

SPOTLIGHT ON TOURISM

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TalentCorp
MALAYSIA



THE tourism industry is the seventh largest contributor to Malaysia's economy, bringing in a Gross National Income (GNI) of RM37.4bil in 2011.

According to United Nations World Travel Organisation (UNWTO), Malaysia is the ninth most visited country in the world.

The country welcomed 24.7 million tourists in 2011 and recorded RM58.3bil in tourist receipts. In terms of tourist arrivals and receipts, Malaysia is ranked ninth and 13th worldwide.

Regionally, Malaysia's travel and tourism sector is also one of the top 10 most competitive in the Asia-Pacific region, ahead of its South-East Asian neighbour and closest competitor, Thailand.

This is largely due to Malaysia's rich

natural and cultural resources and competitiveness in pricing, with advantages like comparatively lower hotel and fuel prices, low ticket taxes and airport charges and a favourable tax regime.

The tourism industry accounted for 6.3% of total employment in Malaysia in 2011, providing jobs to 753,500 people directly and 526,000 people indirectly. This encompasses economic activity generated by hotels, travel agents, airlines and other passenger transportation services, in addition to the economic activity of the food and beverage outlets and leisure industries that are directly supported by tourists.

Globally, the World Travel and Tourism Council (WTTTC) ranks Malaysia's travel and tourism industry's total contribution to employment as the second highest in the Asia-Pacific

region behind Cambodia, and the 50th highest in the world.

The tourism industry has also been named as one of the 12 National Key Economic Areas (NKEAs) that will spearhead Malaysia's transformation into a high-income nation by 2020. Recognising the tourism industry's strong global competitiveness, the tourism NKEA targets to welcome 36 million tourists and earn RM168bil in tourist receipts by 2020 with the roll-out of 12 Entry Point Projects (EPPs) across five main themes – affordable luxury; family fun; events, entertainment, spas and sports; business tourism and nature adventure.

These high-impact EPPs are expected to provide incremental GNI contribution of RM66.7bil and 37,900 new jobs by 2020.

GROWING MALAYSIA'S HUMAN CAPITAL FOR THE TOURISM INDUSTRY

Growing the human capital for the hospitality sector will be critical to the success of Malaysia's tourism industry. As a service industry, tourism is heavily dependent on the quality of its human resources.

Often the key challenges faced include the difficulty in attracting and retaining top class staff, particularly in the hotel sector.

Many perceive jobs in tourism as short-term jobs, and only a few sees them as long-term prospects.

Moving forward, significant improvements will be needed in the size and nature of the local talent pool in order to deliver the required GNI growth for the tourism industry.

This includes building human resources across a wide range of qualifications – from unskilled labour to vocational certificates and diploma holders to professional graduates.

According to projections by the **Economic Transformation Programme (ETP)**, the tourism industry will require approximately **497,000 additional jobs** by 2020 to meet market demand. Also, the ETP highlights that **65%** of these jobs will require vocational or certificate qualifications, **25%** will need to have a diploma and **10%** will need a degree or post-graduate qualification

ATTRACTING TOP TALENT

STEVEN ANG SI EENG,
CORPORATE STRATEGY SENIOR VICE PRESIDENT,
DESTINATION RESORTS AND HOTELS



Steven Ang Si Eeng is the corporate strategy senior vice president of Destination Resorts and Hotels (DRH), a subsidiary of Khazanah.

Ang holds a MBA in Business Administration and a bachelor's degree in Accounting and Finance. He is also a member of the CPA Australia and the Malaysia Institute of Accountants.

"I was taking part in the growth of the foreign countries, why should I not come back and take part in the growth of my own motherland? I have asked myself this question many times

while I was abroad. I am very blessed that I am here now and contributing to the country and hope many will follow," he says.

Ang is a returning Malaysian under TalentCorp's Returning Expert Programme (REP). Prior to his current role at DRH, Ang spent a number of years in the Middle East working with Msheireb in Qatar, a subsidiary of Qatar Foundation, and Nakheel in Dubai, a subsidiary of Dubai World. There, he played a key role in investments, fund management and major corporate exercises.

WHAT IS THE RETURNING EXPERT PROGRAMME?

A programme to facilitate the return of Malaysian professionals from overseas

Optional 15% flat tax rate on Employment Income for a period of five years

PHIL RILEY,
GENERAL MANAGER,
INTERCONTINENTAL KUALA LUMPUR



Phil Riley joined the team at the InterContinental Kuala Lumpur in July 2011 as general manager, bringing more than 40 years of experience in the hospitality management industry.

Prior to this, Riley was the general manager at the InterContinental Bali Resort, as well as the regional general manager for InterContinental Hotels Group in the Indonesia market with regional responsibilities for five properties across Indonesia

and another three in the development phase.

A Residence Pass-Talent holder since January 2013, the Australian born currently resides in Kuala Lumpur with his wife Wendy.

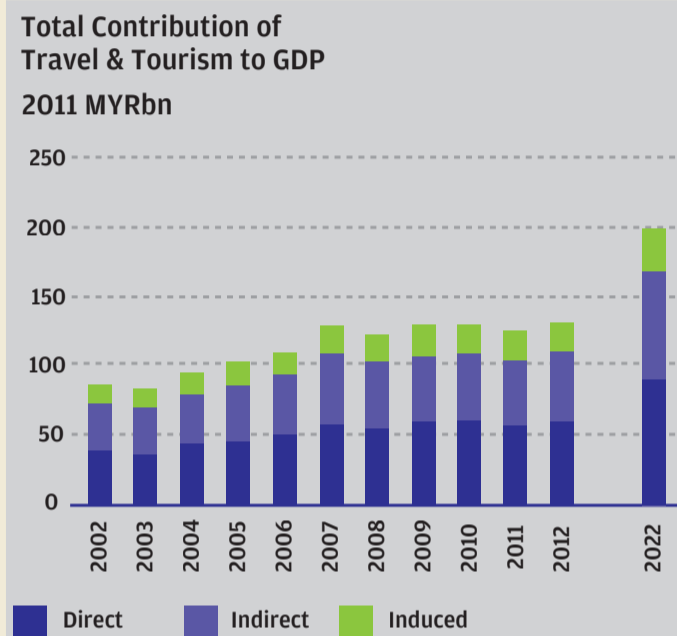
"I had a few Malaysian friends when studying in Melbourne and I was exposed to the culture of the country from my younger days. Malaysia offers a good lifestyle and ease of doing business, it serves as a good hub to travel across Asia," he says.

WHAT IS THE RESIDENCE PASS-TALENT?

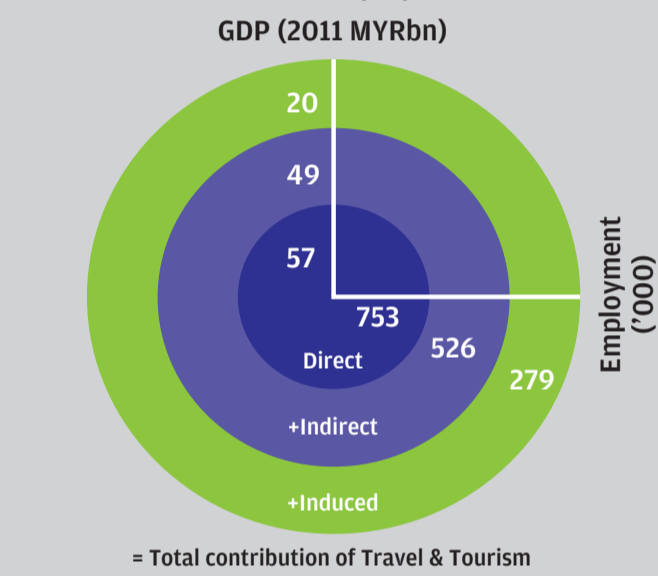
The RP-T aims to attract and retain top talent in the country with a range of benefits

Able to work and live in Malaysia for up to 10 years

Malaysia's Travel and Tourism Contribution to GDP and Employment 2011



Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2011



DIRECT CONTRIBUTION
GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists.

INDIRECT CONTRIBUTION
The contribution to GDP and jobs of the following three factors:
● Capital investment - includes capital investment spending by all sectors directly involved in the Travel & Tourism industry.
● Government collective spending - general government spending in support of general tourism activity.
● Supply-chain effects - purchases of domestic goods and services directly by different sectors of the travel and tourism industry as inputs to their final tourism output.

INDUCED CONTRIBUTION
The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by travel and tourism.



9
MALAYSIA IS THE NINTH MOST VISITED COUNTRY IN THE WORLD ACCORDING TO THE UNWTO

13
MALAYSIA IS RANKED 13TH WORLDWIDE FOR TOURIST ARRIVALS & RECEIPTS

6.3%
THE TOURISM INDUSTRY ACCOUNTED FOR 6.3% OF TOTAL EMPLOYMENT IN MALAYSIA IN 2011

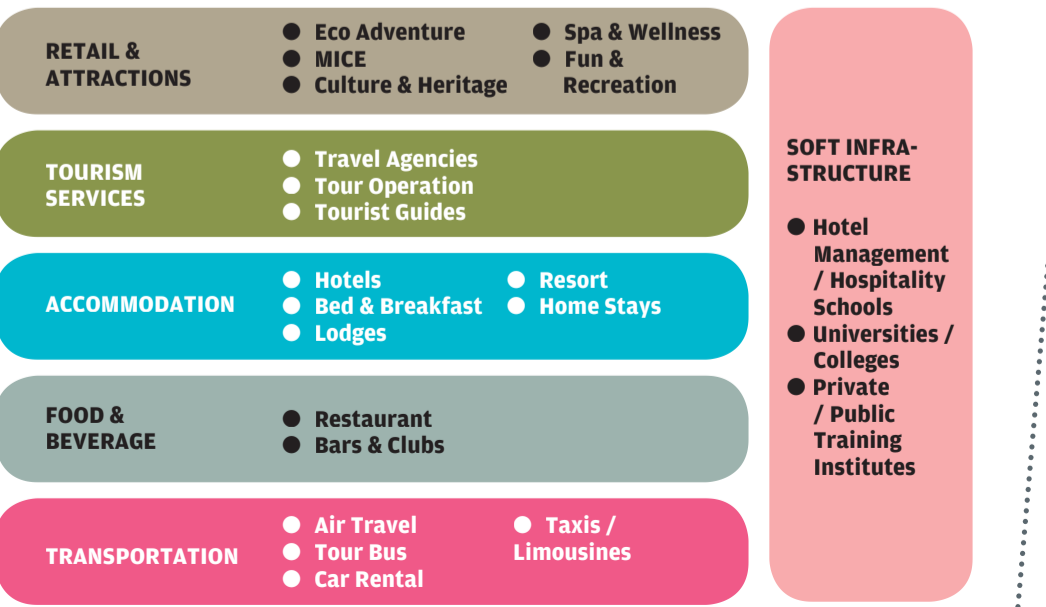
753,500
THE MALAYSIAN TOURISM INDUSTRY PROVIDES 753,500 JOBS DIRECTLY

THE TOURISM VALUE CHAIN

The tourism industry is a major economic activity in Malaysia and generates substantial employment per unit of investment for the skilled, semi-skilled and unskilled. The tourism industry's direct contribution to the economy accounted for 6.7% of the national GDP or RM57bil in 2011.

Substantial employment opportunities in Malaysia are provided by the various types of services offered by hotels, travel agents, airlines and other passenger transportation services, as well as activities of restaurant and leisure industries directly supported by tourists.

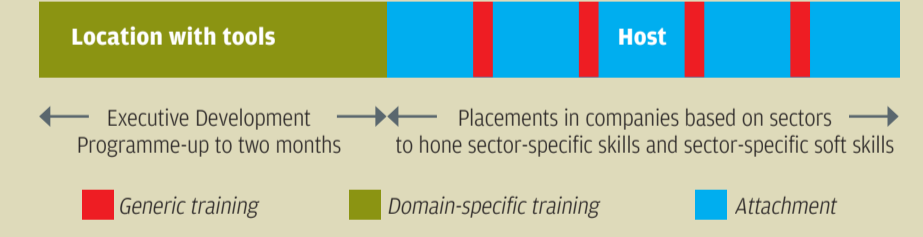
According to the World Travel & Tourism Council (WTTTC), 1,559,000 people — through direct, indirect and induced employment — were employed in the travel and tourism sector in 2011. Tourism services, accommodation, food and beverage, transportation, and retail and attractions are the key tourism subsectors. Here are the subsectors within the tourism value chain:



POLISHING THE GEMS AMONG LOCAL TALENT

The Graduate Employability Management Scheme (GEMS) was created in 2009 to equip graduates with commercially useful skills and experiences that will enhance their employability. In efforts to reduce the coun-

try's unemployment rate, GEMS sets itself apart from other graduate employability programmes by focusing on apprenticeships and trainings in the key economic sectors of Malaysia.



GEMS has successfully trained 9,071 graduates to-date through seven intakes. According to Siti Norliza Mohd Sahar, head of TalentCorp's Malaysian talent development-graduate employability division, GEMS has been enhanced to increase employability of graduates nationwide through a more "sector-focused" training.

The newly restructured programme with three different targeted talent segments began its implementation this year.

"The domain-specific training through experiential learning allows graduates to be employed within industries targeted by the Economic Transformation Programme," says Norliza.

Over 1,100 organisations nationwide including MNCs, GLCs, public-listed companies, non-governmental organisations, governmental agencies and small-medium enterprises (SMEs) are partnering GEMS

to offer placement to GEMS trainees to undergo on-the-job training at the respective set-ups.

GEMS trainees can be matched with employers from the following sectors: electrical and electronics (E&E), oil and gas (O&G), shared services, biotechnology (Biotech), information and communications technology, telecommunications, hospitality, fast-moving consumer goods and SMEs.

Companies that participate in GEMS can help to polish "raw talent" by:

- Facilitating the transition of young graduates to a decent work;
- Strengthening student and employer engagement;
- Fulfilling demands of the company for trained graduates.

For more information on GEMS, visit www.facebook.com/GraduateEmployabilityManagementScheme

HASRUL MOHAMED,
RESERVATION OFFICE,
EQUATORIAL HOTEL PENANG



"I never thought that I would be attached to one of Penang's famous five-star hotels! Having graduated with a degree in finance, I am really fortunate to be part of the GEMS programme, which made me change the perception of myself.

"GEMS has helped me improve my knowledge and skills in communication and customer service, which are very important in the hospitality industry I am working in."

MOHD HAFIZUDIN MOHD AZHARI,
EVENT MARKETING EXECUTIVE,
TOURISM SELANGOR



"As a graduate in tourism management, I have been through the challenges of finding a job. I was unemployed for a while before joining the GEMS programme because of the increase in the number of graduates, resulting in intense competition.

"Without a doubt, this programme tests the strength and endurance of the mind and body."

UZMA HAZWANI ARIF,
ACCOUNTS ASSISTANT,
BUKIT KIARA RESORT



"After graduating from UNIMAS with a bachelor's degree in aquatic resource science and technology, I questioned whether I could adapt to a new environment since work and university are two completely different environments.

"The GEMS Programme has really helped to boost my self-confidence to confront various challenges in my work place."