael Jones, University of Wollongong, Wollongong, Australia

ABSTRACT

Hofstede's work on culture is the most widely cited in existence (Bond 2002; Hofstede 1997). His observations and analysis provide scholars and practitioners with a highly valuable insight into the dynamics of cross-cultural relationships. However, such a groundbreaking body of work does not escape criticism. Hofstede has been dogged by academics discrediting his work in part or whole. On the other side of this contentious argument are academics that support his work. Far more scholars belong on the pro-Hofstede team than don't, most quote Hofstede's work with unabashed confidence, many including his findings as absolute assumptions.

This paper takes an in-depth look at Hofstede's work and discusses both sides of these arguments, then recommends areas for further discussion and research. Finally his findings are applied to a practical environment regarding two countries, Australia and Indonesia.

After weighing the evidence, including observing a dialogue between Hofstede and his antagonists, a greater argument exists which support Hofstede than exists which dispute his work. Although, not all of what Hofstede has said stands up to public enquiry, the majority of his findings, have weathered the storms of time, and will continue to guide multi-national practitioners into the 'global' future.

Tasks

- Check out the tourist board sites.
- Check out business advice websites- 'Doing business in Malaysia', the Dept. of Trade etc. Welsh government had an exhibition day in KL, 2018.
- Check out critical websites eg Ethical Consumer. Read them even if you disagree.
- The usual Rough Guides, traveller handbooks etc. Taffy Travels site..
- Go through experimental research eg buy a holiday online to review the consumer friendliness of the process. Beware of money and unethical sites eg Sex tourism and money scams.
- Interview Malaysian students at UWTSD, to get their opinion on your theme. If you wish I can make contact with IUMW tutors and their classes.

Some links.

<http://www.itc.gov.my/industry/introduction/>

Islamic tourism

<https://www.khmertimeskh.com/50529067/malaysias-tourism-transformation/>

Lung washing!!

<https://www.thestar.com.my/news/nation/2019/01/09/ceo-arrested-in-relation-to-tourism-malaysia-deal/#08At8OU4lc6Pb4Pv.99>

Corruption

<HTTPS://WWW.TOURISM.GOV.MY/MEDIA/VIEW/MALAYSIA-FANTASTIC-DEALS-LAUNCHED>

Target Indian customers

Beware what you put on Facebook!!!!

