

GENERAL

## Post-COVID-19 era: Travel and tourism operators need to embrace digital technology



26/08/2021 07:12 PM

KUALA LUMPUR, Aug 26 -- Travel and tourism operators need to embrace digital technology to effectively prepare for business operation in the post-COVID-19 era, said Tourism, Arts and Culture Ministry (MOTAC) secretary-general Datuk Dr Noor Zari Hamad.

He said MOTAC welcomed digitalisation initiatives that could add value to the industry as outlined in the National Tourism Policy 2020-2030 as digitalisation is one of the ministry's efforts to stimulate the industry which has been severely affected by the pandemic.

"The crisis is indeed an opportunity to rethink the whole travel and tourism industry for the future.

"I believe the digital transformation will assist in the strong revival of the industry," he said in his keynote address titled "Leading the Way to Revive the Malaysian Tourism and Travel Industry in Post-COVID-19 Era' at the Virtual Tourism Expo 2021 (VTE2021) held today.

Among others, Noor Zari said the focus of the National Tourism Policy 2020-2030 includes revitalising domestic tourism, restoring public confidence to travel, re-skilling and up-skilling, promoting sustainable tourism development as well as strengthening the public-private partnership.

Meanwhile, Digital Travel Technology Association of Malaysia (DiTTAM) president Rohizam Md Yusoff in his official address at the event said through the VTE2021, the association will be providing new alternatives in terms of digital solutions for the industry and travellers.

"We believe now is a good time to re-innovate, re-educate, and re-learn new skills as this new norm has given us time to re-group and re-focus our energy to come out with something new.

"... (Through) VTE 2021, we are trying our best to replicate the physical fair by having an interactive 3D exposition that will provide an immersive and engaging experience not just to the visitors but also to the exhibitors themselves. It is part of DiTTAM digital onboarding strategy for the tourism industry," he said.

The expo is a collaboration between Tourism Malaysia, State Tourism Offices, as well as local industry players to promote domestic tourism via virtual marketing platforms for industry players directly involved in offering domestic packages and services.

VTE 2021 will be held for three days starting Aug 27 to Aug 29, from 10 am to 10 pm, at DiTTAM Virtual Convention Centre, with more than 120 exhibitors including hoteliers, theme parks and tourism agents.

Visitors are welcomed to join the virtual expo for free by registering at the VTE2021 website at <https://vte2021.malaysiaexpo.net>.

-- BERNAMA