



MEDIA RELEASE

CHINA OUTBOUND TOURISM QSC PROGRAM & 2ND NATIONAL INBOUND TOURISM CONFERENCE ON CHINA MARKET

In line with the Government's efforts to attract more tourists from China and enhance the services required by Chinese tourists, Tourism Malaysia is organising the China Outbound Tourism Quality Service Certification (QSC) Program & the 2nd National Inbound Tourism Conference on China Market on 16 March 2010 from 8.30am to 5.00pm at The Legend International Water Homes, Port Dickson, Negeri Sembilan.

The one-day conference is attended by about 120 participants who are mainly comprised of hoteliers, local tour operators and agencies, related associations and Government agencies.

It will be launched by Y.Bhg. Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia, while the Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen is scheduled to grace the closing ceremony.

The conference aims to deliver the latest information on China market especially regarding its outbound tourism industry. Besides that, it is also to address issues that often arise when handling tourists and tour groups from China.

Five topics will be presented by relevant authorities in their respective fields, including two guest speakers from China who will speak on China Outbound Tourism Quality Service Certification Program. Besides that, two panel discussions will also be conducted.

Five topics that will be covered under this conference are:

- 1) **New Policies and Regulations: Chinese Government is enhancing Managements on Quality of Tourism Service** by *Mr. Zhang Jianzhong, Director, Department of Policy and Legal Affairs, China National Tourism Administration (CNTA)*

- 2) **China Outbound Tourism Market Transformation and Quality Service -Introduction of the QSC Program** by *Dr. Wang Xinjun* Managing Director, *Ivy Alliance Tourism Consulting Co. Ltd.*
- 3) **The High Quality and Distinctive Malaysian Travel Products Tailored to China Market** by *Mr. Loo Kok Seong (Pearl Holiday)*
- 4) **Regulations Governing Tour and Travel Agencies in Ensuring Quality Services** by *Mr. Kudratullah Fatimy Bin Afandi, Ministry of Tourism of Malaysia*
- 5) **Malaysia Tourism Promotion Strategy in the Chinese Market for 2010-2011** by *Mdm. Chong Yoke Har, Director of International Marketing Division (North & East Asia Market), Tourism Malaysia.*

Through this conference, Tourism Malaysia aims to forge a closer cooperation and friendship with its tourism counterparts in China and also the Malaysian service providers.

China has always been among the top ten tourist generating markets for Malaysia. Last year, a total of 1,019,404 tourists from China visited Malaysia, signifying an increase of 7.3%, compared to 949,864 tourists in 2008.

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