

VISION of Tourism Industry Network (TIN)

To Be A World Class Tourism
Destination

MISSION of Tourism Industry Network (TIN)

- To continuously enhance the product and service offerings while preserving heritage, cultural and natural resources
- To establish Penang as the main gateway for Northern Malaysia and IMT- GT

Objective 1

To Project Penang as a Safe, Secure and Clean Destination

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
1. Ensure high visibility and effectiveness of security personnel in areas with high concentration of visitors	<ol style="list-style-type: none">1. Formation of security Task Forces between the Public and Private sectors in respective zones to be initiated by TIN through a working paper.2. Task force to be set up by Police with the participation of TIN to monitor progress & results3. Hotels to have own security department	<ol style="list-style-type: none">1. Reduce existing crime rate by 20% in selected zones, by June 2007	<ol style="list-style-type: none">1. Working Paper to be ready and submitted to MTPN by December 2006.2. Quarterly report to be submitted to MTPN by the Police task force.	<ul style="list-style-type: none">• TIN Task Force (to be established)• Police• TIN represented to be determined by TIN• Police, MTPN, MPPP, MPSP
2. Create public awareness of the importance of safety and security.	<ol style="list-style-type: none">1. Initiate and implement an Educational Project and public campaign programme.2. Monitor progress and results and keep campaign active by introducing awareness index.3. To create public awareness on crime prevention	<ol style="list-style-type: none">1. 25% increase in public awareness Index by June 2007.2. 50% increase in School children awareness level Index by June 2007.3. CCTV to be installed in 23 locations.	<ol style="list-style-type: none">1. Working paper to be submitted to MTPN by December 2006 by TIN2. Submit suggestion on awareness index to Police task force.	<ul style="list-style-type: none">• TIN Task Force (to be established)• TIN Task Force to work with police task force• Police, MTPN, MPPP, MPSP
3. Improve cleanliness and sanitary standards	<ol style="list-style-type: none">1. All local authorities and district offices to review existing policies, systems and by-laws to meet renewed standards through the preparation of a working paper covering cleanliness standards.	<ol style="list-style-type: none">1. Cleanliness Index to be established.	<ol style="list-style-type: none">1. To have a working paper to be submitted to MTPN by December	<ul style="list-style-type: none">• TIN Task Force (to be established)

	<p>2. Implementation of 'Ops Bersih' twice a week for un-hygienic food stalls, starting with Batu Ferringhi and Teluk Bahang.</p> <p>3. Enforcement to act periodically from Gurney Drive to Teluk Bahang</p> <p>4. Public Education on sanitary and cleanliness standards.</p>	<p>2. 30% improvement in cleanliness within 6 months</p>	<p>2. Submit suggestions on Ops. Bersih to MTPN.</p>	<p>• TIN representatives to work with all local authorities and district offices</p>
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STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
<p>1.Ensure improvement, upgrading and proper maintenance of existing Infra.</p>	<p>1.The TIN Task Force to work with all local authorities and district offices to identify and recommend existing infra for improvement.</p> <p>1.1 Infra to comply with established cleanliness standard.</p> <p>1.2 Benchmark infra standards with existing competing destinations.</p> <p>1.3 To increase and improve public amenities.</p> <p>1.4 Road signage's must be implemented for all entry points.</p>	<p>1. 80% improvement on the identified infrastructure.</p> <p>2. Improvement in tourist satisfaction By 20%</p>	<p>1. A working paper to be submitted to MTPN by December 2006</p> <p>2. December 2006</p>	<ul style="list-style-type: none"> • TIN Task Force to be established • All local authorities and district offices • MTPN, MPPP, MPSP, LLLM
<p>2. Improve transportation system in terms of network and standards</p>	<p>1.The TIN Task Force to collaborate with Air/Sea/Land transportation authorities and make recommendations for EXCO's endorsement.</p> <p>2. To determine benchmark with existing competing destinations.</p> <p>3. To determine current traffic congestion.</p>	<p>1. 10% improvement on transportation system.</p> <p>1.1 Tourist satisfaction improved by 10%</p>	<p>1. A working paper to be submitted to MTPN by 5 Months</p>	<ul style="list-style-type: none"> • TIN Task Force to be established • TIN representatives to work with Air, Sea and Land transportation authorities.

2. Plan new infrastructure development befitting a world class destination	1. The TIN Task Force to make recommendations for EXCO's endorsement.	1. Timely preparations of working paper.	1. To have a working paper to be submitted to MTPN by 5 Months	• TIN Task Force to be established
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Objective 3

To ensure that Penang is effectively marketed internationally & domestically

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
1.Re-positioning Penang as tourism hub	1. 11.Creation and adoption of destination "icon" and "tag line" which are symbolic to Penang. 2.Study inputs from Overseas travel trade and tourism partners	20% increase in tourist arrival by December 2007.	By <u> (date) </u> to re-position Penang as a tourism hub of the region	<ul style="list-style-type: none">• TIN Task Force to be established• MTPN
2. Identification of the right markets	1.Analysis of past 3 years data and market origins. 2.Comparison of State arrivals with National arrival figures to key ASEAN destination figures. 3.Target on domestic and international market.	20% increase of arrivals from the new markets.	1.To produce and distribute report 2. 2. Review, Every 4 months	<ul style="list-style-type: none">• TIN Task Force to be established• MTPN

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
<p>3.Undertake appropriate marketing and promotional efforts</p>	<p>1.Reviewing existing marketing and communication tools.</p> <p>2.Indentifying marketing and communications tools for implementation.</p> <p>3.Target on domestic and international market.</p>	<ul style="list-style-type: none"> • Availability of communications tools by Dec 2006 • Existing tools upgraded by 2006 • Availability of communications programme by 2006 •Expected increase of 3.8 million tourists 	<ul style="list-style-type: none"> - By Dec 2006 communication tools up graded - By Dec 2006 marketing and communications tools identified - By Dec 2006 marketing programme covering specific events formulated - By December 2006 	<ul style="list-style-type: none"> • TIN Task Force to be established • MTPN
	<p>4.Airline accessibility – to lobby for more direct flight from Tokyo, Beijing, Shanghai, Sydney, Hong Kong, Mumbai & New Delhi</p>			<ul style="list-style-type: none"> •CM, EXCO, MPPP, MPSP
<p>4.Enhance and increase community awareness towards Tourism industry</p>	<p>1. A well-planned media programme to propagate the positive image of tourism support services.</p> <p>2. Increasing positive perception of the public towards the Tourism Industry.</p>	<p>1.Penang population, feel positive about tourism industry</p> <p>2.Identify 10 key projects by December 2007</p>	<p>Community awareness measure positive 60%</p> <p>By Dec 2006, 10 key Community projects identified</p>	<ul style="list-style-type: none"> • TIN Task Force to be established • MTPN

Objective 4

To ensure continual excellence service towards total tourists' satisfaction

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
<p>1.Reinforcement of related tourism service skill training</p>	<p>1.An Education & Training Committee to be set-up in order to design training programmes for the various services.</p> <p>2.Establish and accredit a tourism skill training centres.</p> <p>3.provide training for management staff.</p>	<p>PSDC to be accredited as a tourism skills training center by May 2007</p> <p>500 Students Per annum trained</p>	<p>May 2007</p> <p>2 years</p>	<ul style="list-style-type: none"> • TIN Task Force to be established • PSDC • MTPN, PSDC & Private Institutions
<p>2.Recognition and Awards</p>	<p>Awards Committee or Panel to be set-up to recognise service excellence achievers.</p> <p>Programs to encourage motivate and sustain professional services in the Industry.</p> <p>To achieve minimum criteria set by the Committee.</p>	<p>80% of service industry to achieve minimum criteria</p>	<p>By December 2007</p>	<ul style="list-style-type: none"> • TIN Task Force to be established • MTPN
<p>3.Provision of more and better quality of information service</p>	<p>Setup more and better information booth and material</p>	<p>Availability of information booth and material for tourists</p>	<p>By December 2007</p>	<ul style="list-style-type: none"> • TIN Task Force to be established • MTPN

Objective 5

To ensure continuous enhancement and development of tourism products

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
<p>1.To focus on joint tourism products' development and enhancement between government and private sectors.</p>	<p>To create a conducive environment for investors/ stakeholders to continue to enhance existing tourism and services products and the investment in new tourism attractions.</p> <p>Constant media programme to highlight the opportunities and facilities for such investment.</p> <p>A one-stop Agency to be set-up to monitor and approve product enhancement initiatives and new tourist product development respectively.</p> <p>Implementation of investor satisfactory index</p>	<ul style="list-style-type: none"> • Investor satisfaction index established <ul style="list-style-type: none"> • Investor satisfaction – more than 60% - measured by July 2007 • Availability of the one-stop Agency center by July 2007 	<p>Within 6 months (Dec 2006)</p> <p>By July 2007</p>	<ul style="list-style-type: none"> • TIN Task Force • TIN Task Force • TIN Task Force • MTPN
<p>2. Coordination and enhancement of education tourism products.</p>	<ul style="list-style-type: none"> • Marketing materials produced 	<ul style="list-style-type: none"> • Availability of marketing materials by July 2007 	<p>By July 2007</p>	<p>TIN Task Force</p>

2. Coordination and enhancement of medical tourism products.	• Marketing materials produced	• Availability of marketing materials by July 2007	By July 2007	TIN Task Force
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Objective 6

To stage tourism events that are focused, selective, dynamic and of high quality

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
1. Monitor and evaluate current and future events.	Evaluation instrument for event evaluations formulated	30% increase in domestic and international participation	By December 2007	TIN Task Force
2. Establish standard for high quality tourism events	Standard, established and accepted Attaining regional and / or International recognition. More event management to be established.	• 30% increase in domestic and international participation • Attainment of Regional and International Recognition	By December 2007	• TIN Task Force

Objective 7

To facilitate , encourage and motivate appropriate tourism related investments

STRATEGIES	STRATEGIC INITIATIVE	KEY PERFORMANCE INDICATOR	TARGET / TIME FRAME	PARTIES ACCOUNTABLE
1. Provision of incentives by Government	TIN to suggest to State Government on waivers, deductions, exemptions and tax incentives	Minimum 10% increase per annum over last 3 years investments	By Dec 2006	TIN Task Force
2. Undertaking the appropriate marketing and promotional efforts to attract potential investors.	Effective media publicity and direct marketing and promotion by MIDA offices overseas – TIN to make appropriate suggestions	Minimum 10% increase per annum over last 3 years investments	By Dec 2006	TIN Task Force
3. Ensure speedy and transparent investment approval	To set-up a “One Stop” Agency – TIN to propose in a working paper To setup database on approved projects for tourism.	Minimum 10% increase per annum over last 3 years investments Quarterly report to be produced	By Dec 2006	TIN Task Force