

PRESS RELEASE

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SOUTH KOREA GOVERNMENT DELEGATION VISIT MALAYSIA TO STRENGTHEN TOURISM COOPERATION



Dato' Haji Azizan Noordin, Deputy Director General of Tourism Malaysia (third from right) receives a memento from Mr. Ryong Woo-Rhi, Governor Buyeo County.

KUALA LUMPUR, 18 Nov 2014 – A government delegation from Baekje Culture Tourism Belt Region, South Korea, paid a courtesy visit to Tourism Malaysia in Putrajaya recently to strengthen tourism cooperation between the two countries.

The 15-member government delegation was led by Mayor of Muju Mr. Hwang Jeongsu and they were welcomed by the Deputy Director General of Tourism Malaysia (Promotion), Dato' Haji Azizan Noordin.

Among the members of the delegation were Gongju City Mayor Mr. Oh Si Duck, Geumsan County Mayor Mr. Park Dong-Chell, Buyeo County Governor Mr. Ryong Woo-Rhi and Yuseong County Mayor Mr. Her Tae-Jeong.



Dato' Haji Azizan took the opportunity to promote Malaysia's best attractions and the upcoming Malaysia Year of Festivals to all the delegates.

The Korean delegation reciprocated by sharing information about their tourism attractions. Baekje Culture Tourism Belt is composed of the places located in Baekje area which are Gongju, Geumsan, Buyeo, Muju and Yuseong.

The Association of Baekje Culture Tourism Belt was founded in November 2002, with the purpose of developing tourist attractions, revitalizing the tourism industry, as well as promoting exchange and cooperation between local governments.

Last year, a total of 274,622 Korean tourists visited Malaysia. From January to July 2014, a total 224,345 Korean tourists visited Malaysia, registering an increase of 36.4 percent as compared to the same period a year ago.

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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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. 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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