



MEDIA RELEASE

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UNESCO 1, 2, 3 – MoU SIGNED

KUALA LUMPUR:

A total of 16 travel and tour operators from Malaysia and Indonesia have signed a Memorandum of Understanding (MoU) to promote the three UNESCO World Heritage Sites, namely; – Borobudur, Malacca and Penang under one travel package.

The ceremony which was held in Jogjakarta on 9 August 2009 was witnessed by Datuk Dr. Victor Wee (Chairman, Tourism Malaysia). Apparently, the UNESCO 1,2,3 World Heritage Sites Travel Package was a follow-up initiative on the idea personally mooted out by the honourable Datuk Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia, during her visit to Indonesia recently.

In replying to a media interview, Dr Ng Yen Yen said the package which is expected to be out soon will target heritage and culture enthusiasts in the region as well as senior citizens. *“It is a very special package that provides an unforgettable experience of visiting three heritage sites located in two countries. We will also discuss with airlines special promotions for all three destinations,”* Dr Ng said.

Meanwhile, travel agents from both countries have expressed their confidence that this new travel package will help attract more tourists to Jogjakarta, Malacca and Penang. Head of Jogja Provincial Tourism Authority, Bapak Tazbir Abdullah, said the joint promotion would definitely benefit tourism in the two countries. *“The initiative of working together can help upgrade the livelihood of the local economies through sustainable tourism for both nations”* he said.

Several reciprocal visits and familiarisation trips have also been arranged for travel agents from both countries to visit these UNESCO heritage sites. In this way, travel agents get to see and experience for themselves first before developing the travel packages. This collaborative initiative between Malaysia and Indonesia is indeed an ideal way to move forward and a positive one for tourism in the region.

The Initiatives:

The following were among the initiatives agreed upon between the travel and tour agents from both countries.

1. That the Malaysian travel agents will contribute their strength in sourcing tourists from the Chinese and Japanese markets to extend their visits to Borobudur after their stop over in Malaysia. On the other hand, the Indonesian agents will contribute their strength in tapping tourists from the European markets to extend their visits to Melaka and Penang after visiting Borobudur.
2. To maintain high standard of interpretation for this product, both consortiums should engage elite tourist guides for this world heritage package. These elite tourist guides must have good communication skills, as well as be well-trained, knowledgeable and capable of giving good interpretation of the heritage products.

A visit to these heritage cities is indeed fascinating and enriching. For just the price of one package, a tourist gets to experience three different cultural-mixes from three UNESCO-heritage cities, located in two different countries. Borobudur with its ancient 9th Century religious inheritance and customs, Melaka as a living museum showcasing the various cultures and traditions of a by-gone-era and Penang, where the colonial past comes alive in the architecture, food and in the soul and spirit of the people.

The newly introduced UNESCO 1-2-3 Travel Package will not only open doors to collaborative efforts between travel trade fraternities in the region, but also will help preserve a civilisation that has carved an indelible mark in this part of the world.

For more information, please visit Tourism Malaysia's website at:

<http://www.tourismmalaysia.gov.my/>

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