



PRESS RELEASE

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TOURISM MALAYSIA ESSAY COMPETITION NURTURING A LOVE FOR TOURISM AMONG STUDENTS

PUTRAJAYA, 13 May 2016 – A total of 16 students from upper primary and lower secondary schools were announced as winners of last year’s Tourism Malaysia Essay Competition, during a prize-giving ceremony at the Putrajaya International Convention Centre (PICC) today.

The first prize winners of both categories received RM2,000, followed by RM1,500 for winners of the second prize, and RM1,000 for the third prize. The schools of the top three winners also received RM500 and a certificate. Besides that, a total of ten participants from both categories took home RM250 as consolation prizes, while their schools received a certificate each.

The Director General of Tourism Malaysia Datuk Seri Mirza Mohammad Taiyab presented the prizes and certificates to all the winners and representatives from their schools (*please refer to the attachment for the list of winners*).

The essay competition was organised by Tourism Malaysia last year from 20 October to 31 December, in conjunction with the Malaysia Year of Festivals (MyFest) tourism campaign. It was in collaboration with Astro Digital Publications, who promoted the competition in its publication, the ‘Oh My English’ Workbook. The workbook, published four times a year, is used by many schools to teach the English subject. Its fun, comic-book style presentation, along with the use of popular characters from the ‘Oh My English’ television comedy series, provided the perfect platform for tourism awareness among students.

The competition aimed to raise awareness and educate the students from primary and lower secondary schools on the importance of the country’s tourism industry. Besides that, it also aimed to promote the country’s tourist attractions and destinations to students and cultivate the habit of travelling in their own country.

MyFest 2015 was a continuation of the successful Visit Malaysia Year 2014, emphasising on the various festivals celebrated by the country’s multicultural society. A total of 25.7 million tourists visited Malaysia during the campaign, contributing a revenue of RM69.1 billion.

Both tourism campaigns are key drivers towards achieving the country’s target of 36 million tourist arrivals and RM168 billion in receipts by the year 2020, as outlined in the Tourism National Key Economic Area or NKEA.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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PRIMARY SCHOOL CATEGORY

NAME OF CONTESTANT	RESULT	NAME OF SCHOOL	CHEQUE FOR SCHOOL
SHARIFAH NURINA SYED MALEK FAISAL, 12	FIRST PRIZE	SEKOLAH KEBANGSAAN USJ 20	PIBG SK USJ 20
HANNAH SOFEA ROSLEE, 11	SECOND PRIZE	SEKOLAH KEBANGSAAN BUKIT BANDARAYA	GURU BESAR SK BUKIT BANDARAYA
NUR ANIS MOHD NADZRUL, 10	THIRD PRIZE	SEKOLAH KEBANGSAAN CYBERJAYA	PIBG SK CYBERJAYA
MUHAMMAD AQIL MOHD NADZRUL, 12	CONSOLATION PRIZE	SEKOLAH KEBANGSAAN CYBERJAYA	
KUGGHAN KUNALAN, 11	CONSOLATION PRIZE	SEKOLAH KEBANGSAAN SEKSYEN 1 BANDAR KINRARA	
VANESSA YAP, 10	CONSOLATION PRIZE	SEKOLAH JENIS KEBANGSAAN (C) CHUNG HUA	
YOHSHANSAI KIRTHEN SANTHANARDOBAN, 10	CONSOLATION PRIZE	SEKOLAH KEBANGSAAN TAMAN RAKAN	
ABENEZER RALF FELIX MALANGKIG, 11	CONSOLATION PRIZE	SEKOLAH RENDAH KEBANGSAAN SACRED HEART	

LOWER SECONDARY SCHOOL CATEGORY

NAME OF CONTESTANT	RESULT	NAME OF SCHOOL	CHEQUE FOR SCHOOL
NICOLE YAP ZIYI, 15	FIRST PRIZE	SEKOLAH TINGGI CHUNG HUA	CHUNG HUA HIGH SCHOOL
CHARLIE SHIN, 13	SECOND PRIZE	(Homeschool)	-
FARAH LIYANA ROSLEE, 15	THIRD PRIZE	SEKOLAH MENENGAH KEBANGSAAN BUKIT BANDARAYA	PENGETUA SMK BUKIT BANDARAYA
SOH ZHEN BAO, 15	CONSOLATION PRIZE	SEKOLAH MENENGAH KEBANGSAAN BANDAR UTAMA DAMANSARA (3)	
HARI DARSHAN RAO, 13	CONSOLATION PRIZE	SEKOLAH MENENGAH KEBANGSAAN LUNAS	
VIKNESHWARAN SATHIAH, 13	CONSOLATION PRIZE	MATRIX PRIVATE SCHOOL	
ASMA ZUHAI RAH MAZLIN, 14	CONSOLATION PRIZE	SEKOLAH MENENGAH KEBANGSAAN SEKSYEN 24 (2) SHAH ALAM	
ER AI TING, 13	CONSOLATION PRIZE	SEKOLAH MENENGAH KEBANGSAAN (P) SULTAN ABU BAKAR	

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