



## **MEDIA RELEASE**

### **TRAVEL AGENTS FROM INDIA KEEN TO PROMOTE MALAYSIA**

**KUALA LUMPUR, 28 JULY 2012:** A total of 39 Indian travel agents are in Malaysia from today until 1 August to explore the country's tourism products and subsequently promote Malaysia as a must-visit destination among Indians.

The delegation, from West and South India, are here under a Tourism Malaysia familiarisation programme after having successfully completed a course on Malaysia's tourism products, i.e. the Malaysia Master Training Programme.

The participants will be divided into two groups and spend five days and four nights exploring Perak/Penang and Melaka/Johor respectively.

Both groups will have the opportunity to visit Putrajaya and Kuala Lumpur before going on their respective tours.

Prior to the trip, they will be given a briefing on Malaysia by Mr. Zulkifly Said, Director of South Asia/West Asia & Africa, Tourism Malaysia, and Mr. Zakariya Musa, Director of Sales & Marketing, Seri Pacific Hotel, at the Meranti Room in Seri Pacific Hotel, on 28 July.

#### **BACKGROUND OF THE MALAYSIA MASTER TRAINING PROGRAMME**

The Malaysia Master Training Programme is an initiative by Tourism Malaysia to provide the Indian travel fraternity with an in-depth knowledge about Malaysia's tourism products and destinations.

First offered in 2009, the programme is coordinated by Tourism Malaysia India Office in collaboration with Kuoni Academy, a tourism education institute established by a leading travel company in India. The programme also receives support from Travel Biz Monitor, a tourism trade publication.

The syllabus of the Master Training Programme is geared towards providing information on Malaysia as a destination. Among the modules created are on products that are of interest to the Indian tourist as well as on lesser known destinations. At the end of the training programme, a test is conducted to determine the students who would be given certificates of merit.

For more information regarding the programme, please contact:

Mr. Rohaiza Haris  
Senior Assistant Director, International Marketing Division  
(South Asia/West Asia/Africa)  
Tel: 603-8891 8302  
Email: [rohaiza@tourism.gov.my](mailto:rohaiza@tourism.gov.my)

---

Issued by: Communications & Publicity Division, Tourism Malaysia  
Tel: 03-8891 8000; Fax: +603 8891 8788  
E-mail: [sitirahmah@tourism.gov.my](mailto:sitirahmah@tourism.gov.my) Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)  
Facebook: <http://www.facebook.com/friendofmalaysia>  
Twitter: <http://twitter.com/tourismmalaysia>  
Blog: <http://blog.tourism.gov.my>

---