



OCCUPATIONAL FRAMEWORK

SECTION N: ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES

DIVISION 79: TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED ACTIVITIES

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Ministry of Human Resources

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Occupational Framework

Travel Agency, Tour Operator, Reservation Service and Related Activities

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ABSTRACT

An Occupational Framework (OF) for Division N79 is an analysis conducted to identify the work scope of the occupational areas in Travel Agency, Tour Operator, Reservation Service and Related Activities. This OF aims to provide an overall view of the industry's Occupational Structure (OS) and the skills required to further understand the job requirements of the various occupations in the industry. The OF developed are based on the two digits Malaysia Standards Industrial Classification (MSIC) 2008 under Section N – Administrative and Support Service Activities, Division 79 – Travel Agency, Tour Operator, Reservation Service and Related Activities. Qualitative and quantitative approaches were used to meet the objectives of the study. The qualitative analysis consists of document analysis and Focus Group Discussion (FGD), while the survey instrument is the quantitative approach. From the FGD session, a complete occupational structure successfully produces, which consists of 11 job areas with 27 job titles. From 27 job titles obtained, 12 of them are classified as critical job titles and 12 job titles relevant to the industrial revolution. The occupational responsibility of all the job titles and occupational descriptions of the identified critical jobs were also discussed during the FGD. Besides that, jobs in demand and skills in demand for Travel Agency, Tour Operator, Reservation Service and Related Activities were also created. A total of 10 established National Occupational Skills Standards (NOSS) were identified from the list of NOSS registered on 21 April 2022 and mapped onto the developed OS. These findings will, in turn, be the basis of reference for the development of the NOSS document as a guide to develop the skills training curriculum to fulfil the industry needs. Overall findings showed that the Travel Agency, Tour Operator, Reservation Service and Related Activities occupational framework had been successfully developed in accordance with the identified research objectives.

ABSTRAK

Kerangka Pekerjaan (*Occupational Framework (OF)*) bagi Bahagian N79 merupakan analisis yang dijalankan untuk mengenal pasti skop kerja bagi bidang pekerjaan dalam Agensi Pengembaraan, Operator Pelancongan, Khidmat Penempahan dan Aktiviti Berkaitan. OF dibangunkan untuk memberi gambaran keseluruhan mengenai Struktur Pekerjaan (*Occupational Structure (OS)*) dan mengenal pasti kemahiran yang diperlukan bagi membantu untuk memahami skop kerja pelbagai pekerjaan di industri. Pembangunan OF ini adalah berdasarkan Klasifikasi Perindustrian Piawai Malaysia 2008 (MSIC 2008) di bawah Seksyen N – Aktiviti Perkhidmatan dan Khidmat Sokongan, Bahagian 79 – Agensi Pengembaraan, Operator Pelancongan, Khidmat Penempahan dan Aktiviti Berkaitan. Pendekatan kualitatif dan kuantitatif digunakan untuk memenuhi objektif kajian. Kualitatif analisis terdiri daripada analisis dokumen dan perbincangan kumpulan berfokus sementara instrumen kaji selidik sebagai pendekatan kuantitatif. Hasil perbincangan kumpulan berfokus, struktur pekerjaan yang lengkap terdiri daripada sebelas (11) bidang pekerjaan dengan 27 tajuk pekerjaan berjaya dibentuk. Daripada 27 tajuk pekerjaan yang dihasilkan, 12 tajuk diklasifikasikan sebagai tajuk pekerjaan kritikal dan 12 tajuk pekerjaan dikenalpasti berkaitan dengan revolusi industri. Tanggungjawab pekerjaan bagi kesemua tajuk pekerjaan serta deskripsi pekerjaan bagi tajuk pekerjaan kritikal yang dikenalpasti juga dibincangkan semasa perbincangan kumpulan berfokus. Disamping itu, pekerjaan dalam permintaan dan kemahiran dalam permintaan turut dihasilkan. Sebanyak 10 Standard Kemahiran Pekerjaan Kebangsaan (NOSS) telah dikenal pasti daripada senarai NOSS yang didaftarkan pada 21 April 2022 dan dipetakan pada OS yang dibangunkan. Penemuan ini akan menjadi asas rujukan untuk pembangunan dokumen SKPK sebagai panduan untuk membangunkan kurikulum latihan kemahiran bagi memenuhi tuntutan industri. Dapatan keseluruhan menunjukkan bahawa kerangka pekerjaan bagi Agensi Pengembaraan, Operator Pelancongan, Khidmat Penempahan dan Aktiviti Berkaitan telah berjaya dibangunkan selaras dengan objektif kajian yang ditentukan.

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ABBREVIATION

| | |
|---------|---|
| DOSM | Department of Statistics Malaysia |
| DSD | Department of Skills Development |
| ERP | Employment Retention Program |
| FGD | Focus Group Discussion |
| GAMELAN | Matching Grant Program |
| GDS | Global Distribution Systems |
| GSPSB | Dana Geran Sokongan Pelancongan, Seni & Budaya |
| HRDF | Human Resources Development Fund |
| IATA | International Air Transport Association |
| IoT | Internet of Things |
| MAH | Malaysia Associate of Hotels |
| MASCO | Malaysia Standard Classification of Occupations |
| MATTA | Malaysian Association of Tour and Travel Agents |
| MCTA | Malaysia Chinese Tourism Association |
| MITTA | Malaysian Indian Tour and Travel Association |
| MITA | Malaysia Inbound Tourism Association |
| MM2H | Malaysia My 2nd Home |
| MOHR | Ministry of Human Resources |
| MOSQF | Malaysian Occupational Skills Qualification Framework |
| MOT | Ministry of Transport |
| MOTAC | Ministry of Tourism, Arts and Culture |
| MPC | Malaysia Productivity Corporation |
| MSCS | Malaysia Skills Certification System |
| MSIC | Malaysia Standard Industrial Classification |
| MTGC | Malaysia Tourist Guide Council |
| MTPB | Malaysia Tourism Promotion Board |
| NDTS | National Dual Training System |
| NFA | National Forestry Act |
| NFP | National Forestry Policy |
| NGT | Nominal Group Technique |
| NOSS | National Occupational Skills Standards |

| | |
|-----------|---|
| NTP | National Tourism Policy 2020-2030 |
| OECD | Economic Co-operation and Development |
| OF | Occupational Framework |
| OD | Occupational Descriptions |
| OR | Occupational Responsibilities |
| OS | Occupational Structure |
| OTA | Online Travel Agency |
| PAPUH | Persatuan Agensi Pelancongan Umrah & Haji |
| PEMERKASA | Program Strategik Memperkasa Rakyat dan Ekonomi |
| PENJANA | Pelan Jana Semula Ekonomi Negara |
| PPT | Accreditation of Prior Achievement |
| PTF | PENJANA Tourism Financing |
| SlaPB | <i>Sistem Latihan Program Bertauliah</i> |
| TIDF | Tourism Infrastructure Development Fund |
| TTEC | Travel & Tour Enhancement Courses |
| TTI | Tourism Tax Incentive |
| TVET | Technical and Vocational Education and Training |

GLOSSARY

| | |
|----------------------------|---|
| Inbound | Travelling towards a particular place, especially when returning to the original point of departure. |
| Domestic Tourist | Comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip. |
| Tour Guide | A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority. |
| Tour Leader | A person is responsible for leading a group of travellers on an outbound packaged tour or trip. |
| Online travel agency | A web-based marketplace that allows consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities, and more, directly with travel suppliers. |
| Free independent traveller | The type of tourist who plans their own travel avoids mass tourism, package holidays, and group tours. |
| Mutawwif | A knowledgeable person who is responsible for guiding and taking care of pilgrims during Hajj or Umrah. |
| Outbound | Outbound tourism comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip. |
| Tour Operator | Tour operators are businesses that combine two or more travel services (e.g., transport, accommodation, meals, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a single product (called a package tour) for a global price. |
| Travel Agency | An agency that makes the necessary arrangements for travellers. |

CHAPTER I

INTRODUCTION

1.1 Introduction

In the Malaysia Standard Industrial Classification 2008 (MSIC 2008), Section N on Administrative and Support Service Activities is expanded into six (6) divisions which are Rental and Leasing Activities (Division 77), Employment Activities (Division 78), Travel Agency, Tour Operator, Reservation Service and Related Activities (Division 79), Security and Investigation Activities (Division 80), Services To Buildings and Landscape Activities (Division 81) and Office Administrative, Office Support and Other Business Support Activities (Division 82). This occupational framework (OF) focuses on 2 digits MSIC 2008 Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities. This division includes the activity of selling travel, tour, transportation and accommodation services to the general public and commercial clients and the activity of arranging and assembling tours that are sold through travel agencies or directly by agents such as tour operators, as well as other travel-related services, including reservation services. The activities of tourist guides and tourism promotion activities are also included. More than 4,119 establishments of all sizes are registered, with about 28,886 persons under the employment in this industry. Despite a slowdown in the global services sector due to the pandemic, the total industry indicates a positive growth at 1.9 per cent in 2021 from a negative 5.4 per cent the previous year. To further elaborate on the research into this industry, this chapter will explain the problem statement, objectives and scope of the study as well as justification in the selection of MSIC 2008 Section N, Division 79 for the classification of travel agency, tour operator, reservation service and related activities.

1.2 Problem Statement

Travel Agency, Tour Operator, Reservation Service and Related Activities are vital industries in Malaysia. However, MSIC 2008 only explains economic activities. The industry's information in MSIC 2008 is broad, and no information regarding job areas is stated. This will lead to misinterpretation of the industry overview.

While there are a lot of job titles in this industry, as time progresses, new areas may be added, and new sets of skills may be introduced. Some existing job titles might not be relevant anymore as technology evolves into the Industrial Revolution.

This will result in a skills mismatch to the current industry needs, and many job opportunities will be left unfulfilled. Generally, the criteria for critical jobs vary according to the issue related to the industry. To solve the industry problem, proper identification of the critical jobs for this industry is needed.

Thus, in order to improve the industry, there is a need for proper documentation on OS, skills in demand, job titles, identification of the critical jobs and occupational descriptions that correspond to the 2-digit MSIC 2008 Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities. Therefore, the development of this Occupational Framework (OF) will provide a massive benefit to the industry.

1.3 Objectives of Study

Generally, the objectives of this study are to propose the OS, skills in demand, job titles, critical jobs and occupational descriptions (OD) requirements in the Travel Agency, Tour Operator, Reservation Service and Related Activities.

Specifically, the objectives of the study are as follows:

- a) To develop an Occupational Structure (OS) in Travel Agency, Tour Operator, Reservation Service and Related Activities based on MSIC 2008;
- b) To determine the skills in demand of Travel Agency, Tour Operator, Reservation Service and Related Activities;

- c) To determine the jobs titles for Travel Agency, Tour Operator, Reservation Service and Related Activities that are relevant to Industrial Revolution;
- d) To determine the critical jobs in Travel Agency, Tour Operator, Reservation Service and Related Activities; and
- e) To determine Occupational Descriptions (OD) of Travel Agency, Tour Operator, Reservation Service and Related Activities for critical jobs based on developed OS.

1.4 Scope of Study

The scope of the study covers the 2-digit MSIC 2008 Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia. As stated earlier, the definition of the research area is aligned with MSIC 2008. The scope of work for the study covers the activity of a travel agency and tour operator that sell travel, tour, transportation and accommodation services to the general public and commercial clients as well as other travel-related services, including reservation services, as in Figure 1.1. The activities of tourist guides and tourism promotion activities are also included. Other activities in the tourism industry, such as hospitality, food and beverage and merchandise, are not included in this research. Both qualitative and quantitative methodologies with the multi-approach will be employed through document analysis, focus group discussion and field survey methodology. The respondent of this study will only be those working with the Travel Agency, Tour Operator, Reservation Service, and Related Activities industry. It was reported that about 4119 companies are registered under this Division.

1.5 Justification for Malaysian Standard International Classification 2008 (MSIC 2008) Section Selection

MSIC 2008 is based on the International Standard Industrial Classification 2008, which is applied in industries worldwide. MSIC 2008 is provided by the Department of Statistics Malaysia (DOSM) to classify the industry sectors in Malaysia and produce industry economic statistics. Travel agency refers to establishments primarily engaged in furnishing travel information and acting as agents in arranging tours, transportation, rental of cars, and lodging for travellers. At the same time, Tour operators are establishments primarily engaged in arranging and assembling tours for sale through travel agents or selling their tours directly to travellers. The scope of Travel Agency, Tour Operator, Reservation Service and Related Activities thus matches the descriptions specified in MSIC 2008 Section N, Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities. The activity of selling travel, tour, transportation and accommodation services to the general public and commercial clients and the activity of arranging and assembling tours that are sold through travel agencies or directly by agents such as tour operators, as well as other travel-related services, including reservation services. The activities of tourist guides and tourism promotion activities are also included.

1.6 Structure of Chapter

This chapter concludes with a brief overview of the entire study, which includes:

a) Chapter 1

This chapter provides an introduction to the research consisting of an introduction to the Travel Agency, Tour Operator, Reservation Service and Related Activities, the problem statement, objectives and scope of the study as well as justification for selecting two (2) digits MSIC 2008, Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities as the basis for classification.

b) Chapter 2

This chapter provides a literature review of the research, further explaining the industry sourcing from the Ministry of Tourism, Arts and Culture (MOTAC), Department of Statistics Malaysia (DOSM) and other local and international related sources.

c) Chapter 3

This chapter describes the overall approach and methods deployed to achieve the study's objectives, such as focus group discussion with experts from the Travel Agency, Tour Operator, Reservation Service and Related Activities, a survey from companies related to the industry and document analysis based on the published information.

d) Chapter 4

This chapter collates all the results and findings of the research on Travel Agency, Tour Operator, Reservation Service and Related Activities obtained based on the study's objectives.

e) Chapter 5

This chapter summarises the results and conclusions of the study as well as proposes recommendations to address the skills demand, develop skilled personnel and certify Malaysians in this industry.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the current scenario of the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia, related government bodies and professional associations, related legislation and acts, government policies and development plans, and the industry competitiveness at the international level.

Findings in this chapter were obtained via literature review, observation and discussions during workshops with development panel members. This literature review was further discussed with panel members to obtain insight into the matters at hand from a practitioner's perspective.

2.2 National Skills Development Act 652 (2006)

National Skills Development Act 2006 (Act 652) came into effect on 1st September 2006 after it was officially gazetted on 29th June 2006, with the mandate of promoting, through skills training, the development and improvement of a person's abilities, which are needed for vocation, and to provide for other matters connected therewith. Act 652 is significant because national legislation has been enacted solely and exclusively for skills training and development for the first time in the history of skills training in Malaysia. In addition, the meaning and scope of skills training has been clarified and given a statutory interpretation that can be used to distinguish it from other components of the country's national education and training system. Act 652 also provides for implementing a

Malaysian Skills Certification System, awarding five (5) levels of national skills qualification, namely Malaysian Skills Certificate Level 1, 2, and 3; Malaysian Skills Diploma; and Malaysian Skills Advanced Diploma¹.

2.3 Malaysian Occupational Skills Qualification Framework (MOSQF)

The Malaysian Occupational Skills Qualification Framework (MOSQF) is a national system for recognizing and certifying the skills and competencies of workers in Malaysia. It is designed to provide a consistent and transparent way to assess the knowledge and abilities of workers in different occupations and to help ensure that they have the necessary skills to meet the needs of the labour market.

The MOSQF consists of a series of qualifications, each based on national standards that define the knowledge, skills, and competencies required for a particular occupation. These qualifications are organised into different levels, representing expertise and responsibility. The MOSQF is used by employers, training providers, and other stakeholders to assess workers' skills and qualifications and identify the workforce's training and development needs. The definition for each level of skills qualification is specified in the Malaysian Occupational Skills Qualification Framework (MOSQF), which can be referred to in **Annex 1**.

2.4 Malaysian Skills Certification System (MSCS)

The Malaysian Skills Certification System (MSCS) is a skill and work-based certification system in Malaysia that is achieved through assessment and training. Candidates can receive the Malaysian Skills Certificate award if they meet National Occupational Skills Standard requirements developed and regulated by the Department of Skills Development (formerly known as the National Vocational Training Council).

¹ National Skills Development Act 652 (2022, September 28). Retrieved from <http://www.agc.gov.my/agcportal/index.php>

There are three (3) methods to obtain the Malaysian Skills Certification:

a) Training in a Recognised Institution (SLaPB)

Candidates need to attend training through various accredited programmes in a Recognised Institution (SLaPB) is a usual way to obtain the Malaysian Skills Certification for specific fields and skill levels.

b) Apprentice with Industry-Oriented Training

Candidates need to attend training through an apprenticeship with the National Dual Training System (NDTS) conducted by industries and skills training institutes.

c) Accreditation of Prior Achievement (PPT)

Accreditation of Prior Achievement (PPT) is a way to obtain the Malaysian Skills Certification through experience (work or training). The candidate requires to submit proof of his skills competency, which will be assessed by the Assessing Officer and approved by the External Verification Officer appointed by DSD.

In order to fill the talent gap between the industry needs and the training institution syllabus, the involvement of industry experts is compulsory in the Malaysia Skills Certification System (MSCS). The process involves a cycle from the industrial requirement to the development of the Occupational Framework to the development of the Written Instructional Manual to the development of Skill Training Assessment Questions and implementation in training courses, and back to the industrial requirement.



Figure 2.1: Malaysia Skills Certification System (MSCS)

2.4.1 Occupational Framework (OF)

The Occupational Framework (OF) is a document that describes an occupational structure for a particular industry in Malaysia, including occupational areas and the various job titles inside. It was created for the first time in 2016 and included a variety of industries with supply and demand from small, medium, and large firms. Before this, OF was known as Occupational Analysis (OA) based on the DSD's Third Industrial Master Plan for Malaysia from 2005 to 2016 (IMP3). Studies of pertinent occupational structures and industry requirements are considered during the OA process. However, as the Department of Statistics (DOSM) shifted to industrial code entities known as Malaysian Standard Industrial Classification (MSIC), OA is no longer being used as it does not follow the MSIC classification. Therefore, a document involving specific elements is required, reflecting on the OF.

2.4.2 National Occupational Skills Standards (NOSS)

The National Occupational Skills Standards (NOSS) is a Standard document that outlines the minimum competencies required by a skilled worker working in Malaysia for a particular area and level of occupational, also the path to achieving the competencies. The competencies are based on the needs of employment, according to the career structure for the occupational area and developed by industry experts and skilled workers.

The Department of Skills Development has developed 22 NOSS related to Group 791 as of April 2022. The summary of NOSS titles is provided in Table 2.1 below.

Table 2.1: Summary of NOSS developed under Group 791

(Source: NOSS Registry April 2022)

| MSIC GROUP | CORRESPONDING NOSS/ LEVEL |
|---|---|
| 791 Travel Agency and Tour Operator Activities | 1) N791-004-2:2019 Localised Nature Guiding |
| | 2) N791-004-3:2019 Localised Nature Guiding |
| | 3) N791-001-3:2016 Umrah and Ziarah Guidance |
| | 4) N791-001-4:2016 Mutawwif Umrah and Ziarah Management |
| | 5) N791-001-5:2016 Mutawwif Umrah and Ziarah Management |
| | 6) N791-002-3:2017 Water-Based Adventure Tour Guiding |
| | 7) N791-003-3:2019 Inbound Tour Operations |
| | 8) HT-023-3:2012 Tourist Guide (City Guide) |
| | 9) HT-026-3:2013 Region Specific Tourist Guide |
| | 10) HT-027-3:2016 Land Based Adventure Tour Guiding |
| | 11) HT-022-1 2009 Outbound Tour Operation Clerk |
| | 12) HT-022-2 2009 Outbound Tour Operation Coordinator |
| | 13) HT-022-3 2009 Outbound Tour Operation Supervisor |
| | 14) HT-061-2 2009 Tour Vehicle Driver |
| | 15) HT-101-3:2014 Travel Consultation |
| | 16) HT-101-4:2014 Travel Consultation Administration |
| | 17) HT-101-5:2014 Travel Consultation Management |
| | 18) L-180-4 1998 Sales Executive (Travel) |

| | |
|-----|---|
| 19) | L-180-5 1998 Sales Manager (Travel) |
| 20) | HT-080-4 2009 Sales & Marketing Executive -Cruise Liner |
| 21) | HT-080-5 2009 Sales & Marketing Manager-Cruise Liner |
| 22) | HT-102-3:2014 Travel & Tour Operation |

2.4.3 Written Instructional Material (WIM)

Written instructional material (WIM) is a document the instructor prepares to support the training and assessment of individuals seeking certification in specific skills.² The purpose of WIM is to:

Become the primary learning material in the teaching and learning process;

- a) Ensure that the Learning Outcome in the designated Competency Unit (CU) is achieved; and
- b) Help the instructor build self-confidence and prepare for the teaching session.

WIMs are essential to the MSCS as they provide learners with the information and guidance to understand the knowledge and skills required to perform a specific task or job. WIMs under the MSCS are designed to be clear, concise, and easy to understand, and they are written in a way relevant to the specific skills being taught.

The Malaysian government has established guidelines for their development and use to ensure the quality and consistency of WIMs under the MSCS. These guidelines outline the critical components of effective WIMs, including plain language, clear and concise instructions, relevant and up-to-date information, and visual aids to support learning.

WIMs under the MSCS are used to support a range of training and assessment activities, including classroom-based instruction, on-the-job training, and competency-based assessments. They may include materials such as textbooks, workbooks, training manuals, and assessment guides.

² Department of Skills Development. (2020). *Panduan Pembangunan Bahan Pengajaran Bertulis Edisi 2020*.

WIMs are an essential component of the MSCS. It provides learners with the information and guidance needed to develop the knowledge and skills required for certification in specific skills. Effective WIMs can help to ensure that individuals have the necessary competencies to succeed in their chosen fields and contribute to the overall development of the Malaysian workforce.

2.4.4 Skill training assessment questions

Skill training assessment questions are used to evaluate a candidate's competency in a particular skill or area of expertise. The MSCS is a national system of skills certification that aims to ensure that individuals have the skills and knowledge needed to meet the needs of the Malaysian economy. Evaluation in the context of the MSCS is a process of assessing the level of knowledge and skills as well as safety/environmental attitudes/practices of a candidate who follows a skills training program implemented at an accredited centre. Assessment is conducted using various suitable methods to assess a candidate's skills as desired.³ The validity of the developed questions needs to follow several points such as:

- a) Question concept;
- b) Type of assessment, whether Knowledge or Performance Assessment;
- c) *Jadual Spesifikasi Ujian (JSU)* for Final Evaluation.

Assessment questions used under the MSCS are designed to measure a candidate's ability to perform specific tasks and activities related to a particular skill. The questions may be in various formats, including multiple-choice questions, short answer questions, and practical assessments. The Malaysian government has established guidelines for their development and use to ensure the quality and consistency of assessment questions under the MSCS. These guidelines outline the critical components of the effectiveness assessment questions, including clear, concise language, the inclusion of relevant and up-to-date information, and the use of practical scenarios to assess real-world competencies.

³ Department of Skills Development. (2020). *Panduan Pembangunan Soalan Edisi 2020*.

Skill training assessment questions under the MSCS are essential for evaluating the competency of individuals seeking certification in specific skills. Effective assessment questions can help to ensure that individuals have the knowledge and skills needed to meet the needs of the Malaysian economy and can contribute to the overall development of the Malaysian workforce.

2.4.5 Institute/ Training Centre/ Industry

Under the Malaysia Skills Certification System (MSCS), institutes, training centres, and industries play an essential role in providing training and certification programs for individuals seeking to develop or enhance their skills. These organisations may be public or private, specializing in areas of expertise such as automotive technology, culinary arts, construction, etc. Institutes and training centres under the MSCS must meet specific quality standards and adhere to the guidelines established by the Malaysian government for developing and delivering training programs.

Industries, on the other hand, refer to the various sectors of the Malaysian economy, such as manufacturing, healthcare, and hospitality. Industries play a critical role in developing and implementing training and certification programs relevant to their specific areas of expertise. For example, a manufacturing industry may develop training programs to ensure workers have the skills and knowledge needed to operate and maintain complex machinery. In contrast, the healthcare industry may establish programs to train nurses and other healthcare professionals.

Institutes, training centres, and industries under the MSCS work together to provide comprehensive training and certification programs for individuals seeking to develop or enhance their skills. It is designed to be competency-based, meaning that they focus on developing the skills and knowledge needed to perform specific tasks and activities related to a particular skill.

The role of institutes, training centres, and industries is critical to ensure that individuals have the skills and knowledge needed to meet the needs of the

Malaysian economy. Through collaboration and partnership, these organisations can help to develop a skilled and competent workforce that can contribute to the growth and development of the Malaysian economy.

2.5 Malaysia Standard Classification of Occupations (MASCO)

The Malaysia Standard Classification of Occupations (MASCO) is a standard of classification used to categorize different occupations in Malaysia based on the job task, skills, knowledge, and experience required for each job that aligns with ISCO-88 and suits national requirements, reflecting the country's economic, technological, and organisational changes.⁴ MASCO is designed to provide a standardised and comprehensive framework for understanding the different jobs and roles in the Malaysian workforce.

MASCO has three (3) broad categories for skill levels: low, semi-skilled, and high-skilled.

- a) Low Skill Level includes jobs that require a limited amount of education, training, or experience. These jobs typically involve manual labour, such as cleaning, construction, or agriculture, and do not require specialized knowledge or skills.
- b) Semi Skill Level includes jobs requiring a moderate education, training, or experience. These jobs typically involve operating machinery, carrying out administrative tasks, or providing basic services, such as sales or customer service.
- c) High Skill Level includes jobs that require a high level of education, training, or experience. These jobs typically involve professional or technical work, such as engineering, medicine, law, or finance, and require specialized knowledge and skills.

Each occupation within MASCO is classified based on the job task and skills required. For example, a job in the skilled trades category may require technical skills related to machinery operation, while a professional occupation may require professional skills related to leadership and communication.

⁴ Ministry of Human Resources. (2020). Malaysia Standard Classification of Occupations (MASCO) 2020. Ministry of Human Resources.

MASCO's job task and skills-based approach to classification provide a standardised and comprehensive framework for understanding the different types of skills required for other jobs and roles in the Malaysian workforce. This approach can help individuals, employers, and policymakers make informed decisions about education, training, and career development. They can contribute to the development of a skilled and competent Malaysian workforce.

2.6 Malaysia Standard Industrial Classification (MSIC) 2008 Definition

The MSIC 2008 is a standard classification of productive economic activities. Its primary purpose is to provide a set of activity categories that can be utilised for collecting and presenting statistics according to such activities. Therefore, MSIC aims to give this set of activity categories so that entities can be classified according to their economic activity. For international comparability purposes, the MSIC 2008 Version 1.0 conforms closely to the International Standard Industrial Classification of All Economic Activities (ISIC) Revision 4, published by the United Nations Statistics Division, with some modifications to suit national requirements.

The objective of an industrial classification system is to classify data in respect of the economy according to categories of activities and the characteristics of which will be similar. The MSIC is a classification of all types of economic activities and is not a classification of goods & services or occupations⁵.

2.7 Scope of Occupational Framework Based on MSIC 2008

The Malaysia Standard Industrial Classification (MSIC) 2008 provides a standard framework for classifying establishments and other statistical units in the given industry in all official statistics. It also serves as a standard reference to users of official statistics on the type of economic activities included under the various categories of industries. This section defines the MSIC 2008 based on the Department of Statistics Malaysia (DOSM) and the criteria for this study's title selection.

⁵ Department of Statistics Malaysia. (2008). Malaysia Standard Industrial Classification (MSIC).

2.7.1 Title Selection Criteria

In order to review that the scope of the Travel Agency, Tour Operator, Reservation Service and Related Activities is comprehensively covered in this Occupational Framework research, the definition of Travel Agency, Tour Operator, Reservation Service and Related Activities has to be spelt out clearly.

A travel agency is a business that operates as the intermediary between the travel industry (supplier) and the traveller (purchaser). Part of the role of the travel agency is to market pre-packaged travel tours and holidays to potential travellers. The agency can further function as a broker between the traveller and hotels, car rentals, and tour companies. Meanwhile, a tour operator packages all or most of the components of an offered trip and then sells them to the traveller. These packages can also be sold through retail outlets or travel agencies⁶. Table 2.2 below provides the structure for this particular Occupational Framework based on MSIC 2008 for the different groups and items.

⁶ Goeldner, C. & Ritchie, B. (2003). *Tourism: principles, practices, philosophies, 9th edition*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Table 2.2: Structure of Occupational Framework based on MSIC 2008

| ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | | |
|--|---------------------------|---|
| Section | N | |
| Division | 79 | Travel Agency, Tour Operator, Reservation Service and Related Activities |
| Group | 791 | Travel agency and tour operator activities |
| Class | 7911 | Travel agency activities |
| Items | 79110 | Travel agency activities Includes: Activities of agencies, primarily engaged in selling travel, tour, transportation and accommodation services on a wholesale or retail basis to the general public and commercial clients |
| Class | 7912 | Tour operator activities |
| Items | 79120 | Tour operator activities Includes: The activities of arranging and assembling tours that are sold through travel agencies or directly by tour operators; also includes the activities of tourist guides |
| Group | 799 | Other reservation service and related activities |
| Class | 7990⁽¹⁾ | Other reservation service and related activities |
| Items | 79900 | Other reservation service and related activities ⁽²⁾ |
| (1) Excludes | | a) activities of travel agencies see 79110 and tour operators, see 79120 b) organisation and management of events such as meetings, conventions and conferences, see 8230 |
| (2) Includes | | a) activities of marketing and promoting of services for conventions and visitors by providing information and assistance to organisations to locate accommodation b) convention centre and entertainment venues c) condominium time-share exchange services d) activities of ticket agencies e) other travel-related reservation services f) taxi/limousine booking service g) tourism promotion h) ticket sales for theatrical, entertainment and sport events |

2.8 Key Stakeholders

The key stakeholders for Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia comprise government agencies, regulatory bodies, industry associations and professional bodies. Stakeholders are a person, group or organisation with interest or concern in an organisation. Stakeholders can affect or be affected by the organisation's actions, objectives and policies.

2.8.1 Government Agencies and Regulatory Bodies

Table 2.3 lists the Government Agencies empowered by the legislation according to the scope and powers are given in the related acts that directly regulate the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia.

Table 2.3: List of government agencies/regulatory agencies for Travel Agency, Tour Operator, Reservation Service and Related Activities

| No. | Government agencies/ regulatory bodies | Roles, function and responsibilities |
|-----|---|--|
| 1. | Ministry of Tourism, Arts and Culture (MOTAC) | <p>The Ministry of Tourism, Arts and Culture (MOTAC) is responsible for enforcing legislation and policymakers related to tourism, culture, archives, library, museums, heritage, arts, theatre, handicrafts, visual arts, conventions, exhibitions, Islamic tourism, and craft.</p> <p>The objectives of the Ministry of Tourism, Arts and Culture are:</p> <ol style="list-style-type: none"> a) To empower tourism and cultural products/programs to strengthen the nation's identity. b) To enhance synergies and cooperation between the tourism and culture sectors to make Malaysia a destination of choice. c) To promote the uniqueness of Malaysian arts, culture and heritage, including tourism products, as the primary catalyst for the growth of the country's tourism and culture sector. |

| | | |
|----|----------------------------------|--|
| | | <p>d) To provide knowledgeable, skilled, creative and innovative human capital in the tourism and culture sectors.</p> <p>The Ministry of Tourism, Arts and Culture is responsible for the administration of several vital Acts:</p> <p>a) Licensing</p> <p>i) Travel agency license.</p> <p>ii) Tourist guide license.</p> <p>iii) Excursion buses/ Hire drive car license.</p> <p>b) Policymaker.</p> <p>c) Enforcement.⁷</p> |
| 2. | Ministry of Transportation (MOT) | <p>The Ministry of Transportation (MOT) is responsible for transport: road transport, civil aviation, marine, road safety, port authority, railway assets, maritime, air accident investigation, logistics, maritime safety, shipping, rail transport, airport and airline.</p> <p>The Ministry of Transportation is responsible for the administration of several key acts:</p> <p>a) To formulate and implement land transport, logistics, maritime and aviation policies.</p> <p>b) To plan and execute land transport, logistics, maritime and aviation infrastructure projects.</p> <p>c) To spearhead the integration of a holistic national transportation system.</p> <p>d) To make available transport services delivery system for land transport, logistics, maritime and aviation.</p> |

⁷Ministry of Tourism, Arts and Culture (2022, September 29) retrieved from <https://www.motac.gov.my/en/>

| | | |
|----|---|--|
| | | <p>e) To enforce laws related to land transport, logistics, maritime and aviation.</p> <p>f) To determine charges for services provided by the Ministry</p> <p>g) To regulate compliance with legislation, service and safety standards.</p> <p>h) To facilitate businesses related to land transport, logistics, maritime and aviation industries.</p> <p>i) To spearhead regional and international cooperation programmes in the field of transport.⁸</p> |
| 3. | Ministry of Human Resources (MOHR) | <p>Ministry of Human Resources is responsible for skills development, labour, occupational safety and health, trade unions, industrial relations, industrial court, labour market analysis and social security. These responsibilities continue to grow with each new facet introduced as roles of human resources evolve with time and technology.</p> <p>The ministry has been focusing on skilling, upskilling and reskilling the labour force through various schemes and programmes made available by the different departments and agencies to the broader public.</p> |
| 4. | Malaysia Tourism Promotion Board (MTPB) | <p>Malaysia Tourism Promotion Board (MTPB), popularly known as Tourism Malaysia, focuses entirely on promoting Malaysia domestically and internationally.</p> <p>The main objectives of the Malaysia Tourism Promotion Board are to:</p> |

⁸ Ministry of Transport (2022, September 29) retrieved from <https://www.mot.gov.my/>

| | | |
|----|------------------------------------|--|
| | | <ul style="list-style-type: none"> a) Promote Malaysia as an outstanding tourist destination. b) Showcase Malaysia's unique wonders, attractions, and cultures. c) Enhance Malaysia's share market for meetings, incentives, conventions, and exhibitions (MICE). d) Increase Malaysia's tourism revenue by increasing tourist numbers to Malaysia and extending their length of stay. e) Encourage tourism and its related industries in Malaysia. f) Help develop domestic tourism, promote new investments in the country, and provide increased employment opportunities. Tourism growth would also contribute positively to the country's economic development and quality of life.⁹ |
| 5. | Forestry Department | The Forestry Department is one of the departments under the Ministry of Energy and Natural Resources responsible for the management, planning, protection and development of the Permanent Reserved Forests (PRF) in accordance with the National Forestry Policy (NFP) 1992 and the National Forestry Act (NFA) 1984. The Forestry department is responsible for licenses and permits entering Amenity Forests & State Park Forests. ¹⁰ |
| 6. | Immigration Department of Malaysia | The Immigration Department of Malaysia is under the Ministry of Home Affairs, which provides services to Malaysian Citizens, Permanent Residents and Foreign Visitors. |

⁹ Malaysian Tourism Promotion Board (2022, September 29) retrieved from <https://www.tourism.gov.my/>

¹⁰ Forestry Department (2022, September 30) retrieved from <https://www.forestry.gov.my/>

| | | |
|----|------------------|--|
| | | <p>The functions of the department are as follows:</p> <ol style="list-style-type: none"> a) Issuing of passports and travel documents to Malaysian Citizens and Permanent Residents. b) Issuing of visa passes and permits to Foreign Nationals entering Malaysia. c) Managing the movement of people at authorized entry and exit points. d) Enforcing the Immigration Act 1959/63, Immigration Regulations 1963, Passport Act 1966, Anti-Trafficking in Persons and Anti-Smuggling of Migrants Act 2007 (Amendment 2010).¹¹ |
| 7. | Local government | <p>The local governments (Malay: <i>Pihak Berkuasa Tempatan</i>) in Malaysia are usually referred to as local authorities administered under the states and federal territories. Local government has the power to collect taxes (in the form of assessment tax), to create laws and rules (in the form of by-laws) and to grant licenses and permits for any trade-in its area of jurisdiction, in addition to providing basic amenities, collecting and managing waste and garbage as well as planning and developing the area under its jurisdiction.¹²</p> <p>The list of local governments, including Local Authorities (<i>Pihak Berkuasa Tempatan</i> - PBT)</p> |

¹¹ Immigration Department (2022, September 30) retrieved from <https://www.imi.gov.my/>

¹² Takrifan PBT | Portal Rasmi Jabatan Kerajaan Tempatan (2022, September 30). retrieved from <https://www.jkt.kpkt.gov.my>.

2.8.2 Industry Associations and Professional Bodies

Besides government agencies and regulatory bodies, industry associations and professional bodies also involve in Travel Agency, Tour Operator, Reservation Service and Related Activities. Regulations of these professional services will add value to the Travel Agency, Tour Operator, Reservation Service and Related Activities and, ultimately, to the economy. Industry associations and professional bodies related to Travel Agency, Tour Operator, Reservation Service and Related Activities are listed in Table 2.4.

Table 2.4: List of industry associations and professional bodies for Travel Agency, Tour Operator, Reservation Service and Related Activities

| No. | Industry Association / Professional Bodies | Roles, Function and Responsibilities |
|-----|--|---|
| 1. | International Air Transport Association (IATA) | <p>The International Air Transport Association (IATA) is a global trade association for airlines that operate services to/from Malaysia.</p> <p>The International Air Transport Association's (IATA) priorities are to:</p> <ul style="list-style-type: none"> a) Increase the readiness of airline members for the transition to Sustainable Aviation Fuel (SAF) as the main option to achieve net zero carbon emissions by 2050 b) Secure the support of governments at the ICAO Assembly for the industry's climate strategy c) Increase the industry ground operations safety footprint through the implementation of harmonized ground operations standards (ISAGO and IGOM) d) Address risks related to lithium batteries e) Launch Risk-Based IOSA pilots f) Increase participation in the 25by2025 initiative |

| | | |
|-----------|--|---|
| | | <p>g) Ensure the success of the IATA Travel Pass and Timatic in helping airlines comply with COVID-19 travel requirements</p> <p>h) Ensure efficient settlement systems (BSP and CASS).¹³</p> |
| 2. | Malaysia Association of Tour and Travel Agents (MATTA) | The Malaysian Association of Tour and Travel Agents (MATTA) was established in 1974. MATTA's main objective is to promote the interests of the travel and tour industry in Malaysia. MATTA works closely with the Ministry of Tourism and Culture and Malaysia Tourism Promotion Board (MTPB) and assists in organising fairs, seminars, conventions and workshops to create public awareness of the tourism industry and benefit its members. ¹⁴ |
| 3. | Malaysia Association of Hotels (MAH) | The Malaysian Association of Hotels (MAH) was established in 1974. Since its inception, MAH has constantly enhanced the hotel and tourism industry by integrating member hotels throughout Malaysia. To date, MAH has over 1,000 members under 13 chapters and partnerships with private sectors and Government agencies such as the Ministry of Tourism. Being officially recognised as a National Hotel Association, MAH is committed to the exacting standards of service quality acknowledged by Malaysia and beyond. ¹⁵ |
| 4. | Persatuan Syarikat Pengendalian Pelancongan Bumiputera | The principles and mission of the Persatuan Syarikat Pengendalian Pelancongan Bumiputera Malaysia (BUMITRA MALAYSIA) is to increase |

¹³ International Air Transport Association (2022, September 30) retrieved from <https://www.iata.org/>

¹⁴ Malaysia Association of Tour and Travel Agents (2022, September 30) retrieved from <https://www.matta.org.my/>

¹⁵ Malaysia Associate Hotel (2022, September 29) retrieved from <https://www.hotels.org.my/>

| | | |
|----|---|--|
| | Malaysia (BUMITRA MALAYSIA) | <p>the involvement of BUMITRA MALAYSIA members who are 100% Bumiputera in the tourism industry to improve their economy while also producing new entrepreneurs to continue playing a role in this industry to generate national economic growth.</p> <p>The objectives are also outlined as follows:</p> <ul style="list-style-type: none"> a) To unite all Bumiputera groups who are active in the field of Tourism and Adventure throughout Malaysia. b) To cultivate a high quality of technical knowledge as well as a deep desire and discipline among its members to achieve progress and success in the field of Tourism and Adventure. c) To look after, help and protect the members of BUMITRA MALAYSIA in the context of implementing the National Economic Policy in carrying out business activities. d) To develop a sense of responsibility among its members. e) To appoint representatives whenever necessary to negotiate with the central and state Government Departments and Statutory bodies to advance the interests of all members of BUMITRA MALAYSIA. |
| 5. | Malaysia Chinese Tourism Association (MCTA) | Malaysia Chinese Tourism Association (MCTA) shall provide a platform/instrument of close collaboration amongst members in order to enhance the professional image of Chinese Companies /organisations in the tourism industry. |

| | | |
|----|--|---|
| | | <p>The objectives of MCTA are as follows:</p> <ul style="list-style-type: none"> a) To provide a liaison between the members of the Association and to provide an instrument of close collaboration among its members. b) To promote the image of the professional Chinese Company/Organisation related to the tourism industry. c) To promote a professional and ethical standard of business conduct in the tourism industry. d) To organise and/or participate in travel fairs, conventions, seminars, trainings, and other activities pertaining to the travel and tourism industry. e) To seek affiliations with other organisations related to the tourism and travel industry directly or indirectly. |
| 6. | Malaysian Indian Tour and Travel Association (MITTA) | <p>Malaysian Indian Tour and Travel Association (MITTA) objectives are:</p> <ul style="list-style-type: none"> a) To provide a liaison between the members of the Association and to provide an opportunity for close collaboration among its members b) To provide means for considering and discussing questions and problems affecting the interests of the members of the Association in the Travel Industry. c) To promote professional and ethical conduct in the Travel Agency Industry. d) To train, develop and enhance the knowledge and skills in the Tourism Industry. |

| | | |
|----|--|--|
| | | e) To encourage social activities to promote understanding, goodwill and fellowship among members. |
| 7. | Malaysia Inbound Tourism Association (MITA) | <p>Malaysian Inbound Tourism Association (MITA) is dedicated to building responsible travel to and within Malaysia. MITA works closely with the government on tourism development and promotion matters.</p> <p>Acting as a national body and representing the key industry stakeholders from the private sector, the Council plays a significant and meaningful role in supporting Malaysia's tourism objectives by organising projects and events, including seminars and conferences, in enhancing the growth of the industry and in particular to promote domestic tourism.¹⁶</p> |
| 9. | <i>Persatuan Agensi Pelancongan Umrah & Haji (PAPUH)</i> | <p><i>Persatuan Agensi Pelancongan Umrah & Haji (PAPUH)</i> was established on 18/6/2015. PAPUH has grown rapidly and has a membership of more than 400 tourism operators in Malaysia.</p> <p>PAPUH vision is to contribute to the growth and development of Malaysia's umrah and hajj tourism industry.</p> <p>While PAPUH's mission is to ensure that ethical members in carrying out business operations professionally meet the needs of umrah and hajj pilgrims by providing advocacy in industry and government affairs, training, education, and communication as marketing opportunities for members.¹⁷</p> |

¹⁶ Malaysia Inbound Tourism Association (2022, September 29) retrieved from <https://www.mitaevent.com/>

¹⁷ Persatuan Agensi Pelancongan Umrah & Haji (2022, September 30) retrieved from [https://www.papuh.org. /](https://www.papuh.org./)

2.8.3 Training Centre

This section provides information regarding training centres in Malaysia that provide training related to Travel Agency, Tour Operator, Reservation Service and Related Activities. The four main training centres are listed in Table 2.5.

Table 2.5: List of training centres for Travel Agency, Tour Operator, Reservation Service and Related Activities

| No. | Training Centre | Roles, Function and Responsibilities |
|-----|--|---|
| 1. | <i>Institut Latihan Pelancongan</i> | <i>Institut Latihan Pelancongan</i> is a training centre appointed by the Ministry of Tourism, Art and Culture (MOTAC) to conduct tourism-related training courses, including Travel & Tour Enhancement Courses (TTEC) and Tourist Guide Basic Course. ¹⁸ |
| 2. | Department of Wildlife and National Park | Department of Wildlife and National Park, in collaboration with the Malaysian Ministry of Tourism, Arts and Culture (MOTAC), has implemented Local Nature Skilled Tour Guide Course Level II training courses. The course was held in three locations: the Biodiversity Institute, Bukit Rengit Lanchang Pahang, Setiu Terengganu and Selama, Perak. ¹⁹ |
| 3. | Malaysia Productivity Corporation (MPC) | Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). It aims to deliver a high impact of services towards achieving performance excellence through innovation for improving life. MPC is the leading organisation in productivity enhancement for global competitiveness and innovation. |

¹⁸ Institut Latihan Pelancongan (2022, September 29) retrieved from <https://www.motac.gov.my/en/>

¹⁹ Local Nature Tourist Guide Course (2022, September 29) <https://www.motac.gov.my/en/programme/courses/tourist-guide-level-2>

| | | |
|--|--|--|
| | | MPC provides reskill and upskill training courses on productivity, quality, management and entrepreneurship. ²⁰ |
|--|--|--|

2.9 Legislation, Policy and Initiatives

The government of Malaysia plays a major role in Travel Agency, Tour Operator, Reservation Service and Related Activities industry by enforcing legislation or implementing policies and initiatives. The legislations are essential to provide guidelines and impose responsibilities and liabilities to the industry players to ensure the safety and well-being of any tourists or visitors under their care in cases out of their control. Meanwhile, government policies and initiatives help to boost the industry's growth.

2.9.1 Government Legislations

Three (3) legislations are related directly to the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia. The legislation pertaining is listed in Table 2.6 below.

Table 2.6: Relevant legislation for Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia.

| No. | Legislation | Description |
|-----|-------------------------------------|--|
| 1. | Tourism Industry Act 1992 [Act 482] | Act 482 is an act to provide for the licensing and regulation of tourism enterprises and matters incidental thereto or connected therewith. This area of law also incorporates elements of contract law, employment issues, anti-trust rules, regulatory and agency compliance, licensing and permit, and knowledge of certain international treaties into a comprehensive guide for the travel industry. ²¹ |

²⁰ Malaysia Productivity Corporation (2022, September 29) retrieved from <https://www.mpc.gov.my/>

²¹ Tourism Industry Act 1992 (2022, September 29) retrieved from http://www.commonlii.org/my/legis/consol_act/tia1992251/

| | | |
|----|---|---|
| 2. | Tourism Vehicles Licensing Act 1999 [Act 594] | Act 594 is an act to provide for the licensing and regulation of tourism vehicles and matters connected therewith. ²² |
| 3. | Employment Act 1955 | The Employment Act 1955 is the primary statute that sets down the minimum terms and conditions of employment in Malaysia. The Law governs the terms and conditions of employment, such as working hours, holidays and rest periods, wages, overtime, and other employment conditions. |

2.9.2 Government Policies and Initiatives

Government policies and initiatives are plans of action adopted or pursued by the government to increase the sector's growth. Some of the policies and initiatives related to Travel Agency, Tour Operator, Reservation Service and Related Activities are listed in Table 2.7.

Table 2.7: Relevant policies and Initiatives for Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia.

| No. | Policies and Initiatives | Description |
|-----|-----------------------------------|---|
| 1. | National Tourism Policy 2020-2030 | The Government of Malaysia launched the National Tourism Policy (NTP) 2020-2030 on 23 December 2020 to ensure the continuity of the country's tourism industry while targeting to make Malaysia a global top 10 tourism destination in both arrivals and receipts. National Tourism Policy is formulated based on the three (3) principles of competitiveness, sustainability, and inclusiveness to place Malaysia as a global top ten tourism destination in both arrivals and receipts. |

²² Tourism Vehicles Licensing Act 1999 (2022, September 29) retrieved from http://www.commonlii.org/my/legis/consol_act/tvla1999287/

| | | |
|----|--|---|
| | | This policy hopes to transform Malaysia's tourism industry by harnessing public-private sector partnerships and embracing digitalisation to drive innovation and competitiveness towards sustainable and inclusive development in line with the United Nations Sustainable Development Goals. ²³ |
| 2. | Visit Malaysia 2020 | The Government of Malaysia launched the Visit Malaysia 2020 campaign to boost tourism in the country. The campaign aimed to achieve a target of 30 million tourist arrivals and RM100 billion (about US\$24 billion) in tourism revenue by the end of 2020. However, the campaign was cut short due to the COVID-19 pandemic, and the targeted tourist arrivals were not achieved. ²⁴ |
| 3. | Malaysia My Second Home Programme (MM2H) | Malaysia My Second Home Programme (MM2H) is a long-term visa program that allows foreigners to stay in Malaysia on a long-term basis. The program was launched in 2002 by the Malaysian government to promote Malaysia as a retirement and second-home destination for foreigners. The program is open to citizens of all countries, subject to certain eligibility criteria. To qualify for the MM2H program, applicants must meet specific eligibility criteria, such as having certain financial resources and passing a medical examination. Participants must also maintain a fixed deposit in a Malaysian bank as a security bond. The program has successfully attracted |

²³ National Tourism Policy 2020-2030 (2022, September 29) retrieved from <https://www.mida.gov.my/>

²⁴ MOTAC's Ministry Office. (2020, March 18). Cancellation of Visit Malaysia 2020 (VM2020) Campaign and Guest Stay at Tourist Accommodation Premises Throughout The Movement Control Order (MCO). Ministry of Tourism, Arts and Culture Malaysia (MOTAC). <https://www.motac.gov.my/en/media/release/cancellation-of-visit-malaysia-2020-vm2020-campaign-and-guest-stay-at-tourist-accommodation-premises-throughout-the-movement-control-order-mco>

| | | |
|----|--|--|
| | | retirees, investors, and professionals to Malaysia and has contributed to the growth of the tourism and property industries in the country. Currently, the programme is under the Immigration Department of Malaysia, Ministry of Home Affairs. ²⁵ |
| 4. | Community-based Tourism (CBT) | Community-based Tourism (CBT) is Malaysia's initiative to promote sustainable tourism development that benefits local communities. It is an alternative form of tourism that aims to preserve a destination's environment and cultural heritage while empowering local communities and generating income and employment opportunities for them. ²⁶ Most of the Community-based Tourism initiatives in Malaysia focus on homestay programs and are conducted in rural areas. |
| 5. | Tourism Infrastructure Development Fund (TIDF) | The Tourism Infrastructure Development Fund (TIDF) was established to provide financing for the development of tourism infrastructure in the country. The fund aims to support the development of new tourism products and services and to improve the quality of existing tourism infrastructure. The fund is provided by the Ministry of Tourism, Arts, and Culture and Bank Pembangunan Malaysia Berhad (BPMB). ²⁷ |
| 6. | Tourism Tax Incentive (TTI) | The Government of Malaysia introduced a Tourism Tax Incentive (TTI) for the tourism industry to encourage the development of new tourism products and |

²⁵ Immigration Department of Malaysia (Ministry of Home Affairs). (2023, January 10). Malaysia My Second Home (MM2H). Immigration Department of Malaysia (Ministry of Home Affairs). <https://www.imi.gov.my/index.php/en/main-services/malaysia-my-second-home-mmh2-en/>

²⁶ Community-based Tourism Initiative (2022, September 29) retrieved from <https://econjournals.com/index.php/irmm/article/view/3262>

²⁷ Bank Pembangunan Malaysia Berhad. (2014, February 13). Tourism Infrastructure Development Fund (TIDF). Bank Pembangunan Malaysia Berhad.

| | | |
|----|-----------------|--|
| | | services in 2020. The incentive provides a tax deduction of up to RM1 million for eligible businesses that invest in qualifying tourism projects. ²⁸ |
| 7. | Digital Tourism | The Government of Malaysia has also launched a Digital Tourism initiative to enhance the tourism industry's digital capabilities. The initiative includes the development of digital platforms and applications to improve the tourism industry's efficiency and competitiveness. ^{29,30} |

Despite the challenges the tourism industry faced in 2020, the government of Malaysia has continued to support and promote the industry. The government has launched new initiatives to encourage domestic tourism and prepare for international travel's eventual resumption. The government has also implemented several short-term initiatives to support the tourism and travel industry in the country. Some of the initiatives are:

- 1) *Pelan Jana Semula Ekonomi Negara (PENJANA)*, or the National Economic Recovery Plan, is introduced by the Government inclusively and holistically approach to Malaysia's economic recovery. PENJANA is focusing on three (3) key thrusts: Empower People, Propel Businesses, and Stimulate the Economy. PENJANA Tourism Financing (PTF) facility is introduced as part of the Government's efforts to aid the tourism sector. This facility supports Malaysian small and medium-sized enterprises (SMEs), especially the micro-enterprises

²⁸ Ministry of Tourism Arts and Culture. (2022, February 7). Galakan Cukai. Ministry of Tourism Arts and Culture. <https://www.motac.gov.my/program/tabung-insentif/galakan-cukai>

²⁹ Inam, G., Ullah, I., Singh, J., & Arumungam, T. (2020). Digital Tourism: A Possible Revival Strategy for Malaysian Tourism Industry after COVID-19 Pandemic. *Electronic Journal of Business & Management*, 2, 1–17. <https://www.researchgate.net/publication/357031698>

³⁰ Bernama. (2021, April 20). New digital tourism site lets users interact virtually, get information on destinations in Malaysia, says minister. *Malay Mail Online*. <https://www.malaymail.com/news/malaysia/2021/04/20/new-digital-tourism-site-lets-users-interact-virtually-get-information-on-d/1968094>

in the tourism sector, by preserving their capacity and assisting them in adjusting and remaining viable post COVID-19.

- 2) *Program Strategik Memperkasa Rakyat dan Ekonomi (PEMERKASA)* is the government's strategy to boost the national economy. The country is currently at the fifth stage of the 6R Strategy of the Comprehensive Economic Recovery Plan, which is 'Revitalize' or Empower the economy. To ensure this plan is achieved, the government has identified five (5) main focuses of the economic recovery and empowerment program throughout 2021, namely controlling the spread of COVID-19, driving economic recovery, strengthening the country's competitiveness, implementing the regional and community inclusion agenda and transforming the economy.
- 3) *Galakan Melancong Malaysia (GAMELAN) Matching Grant* is a financial support facility in the form of a reimbursable grant to stimulate Malaysia Tourism promotional activities to revive domestic tourism and increase revenue to the country.
- 4) *Dana Geran Sokongan Pelancongan, Seni & Budaya (GSPSB)* aims to invigorate and reactivate the tourism, arts, and culture sector to remain competitive. It provides support and incentive assistance to the private sector and non-governmental associations (NGOs) of industry activists to promote Malaysia as a safe tourist destination.

These initiatives demonstrate the government's commitment to developing and promoting the tourism industry in Malaysia and to positioning Malaysia as a top tourist destination in the region.

2.10 Tourism Value Chain

Stakeholders in the tourism industry interact with each other to resolve their divergent business objectives across different operating systems. The potential benefit of considering not only individual enterprises but also the tourism value chain becomes evident.

For the organisations involved in tourism, efficiency is conditioned, among other determinants, by coordinating and harmonizing all participants' efforts from the specific activity chain: tourism suppliers, tour operators, travel agencies and tourists themselves. Among these participants, a special role is assigned to the tour operators. Going from certain tourist attractions, they take upon themselves the fabrication of those products required by tourists, assembling the different basic and supplementary tourism services that are offered by numerous services suppliers and further distributing them to the retailers or directly to the tourists.³¹ Figure 2.2 shows the activities involve in the tourism value chain.

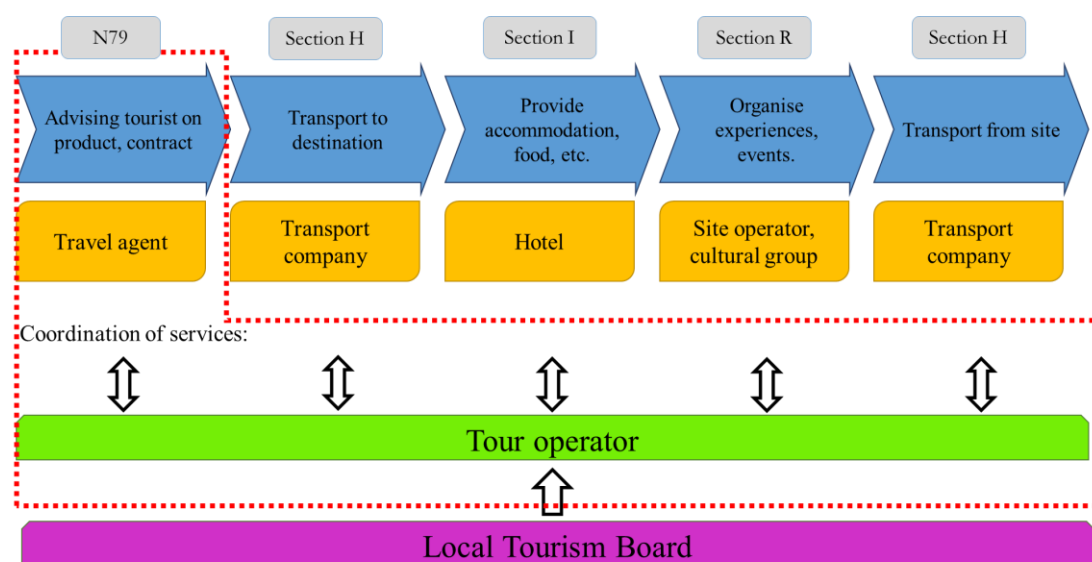


Figure 2.2: Tourism value chain

The Tour Operator -Product Operator / Provider is not directly referring to the Product Owner or Tour Operator that packages and sells their travel products and services to consumers. Usually, product owners offer services, including transportation, accommodations, meals, guided tours, and activities. Tour operators may also provide additional services such as visa assistance, travel insurance, and customer support and may offer packaged tours or create custom itineraries for their clients. Some tour operators specialize in a specific type of travel, such as adventure, sports, or luxury, while others offer a wide range of travel options. However, the Tour Operator-Product Operator

³¹ Muhcina, S. Popvici, V. (2008). Logistics and Supply Chain Management in Tourism. The Amfiteatru Economic journal, 10(24), 122-132

/ Provider in the N79 occupational structure refers to the activities of the travel agent whose been dealing with the Product Owner.

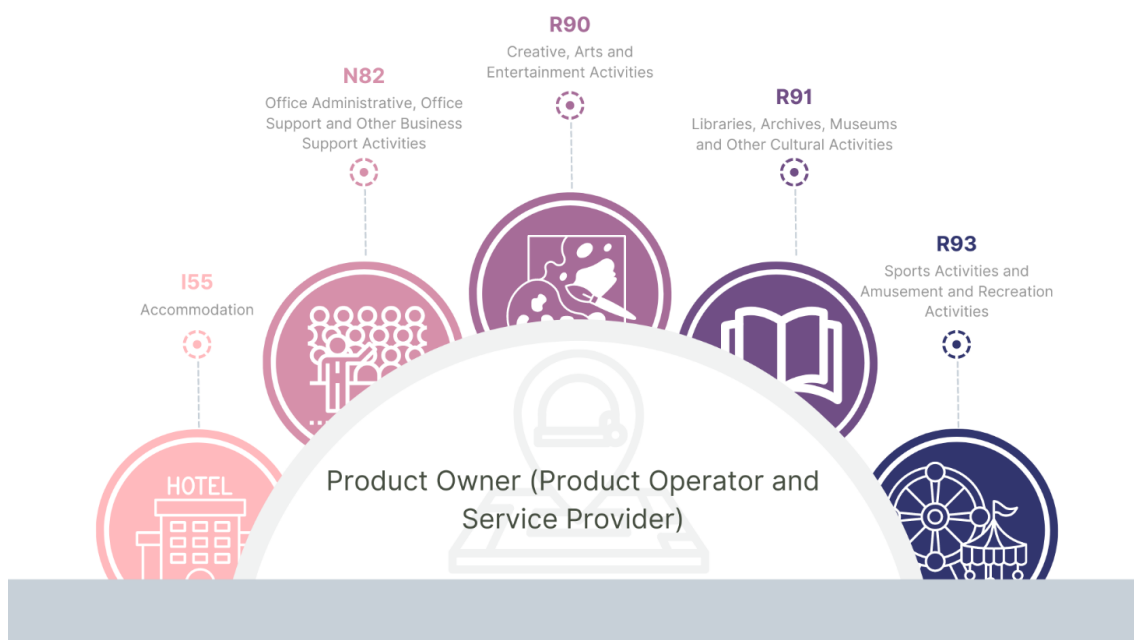


Figure 2.3: Product Operator and Service Provider

Product Owner who offers product services such as amusement park, (Meetings, Incentives, Conferencing, Exhibitions) MICE, and others are under different section codes. MICE, for example, is under N82 (Office Administrative, Office Support and Other Business Support Activities), and theatre is under R90 (Creative, Arts and Entertainment Activities). Meanwhile, amusement park is under R93 (Sports Activities and Amusement and Recreation Activities). Therefore, to avoid misunderstanding this document's definition of the Tour Operator -Product Operator / Provider in the job area is necessary.

2.11 Industry and Market Intelligence

Industry and market intelligence is the collection and analysis of data of an industry by various sources of data to be utilised by the industry to make business decisions, manpower developments and training requirements. Industry intelligence is critical for developing strategies in the development of the industry, areas of manpower development and the impact of those developments. This section will provide information regarding

Travel Agency, Tour Operator, Reservation Service and Related Activities based on industry growth and employment statistics.

2.11.1 Growth of Travel Agency, Tour Operator, Reservation Service and Related Activities

Malaysia's economy regained momentum in 2021, with a 3.1 per cent growth from the previous year's negative 5.5 per cent. The performance was driven by the Services and Manufacturing sectors, which constituted 81.3 per cent of the total Gross Domestic Product (GDP). In terms of demand, Private final consumption expenditure remained the largest component, with a share of 58.8 per cent in 2021.³²

For the Administration and Support Services, the value of gross output generated by these services amounted to RM27.1 billion in 2015, with an annual growth rate of 11.6 per cent compared to 2010, as shown in Exhibit 3. The highest increase in value of gross output was recorded by Travel Agency, Tour Operator & Reservation Service Activities by RM4.7 billion with an annual growth rate of 9.0 per cent. At the same time, the value gross output for Travel Agency, Tour Operator & Reservation Service Activities is at RM13.4 billion with a share of 49.4 per cent.³³

2.11.2 Employment Statistics

In 2015, a total of 18,432 establishments operated in administrative and support services compared to 10,768 in 2010. During this period, the number of establishments increased by 7,664 with an annual growth rate of 11.3 per cent.

With an annual growth rate of 16.3 per cent, Travel Agency, Tour Operator, Reservation Service and Related Activities recorded the highest number of establishments, which is 4,119, in 2015 compared to only 1,938 in 2010, as shown in Figure 2.1.³⁴ This sector recorded a total number of 28,886 persons engaged; only

³² Department of Statistics Malaysia. 2022. Annual GDP 2015-2021. Page 7

³³ Department of Statistics Malaysia. 2016. Economic Census 2016. Page 23

³⁴ Department of Statistics Malaysia. 2016. Economic Census 2016. Page 22

230 are working proprietors, active business partners, and unpaid family workers. Other than that, 28,355 are full-time employees, and only 301 are part-time.

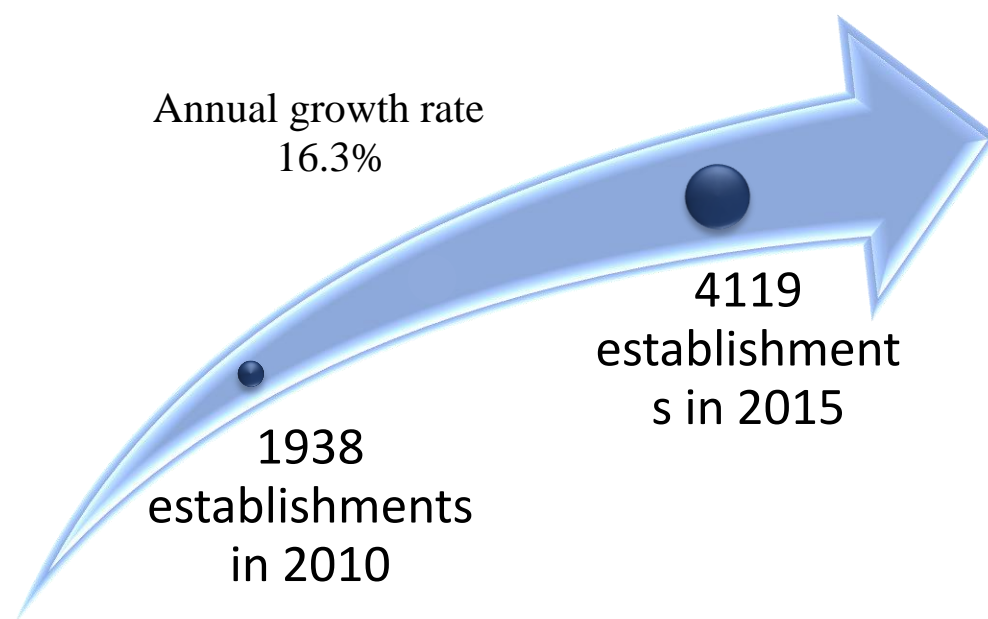


Figure 2.4: Annual growth rate

According to the Malaysia Standard Classification of Occupations (MASCO), there are three (3) levels of skills: a low-skilled, semi-skilled, and highly skilled worker. Among the full-time employees, 8,877 are highly skilled workers, 14,725 are semi-skilled, and 4,753 are low-skilled workers. Annually, for the high-skilled workers, a total of RM 424,475,000 in salaries and wages paid, RM 368,924,000 in salaries and wages paid for semi-skilled workers, and for low-skilled workers, a total of RM 90,109,000 in salaries and wages paid. Table 2.8 below shows the number of paid full-time employees by skilled workers category.

Table 2.8: Number of paid full-time employees by category of skilled workers

| | Number of persons engaged | Salaries and Wages paid (RM '000) |
|----------------------------|----------------------------------|--|
| Skilled worker | 8,877 | 424,475 |
| Semi-skilled worker | 14,725 | 368,924 |
| Low-skilled worker | 4,753 | 90,109 |

The total number of engagement in Travel Agency, Tour Operator, Reservation Service and Related Activities are 28,886 persons. Out of that, 1,434 of them are postgraduate, 4,627 bachelor/advanced diploma or equivalent, 5,125 are diploma holders, 4,417 are STPM or equivalent, 3,954 are certificate holders, 8,199 are SPM holders or equivalent, and 1,130 are below SPM.³⁵

Table 2.9: Number of persons engaged by qualifications

| Qualification | Number of persons engaged |
|--|----------------------------------|
| Postgraduate | 1,434 |
| Bachelor/advanced diploma or equivalent | 4,627 |
| Diploma holder | 5,125 |
| STPM or equivalent | 4,417 |
| Certificate holder | 3,954 |
| SPM holder or equivalent | 8,199 |
| Below SPM | 1,130 |

³⁵ Department of Statistics Malaysia. 2016. Economic Census 2016. Page 68

2.12 Occupational Comparison Between Malaysia and Selected Countries

The Travel Agency, Tour Operator, Reservation Service and Related Activities is one of the essential industries worldwide. Even in developed countries, Travel Agency, Tour Operator, Reservation Service and Related Activities is an important sectors providing millions of people jobs.

The tourism industry is an integral part of Indonesia's economy, contributing almost five per cent of its gross domestic product. However, the importance of international tourism in its regions varied greatly, with the island of Bali being arguably Indonesia's most popular tourist destination. Before 2020, tourism in Indonesia was experiencing steady growth, spurred by increasing foreign visitors.

Tourism is a significant driver of economic growth in Korea. In 2018, it accounted for 4.7% of the GDP and was estimated to support 1.4 million jobs, representing 5.3% of total employment. South Korea boasts abundant tourist attractions. Tourists can experience distinctive harmony between historical, cultural heritage and modern culture. With these preserved local identities, tourists also can explore and enjoy local cultures, natural environments, and unique food.

Therefore, these countries are selected as an overview of the Travel Agency, Tour Operator, Reservation Service and Related Activities. Figure 2.2 shows the comparison of the number of establishments and the number of employments in Malaysia, Indonesia, and South Korea. In comparison, there are 4,119 establishments in Malaysia with 28,886 employments, while in Indonesia, there are 9,962 establishments with 86,770 employments and 14,607 establishments with 84,558 employments in South Korea.³⁶

³⁶ Travel agency and tour operator statistics (2022, September 29) retrieved from https://stats.oecd.org/index.aspx?DataSetCode=TOURISM_ENTR_EMPL

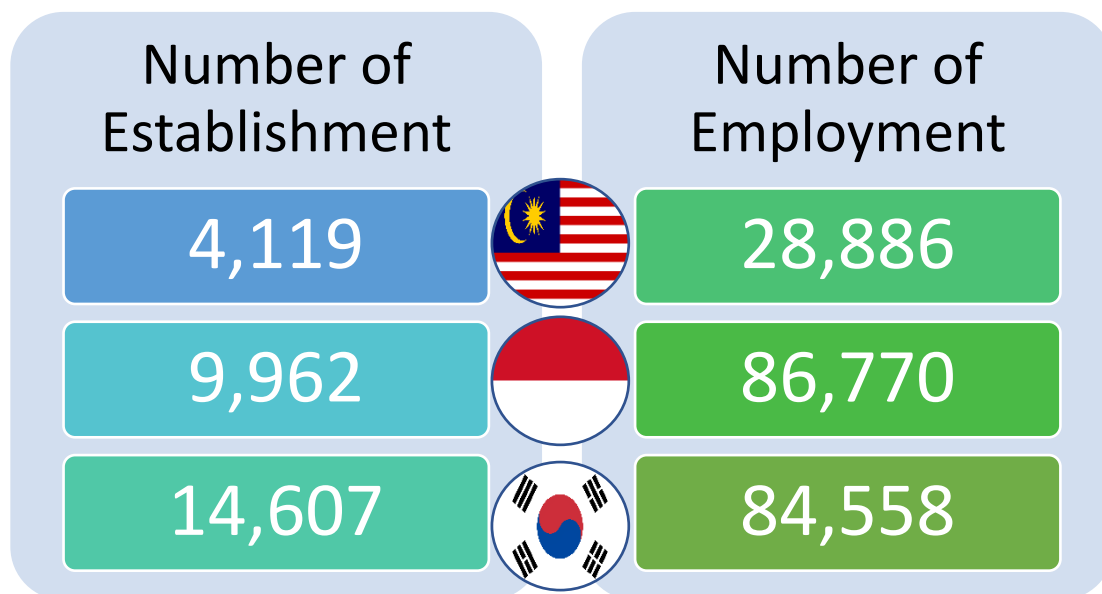


Figure 2.5: The comparison of the number of establishments and number of employments in Malaysia, Indonesia and South Korea in 2015

Since the pandemic in early 2020, most countries have had a significant negative impact on their travel and tourism industries. Most ASEAN countries are not excluded; each country struggles to keep the industry from surviving. Besides the travel restriction and the movement control order implementation, the policymakers are also uptight to create many incentives to assist the industry. This affects both the large, small, and medium businesses in the travel and tourism industry.³⁷ However, Indonesia and Malaysia are among the countries able to manage the crisis.

2.13 Relation of Industrial Revolution with Occupation

Following the digital reform, the latest Industrial Revolution comprises new technology applications such as Autonomous Robots, Big Data Analytics, Cloud Computing, the Internet of Things (IoT), Additive Manufacturing (3D printing), System Integration, Cybersecurity, Augmented Reality and Simulation.

Technology experts talk about the future industrial revolution as one that has the potential to disrupt every industry in every country due to the exponential pace that is the

³⁷ Ahmad, W., Chahal, R. J., & Rais, S. (2022). Understanding the impact of the coronavirus outbreak on the economic integration of ASEAN countries. *Asia and the Global Economy*, 2, 1-16.

nature of the digital revolution at the heart of the Industrial Revolution. This is already happening in businesses and industries as robotics and artificial intelligence can take over jobs traditionally manned by human labour, in particular technical processes that can easily be computerised. The figure below depicts the progression of the Industrial Revolution.

According to the Ministry of International Trade and Industry (MITI), there are nine (9) main pillars of the Industrial Revolution, which reflect more on the different technologies used in an Industrial Revolution, are shown in Figure 2.6.

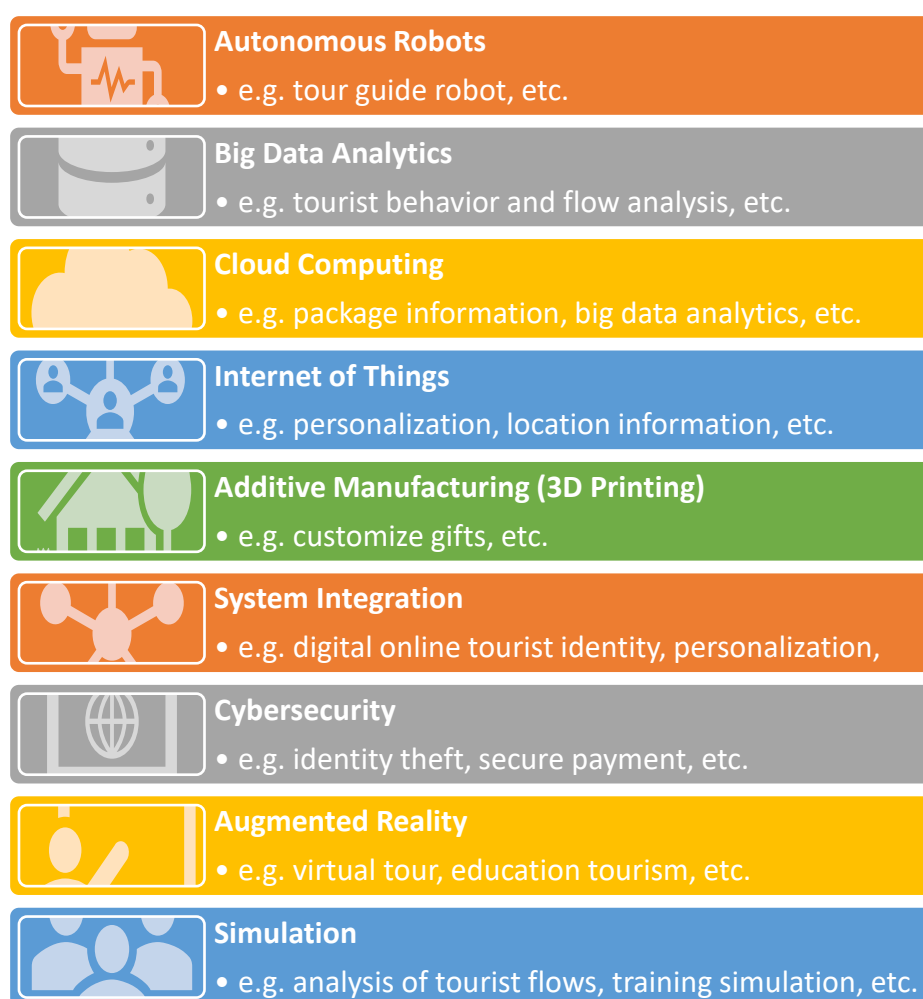


Figure 2.6: Industrial Revolution in Tourism Industry³⁸

³⁸ Industrial Revolution in Tourism Industry. Retrieved from <https://tourism4-0.org/>

Tourism is one of the key sectors that drive the technological adoption of the Industrial Revolution. The impact of the Industrial Revolution needs investment in upskilling and reskilling in the workforce in the tourism industry.

The elements of the Industrial Revolution related to Travel Agency, Tour Operator and Reservation Service Activities are the Internet of Things (IoT), Big Data, Augmented Reality, and others. Tourism 4.0 was initiated to identify the industry's readiness for the impact of the industrial revolution. The project aims to create a collaborative platform from the identified technology pillars to ensure the future tourism industry's sustainability through the Tourism 4.0 ecosystem, including the local residents and government, tourist, and tourist providers.^{39,40}

The Internet has provided two key benefits to service providers in the tourism industry. The first is lowering costs due to fewer intermediaries, processes will be more efficient, and travel agencies will spend less time and money.⁴¹ The second significant benefit of the Internet for tourism is related to marketing: there are no geographical barriers on the Internet, allowing tourist businesses to quickly access other markets, reach more customers, and be reached by customers.

Utilising big data in the tourism industry means having access to real-time data regarding visitors' movements, preferences, purchase behaviour, desires, etc. The benefit of data retrieved by big data technologies is that they are derived from actual tourist actions rather than data gathered through surveys. As a result, they are accurate, comprehensive, segmentable, and have a capacity for reliability. Additionally, they enable the application of practical forecasting models to increase customer service effectiveness.⁴²

³⁹ Arctur. (2022, November 15). *Tourism 4.0*. Retrieved from Tourism 4.0 - Enriched Tourism Experience: <https://tourism4-0.org/>

⁴⁰ Korže, S. Z. (2019). From Industry 4.0 to Tourism 4.0. *Innovative Issues and Approaches in Social Sciences*, 12(3), 29-52.

⁴¹ Brain, Larry (2017): Tourism technology changed the way we travel. *TourismReview*, 31 Jul 2017. Available at: <https://www.tourismreview.com/tourism-technology-is-essential-for-any-travel-companynews5505>

⁴² Kraus, Nils (2018): The big data revolution in tourism, *TourismReview*, 18 Sep 2017. Available at: <https://www.tourism-review.com/big-datatechnology-used-in-the-tourism-sector-news10293>

The traveller experience is revolutionised by augmented reality (AR) technology, which makes the planning process more seamless, interactive, and straightforward. AR technology makes it possible to layer digital enhancements over an existing reality or a real-life scenario. This implies that with a smartphone app, users can easily book a hotel, access information while on location, navigate their surroundings, translate spoken or written signs, and find food and entertainment choices⁴³. Meanwhile, the hospitality sector has been involved in the Metaverse application⁴⁴. The application will reflect the Travel Agency industry works in the future.

Digitalization has significantly changed the travel and tourism industry, transforming it into a ‘smart’ sector, in other words, an innovative and technologically advanced sector that is fully immersed in the paradigm of the Industrial Revolution.

2.14 The Change Job in Industrial Revolution

The potential impact of the Industrial Revolution on the job of a travel agent is the increasing use of automation and artificial intelligence in the booking and reservation process. With the rise of Online Travel Agency (OTA) such as Booking.com, Agoda, Expedia, etc., and other digital tools, it is likely that some of the tasks currently performed by travel agents, such as making flight and hotel reservations, may be automated in the future⁴⁵. However, it is also possible that the role of the travel agent may evolve to focus more on personalized customer service and the use of technology to provide more customized and immersive travel experiences. The key Industrial Revolution technologies affecting the travel industry are robotics and artificial intelligence, big data analytics, social media and online communities, and the sharing economy⁴⁶. Ultimately, the impact of the Industrial Revolution on the job of a travel agent will depend on the specific ways these technologies are adopted and integrated into the industry.

⁴³ Augment (2016): Augmented Reality Applications in the Tourism Industry, 6 Jan 2016. Available at: <https://www.augment.com/blog/augmented-reality-in-tourism/>

⁴⁴ Moreira, C. (2023, February 1). *Metaverse applications in Hospitality*. Enterprise IT News. <https://www.enterpriseitnews.com.my/metaverse-applications-in-hospitality/>

⁴⁵ Bearne, S. (2022, November 15). *How technology has transformed the travel industry*. Retrieved from The Guardian: <https://www.theguardian.com/media-network/2016/feb/29/technology-internet-transformed-travel-industry-airbnb>

⁴⁶ Bowen, J., & Whalen, E. (2017). Trends that are changing travel and tourism. *Worldwide Hospitality and Tourism Themes*, 9(6), 592-602.

Meanwhile, some of the potential consequences of these advancements on the work of a tour operator include a rise in the use of automation and digital tools to expedite and improve business processes such as tour planning, booking, and customer support⁴⁷. In addition, increased utilisation of data analytics and artificial intelligence to better understand customers' preferences and provide more individualised tour experiences. Furthermore, the increased use of virtual and augmented reality improves the consumer's experience by enabling customers to experience tours or destinations before making a reservation for them⁴⁸. The increased competition comes from new entrants leveraging technology to disrupt existing company strategies.

Tourism 4.0 uses digital technologies, such as artificial intelligence, the Internet of Things, and virtual and augmented reality, to transform the tourism industry. It is a concept closely related to the Industrial Revolution, characterized by the increasing use of automation and data exchange in manufacturing and other sectors. In Malaysia, it is part of the digital ecosystem known as Malaysia Smart Tourism 4.0, which will enhance the tourism offer and improve the tourism experience.⁴⁹

Some of the key features of Tourism 4.0 are Personalisation, Sustainability, Innovation, and Collaboration⁵⁰. Personalization uses data analytics and artificial intelligence to offer personalized recommendations and experiences to tourists. Meanwhile, Sustainability uses technology to reduce the environmental impact of tourism, for example, through sustainable transportation options or the promotion of eco-tourism. The Innovation uses new technologies, such as virtual and augmented reality, to enhance the tourist experience and create new tourism products and services. Finally, the Collaboration uses digital platforms to facilitate collaboration between stakeholders in the tourism industry, including tour operators, hotels, and local communities.

⁴⁷ Arctur. (2022, November 15). *Tourism 4.0*. Retrieved from Tourism 4.0 - Enriched Tourism Experience: <https://tourism4-0.org/>

⁴⁸ Özkul, E., & Kumlu, S. T. (2019). Augmented Reality Applications in Tourism. *International Journal of Contemporary Tourism Research*, 2, 107–122. <https://doi.org/10.30625/ijctr.625192>

⁴⁹ Korže, S. Z. (2019). From Industry 4.0 to Tourism 4.0. *Innovative Issues and Approaches in Social Sciences*, 12(3), 29–52. <https://doi.org/10.12959/issn.1855-0541.iiass-2019-no3-art3>

⁵⁰ Arctur. (2022, November 15). *Tourism 4.0*. Retrieved from Tourism 4.0 - Enriched Tourism Experience: <https://tourism4-0.org/>

An initiative such as Tourism 4.0 is expected to significantly change the tourism industry. Overall, the Industrial Revolution will bring challenges and opportunities for Travel Agents and Tour Operators as the tourism industry adapts to new technologies and evolving customer expectations.

2.15 Pandemic Effect Towards the Employment Patterns in Tourism Industry

The COVID-19 pandemic has significantly impacted the tourism industry, leading to widespread disruptions and a significant decline in travel demand.⁵¹ As a result, many tourism businesses have had to scale back operations or close temporarily, leading to job losses and changes in employment patterns in the industry.

The COVID-19 pandemic has affected employment patterns in the tourism industry, including job losses. Many tourism businesses have had to lay off or furlough workers due to reduced demand and economic pressures. Some tourism businesses have changed their work arrangements and have adapted to the pandemic by offering their employees remote work or flexible work arrangements⁵². Many countries also shift to domestic tourism with international travel restrictions in place, and there has been a shift towards domestic tourism, which has benefited some tourism businesses and workers⁵³. Some changes in the job roles of the pandemic have also led to changes in job roles, as tourism workers may have had to adapt to new responsibilities or take on different tasks to support their businesses.

It is difficult to predict the future of tourism in Malaysia during the COVID-19 pandemic, as the situation is constantly evolving, and many factors. The tourism industry in Malaysia, like in many other countries, has been significantly impacted by the pandemic, with a decline in travel demand and widespread disruptions to business operations⁵⁴.

⁵¹ Strategic Planning Division, Tourism Malaysia. (2020). *Survey on Domestic Travel in Malaysia: After Movement Control Order (M.C.O) 7th-13th April 2020*. Putrajaya: Tourism Malaysia

⁵² Bhuiyan, M. A., Crovella, T., Paiano, A., & Alves, H. (2021). A Review of Research on Tourism Industry, Economic Crisis and Mitigation Process of the Loss: Analysis on Pre, During and Post Pandemic Situation. *Sustainability*, 13(10314), 1-27.

⁵³ Strategic Planning Division, Tourism Malaysia. (2020). *Survey on Domestic Travel in Malaysia: After Movement Control Order (M.C.O) 7th-13th April 2020*. Putrajaya: Tourism Malaysia.

⁵⁴ Strategic Planning Division, Tourism Malaysia. (2020). *Survey on Domestic Travel in Malaysia (Part II): Since Recovery Movement Control Order (R.M.C.O)*. Putrajaya: Tourism Malaysia.

However, it is essential to note that the tourism industry is resilient and has the potential to bounce back from the challenges of the pandemic. Malaysia has a diverse and well-developed tourism sector, and initiatives are in place to support the industry during this difficult time. These may include government support measures, such as financial aid and assistance for businesses, as well as efforts to promote domestic tourism and adapt to the new realities of the pandemic.⁵⁵

During the pandemic, it is difficult to say the future of tourism in Malaysia. Still, with a strong foundation and the support of various stakeholders, the industry has the potential to recover and thrive in the long term. Overall, the COVID-19 pandemic has significantly impacted employment patterns in the tourism industry, leading to disruptions and changes in how workers are employed and the tasks they are asked to perform.

2.16 The Rise of Gig Economy and Entrepreneurship

The gig economy, which refers to sharing resources and the trend of more people working on a freelance or temporary basis rather than as traditional employees, has been growing in recent years and has been further accelerated by the COVID-19 pandemic^{56,57}. Many people have turned to gig work during the pandemic, when traditional employment opportunities may have been scarce.

The rise of the gig economy has had several impacts on the tourism industry, particularly during the COVID-19 pandemic, such as increased competition. The gig economy has grown the number of people offering tourism-related services, such as guiding and tour leading, which can lead to increased competition for traditional tourism businesses⁵⁸. It also changes the employment patterns in the tourism industry, with more

⁵⁵ David, A. (2022, July 24). Tourism Malaysia realigning programmes to attract tourists. *New Straits Times*.

⁵⁶ Baum, T., Mooney, S. K. K., Robinson, R. N. S., & Solnet, D. (2020). COVID-19's impact on the hospitality workforce – new crisis or amplification of the norm? *International Journal of Contemporary Hospitality Management*, 32(9), 2813–2829.

⁵⁷ Webb, A., McQuaid, R., & Rand, S. (2020). Employment in the informal economy: implications of the COVID-19 pandemic. *International Journal of Sociology and Social Policy*, 40(9–10), 1005–1019.

⁵⁸ Freeze, J. (2021). A destination's embrace of tourism microentrepreneurship. In *Bridging Tourism Theory and Practice* (Vol. 12, pp. 149–164). Emerald Group Holdings Ltd. 2

people working on a freelance or temporary basis rather than as traditional employees. This will lead to increased entrepreneurship, enabling more people to start their own tourism-related businesses, such as travel agencies or tour companies, which can lead to greater entrepreneurship in the industry.

It is difficult to predict whether the gig economy will replace traditional jobs in the tourism industry. The gig economy has both advantages and disadvantages for the tourism industry. On the one hand, gig work can provide flexibility and a sense of independence for workers, allowing businesses to tap into a wider talent pool⁵⁹. On the other hand, gig work may not offer the same job security and benefits as traditional employment. It can create challenges for workers regarding access to healthcare, retirement savings, and other protections.

The gig economy will likely continue to play a role in the tourism industry, but it is unlikely to replace traditional employment completely. Instead, it is likely that the gig economy and traditional employment will coexist and that the balance between the two will vary depending on the industry's specific needs and the workers' preferences. Overall, the gig economy and entrepreneurship have significantly impacted the tourism industry, particularly during the COVID-19 pandemic, and are likely to continue to shape the industry in the future.

2.17 Sustainable Development in Tourism Industry

Sustainable development in the tourism industry refers to the development of tourism in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs. This includes the economic, social, and environmental aspects of tourism development.

Malaysia has a diverse and growing tourism industry, and there has been a focus on sustainably developing the industry. Some measures have been taken to promote sustainable development in Malaysia's tourism industry by protecting and preserving the

⁵⁹ Mahato, M., Kumar, N., & Jena, L. K. (2021). Re-thinking gig economy in conventional workforce post-COVID-19: a blended approach for upholding fair balance. *Journal of Work-Applied Management*, 13(2), 261–276.

environment^{60,61}. Malaysia has established several protected areas and national parks. There are initiatives to conserve natural and cultural resources, such as wildlife and historical and cultural sites. Malaysia also promotes responsible tourism to encourage tourists to behave responsibly, such as respecting local cultures and traditions and minimizing their environmental impact.

There are initiatives to support local communities and economies through tourism, such as promoting community-based tourism and using local products and services^{62,63}. The country is also developing sustainable infrastructures, such as eco-friendly hotels and transportation options, to minimize tourism's environmental impacts.

Malaysia has taken several steps to promote sustainable development in its tourism industry, protecting the environment, supporting local communities and economies, and promoting responsible tourism practices.

2.18 Conclusion

The Travel Agency, Tour Operator, Reservation Service and Related Activities is an essential and strategic part of the Malaysian industry. The overall Travel Agency, Tour Operator, Reservation Service, and Related Activities employs around 28 886 people and contributed to RM13.4 billion value gross output in 2015.⁶⁴

Government plays a vital role in the Travel Agency, Tour Operator, Reservation Service and Related Activities, especially through the Ministry of Tourism, Arts and Culture (MOTAC), to ensure the sector's development. For that purpose, three (3) main legislations related to the industry have been enforced, and several policies and initiatives have been initiated to boost the industry.

⁶⁰ Ahmad, N., Youjin, L., & Hdia, M. (2022). The role of innovation and tourism in sustainability: why is environment-friendly tourism necessary for entrepreneurship? *Journal of Cleaner Production*, 379.

⁶¹ Goh, H. C. (2021). Strategies for post-Covid-19 prospects of Sabah's tourist market – Reactions to shocks caused by pandemic or reflection for sustainable tourism? *Research in Globalization*, 3.

⁶² Mendoza-Moheno, J., Cruz-Coria, E., & González-Cruz, T. F. (2021). Socio-technical innovation in community-based tourism organisations: A proposal for local development. *Technological Forecasting and Social Change*, 171.

⁶³ Kayat, K., Farrah, N., & Zainuddin, A. (2016). International Review of Management and Marketing Community-based Tourism Initiative in Rural Malaysia: Is It a Success? *International Review of Management and Marketing* |, 6(S7), 242–249. <http://www.econjournals.com>

⁶⁴ Department of Statistics Malaysia. 2022. Economic Census 2016. Page 68

Besides that, industry associations and professional bodies related to the Travel Agency, Tour Operator, Reservation Service and Related Activities that play an essential role in the industry are listed. Furthermore, main training centres that provide skilled training, reskill and upskilling are also listed.

The findings on the industry landscape and MSIC, 2008 definition of the job area, give an insight into the industry's overall picture. These inputs pave the way and guide the next course of action in restructuring the occupational structure, identifying competencies in demand and critical job titles. The inclusion of Industrial Revolution applications will impact the future of the workforce in this area.

In order to materialise the above objectives, specific research methodologies were employed. The description of research strategies and approaches is discussed in the next chapter.

CHAPTER III

METHODOLOGY

3.1 Introduction

This chapter gives an overview of the strategies for data collection and the analysis performed to meet the deliverables. In developing a better understanding of the current development of the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia, this study used a mixed method with a multi-approach consisting of quantitative and qualitative approaches. The three main approaches proposed are focus group discussions (FGD), document analysis, and surveys. The semi-quantitative method FGD and document analysis will be used in the qualitative method for data collecting and analysis. On the other hand, the quantitative method is a questionnaire that will be created utilising the results of the qualitative discoveries. The details of the methodologies used will be described.

3.2 Research Design

A mixed quantitative and qualitative method was used to achieve the study's objectives. The design is based on a combination of systematic literature review, focus group brainstorming (FGD) and in-depth interviews with each question.

Purposive sampling was used to choose the expert panel members where the selected respondents are experts in fields related to the Travel Agency, Tour Operator, Reservation Service and Related Activities.

3.3 Research Framework

The overall process of this study involves three major phases. Qualitative and quantitative analysis will be used as the method in conducting the study to achieve all objectives. Phase 1 highlights the qualitative data collection from document analysis in which the findings will be used to build a predefined questionnaire that will undergo face validation. In phase 2, the qualitative point of view and consensus from industry experts will be recorded through FGD to achieve the objectives of OF. Phase 3 is the verification and usability stage of the developed OF. The research framework in Figure 3.1 on the following page illustrates all the methods involved in each phase.

Phase 1 – Information Gathering

Involving literature review and digital benchmarking using bibliographic research with elements of adaptation and modification according to the needs of research objectives. The main focus of this phase is to meet the following requirements:

- 1) Construct Research Items (Questionnaires); and
- 2) Construct Interview Protocol Items;

Specific interviews and surveys from Travel Agency, Tour Operator, Reservation Service and Related Activities experts who were appointed in the FGD session helped to confirm the reliability of the construct items of the survey conducted at the end of the FGD1 session.

Phase 2 – Expert View

This phase helps provide OS information with a list of job titles, which is the main finding. Questions were given to the expert group according to the interview question items provided. Brainstorming, interviews and open surveys with Nominal Group Technique (NGT) activities seeking the consensus answer from all the experts.

This process continues until the experts complete and finalises the entire framework area.

- a) The interview protocol is a qualitative research instrument involving the collection of FGD data. The research team and the lead researcher designed the construct of the interview question items. The NGT and interview approach is adapted, taking into account the input of the following aspects:

- i) The Travel Agency, Tour Operator, Reservation Service and Related Activities job area refers to MSIC 2008;
 - ii) Job title statement by job area refers to MOSQF;
 - iii) Reconciliation with cross-checking with MSIC 2008 components, Include Items & Exclude Items; and
 - iv) Other inputs include trends, current and future technologies related to the Travel Agency, Tour Operator, Reservation Service and Related Activities.
- b) Pre-determined Questionnaires Content Validation

The development of this research item developed by the researcher is a pre-determined question which will then go through the face and content validation process to help research in the field. Selection of two academicians from Universiti Pendidikan Sultan Idris (UPSI) and one from Universiti Tun Hussein Onn Malaysia (UTHM), while content validation is from among experts appointed during the First Focus Group Discussion workshop (FGD1).

Table 3.1: The List of Face and Content Validator of Survey Questionnaire

| No. | Name | University/ Colleges/Organisations |
|-----|--|--|
| 1 | Ts. Dr. Mohd Ridhuan Mohd Jamil | Jabatan Pengajian Pendidikan Fakulti Pembangunan Manusia Universiti Pendidikan Sultan Idris (UPSI), |
| 2 | Assoc. Prof. Dr. Mohamed Nor Azhari Azman | Fakulti Teknikal & Vokasional (FTV) Universiti Pendidikan Sultan Idris (UPSI) |
| 3 | Assoc. Prof. Dr. Mimi Mohaffyza Mohamad | Fakulti Pendidikan Teknikal & Vokasional (FPTV), Jabatan Pendidikan Profesional & Pengajian Pasca Siswazah Universiti Tun Hussein Onn Malaysia (UTHM) |
| 4 | Nur Farhana Hamdan | Aidil Travel & Tours Sdn Bhd |
| 5 | Ibrahim bin Hashim | Selangor Football Association |
| 6 | Sapinas binti P Ramly | Enas Holidays Sdn. Bhd. |
| 7 | Esah binti Abdullah | Kembara Khaliffah Travel Sdn Bhd |

| | | |
|----|------------------------|-------------------------------|
| 8 | Fuad bin Mohamed Fahmy | Kampung Baru Magical Services |
| 9 | Normah Ibrahim | Selangor Tourist Association |
| 10 | Rosnan bin Rahman | JKKN Kelantan |
| 11 | Mokhtaruddin Dahiri | TOURISM Malaysia |

Phase 3 - Verification and Usability

The final phase of OF development focuses on the verification and usability of the developed OF to the stakeholders. An engagement session with the invited Travel Agency, Tour Operator, Reservation Service and Related Activities industry experts and stakeholders will be conducted to verify all the findings obtained and test the document's usability. The input and recommendations of experts and stakeholders will be recorded, and the OF documents will undergo final updates and editing before the official documents will be disseminated to the prospective users.

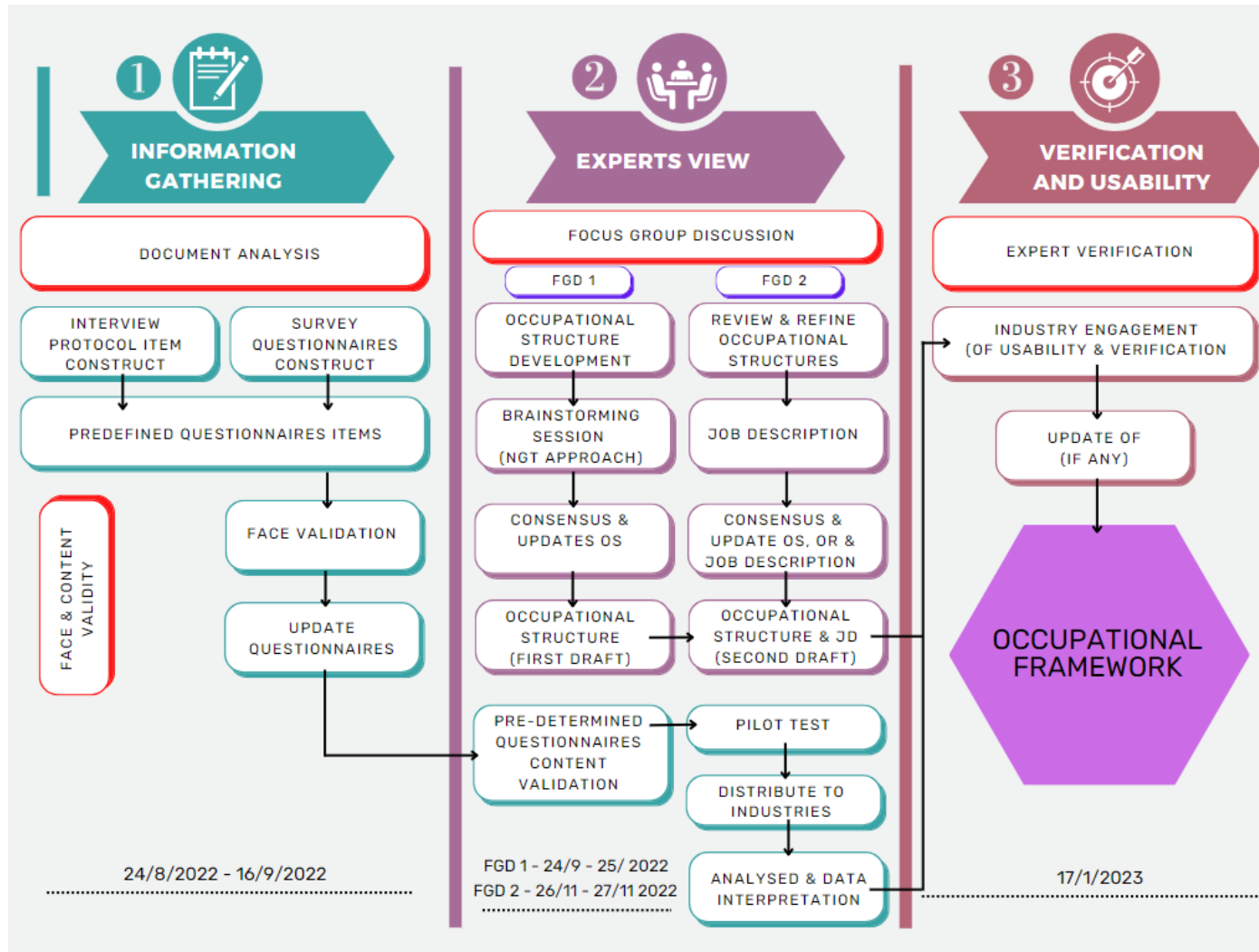


Figure 3.1: Research Framework

3.4 Research Approach

Three (3) approaches will be selected to be employed for data collection, as shown in Figure 3.3. These three data collection approaches can be grouped into:

- a) Document Analysis;
- b) Focus Group Discussion; and
- c) Survey.
- d) Expert verification

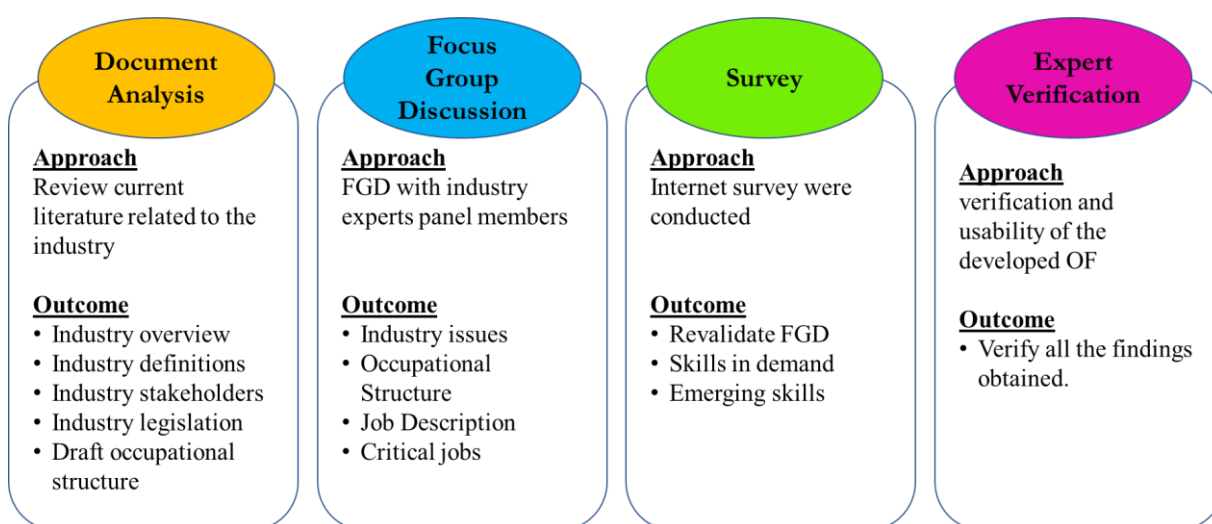


Figure 3.2: Summary of Occupational Framework Development Approach

3.4.1 Document Analysis

A rigorous review of existing literature that addressed formulated questions was carried out. The purpose of document analysis was to systematically search, identify, select, appraise, and synthesise documents and research evidence found in trade journals, academic papers, and related journals. The collected data from this approach will be used for the industry overview, including the industrial needs and requirements of the Industrial Revolution.

This approach aims to identify the industry overview, definitions, stakeholders, legislation, and drafting of the occupational structure. The result will be taken to the following research approach.

a) Data Collection Strategy

Several main sources were referred to for the data collection in Document Analysis, such as:

- i) Economic Database
- ii) Database from other agencies (DSD, MATTA, MITI, etc.)

i) Economic Database

The economic database provided information related to labour and the current market situation that are highly relevant to this study. Thus, the following are some sources of information:-

- Department of Statistics Malaysia (DOSM).
- MSIC 2008
- Ilmia
- PERKESO

The purposes of obtaining the Economic Database are:-

- To offer a snapshot of the current Travel Agency, Tour Operator, Reservation Service and Related Activities landscape and outlook.
- To serve as control figures and baselining database when assessing data obtained from the online survey.

ii) Database from other agencies (RMK12, DSD etc.)

In addition to the Economic database, databases from other agencies (local and international agencies) relevant to Travel Agency, Tour Operator, Reservation Service and Related Activities were also collected and analysed. Based on initial observation, the following database containing relevant information for the industry was referred to below.

- Local database – DSD, MATTA, and MIDA

- International database – Organisation for Economic Co-operation and Development (OECD), World Bank, and European Union (EU).

b) Data Analysis Procedure

Based on the two sources, the following data analysis procedures were carried out.

- Described the economic performances of the industry by looking at several macroeconomic indicators (such as GDP, employment and output).
- Examined the industry outlook in relation to regional and global perspectives.
- Analysed the profile of the current and future workforce (such as occupations).
- Reviewed technological development in the industry (such as robotics & automation as well as elements of the Industrial Revolution).

3.4.2 Focus Group Discussion

In focus group discussion (FGD), industry engagement was conducted to enable in-depth discussions on the industry's issues. The FGD discussed the occupational structure, occupational description, potential workforce challenges, outlook, and strategic recommendations.

Sample FGD semi-structured interview questions:

What will the industry OS look like?
What will be the occupational description for each job title?
Which industry skills are high in demand?
Which job titles are in line with Industrial Revolution?
What are the critical jobs for the industry?

A minimum of eight industry experts were selected by purposeful sampling for the focus group discussion.⁶⁵ The industry expert must have at least five years' experience

⁶⁵ Krueger, R. A. (2014). *Focus groups: A practical guide for applied research*. Sage publications.

in the related industry and work with a company registered with SSM⁶⁶. The researcher facilitated the focus group discussion to encourage dialogue among the panel members.

Two FGD meetings were conducted. In the first FGD meeting, semi-structured questions will be used. It focused on OS construction and was based on several themes, such as skills in demand, job titles relevant to Industrial Revolution, and related issues. The FGD begins with the identification of the Job Areas in the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia. After that, the session continued by identifying all the Job Titles for each Job area based on the eight (8) levels of the Malaysia Occupational Skills Qualification Framework (MOSQF) levels. The session ended by identifying critical jobs and jobs related to Industrial Revolution. The list of industry experts in FGD 1 is listed in Table 3.2.

Table 3.2: List of Industry Experts for FGD 1 Session.

| Bil | Name | Position | Organisation/Company | MSIC Group |
|------------|------------------------|---|-------------------------------------|-------------------|
| 1 | Nur Farhana Hamdan | Manager | Aidil Travel & Tours Sdn Bhd | N791 |
| 2 | Ibrahim bin Hashim | Head Unit (Education & Development) | Selangor Football Association | N799 |
| 3 | Sapinas binti P Ramly | Manager | Enas Holidays Sdn. Bhd. | N791 |
| 4 | Esah binti Abdullah | Advisor | Kembara Khaliffah Travel Sdn Bhd | N791 |
| 5 | Fuad bin Mohamed Fahmy | Director | Kampung Baru Magical Services | N791 |
| 6 | Normah Ibrahim | Advisor | Selangor Tourist Association | N791 |

⁶⁶ Berliner, David C. "Expert teachers: Their characteristics, development and accomplishments." *Bulletin of Science, Technology and Society* 24.3 (2004): 200-212.

| Bil | Name | Position | Organisation/Company | MSIC Group |
|-----|---|-------------------------|--------------------------|------------|
| 7 | Rosnan bin Rahman | Director | Jkkn Kelantan | N799 |
| 8 | Raihan Ashikin binti Mohd Nor | Data Management Analyst | PERKESO | - |
| 9 | Ts. Dr. Mohd Shahrul Nizam Mohd Danuri | Researcher | PFH Resources(M) Sdn Bhd | - |
| 10 | Nik Muslihuddin bin Nik Sulaiman | Assistant Researcher | PFH Resources Sdn Bhd | - |

The final FGD meeting focused on finding the job responsibility and occupational description. Then the session continues by verifying and validating the results from the study's findings. The session begins with outlining the suitable job responsibility by referring to the MASCO and ONET databases.⁶⁷ The session ended with identifying the occupational description. The list of industry experts in FGD 2 is listed in Table 3.3.

Table 3.3: List of Industry Experts for FGD 2 Session.

| Bil | Name | Position | Organisation/Company | MSIC Group |
|-----|-----------------------|-------------------------------------|----------------------------------|------------|
| 1 | Nur Farhana Hamdan | Manager | Aidil Travel & Tours Sdn Bhd | N791 |
| 2 | Ibrahim bin Hashim | Head Unit (Education & Development) | Selangor Football Association | N799 |
| 3 | Sapinas binti P Ramly | Manager | Enas Holidays Sdn. Bhd. | N791 |
| 4 | Esah binti Abdullah | Advisor | Kembara Khaliffah Travel Sdn Bhd | N791 |

⁶⁷ O*NET® 27.1 Database (2022, September 29) retrieved from <https://www.onetcenter.org/database.html>

| Bil | Name | Position | Organisation/Company | MSIC Group |
|-----|---|------------------------------------|----------------------------------|------------|
| 5 | Fuad bin Mohamed Fahmy | Director | Kampung Baru Magical Services | N791 |
| 6 | Normah Ibrahim | Advisor | Selangor Tourist Association | N791 |
| 7 | Mokhtaruddin Dahiri | Senior TOURISM Officer | Tourism Malaysia | N791 |
| 8 | Raihan Ashikin binti Mohd Nor | Data Management Analyst | PERKESO | - |
| 9 | Siti Sarah Che Dan | Principal Assistant Director | DOSM | - |
| 10 | Ts. Dr. Mohd Shahrul Nizam Mohd Danuri | Researcher | PFH Resources(M) Sdn Bhd | - |
| 11 | Nik Muslihuddin bin Nik Sulaiman | Assistant Researcher | PFH Resources Sdn Bhd | - |

Department of Skills Development has also organised industry engagement sessions with the industrial player. Besides disseminating information regarding the Department of Skills Development, the session also discusses the related information of the industry. Several representatives from related industry organisations joined the session. The list of participants is listed in Table 3.4.

Table 3.4: List of Participant for Industrial Engagement

| Bil | Name | Organisation |
|-----|------------------------------|----------------------------------|
| 1 | Aishah binti Mohd Noor | Freelance Tourism |
| 2 | Esah Abdullah | Kembara Khalifah Travel Sdn Bhd |
| 3 | Norhayati Salim | Kembara Khalifah Travel |
| 4 | Fuad bin Mohamed Fahmy | Magical Kampung Baru |
| 5 | Datin Jaiyah binti Shahbudin | Hr & Tourism Training Management |

| Bil | Name | Organisation |
|-----|-----------------------------|---|
| 6 | Jalipah Abd Aziz | Selangor Tourist Association |
| 7 | Hamidi Abu Hassan | Ulfa Travel |
| 8 | Eng Keng Meng | Sunflower Holidays |
| 9 | Ibrahim bin Hashim | Persatuan Bolasepak Selangor |
| 10 | Mohd Azwan Abd Razak | Cs Holidays |
| 11 | Abdul Razak Badzid | Cs Holidays |
| 12 | Fatmawati binti Mohamed Nor | Jf Holidays Sdn |
| 13 | Nor Zuria binti Bakar | Pdc Travels Sdn Bhd |
| 14 | Hj Salman Hj Salim | Perbadanan Pembangunan Sungai dan Pantai Melaka |

a) Data Collection Strategy

In the process of collecting data, idea brainstorming, as well as Nominal Group Technique (NGT), was used to discuss the different sub-sectors and areas in Travel Agency, Tour Operator, Reservation Service and Related Activities. Information found in secondary documents was discussed and presented to the development panel members. The information gathered was used as input for developing the Occupational Framework. Follow-up discussions with the expert panel members were done to verify the findings of the OF.

b) Data Analysis Procedure

The following analyses were carried out during the FGD sessions.

- i) Assessing the potential workforce challenges faced by the overall industry.
- ii) Examining the demand and supply of talent in the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia.
- iii) Analysing future trends of the occupational demand by various skill categories, including Technical and Vocational Education and Training (TVET) related occupations.
- iv) Reviewing initial findings obtained from the online survey.

3.4.3 Survey

This study employed an online survey to achieve three (3) essential information: skills in demand, emerging skills, and related issues. Google Forms was used as a platform for the internet survey. The survey was specifically distributed to related organisations based on designations at the organisational level. The results from the survey are to revalidate the results from the FGD and identify the skills in demand and emerging skills related to the Industrial Revolution.

a) Establishment and Sampling Procedure

The sampling procedure refers to selecting a subset of individuals or objects from a larger population to represent the population as a whole in a study. Sampling aims to obtain information about the population while minimizing the resources required, such as time and money, to collect the data. The choice of sampling method depends on the research design, the population size, and the study's goals. It is essential to ensure that the sample is representative of the population so that the study results can be generalised to the population. Since the survey in this study is more to support the primary findings in FGD and increase the validation, few sampling criteria can be chosen based on the industry's current situation.

Table 3.5: Number of Targeted Respondents According to MSIC 2008 Group

| SECTION | N | TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED | NUMBER OF ESTABLISHMENT | NUMBER OF SAMPLE | NUMBER OF TARGETED RESPONDENTS | ACTUAL NUMBER OF RESPONDENT |
|-----------------|------------|--|-------------------------|------------------|--------------------------------|-----------------------------|
| DIVISION | 79 | Travel Agency, Tour Operator, Reservation Service and Related Activities Occupational Framework Survey | | | | |
| GROUP | 791 | Travel agency and tour operator activities | 4119 | 1000 | 50-500 | 61 |
| | 799 | Other reservation service and related activities | | | | |

Krejcie and Morgan is a commonly used method for determining the sample size in social science research⁶⁸. It provides a formula for estimating the sample size based on the population's size and the desired precision level. The formula considers the population's variability and the necessary confidence level in the results. Since the Tourism Industry is highly affected by the Covid-19 pandemic, the industry has shrunk by nearly 70-80%.⁶⁹ Therefore, the 351 targeted respondents from the 4,119 population are doubted.

A larger sample size, Sekaran said more than 500, may also become a concern for most research since it would increase the likelihood that we would make Type II mistakes in the sampling procedure⁷⁰. Meanwhile, Roscoe mentioned that sample sizes larger than 30 and less than 500 are appropriate for most research, following rules of thumb for determining sample size⁷¹. Due to many issues and situations in the industry, the author considered Roscoe's sampling design and sample size to minimize sampling errors and take care of non-response. The targeted respondents are more than 50 and less than 500 from the total 1000 questionnaires distributed. The targeted respondents were among the managerial levels in the related company and association in the industry or human resources director. This research used a 5% margin of error based on Weisberg & Bowen, which stated 5% margin of error is acceptable for this kind of research.⁷² From the total distributed questionnaires, we managed to get 61 responses with a 6% successful response rate within two (2) months.

⁶⁸ Krejcie, R. v., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607–610

⁶⁹ Chung, H. (2022, June 3). *CGS-CIMB: Malaysian tourism sector to fully recover in 2024*. The Edge Markets. <https://www.theedgemarkets.com/article/cgscimb-malaysian-tourism-sector-fully-recover-2024>

⁷⁰ Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley & Sons Ltd.

⁷¹ Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences* (Vol. 2). Holt, Rinehart and Winston.

⁷² Weisberg, H. F. & Bowen, B.D. (1977). *An Introduction to Survey Research and Data Analysis*. San Francisco: W. H. Freeman

b) Questionnaire design

The questionnaire was designed based on the feedback from the focus group discussion. It focussed on three (3) key pieces of information: skills in demand, critical jobs, job titles relevant to the Industrial Revolution, and other related issues.

The questionnaire was designed based on close-ended questions with an interval scale appropriate to the instrument to increase response rate and consistent responses. Certain procedures were employed to ensure content validity and face validity. For content validity, at the pre-test stage, two experts from the academic and industry sectors validated the questionnaire. They looked into the content, grammar, phrasing of sentences, and understanding of the items used.

c) Measures and Instrumentation

For this study, several measures were used in the various sections of the questionnaire. Section 1 is on Industrial Classification and uses three (3) options which are A (Travel agency activities), B (Tour operator activities), and C (Other reservation services & related activities).

Section 2 is on occupational qualification. It contains close-ended questions to measure the important occupational qualification competency needed in the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia.

In Section 3, Skills in demand regarding the industry are discussed based on four (4) interval scales ranging from 4 (Highly required), 3 (Required), 2 (Less required), and 1 (Not required). It identifies the skills in demand for the Travel Agency, Tour Operator, Reservation Service and Related Activities.

Section 4 is on job titles relevant to Industrial Revolution. It contains close-ended questions to measure the important prerequisites and skills for Industrial

Revolution in the Travel Agency, Tour Operator, Reservation Service and Related Activities in Malaysia.

In Section 5, related issues regarding the industry are discussed based on four (4) interval scales ranging from 4 (Strongly Agree), 3 (Agree), 2 (Disagree) and 1 (Strongly disagree). It identifies the key issues in the Travel Agency, Tour Operator, Reservation Service and Related Activities.

d) Data Collection Strategy

The consultation with related associations concluded that a nationally representative survey would not be feasible. Thus, instead of aiming for a nationally representative sample, the survey aims to increase industry participation rates.

Three approaches were used for the data collection:-

- i) Approaching the related associations and members. The secretariat of each association agreed to distribute the questionnaire.
- ii) Industry engagements/interviews/visits were scheduled to seek assistance in distributing the online survey to the members of respective associations.
- iii) Assistance from MATTA, MITI and industry associations was obtained to provide institutional support when engaging the selected respondents.

Armstrong and Overton (1977) suggested an extrapolation method to be employed to reduce bias in the survey procedure.⁷³ Non-response bias (error) will occur when respondents vary significantly from the non-respondents in the research (Sekaran, 2013), which is common in face-to-face and via-mail surveys.⁷⁴ For this study, the personal distribution of survey questionnaire (face-to-face) method will be employed for data collection. Non-response from

⁷³ Armstrong, J. S., & Overton, T. S. (1977). Estimating nonresponse bias in mail surveys. *Journal of marketing research*, 14(3), 396-402.

⁷⁴ Sekaran, U., and R. Bougie. "Theoretical framework in theoretical framework and hypothesis development." *Research methods for business: A skill building approach* 80

respondents usually occurs when respondents decline to answer or have language problems (Groves, 2002).⁷⁵ A token of appreciation was given to encourage reasonable response rates from the respondents for each questionnaire completed.

e) **Data Analysis Procedure**

The following analyses were performed for the survey.

- i) Descriptive analysis of employment profiles and other variables included in the questionnaire.
- ii) Analysis of critical occupations identified by the industry.
- iii) Analysis of the future trend of the occupational demand by various skills categories, including TVET-related occupations.
- iv) Analysis of talent gaps between supply and demand.
- v) Analysis of training provided by industries to employees.

3.4.4 Expert Verification and Analysis

The final phase of OF development focuses on the verification and usability of the developed OF to the stakeholders. An engagement session with the invited Travel Agency, Tour Operator, Reservation Service and Related Activities industry experts and stakeholders will be conducted to verify all the findings obtained and test the document's usability. The input and recommendations of experts and stakeholders will be recorded, and the OF documents will undergo final updates and editing before the official documents are disseminated to prospective users. The list of Participant for expert verification and analysis are listed in Table 3.6.

Table 3.6: List of Participants for Expert Verification and Analysis

| BIL | NAME | POSITION | ORGANISATION/COMPANY |
|------------|-------------------------|---|-------------------------------|
| 1 | Rudy Irwan bin Shukaime | Director | Malaysia Tourism Centre |
| 2 | Ibrahim bin Hashim | Head Unit (Education & Development) | Selangor Football Association |

⁷⁵ Groves, R. M. (2002). Survey nonresponse (Vol. 326). Wiley-Interscience.

| BIL | NAME | POSITION | ORGANISATION/COMPANY |
|-----|---|-------------------------------|--|
| 3 | Sapinas binti P Ramly | Manager | Enas Holidays Sdn. Bhd. |
| 4 | Esah binti Abdullah | Tour Consultant | Kembara Khaliffah Travel Sdn Bhd |
| 5 | Fuad bin Mohamed Fahmy | Director | Kampung Baru Magical Services |
| 6 | Normah Ibrahim | Advisor | Selangor Tourist Association |
| 7 | Muhd Fashan | Managing Director | Humaidi Holidays Sdn. Bhd. |
| 8 | Mokhtaruddin Dahiri | Chief Tourism Officer | Tourism Malaysia |
| 9 | Bobby Eng | Director Of Sales & Marketing | Sunflower Hoildays |
| 10 | Haji Salman bin Haji Salim | Director | <i>Perbadanan Pembangunan Sungai Dan Pantai Melaka</i> |
| 11 | Fitra Mohd Ali | Manager | Islamic Tourism Centre |
| 12 | Siti Sarah binti Hussin | Senior Executive | Islamic Tourism Centre |
| 13 | Siti Salmah Mohd Nor | Facilitator | Precious Galaxy Sdn Bhd |
| 13 | Ts. Dr. Mohd Shahrul Nizam Mohd Danuri | Researcher | PFH Resources Sdn Bhd |
| 14 | Nik Muslihuddin bin Nik Sulaiman | Assistant Researcher | PFH Resources Sdn Bhd |

3.5 Conclusion

Several selected research methodologies will be utilised for this study: document analysis, focus group discussion (FGD), survey, and questionnaire. Document analysis was chosen as an efficient and effective way of gathering data in a variety of forms. Obtaining and analysing documents is often far more time efficient than conducting research and experiment. Most of the current information, such as industrial data and statistics, will be retrieved from reliable sources. Focus group discussions (FGD) will be conducted in this study to generate new ideas that can be very useful for decision-making. It is also a fast way to gain the needed information regarding job titles in the related industry. This approach is a time-saving and effective way to gather information from many sources. Meanwhile, the surveys and questionnaires will be deployed in this research to make generalisations about the industry and revalidate the initial findings. Brief questionnaires will be prepared to focus on a specific targeted group of respondents.

CHAPTER IV

FINDINGS

4.1 Introduction

This chapter elaborates on the findings from the data analysis collected during the research work. The results revolved around the objectives set for the study, namely to produce Occupational Structure (OS), Occupational Responsibilities (OR) and to define the Occupational Descriptions (OD) of each job title identified from the OS. The findings will also determine the jobs in demand and the critical job titles in the industry and investigate the competency in demand and job titles pertinent to the technology and industrial revolution. Finally, the mapping of OS to the available NOSS is also presented.

4.2 Findings Analysis

This section provides the findings from the analysis of the document review, the Focus Group Discussions (FGD) with the industry representatives and the survey with the workers of Travel Agency, Tour Operator, Reservation Service and Related Activities; to develop the Occupational Framework for the Travel Agency, Tour Operator, Reservation Service and Related Activities industry. The discussion of results will cover the two (2) main groups under Division N79 of MSIC 2008, which are:

- a) 791 Travel Agency and Tour Operator Activities
- b) 799 Other Reservation and Related Activities

Identifying job areas and job titles to produce Occupational Structure (OS) for the travel agency, tour operator, reservation service and related activities were obtained through Focus Group Discussions with eight (8) industry representatives during the development workshops.

As for the data related to the jobs in demand, skills in demand, critical job titles, and job titles relevant to the technology and industrial revolution were gathered through the online survey and verified via the Focus Group Discussions. Additionally, issues related to the Travel Agency, Tour Operator, Reservation Service and Related Activities industry were discussed, examined and reported.

Finally, the development of Occupational Responsibilities (OR) and Occupational Descriptions (OD) that described the job responsibilities and the competency set required were determined based on documents review and analysis of the Focus Group Discussions.

4.2.1 Discussion of Results

The identified occupational structure, occupational description for job titles, competencies in demand and critical jobs for the industry were obtained through focus group discussions with industry experts during the development workshop and surveys from the companies in the industry. These analyses were discussed based on the main groups in Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities.

Research instruments used were focus group discussions, document analysis and surveys. The initial information gathered using document analysis was the basis for the focus group discussion workshop. Then, survey forms were distributed to gain more information related to the discussion and validate the data obtained from the focus group discussion and document analysis. During the focus group discussion workshops, the information on Travel Agency, Tour Operator, Reservation Service and Related Activities was analysed and grouped into 11 main areas as stated below: -

- 1) Travel Agency – Inbound (Tour Department)
- 2) Travel Agency – Outbound (Tour Department)

- 3) Travel Agency - Ticketing
- 4) Tour Operator – Product Operator / Provider
- 5) Tour Guiding (Localised Nature Guide)
- 6) Tour Guiding (City Guide)
- 7) Tour Guiding (Region Specific Tourist Guide)
- 8) Tour Leader
- 9) Venue Reservation
- 10) Ticket Agents and Provider
- 11) Transportation Reservation

4.2.2 Jobs in Demand

Jobs in demand can be defined as occupations that are highly needed and hard to fill due to the nature of jobs that require a specific set of skills. Based on the focus group discussion, jobs in demand and factors contributing to the demand for the Travel Agency, Tour Operator, Reservation Service and Related Activities industry are identified and listed in Table 4.1 below.

Table 4.1: Jobs in Demand and Factors Contributing to The Demand

| NO. | JOB TITLES | AREA |
|-----|-------------------|---|
| 1. | Tour Coordinator | a) Travel Agency – Inbound (Tour Department) b) Travel Agency – Outbound (Tour Department) c) Tour Operator – Product Operator / Provider |
| 2. | Ticketing Officer | a) Travel Agency - Ticketing |
| 3. | Tour Guide | a) Tour Guiding (Localised Nature Guide) b) Tour Guiding (City Guide) c) Tour Guiding (Region Specific Tourist Guide) |
| 4. | Tour Consultant | a) Venue Reservation |

| NO. | JOB TITLES | AREA |
|-----|-------------------|--|
| 5. | Reservation Agent | a) Ticket Agents & Provider b) Logistics (Transportation) |

4.2.3 Skills in Demand

Based on the focus group discussion with the expert panel from the Travel Agency, Tour Operator, Reservation Service and Related Activities, several skills that are related to the industry are identified. The skills and their definition are listed in Table 4.2. This list is included in the survey distributed to the respondents to get information regarding the skills most in demand in the industry.

Table 4.2: Skills in Demand

| No. | Skills | Definitions |
|-----|------------------------|--|
| 1) | Communication skills | Skills to pass information effectively to other people. It may be used vocally, written or non-verbally. This also includes public relations skills, which seek to build mutually beneficial relationships between an organisation and its public through two-way communications techniques. |
| 2) | Diagnostic skills | The ability to identify a particular problem and define it. |
| 3) | Problem solving skills | Ability to adopt a systematic approach towards identifying and then solving a problem or issue at hand. |
| 4) | Administration skills | Ability to complete tasks related to managing a business. |
| 5) | Leadership skills | Strengths and abilities individuals demonstrate that help to oversee processes, |

| No. | Skills | Definitions |
|-----|------------------------------------|--|
| | | guide initiatives and steer their employees toward the achievement of goals. |
| 6) | Analytical skills | Ability to collect and analyse information, solve problems, and make decisions. |
| 7) | Planning and forecasting abilities | Ability to cope with the uncertainty of the future, relying mainly on data from the past and present and analysis of trends. |
| 8) | Product knowledge | Ability to communicate information and answer questions about a product or service. |

4.2.4 Job Title Relevant to Industrial Revolution

The expansion of the Industrial Revolution into the Travel Agency, Tour Operator, Reservation Service and Related Activities industry will gradually change the industry's current situation. Travel Agency, Tour Operator, Reservation Service and Related Activities will be affected the most by the Internet of Things (IoT), Big Data, and Augmented Reality.

Table 4.3: Job Titles Related to Industrial Revolution

| No. | Industrial Revolution Pillar | Job Titles Related to Industrial Revolution |
|-----|---|---|
| 1 | Industrial Revolution-related pillar: a) Big Data. b) Internet of Things. c) Augmented Reality | Tour Coordinator |
| | | Tour Consultant |
| | | Ticketing Officer |
| | | Tour Guide |
| | | Reservation Agent |

4.2.5 Related Issues in Travel Agency, Tour Operator, Reservation Service and Related Activities Industry

The focus group discussion identified several related issues regarding the Travel Agency, Tour Operator, Reservation Service and Related Activities industry. The related issues were then discussed to identify why and how to overcome them.

Economic conditions are the main issue highlighted which are related to Travel Agency, Tour Operator, Reservation Service and Related Activities. Most companies have taken drastic changes to downsize the company during the pandemic. However, Travel Agency, Tour Operator, Reservation Service and Related Activities industry are slowly recovering.

Besides that, most reservation activities, either for transportation, venue or ticket, are conducted online through a website or application. This has limited and reduced the number of employees in the industry. Moreover, most of these major reservation website developers are foreign companies based in other countries.

The rise of the online booking system allows unregistered tour operators, specifically the so-called 'homestay' and staycation providers, to offer their services online and abuse the industry. They are not registered with the Ministry of Tourism and arbitrarily generate side income for the house owner. It is suggested that better enforcement and monitoring be done to curb unhealthy situations in offering homestay services to the customer.

Furthermore, with the advancement of information technology and social media, customers can plan and make their trips without using a travel agency. This has also become one of the major factors contributing to the industry's shrinking.

4.3 Occupational Structure

Occupational Structure (OS) refers to the aggregate distribution of occupations in the organisation, classified according to skill level, economic function, or social status. Based on the Focus Group Discussions with the industry representatives, there are altogether 11 job areas in the Travel Agency, Tour Operator, Reservation Service and Related Activities industry identified, where eight (8) areas belong to group 791 travel agency and tour operator activities and three (3) areas belong to group 799 other reservation & related activities. A total of 27 job titles, 12 critical job titles and 12 job titles relevant to the industrial revolution were identified within the travel agency, tour operator, reservation service and related activities industry, all of which will be featured in the OS table below.

Table 4.4: Area Description For Group 791

| Area | Description | 'Includes' Item and similar activities based on MSIC 2008 |
|---|--|---|
| Travel Agency -Inbound (Tour Department) | Involve in handling customers' needs for domestic tourism. | Travel agency activities |
| Travel Agency -Outbound (Tour Department) | Involve in handling customers' needs for international tourism. | Travel agency activities |
| Travel Agency -Ticketing (Airline) | Involve in booking and purchasing an airline ticket. | Travel agency activities |
| Tour Operator -Product Operator / Provider | Involve in arranging and assembling tours that are sold through travel agencies or directly by tour operators. | Tour operator activities |
| Tour Guiding (Localised Nature Guide) | Involve in escorting individuals or groups during nature tour activities. | Tour operator activities |
| Tour Guiding (City Guide) | Involve in escorting individuals or groups during city tours activities. | Tour operator activities |
| Tour Guiding (Region Specific Tourist Guide) | Involve in escorting individuals or groups during region-specific tours activities. | Tour operator activities |
| Tour Leader | Involve in leading a group of people on an international tour. | Travel agency activities |

Table 4.5: Occupational Structure for Travel Agency and Tour Operator Activities (1 of 2)

| SECTION | (N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | | | |
|-----------------------------|--|--|---|---|
| DIVISION | (79) TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED ACTIVITIES | | | |
| GROUP | (791) TRAVEL AGENCY AND TOUR OPERATOR ACTIVITIES | | | |
| AREA LEVEL | Travel Agency -Inbound (Tour Department) | Travel Agency -Outbound (Tour Department) | Travel Agency -Ticketing (Airline) | Tour Operator -Product Operator / Provider |
| Level 8 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 7 | General Manager | General Manager | No Job Title | No Job Title |
| Level 6 | Tour Manager | Tour Manager | No Job Title | No Job Title |
| Level 5 | Tour Executive | Tour Executive | Ticketing Manager | No Job Title |
| Level 4 | Tour Consultant* ** | Tour Consultant* ** | Senior Ticketing Officer | Sales & Marketing Executive |
| Level 3 | Tour Coordinator* ** | Tour Coordinator* ** | Ticketing Officer* ** | Tour Coordinator* ** |
| Level 2 | Admin Assistant | Admin Assistant | No Job Title | Admin Assistant |
| Level 1 | Office Assistant | Office Assistant | No Job Title | No Job Title |

Note: *Critical Job Titles

**Jobs relevant to Industrial Revolution

Table 4.5: Occupational Structure for Travel Agency and Tour Operator Activities (2 of 2)

| SECTION | (N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | | | |
|-----------------------------|--|----------------------------------|---|------------------------|
| DIVISION | (79) TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED ACTIVITIES | | | |
| GROUP | (791) TRAVEL AGENCY AND TOUR OPERATOR ACTIVITIES | | | |
| AREA LEVEL | Tour Guiding (Localised Nature Guide) | Tour Guiding (City Guide) | Tour Guiding (Region Specific Tourist Guide) | Tour Leader |
| Level 8 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 7 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 6 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 5 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 4 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 3 | Tour Guide* ** | Tour Guide* ** | Tour Guide* ** | Tour Leader / Mutawwif |
| Level 2 | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 1 | No Job Title | No Job Title | No Job Title | No Job Title |

Note: *Critical Job Titles

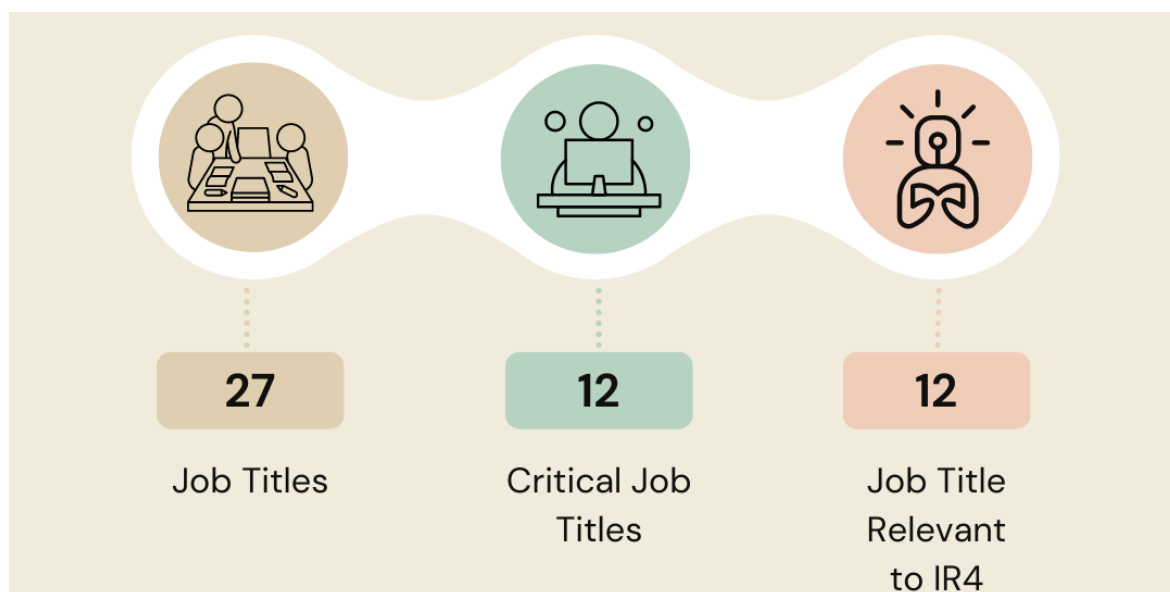
**Jobs relevant to Industrial Revolution

In the N791 Group, there eight (8) Job Areas were identified: Travel Agency - Inbound (Tour Department), Travel Agency - Outbound (Tour Department), Travel Agency - Ticketing (Airline), Tour Operator - Product Operator / Provider, Tour Guiding (Localised Nature Guide), Tour Guiding (City Guide), Tour Guiding (Region Specific Tourist Guide) and Tour Leader. Travel Agency -Inbound (Tour Department) involves handling customers' needs for domestic tourism. They are in charge of organising the trip's logistics, including arrangements for travel, lodging, tours, and activities. They also help with visa and passport formalities, currency conversion, and other issues. Inbound travel agents frequently have a thorough awareness of the destination, which enables them to provide guests with helpful recommendations and assistance. They can also provide value-added services like excursions that showcase the destination's distinctive qualities, local encounters, and other activities. Job titles available in this job area are General Manager, Tour Manager, Tour Executive, Tour Consultant, Tour Coordinator, Admin Assistant, and Office Assistant.

Taking care of clients' needs for foreign travel is the responsibility of the Travel Agency -Outbound (Tour Department). An outward travel agent is a professional who plans and makes travel arrangements for people or groups going abroad. This may entail making travel arrangements for hotels, hiring automobiles, tours, and other activities. Outbound travel agents frequently work for tour operators, agencies, or larger businesses' travel divisions. Additionally, they could be self-employed small business owners or freelancers. An outbound travel agent's primary objective is to give customers an enjoyable and seamless travel experience. Job titles available in this job area are General Manager, Tour Manager, Tour Executive, Tour Consultant, Tour Coordinator, Admin Assistant, and Office Assistant.

Travel Agency -Ticketing (Airline) involves booking and purchasing airline tickets. A ticketing travel agent is a specialist assisting clients with planning and booking their travel plans. Booking lodging, transportation, and other travel-related services fall under this category. In addition, they could help with documentation relating to travel insurance, passport and visa applications, and other travel-related matters. In this job area, they specialize in a particular form of airline tickets, excluding trains, taxis, limousines, and buses. Additionally, they can assist in locating the best specials and discounts for their customers. Some of the common systems used by the ticketing travel agent are Helios,

TravelPerk and Spendesk. Job titles available in this job area are Ticketing Manager, Senior Ticketing Officer, and Ticketing Officer.



Tour Operator -Product Operator / Provider arranges and assembles tours sold through travel agencies or by tour operators. As previously mentioned, this job area does not refer to the product owner, such as the amusement park, library, MICE, or other service providers. The Tour Operator in this job area refers to the area where the Travel Agency works and deals with packaged travel operators. There are three (3) job titles available in this job area: Sales & Marketing Executive, Tour Coordinator, and Admin Assistant.

Tour Guide involves in escorting individuals or groups during inbound tour activities. Usually, it involves inbound travel activities, and the person becomes the travel agency's representative during the tour activities. They can become advisors and consultants as the main reference and any questions raised during the tour. If there are any changes in the itinerary, they will adjust the itinerary according to the time and situation during the tour activities. A tour guide is a professional who accompanies groups of travellers and provides them with information and historical background about the places they visit. They are responsible for showing travellers around a specific location or region and ensuring that the group stays on schedule and follows the itinerary. Tour guides usually work for tour operators, travel agencies, or other tourism-related companies, and the local government may license them. They require a special license from the local Government and Authority

whereby they usually specialize in the place they are guiding and share their knowledge with the visitors.

A Tour Leader is a professional responsible for leading a group of travellers on an outbound packaged tour or trip. They are responsible for the tour's overall coordination and management, ensuring that everything runs smoothly and that the group stays on schedule and follows the itinerary. They also act as a liaison between the tour operator and the travellers and may be called upon to resolve any issues that may arise during the trip. They also help with the logistics and organisation of the tour and ensure that the travellers have a safe and enjoyable experience. They may also provide some information about the places they visit but not in-depth as a tour guide.

Table 4.6: Area Description For Group 799

| Area | Description | 'Includes' Item and similar activities based on MSIC 2008 |
|----------------------------|---|--|
| Venue Reservation | Involve in the reservation of venue either at the counter or online platform during the tour, including accommodation, meeting room, etc. | Reservation activities for a) Accommodation b) Convention centre and entertainment venues c) Condominium time-share exchange services |
| Ticket Agents & Provider | Involve in the reservation of tickets either at the counter or online platform, which includes entertainment, sports, etc. | Reservation activities for a) Activities of ticket agencies b) Ticket sales for theatrical, entertainment and sport events |
| Transportation Reservation | Involve in the reservation of transportation either at the counter or online platform, which include taxi, bus, limousine, etc. | Reservation activities for a) Taxi/limousine booking service |

Table 4.7: Occupational Structure for Other Reservation & Related Activities

| SECTION | (N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | | |
|-----------------------------|--|-------------------------------------|-----------------------------------|
| DIVISION | (79) TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED ACTIVITIES | | |
| GROUP | (799) OTHER RESERVATION & RELATED ACTIVITIES | | |
| AREA LEVEL | Venue Reservation | Ticket Agents & Provider | Transportation Reservation |
| Level 8 | No Job Title | No Job Title | No Job Title |
| Level 7 | No Job Title | No Job Title | No Job Title |
| Level 6 | No Job Title | No Job Title | No Job Title |
| Level 5 | No Job Title | No Job Title | No Job Title |
| Level 4 | Tour Consultant* ** | No Job Title | No Job Title |
| Level 3 | No Job Title | No Job Title | No Job Title |
| Level 2 | No Job Title | Reservation Agent* ** | Reservation Agent* ** |
| Level 1 | No Job Title | No Job Title | No Job Title |

Note: *Critical Job Titles

**Jobs relevant to Industrial Revolution

In this N799 Group, there are 3 Job Areas identified: Venue Reservation, Ticket Agents & Provider, and Transportation Reservation. Venue Reservation involves the reservation of the venue either at the counter or online platform during the tour, including accommodation, meeting room, etc. Meanwhile, the Ticket Agents & Providers involves in reserving tickets either at the counter or online platform, including entertainment, sports, etc. Transportation Reservation involves reservation at the counter or online platform, including taxis, buses, limousines, etc. It excludes ticketing for airplane transportation, as it has been identified in the N791 Group Job Area. There is one job title available for each job area above, namely, Tour Consultant and Reservation Agent (for both Ticket Agents & Provider and Transportation Reservation Job Areas).

Table 4.8: Summary of Job Titles

| No | Job Area | Level | | | | | | | |
|-----|--|-------|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1) | Travel Agency -Inbound (Tour Department) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | NJT |
| 2) | Travel Agency - Outbound (Tour Department) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | NJT |
| 3) | Travel Agency - Ticketing (Airline) | NJT | NJT | 1 | 1 | 1 | NJT | NJT | NJT |
| 4) | Tour Operator - Product Operator / Provider | NJT | 1 | 1 | 1 | NJT | NJT | NJT | NJT |
| 5) | Tour Guiding (Localised Nature Guide) | NJT | NJT | 1 | NJT | NJT | NJT | NJT | NJT |
| 6) | Tour Guiding (City Guide) | NJT | NJT | 1 | NJT | NJT | NJT | NJT | NJT |
| 7) | Tour Guiding (Region Specific Tourist Guide) | NJT | NJT | 1 | NJT | NJT | NJT | NJT | NJT |
| 8) | Tour Leader | NJT | NJT | 1 | NJT | NJT | NJT | NJT | NJT |
| 9) | Venue Reservation | NJT | NJT | NJT | 1 | NJT | NJT | NJT | NJT |
| 10) | Ticket Agents & Provider | NJT | 1 | NJT | NJT | NJT | NJT | NJT | NJT |
| 11) | Transportation Reservation | NJT | 1 | NJT | NJT | NJT | NJT | NJT | NJT |

| No | Summary | Level | | | | | | | | Total |
|----|---|-------|---|---|---|---|---|---|---|-------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 1) | Job Title | 2 | 5 | 8 | 5 | 3 | 2 | 2 | 0 | 27 |
| 2) | Critical Job Title | 0 | 2 | 7 | 3 | 0 | 0 | 0 | 0 | 12 |
| 3) | Job Title Relevant to Industrial Revolution | 0 | 2 | 7 | 3 | 0 | 0 | 0 | 0 | 12 |

4.4 Occupational Responsibilities

Table 4.9: Occupational Responsibility (OR): N791 (1 of 3)

| AREA LEVEL | INBOUND TRAVEL AGENT (TOUR DEPARTMENT) | OUTBOUND TRAVEL AGENT (TOUR DEPARTMENT) | TICKETING (AIRLINE) |
|-----------------------------|---|---|----------------------------|
| LEVEL 8 | No Job Title | No Job Title | No Job Title |
| LEVEL 7 | <u>General Manager</u> <ul style="list-style-type: none"> • Plan, direct and coordinate the general functions of the organisation. • Review the organisation's operations and results and report to the board of directors and governing bodies. • Determine objectives, strategies, policies and programmes for the organisation. • Provide overall leadership and management to the organisation. | <u>General Manager</u> <ul style="list-style-type: none"> • Plan, direct and coordinate the general functions of the organisation. • Review the organisation's operations and results and report to the board of directors and governing bodies. • Determine objectives, strategies, policies and programmes for the organisation. • Provide overall leadership and management to the organisation. | No Job Title |

| AREA LEVEL | INBOUND TRAVEL AGENT (TOUR DEPARTMENT) | OUTBOUND TRAVEL AGENT (TOUR DEPARTMENT) | TICKETING (AIRLINE) |
|---------------|---|--|---|
| LEVEL 6 | <u>Tour Manager</u> <ul style="list-style-type: none"> • Plan and disseminate in-depth itineraries • Liaise with transport, accommodation, and adjacent services. • Direct travel document. • Manage allotted finances. | <u>Tour Manager</u> <ul style="list-style-type: none"> • Manage allotted finances. • Validate and verify documents. • Conduct pre-departure briefing. • Evaluate services received on the tour, and report findings to tour organisers. • Verify bills for payment purposes. • Provide tourists with assistance in obtaining permits and travel documents. | No Job Title |
| LEVEL 5 | <u>Tour Executive</u> <ul style="list-style-type: none"> • Explore and update information about new and existing products. • Develop new packages including the cost and convenience of different types of transport and accommodation. • Resolve any problems with itineraries, service, or accommodations. | <u>Tour Executive</u> <ul style="list-style-type: none"> • Explore and update information about new and existing products. • Develop new packages including the cost and convenience of different types of transport and accommodation. • Resolve any problems with itineraries, service, or accommodations. | <u>Ticketing Manager</u> <ul style="list-style-type: none"> • Ensure funds available for air ticket issuance. • Deal with airlines for special fares and ticket stocks. • Convey information to subordinates regarding air ticket special promotion. |

| AREA LEVEL | INBOUND TRAVEL AGENT (TOUR DEPARTMENT) | OUTBOUND TRAVEL AGENT (TOUR DEPARTMENT) | TICKETING (AIRLINE) |
|---------------|--|--|--|
| | | | <ul style="list-style-type: none"> • Review, evaluate and update constantly on airline routes and airline-related information. • Approve bills for payment purposes. |
| LEVEL 4 | <p><u>Tour Consultant</u></p> <ul style="list-style-type: none"> • Obtain information about the cost and convenience of different types of transport and accommodation. • Ascertain customers' requirements and advise them on travel arrangements. • Prepare itineraries. • Consult customers in obtaining the necessary travel documents. • Organise group tours. | <p><u>Tour Consultant</u></p> <ul style="list-style-type: none"> • Obtain information about the cost and convenience of different types of transport and accommodation. • Ascertain customers' requirements and advise them on travel arrangements. • Prepare itineraries. • Consult customers in obtaining the necessary travel documents. • Organise group tours. | <p><u>Senior Ticketing Officer</u></p> <ul style="list-style-type: none"> • Provide customers with travel suggestions and information sources. • Examine passenger documentation to determine destinations and assign seat preferences. • Confer with customers to determine their service requirements and travel preferences and assist clients in preparing required travel documents and forms. • Determine whether a seat is available on travel dates requested by customers, assigning the requested seat when available. • Prepare and confirm air ticket reservations. |

| AREA LEVEL | INBOUND TRAVEL AGENT (TOUR DEPARTMENT) | OUTBOUND TRAVEL AGENT (TOUR DEPARTMENT) | TICKETING (AIRLINE) |
|---------------|--|--|---|
| | | | <ul style="list-style-type: none"> • Maintain computerised inventories of available passenger seats and provide information on reserved or available seats. • Answer inquiries regarding information, such as schedules, procedures, or policies. • Plan routes, itineraries and compute fares and fees using schedules, rate books, and computers. • Contact customers or travel agents to advise them of travel conveyance changes or to confirm reservations. • Prepare customer invoices and accept payment. |
| LEVEL 3 | <p><u>Tour Coordinator</u></p> <ul style="list-style-type: none"> • Obtain information about the cost and convenience of different types of transport and accommodation. • Ascertain customers' requirements and advise them on travel arrangements from suppliers. • Handle reservations. • Issue tickets and vouchers. | <p><u>Tour Coordinator</u></p> <ul style="list-style-type: none"> • Obtain information about the cost and convenience of different types of transport and accommodation. • Ascertain customers' requirements and advise them on travel arrangements from suppliers. • Handle reservations. • Issue tickets and vouchers. | <p><u>Ticketing Officer</u></p> <ul style="list-style-type: none"> • Examine passenger documentation to determine destinations and assign seat preferences. • Confer with customers to determine their service requirements and travel preferences and assist clients in preparing required travel documents and forms. |

| AREA LEVEL | INBOUND TRAVEL AGENT (TOUR DEPARTMENT) | OUTBOUND TRAVEL AGENT (TOUR DEPARTMENT) | TICKETING (AIRLINE) |
|---------------|--|--|---|
| | <ul style="list-style-type: none"> • Assist customers in obtaining the necessary travel documents, such as visas. • Prepare bills and receive payments. • Supervise, schedule and monitor the tasks of other workers. | <ul style="list-style-type: none"> • Assist customers in obtaining the necessary travel documents, such as visas. • Prepare bills and receive payments. • Supervise, schedule and monitor the tasks of other workers. | <ul style="list-style-type: none"> • Determine whether the seat is available on travel dates requested by customers, assigning the requested seat when available. • Prepare and confirm air ticket reservations. • Maintain computerised inventories of available passenger seats and provide information on reserved or available seats. • Answer inquiries regarding information, such as schedules, procedures, or policies. • Plan routes, itineraries and compute fares and fees using schedules, rate books, and computers. • Contact customers or travel agents to advise them of travel conveyance changes or to confirm reservations. • Prepare customer invoices and accept payment. |
| LEVEL 2 | <u>Admin Assistant</u> <ul style="list-style-type: none"> • Operate office machines, such as photocopiers and scanners. | <u>Admin Assistant</u> <ul style="list-style-type: none"> • Operate office machines, such as photocopiers and scanners. | No Job Title |

| AREA LEVEL | INBOUND TRAVEL AGENT (TOUR DEPARTMENT) | OUTBOUND TRAVEL AGENT (TOUR DEPARTMENT) | TICKETING (AIRLINE) |
|---------------|--|--|---------------------|
| | <ul style="list-style-type: none"> • Update filing, inventory, mailing, and database systems. • Compile records of office activities, business transactions, and other activities. • Collect, count, and disburse money, do basic bookkeeping, and complete banking transactions. • Complete and mail bills, contracts, invoices or checks. • Prepare forms, documents and reports. • Prepare meeting agendas, record and transcribe minutes. • Troubleshoot problems involving office equipment. | <ul style="list-style-type: none"> • Update filing, inventory, mailing, and database systems. • Compile records of office activities, business transactions, and other activities. • Collect, count, and disburse money, do basic bookkeeping, and complete banking transactions. • Complete and mail bills, contracts, invoices or checks. • Prepare forms, documents and reports. • Prepare meeting agendas, record and transcribe minutes. • Troubleshoot problems involving office equipment. | |
| LEVEL 1 | <u>Office Assistant</u> <ul style="list-style-type: none"> • Transport materials, goods and documents safely to the receiver. • Keep a record of journeys. • Assist in basic administrative office and other related work. | <u>Office Assistant</u> <ul style="list-style-type: none"> • Transport materials, goods and documents safely to the receiver. • Keep a record of journeys. • Assist in basic administrative office and other related work. | No Job Title |

Table 4.9: Occupational Responsibility (OR): N791 (2 of 3)

| Area Level | TOUR OPERATOR -PRODUCT OPERATOR / PROVIDER | TOUR GUIDING (LOCALISED NATURE GUIDE) | TOUR GUIDING (CITY GUIDE) |
|---------------|--|--|------------------------------|
| LEVEL 8 | No Job Title | No Job Title | No Job Title |
| LEVEL 7 | No Job Title | No Job Title | No Job Title |
| LEVEL 6 | No Job Title | No Job Title | No Job Title |
| LEVEL 5 | No Job Title | No Job Title | No Job Title |
| LEVEL 4 | <u>Sales & Marketing Executive</u> <ul style="list-style-type: none"> • Manage sales and marketing team. • Build relationships with new or existing customers. • Resolve customers' concerns/issues, such as answering customers' questions about products, prices, availability, or credit terms. • Complete expense reports, sales reports, or other paperwork. • Record project processes and outcomes. • Manage marketing budget. • Maintain customer records using automated systems. • Do market research. | No Job Title | No Job Title |

| Area Level | TOUR OPERATOR -PRODUCT OPERATOR / PROVIDER | TOUR GUIDING (LOCALISED NATURE GUIDE) | TOUR GUIDING (CITY GUIDE) |
|---------------|--|---|---|
| | <ul style="list-style-type: none"> • Prepare sales, marketing plans and presentations of proposals, such as manage product and online information. • Gain industry trust. | | |
| LEVEL 3 | <p><u>Tour Coordinator</u></p> <ul style="list-style-type: none"> • Obtain information about the cost and convenience of different types of transport and accommodation. • Ascertain customers' requirements and advise them on travel arrangements from suppliers. • Handle reservations. • Issue tickets and vouchers. • Prepare bills and receive payments. • Monitor the group tour booking. | <p><u>Tour Guide</u></p> <ul style="list-style-type: none"> • Describe tour points of interest to group members and respond to questions. • Escort individuals or groups on cruises, sightseeing tours, or through places of interest. • Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. • Research various topics, including site history, environmental conditions, and clients' skills and abilities to plan appropriate expeditions, instruction, and commentary. • Provide directions and other pertinent information to visitors. | <p><u>Tour Guide</u></p> <ul style="list-style-type: none"> • Describe tour points of interest to group members and respond to questions. • Escort individuals or groups on cruises, sightseeing tours, or through places of interest. • Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. • Research various topics, including site history, environmental conditions, and clients' skills and abilities to plan appropriate expeditions, instruction, and commentary. • Provide directions and other pertinent information to visitors. |

| Area Level | TOUR OPERATOR -PRODUCT OPERATOR / PROVIDER | TOUR GUIDING (LOCALISED NATURE GUIDE) | TOUR GUIDING (CITY GUIDE) |
|---------------|--|--|--|
| | | <ul style="list-style-type: none"> • Provide for physical safety of groups, performing such activities as providing first aid or directing emergency evacuations. • Assemble and check the required supplies and equipment prior to departure. • Greet and register visitors and issue any required identification badges or safety devices. • Provide information about wildlife varieties and habitats, as well as any relevant regulations. • Communicate with foreign visitors. | <ul style="list-style-type: none"> • Provide for physical safety of groups, performing such activities as providing first aid or directing emergency evacuations. • Assemble and check the required supplies and equipment prior to departure. • Greet and register visitors and issue any required identification badges or safety devices. • Provide information about wildlife varieties and habitats, as well as any relevant regulations. • Communicate with foreign visitors. |
| LEVEL 2 | <u>Admin Assistant</u> <ul style="list-style-type: none"> • Operate office machines. • Maintain and update filing, inventory, mailing, and database systems. • Compile, copy, sort, and file records of office activities, business transactions, and other activities. • Review files, records, and other documents to obtain information to respond to requests. | No Job Title | No Job Title |

| Area Level | TOUR OPERATOR -PRODUCT OPERATOR / PROVIDER | TOUR GUIDING (LOCALISED NATURE GUIDE) | TOUR GUIDING (CITY GUIDE) |
|---------------|---|--|------------------------------|
| | <ul style="list-style-type: none"> Prepare meeting agendas, record and transcribe minutes. | | |
| LEVEL 1 | No Job Title | No Job Title | No Job Title |

Table 4.9: Occupational Responsibility (OR): N791 (3 of 3)

| Area Level | TOUR GUIDING (REGION SPECIFIC TOURIST GUIDE) | TOUR LEADER |
|---------------|---|---|
| LEVEL 8 | No Job Title | No Job Title |
| LEVEL 7 | No Job Title | No Job Title |
| LEVEL 6 | No Job Title | No Job Title |
| LEVEL 5 | No Job Title | No Job Title |
| LEVEL 4 | No Job Title | No Job Title |
| LEVEL 3 | <p><u>Tour Guide</u></p> <ul style="list-style-type: none"> • Describe tour points of interest to group members and respond to questions. • Escort individuals or groups on cruises, sightseeing tours, or through places of interest. • Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. • Research various topics, including site history, environmental conditions, and clients' skills and abilities to plan appropriate expeditions, instruction, and commentary. • Provide directions and other pertinent information to visitors. • Provide for physical safety of groups, performing such activities as providing first aid or directing emergency evacuations. | <p><u>Tour Leader</u></p> <ul style="list-style-type: none"> • Evaluate services received on the tour, and report findings to tour organisers. • Advise on sightseeing and shopping. • Attend to the special needs of tour participants. • Resolve any problems with itineraries, service, or accommodations. |

| Area Level | TOUR GUIDING (REGION SPECIFIC TOURIST GUIDE) | TOUR LEADER |
|---------------------------------|--|--------------------|
| | <ul style="list-style-type: none"> • Assemble and check the required supplies and equipment prior to departure. • Greet and register visitors and issue any required identification badges or safety devices. • Provide information about wildlife varieties and habitats, as well as any relevant regulations. • Communicate with foreign visitors. | |
| LEVEL 2 | No Job Title | No Job Title |
| LEVEL 1 | No Job Title | No Job Title |

Table 4.10: Occupational Responsibility (OR): N799

| AREA LEVEL | VENUE RESERVATION | TICKET AGENTS & PROVIDER | LOGISTICS (TRANSPORTATION) |
|-----------------------------|--|-------------------------------------|-----------------------------------|
| LEVEL 8 | No Job Title | No Job Title | No Job Title |
| LEVEL 7 | No Job Title | No Job Title | No Job Title |
| LEVEL 6 | No Job Title | No Job Title | No Job Title |
| LEVEL 5 | No Job Title | No Job Title | No Job Title |
| LEVEL 4 | <u>Tour Consultant</u> <ul style="list-style-type: none"> • Confer with customers to determine their service requirements. • Determine whether the venue is available on dates requested by customers, assigning the requested venue when available. • Inform clients of essential travel information, such as travel times and transportation connections. • Answer inquiries regarding information, such as schedules, accommodations, procedures, or policies. • Open or close information facilities. • Provide customers with travel suggestions and information sources, | No Job Title | No Job Title |

| AREA LEVEL | VENUE RESERVATION | TICKET AGENTS & PROVIDER | LOGISTICS (TRANSPORTATION) |
|---------------------------------|--|---|--|
| | such as guides, directories, brochures, or maps. | | |
| LEVEL 3 | No Job Title | No Job Title | No Job Title |
| LEVEL 2 | No Job Title | <u>Reservation Agent</u> <ul style="list-style-type: none"> • Obtain information about the details of the customers' requirements. • Handle reservations. • Issue tickets and vouchers. • Prepare bills. • Receive payments. | <u>Reservation Agent</u> <ul style="list-style-type: none"> • Obtain information about the details of the customers' requirements. • Handle reservations. • Issue tickets and vouchers. • Prepare bills. • Receive payments |
| LEVEL 1 | No Job Title | No Job Title | No Job Title |

4.5 Mapping OS to Available NOSS

This section provides a mapping of occupational structure with available NOSS. 11 available NOSS are identified and mapped with Group 791 from the occupational structure produced. The available NOSS that are mapped over are Inbound Tour Operations, Outbound Tour Operation, Umrah and Ziarah Guidance, Localised Nature Guiding, Tourist Guide (City Guide) and Region Specific Tourist Guide. The mapping of these available NOSS are shown in Table 4.11 below.

Table 4.11: Mapping OS vs Available NOSS (1 of 2)

| SECTION | (N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | | |
|----------|---|--|------------------------------------|
| DIVISION | (79) TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED ACTIVITIES | | |
| GROUP | (791) TRAVEL AGENCY AND TOUR OPERATOR ACTIVITIES | | |
| AREA | Travel Agency -Inbound (Tour Department) | Travel Agency -Outbound (Tour Department) | Travel Agency -Ticketing (Airline) |
| Level 8 | No Job Title | No Job Title | No Job Title |
| Level 7 | General Manager | General Manager | No Job Title |
| Level 6 | Tour Manager | Tour Manager | No Job Title |
| Level 5 | HT-101-5:2014 Travel Consultation Management (16-12-2014) | Tour Executive | Ticketing Manager |
| Level 4 | HT-101-4:2014 Travel Consultation Administration (16-12-2014) | Tour Consultant | Senior Ticketing Officer |
| Level 3 | N791-003-3:2019 Inbound Tour Operations (03-07-95)(23-06-2009)(30-01-2019) | HT-022-3 Outbound Tour Operation Supervisor (10-04-95)(23-06-2009) | Ticketing Officer |
| Level 2 | Admin Assistant | HT-022-2 Outbound Tour Operation Coordinator (10-04-95)(23-06-2009) | No Job Title |
| Level 1 | Office Assistant | HT-022-1 Outbound Tour Operation Clerk (10-04-95)(23-06-2009) | No Job Title |

Table 4.11: Mapping OS vs Available NOSS (2 of 2)

| SECTION | (N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | | | | |
|----------|---|--|--|--|--|
| DIVISION | (79) TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND RELATED ACTIVITIES | | | | |
| GROUP | (791) TRAVEL AGENCY AND TOUR OPERATOR ACTIVITIES | | | | |
| AREA | TOUR OPERATOR - PRODUCT OPERATOR / PROVIDER | TOUR GUIDING (LOCALISED NATURE GUIDE) | TOUR GUIDING (CITY GUIDE) | TOUR GUIDING (REGION SPECIFIC TOURIST GUIDE) | TOUR LEADER |
| Level 8 | No Job Title | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 7 | No Job Title | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 6 | No Job Title | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 5 | No Job Title | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 4 | HT-080-4 2009 Sales & Marketing Executive - Cruise Liner (23-06-2009) | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 3 | Tour Coordinator | N791-004-3:2019 Localised Nature Guiding (30-01-2019) | HT-023-3:2012 Tourist Guide (City Guide) (10-04-95)(23-06-2009) (05-04-2012) | HT-026-3:2013 Region Specific Tourist Guide (29-07-2013) | N791-001-3:2016 Umrah And Ziarah Guidance (06-12-2016) |
| Level 2 | Admin Assistant | No Job Title | No Job Title | No Job Title | No Job Title |
| Level 1 | No Job Title | No Job Title | No Job Title | No Job Title | No Job Title |

Some available NOSS cannot be mapped with the current occupational structure because some older available NOSS are excluded in the two (2) digits MSIC 2008 Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities. These NOSS shall be included in another MSIC 2008 division. The NOSS are listed in Table 4.12 below.

Table 4.12: List of NOSS Excluded Under the Division N79

| MSIC GROUP | CORRESPONDING NOSS/ LEVEL |
|---|---|
| 791 Travel Agency and Tour Operator Activities | 1) N791-002-3:2017 Water-Based Adventure Tour Guiding |
| | 2) HT-027-3:2016 Land Based Adventure Tour Guiding |
| | 3) HT-061-2 2009 Tour Vehicle Driver |
| | 4) L-180-4 1998 Sales Executive (Travel) |
| | 5) L-180-5 1998 Sales Manager (Travel) |
| | 6) HT-080-5 2009 Sales & Marketing Manager-Cruise Liner |
| | 7) HT-102-3:2014 Travel & Tour Operation |

4.6 Occupational Description

Occupational Descriptions (OD) describe a structured and factual statement of a specific job function. The OD within this context refers to the job titles in demand that have been identified as essential operations of the Travel Agency in Malaysia. The OD describes the summary of responsibilities, job level, and competency set, such as knowledge, skills, and attributes particular to the job.

The Occupational Descriptions developed in this OF are presented in **Annex 6**.

4.7 Questionnaire Distribution

To increase the validation of the finding through the FGD conducted, the researcher conducted an additional data triangulation process by distributing the questionnaires to the Travel Agency industry. The process also means avoiding potential biases by using a single methodology in this research and supporting the existing findings from FGD.

4.7.1 Demographic

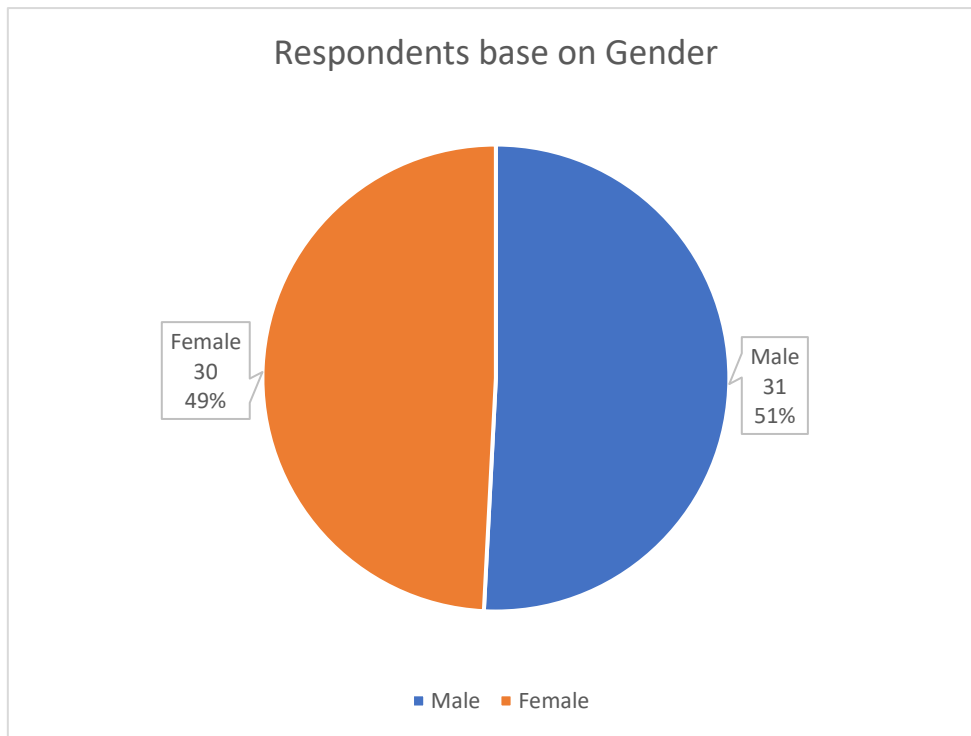


Figure 4.1: Respondents based on Gender

The researcher managed to get 61 respondents from a total of 1,000 targeted respondents, and the survey was distributed. From figure 4.1 above, 30 of them are female, and 31 of them are male. This information is useful because it allows the researcher or analyst to understand the composition of the sample population in terms of gender. For example, suppose the study is examining attitudes or behaviours that may differ by gender. In that case, the researcher may want to ensure that the sample has a roughly equal representation of males and females to avoid bias. Additionally, if the study finds differences between males and females, the researcher may want to report the findings separately for each group. It is important to note that these numbers only represent the sample of respondents in this particular study or survey and may not represent the larger population.

4.7.2 Company Size

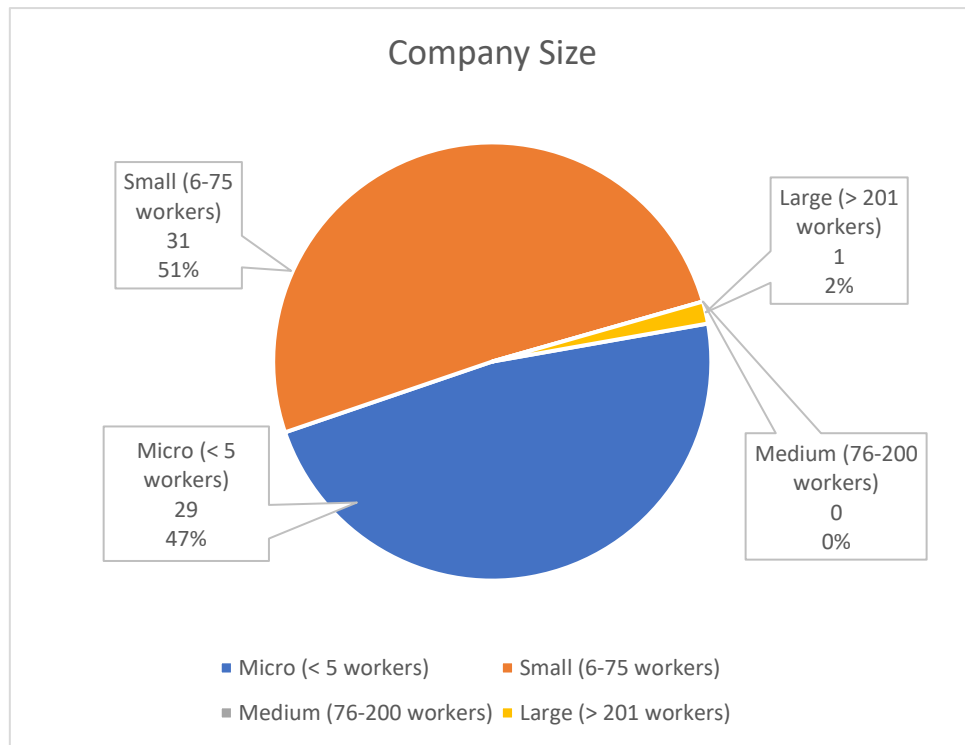


Figure 4.2: Respondents based on Company Size

From figure 4.2 above, most of the company size is considered small and medium (SME) levels of the size of the companies. The micro (less than five (5) workers) size of the company is 29 (47%), the small (6-75 workers) company is 31 (51%), and the large (more than 201 workers) company is 1 (2%) respond from the survey. There is no medium size company (between 76-200 workers).

4.7.3 Respondents' Core Business

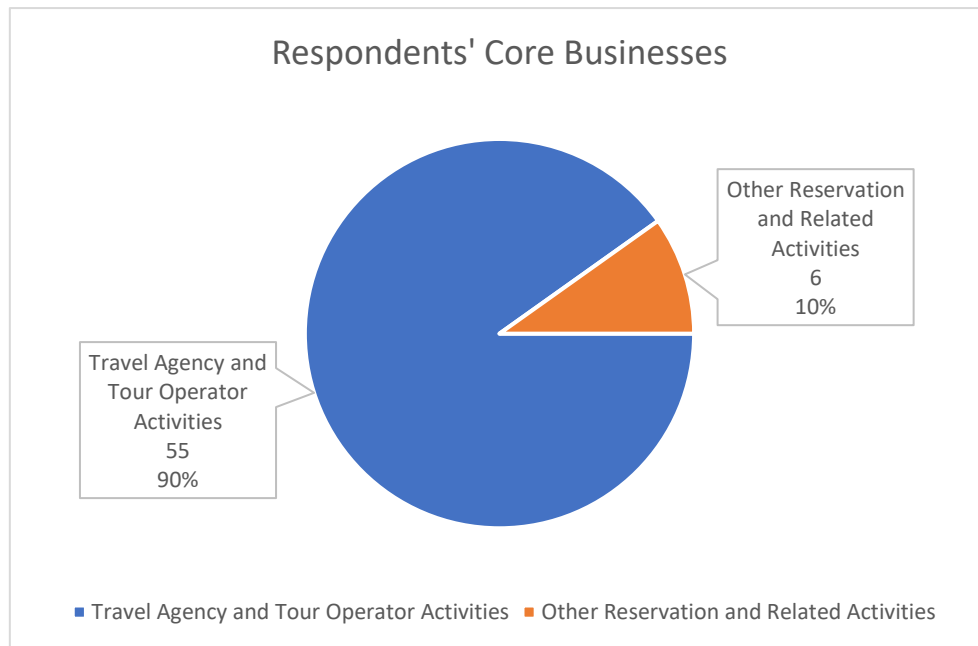


Figure 4.3: Respondents' Group Classification

From figure 4.3 above, most of the company response from the survey is under the group of Travel Agency and Tour Operator Activities (N791) with 55 (90%) respondents. Only 6 (10%) of the respondents are from the Other Reservation and Related Activities (N799) group.

4.7.4 Job Areas

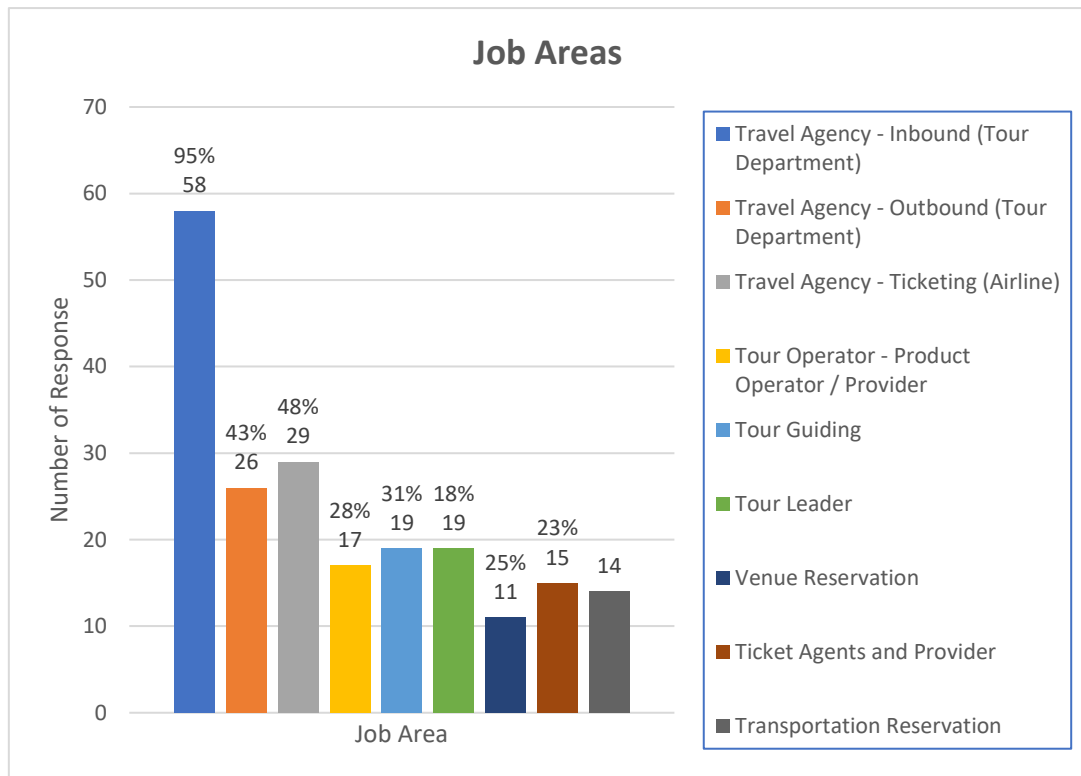


Figure 4.4: List of Job Areas

Through the distribution of the questionnaires, all the areas identified from the FGD are considered important, as shown in Figure 4.4, especially for the eight (8) Job Areas under group N791: Travel Agency -Inbound (Tour Department), Travel Agency - Outbound (Tour Department), Travel Agency -Ticketing (Airline), Tour Operator - Product Operator / Provider, Tour Guiding (3 types), and Tour Leader. The other three (3) Job Areas under group N799, Venue Reservation, Ticket Agents and Provider and Transportation Reservation, are among the lowest Job Areas under section N79. The result is significant to the finding from the FGD that was previously conducted in this research.

The results show that group 791 is more important and highly related to the actual nature and area of work of Travel Agencies. Meanwhile, group 799 is a job area that is only closely related to the true nature of Travel Agencies.

4.7.5 Job Titles

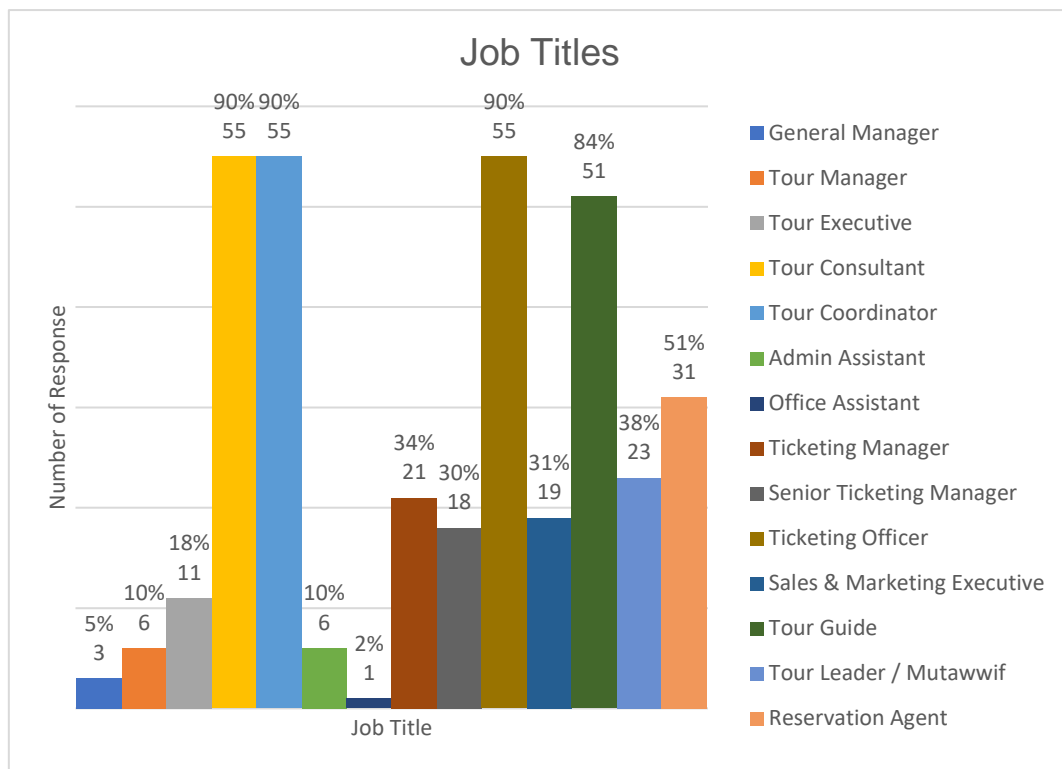


Figure 4.5: List of Job Titles

Through the distribution of the questionnaires, all the Job Titles identified from the FGD are considered essential, as shown in Figure 4.5, especially for the 14 Job Titles under section N79: General Manager, Tour Manager, Tour Executive, Tour Consultant, Tour Coordinator, Admin Assistant, Office Assistant, Ticketing Manager, Senior Ticketing Manager, Ticketing Officer, Sales & Marketing Executive, Tour Guide, Tour Leader / Mutawwif, and Reservation Agent. However, from the FGD conducted, only five (5) Job Titles were considered critical. In Figure 4.5 above, the five (5) Job Titles: Tour Consultant, Tour Coordinator, Ticketing Officer, Tour Guide, and Reservation Agent, are among the highest Critical Job Titles answered by the respondents. The result is significant to the finding from the FGD previously conducted in this research.

4.7.6 Skills in Demand

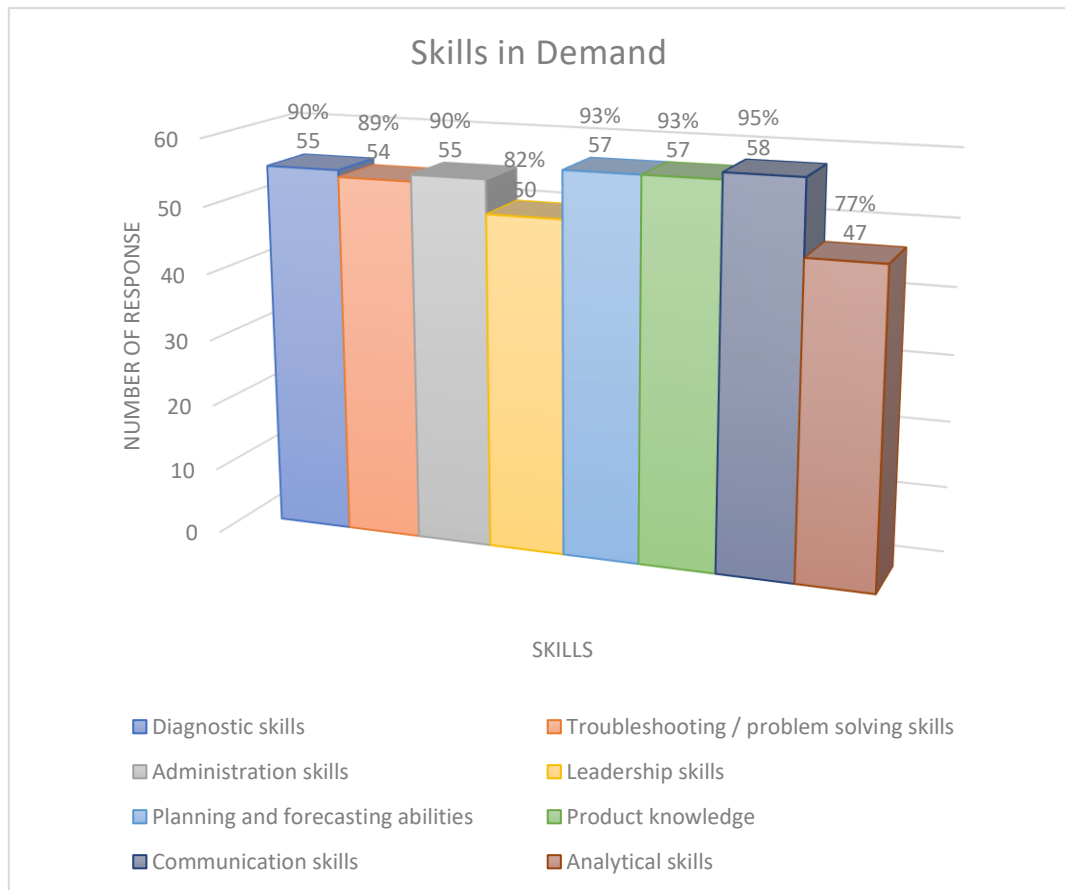


Figure 4.6: List of Skills in Demand

In Figure 4.6 above, all the skills identified from the FGD are considered essential, especially for the eight skills needed under section N79. According to FGD, the most needed skills in the industry are communication skills. From the questionnaire answered by the respondents, communication skills are the skills in demand with the highest number required in the industry. The result is significant to the finding from the previous FGD conducted in this research.

Communication skills are the ability to convey information effectively and efficiently to others using various methods such as verbal, nonverbal, and written communication. Effective communication is essential in all aspects of life, from personal relationships to professional settings. Communication skills are essential in people-based industries such as tourism and travel. In these industries, employees must

interact with customers regularly, and effective communication is crucial for providing excellent customer service and ensuring customer satisfaction.

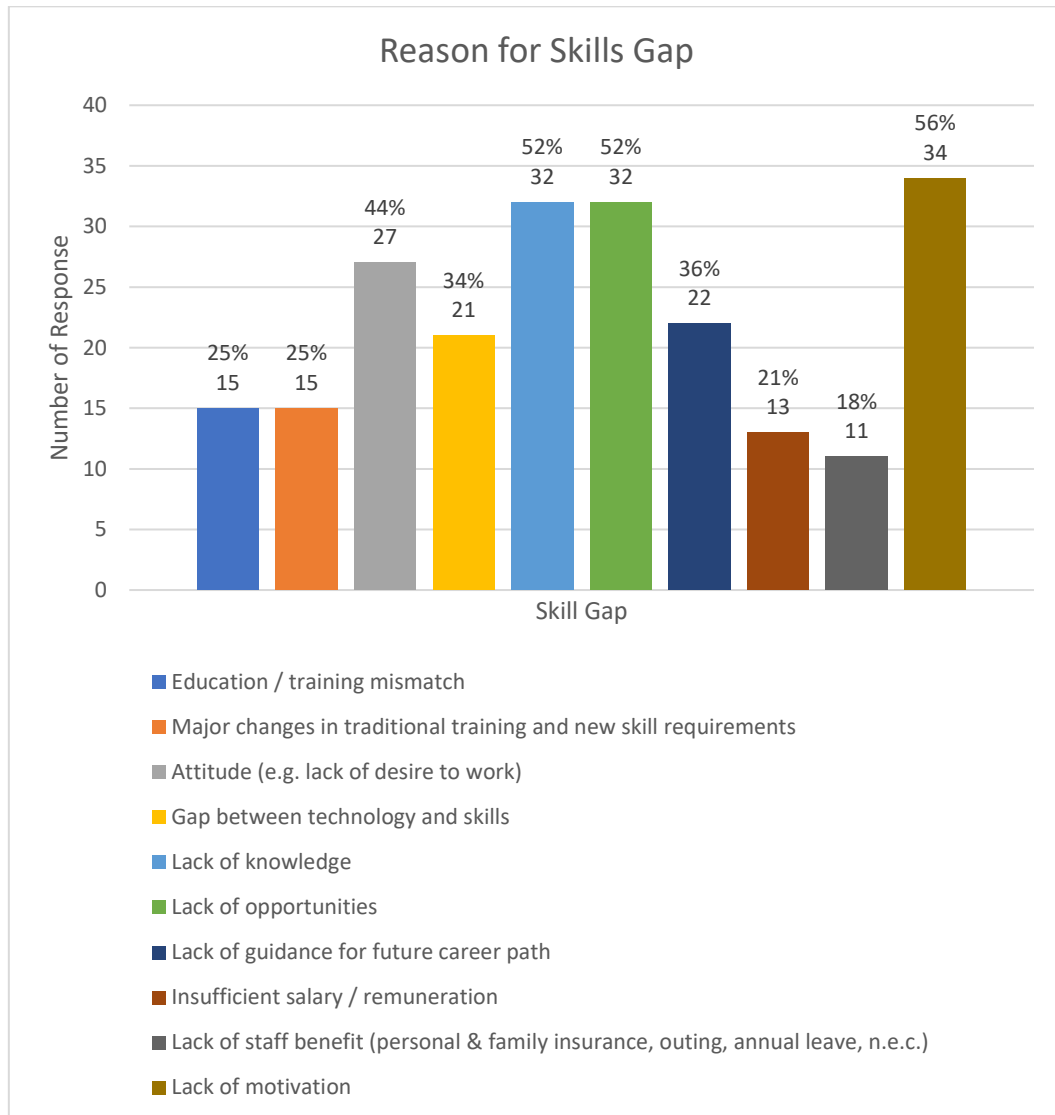


Figure 4.7: Reasons for The Skills Gap

In Figure 4.7 above, the main reason for the skill gap is the lack of motivation. Many workers in this industry find the work repetitive, leading to a lack of engagement and motivation. In addition, some workers may not see opportunities for advancement or career growth, which can further reduce their motivation. The second reasons are the lack of knowledge and lack of opportunities. Since the tourism and travel industry constantly changes, workers must keep up with the latest trends and technologies to provide high-quality service. However, many workers may lack the knowledge and skills needed to adapt to these changes, leading to a skills gap. This can be due to

inadequate training and education programs or a lack of access to information and resources.

The tourism and travel industry is also highly competitive, and workers need the right skills and experience to advance in their careers. However, many workers may not have the opportunities to develop their skills and gain experience. This can be due to limited job openings, a lack of mentoring and networking opportunities, or other factors. By providing training and development programs, promoting a positive work environment, and offering opportunities for career growth and development, employers can help create a skilled and motivated workforce that can provide high-quality service and drive the industry's growth.

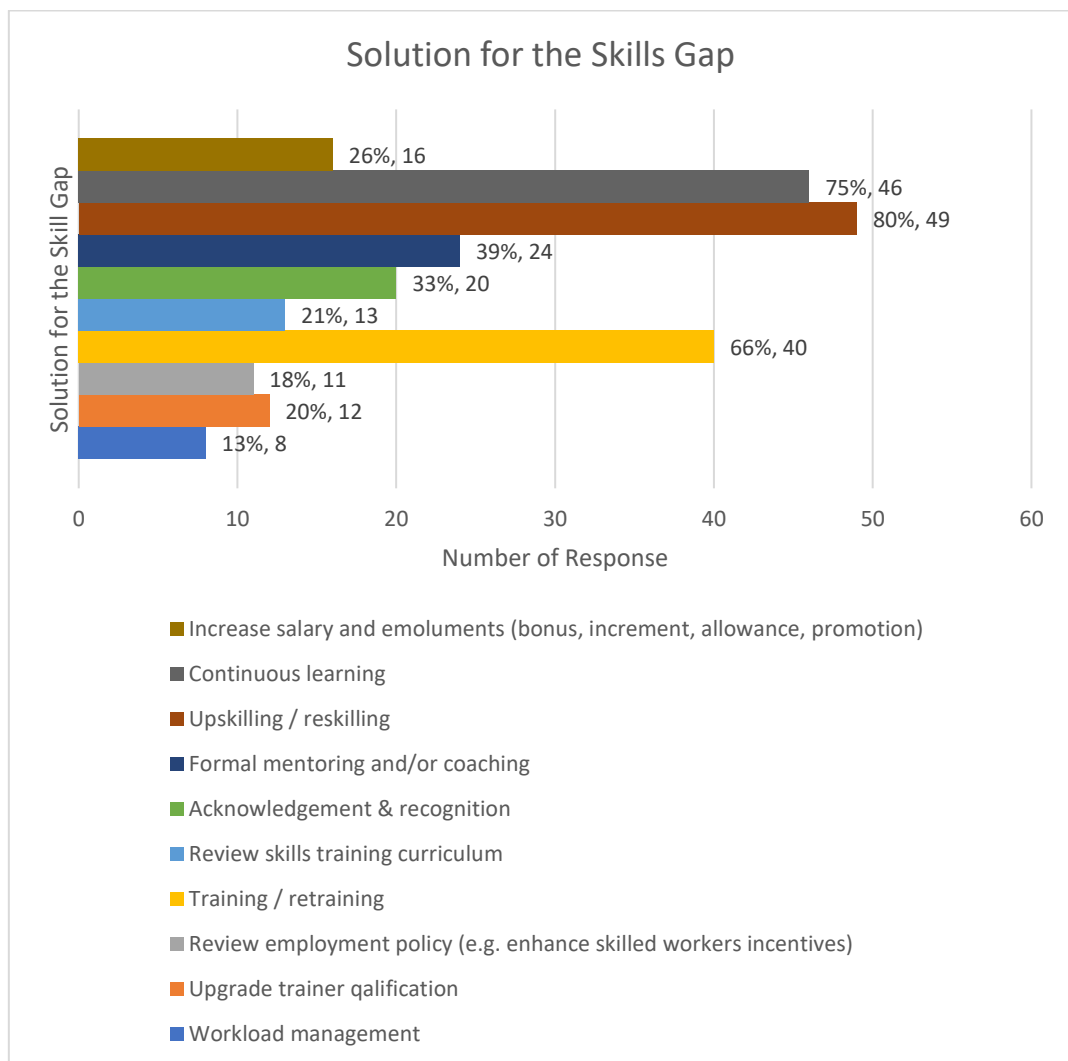


Figure 4.8: Recommendation Solution for The Skills Gap

Meanwhile, Figure 4.8 above shows the recommended solution for the skills gap. The solutions required by the industry players are the requirement of upskilling/reskilling, continuous learning, and training/ retraining. It is in tandem with the reason for the skills gap. Employers can offer comprehensive training and development programs to help workers improve their skills, gain new knowledge, and stay motivated by utilising the Human Resources Development Fund (HRDF). These programs can include online courses, mentoring, and coaching, covering various topics from customer service to leadership skills. Employers who are registered with the HRDF are entitled to claim reimbursement for training and development expenses incurred for their employees. These expenses can include the cost of training courses, conferences, and seminars and the cost of purchasing training materials and equipment.

It is also suggested to include the technology and skills embedded program and the character or personality development in the training system to attract more workers, especially the younger generation, and produce highly motivated workers in the travel agency industry.

4.7.7 Job Area relevant to Industrial Revolution

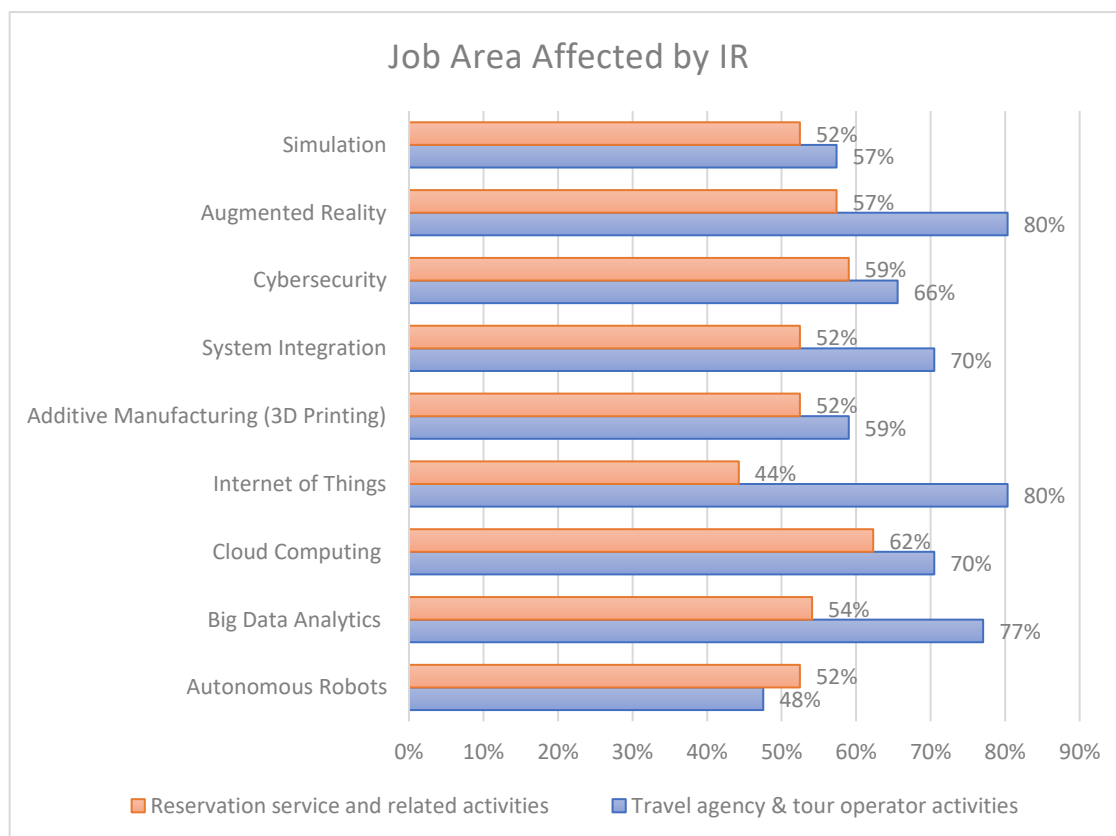


Figure 4.9: Job Area Affected by IR

Figure 4.9 shows Job Areas affected by Industrial Revolution through the nine (9) technology pillars. The most affected Job Area in Travel Agency & Tour Operator Activities is due to the Internet of Things (IoT), Augmented Reality (AR), and Big Data Analytics. Those are also the critical elements from the literature and data from the Tourism4-0.org website. The result is significant to the finding from the previous FGD conducted in this research.

In the tourism and travel industry, IoT is used to automate and optimize operations, enhance the guest experience, and improve safety and security. Meanwhile, AR technology is used in the tourism and travel industry to enhance the visitor experience by overlaying digital information onto the physical world. This technology can be used to provide visitors with immersive, interactive experiences that are both informative and entertaining. The tourism and travel industry generates vast data, from customer preferences and behaviours to operational performance metrics. Big Data

Analytics extracts insights from this data to optimize operations, improve the guest experience, and identify new revenue opportunities.

IoT, AR, and Big Data Analytics are transforming the tourism and travel industry, creating new job opportunities and changing the nature of existing jobs. As these technologies continue to evolve, it will be important for professionals in the industry to stay up-to-date with the latest developments and to develop new skills and expertise to remain competitive in the job market.

4.7.8 Related Issues in Travel Agency Industry

Figure 4.10 shows 20 key issues related to the Travel Agency Industry. The highest issue is maintaining profitability in the industry (37-Strongly Agree). With the increasing Do It Yourself (DIY) travelling concept, travel agencies struggle to sustain themselves in the industry. The rise of Online Travel Agencies (OTAs) has made DIY travel more accessible and convenient, as travellers can easily search for and book flights, accommodations, and activities online. This has significantly impacted traditional travel agencies struggling to sustain themselves in the travel industry. OTAs have disrupted the traditional travel agency business model by offering lower prices, more options, and greater convenience for travellers. This has made it more difficult for travel agencies to compete in the market. In addition to the convenience and cost savings, the DIY travel concept is also appealing to many travellers because it allows them to have greater control over their travel plans and to tailor their experiences to their individual preferences. With abundant online information, travellers can research destinations, accommodations, and activities in advance and make informed decisions about their travel plans.

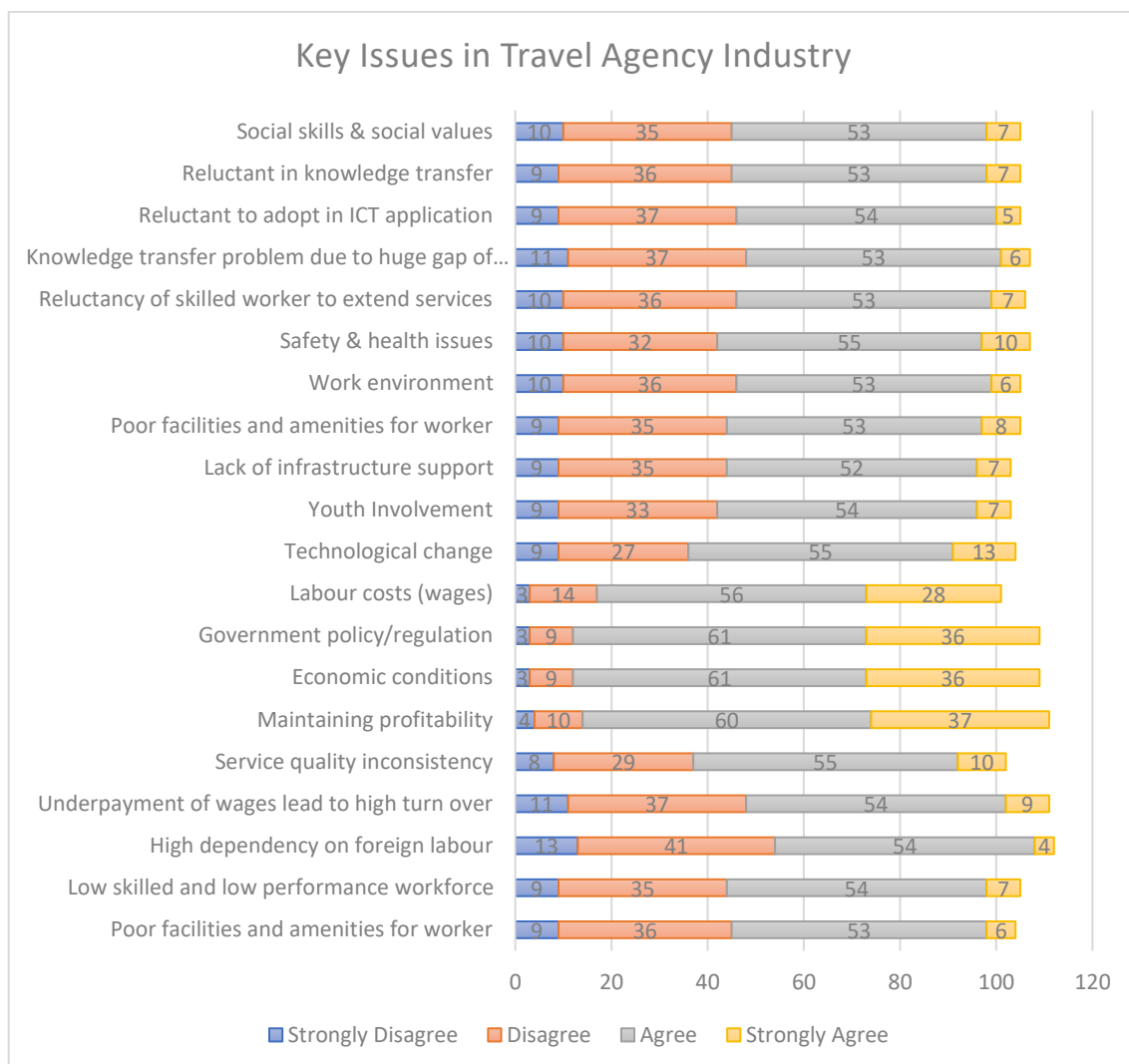


Figure 4.10: Key Issues in Travel Agency Industry

To remain competitive in the industry, travel agencies are adapting to the changing market by offering more specialised services and personalised experiences. For example, some travel agencies focus on niche markets, such as luxury travel, medical travel, adventure travel, or eco-tourism. They also offer more personalized services, such as customized itineraries, travel concierge services, and insider access to local experiences because of the nature people-based tourism and travel industry. Even the DIY travel concept and the rise of OTAs have disrupted the traditional travel agency industry, but travel agencies are adapting to the changing market by offering more specialized and personalized services to travellers.

Besides that, the government policy/regulation and economic conditions after the pandemic also become the highest issues in the industry (36-Strongly Agree).

Government policies and regulations can influence the growth and development of the tourism and travel industry. For example, visa requirements, taxation, and safety and security policies can impact the number of visitors to a destination. The governments of Malaysia provide financial support or incentives to encourage tourism development.

Instead of policies and regulations, enforcement is critical in ensuring compliance with government policies and regulations in the tourism and travel industry. Effective enforcement can help ensure that businesses operate according to laws and regulations designed to protect consumers, promote safety and security, and support sustainable tourism development. Government policies and regulations in the tourism and travel industry may include licensing, permits, taxation, safety and security requirements, environmental sustainability, and labour laws. For example, travel agents and tour operators must obtain licenses and permits to operate in many countries. At the same time, hotels and other accommodation providers may be subject to safety and health regulations.

Enforcement can take many forms, including inspections, audits, investigations, and penalties for non-compliance. Enforcement agencies may be government bodies, such as the police, customs officials, and environmental agencies, or industry-specific organisations, such as tourism boards or associations. Effective enforcement requires various resources, including personnel, funding, and technology. It also requires coordination and collaboration between enforcement agencies and the tourism industry. Industry stakeholders can support enforcement efforts by ensuring that they are aware of relevant laws and regulations and by promoting compliance among their members.

In addition to promoting compliance with existing laws and regulations, enforcement can also shape government policies and regulations in the tourism and travel industry. By highlighting areas where compliance is lacking, enforcement agencies can help to identify areas where regulatory changes may be needed. They can also provide input into developing new policies and regulations to ensure that they are practical and effective in achieving their goals.

Meanwhile, economic conditions such as currency exchange rates, interest rates, and inflation can also affect the tourism and travel industry. A strong economy can increase consumer confidence and spending, leading to more travel and tourism activity. Conversely, a weak economy may lead to reduced travel demand and lower tourism revenues. Therefore, government policies and regulations, as well as economic conditions, can have a significant impact on the tourism and travel industry. It is essential for travel agencies in the industry to stay up-to-date with the latest developments and advocate for policies and regulations that support their interests and the industry's interests as a whole.

4.8 Conclusion

Based on the discussions with panel members during the development workshops and survey findings, the OS of the industry was produced in this chapter. The OS provides information on the competency or job areas applicable to the industry, the skill level of the different job titles, according to the MOSQF Level Descriptors, and the available career paths. The jobs and skills in demand and the specific steps proposed to be taken by various parties to bridge the skills gaps are elaborated so that the parties concerned can take the steps needed to overcome such challenges.

CHAPTER V

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1 Discussion

Based on the collective findings from focus group discussions with industry experts, 11 job areas have been identified and confirmed to be in tandem with two (2) digits Malaysia Standards Industrial Classification (MSIC) 2008 Division 79: Travel Agency, Tour Operator, Reservation Service and Related Activities. A total of 27 job titles are listed, of which 12 are classified as critical job titles, and 12 are identified as job titles related to Industrial Revolution.

There are five (5) National Occupational Skills Standards (NOSS) have been developed by the Department of Skills Development (DSD) to suit the identified job titles in OS for Travel Agency, Tour Operator, Reservation Service and Related Activities.

5.2 Recommendations

For current economic expansion in Travel Agency, Tour Operator, Reservation Service and Related Activities, referring to the identified job titles associated with MSIC 2008 in this OF could lead to occupational re-structuring of an organisation that eventually avoids the mismatching of skills in an organisation. Besides, an enhancement and advancement plan could be commenced for an organisation to implement knowledge and skills related to IR. It is hoped that the results of this Occupational Framework will be used as a reference to fulfil the future plans of developing skilled personnel and certifying Malaysians in this industry towards improving the quality of the local industry and thus spurring Malaysia's global competitiveness.

The tourism industry has still been hit by the worldwide economic decline and the COVID-19 pandemic, despite many initiatives introduced by the government of Malaysia. The pandemic has caused widespread travel restrictions, border closures, and a decrease in consumer confidence, leading to a significant decline in international and domestic tourism. As a result, many businesses in the tourism industry, including hotels, airlines, and travel agencies, have suffered financial losses and job cuts. Additionally, the economic downturn has caused a decrease in disposable income, further reducing the demand for travel and tourism services. However, the government recently launched the Tourism Malaysia Marketing Plan 2022-2026 to stimulate the tourism industry. As the pandemic shows no signs of abating, Malaysia is placing a greater emphasis on the country's domestic tourism industry to ensure the industry's long-term sustainability.

It is highly recommended that all travel agencies get licenses and register with the Ministry of Tourism, Arts, and Culture (MOTAC) for the ministry easily to help and assist them. Due to so many unlicensed travel agencies, MOTAC is unable to assist them with disseminating information, financial assistance, distribution of incentives, etc.

Communication skills are the most needed skills in the industry. By focusing on the critical job finding in this study, it is suggested that the upskilling/ reskilling, training/ retraining, and continuous learning of the skilled workers are embedded with the technology skills and motivational elements to attract more workers, especially for the younger generation. This is important to ensure the sustainability of the industry in the future.

Effective communication skills are essential in the travel industry, where interactions with customers and colleagues are frequent and varied. English is the international language of travel, and proficiency in English is a critical skill for travel agency workers, especially in countries where English is not the first language. Travel agency workers must have good language skills to communicate with customers, understand their needs and provide high-quality service. Meanwhile, Public Relations (PR) is a critical communication component in the travel industry. Travel agency workers must be skilled at communicating with various stakeholders, including customers, media, government officials, and industry partners. PR professionals must communicate effectively, build relationships, manage crises, and maintain a positive brand image for their organisations. Communication manners are also

essential to ensure that customers feel valued and respected. This includes being polite, friendly, and professional in all customer interactions, using appropriate language and tone, and listening actively to customer needs and concerns.

Besides that, the travel industry is inherently international and diverse, with customers and colleagues from various backgrounds and cultures. It is essential for travel agency workers to be sensitive to cultural differences and to be able to communicate effectively with people from different cultures. Other important communication skills in the travel industry may include active listening, problem-solving, negotiation, and conflict resolution. Effective communication skills can help travel industry professionals build strong relationships with customers and colleagues and provide high-quality service that meets customer needs and expectations.

The Human Resources Development Fund (HRDF) in Malaysia offers funding and support for the travel industry's upskilling, reskilling, training, and retraining programs. This can significantly benefit travel agencies, such as improving employee skills and productivity by participating in training and upskilling programs. It may enhance their skills and knowledge, leading to increased productivity, better customer service, and more effective marketing and sales efforts. A well-trained and skilled workforce can improve business performance, including increased sales, customer satisfaction, and profitability. By investing in employee training and upskilling, travel agencies can gain a competitive advantage by offering superior products and services and demonstrating a commitment to quality and customer satisfaction.

The travel industry constantly evolves with new technologies and changing customer preferences. By investing in training and upskilling, travel agencies can adapt to these changes and remain relevant and competitive in the marketplace. By participating in HRDF-funded training programs, travel agencies can access financial support for employee training and upskilling, which can help reduce training costs and make it more accessible to a broader range of employees. The training programs also need to focus on the related critical job titles such as Tour Consultant, Tour Coordinator, Ticketing Officer, Tour Guide, and Reservation Agent.

5.3 Conclusion

This conclusion is based on the specified objectives of the Occupational Framework as elaborated below:

a) Objective 1: To develop an Occupational Structure (OS) in Travel Agency, Tour Operator, Reservation Service and Related Activities based on MSIC 2008

From the FGD session, the expert panel has collectively agreed that 11 job areas have been identified to be associated with Division N79 Travel Agency, Tour Operator, Reservation Service and Related Activities as classified in MSIC 2008. There are 27 job titles identified, whereby 12 were specified as critical jobs and 12 were specified relate and relevant to IR.

b) Objective 2: To determine the skills in demand of Travel Agency, Tour Operator, Reservation Service and Related Activities

Determination of required skills will overcome the limitation to fulfilling the requirement of a demanding occupation. Besides, for the purpose of worker improvement, competency upskilling, together with knowledge enhancement, is also required. From FGD sessions, the expert panels have come out with some skills and knowledge required in the industry as follows:

- a) Communication skills (the most demanded skills, including English as a second language, public relationships, and manners in communication skills)
- b) Diagnostic skills
- c) Problem solving skills
- d) Administration skills
- e) Leadership skills
- f) Analytical skills
- g) Planning and forecasting abilities

c) Objective 3: To determine the job titles for Travel Agency, Tour Operator, Reservation Service and Related Activities relevant to the Industrial Revolution.

During the focus group discussion, expert panels from the industry listed and identified ten (10) job titles related to the Industrial Revolution. The job title related to IR will bring this industry to go towards modernization and digitalization. The job titles that are related are listed in **Annex 5**.

d) Objective 4: To list the critical jobs in the Travel Agency, Tour Operator, Reservation Service and Related Activities.

The Focus Group Discussion members have identified eight (8) critical job titles in the Travel Agency, Tour Operator, Reservation Service and Related Activities industry as listed in **Annex 4**. These critical jobs were identified based on qualifications, knowledge, skills, working nature, recruitment and many others. The mismatching of qualifications led to the unproductivity of workers since the skills and knowledge could limit the ability of workers to perform job functions.

e) Objective 5: To determine Occupational Descriptions (OD) of Travel Agency, Tour Operator, Reservation Service and Related Activities for critical jobs based on developed OS.

Occupational descriptions for critical jobs were determined based on the developed OS and Occupational Responsibilities (OR). There are 8 ODs for the job titles categorized as critical by an expert panel from the industry that was described according to responsibilities, knowledge, skills and attributes regarding attitude, safety and environment. These Occupational Descriptions will also serve as a reference for job scope and can be referred to **Annex 6**.

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ANNEX 1: MOSQF LEVEL DESCRIPTORS

Malaysian Occupational Skills Qualification Framework (MOSQF) Chart

| Level | Level Descriptors |
|-------|---|
| 8 | <p>Achievement at this level reflects the ability to develop original understanding and extend a sub-area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complexes, interacting factors through initiating, designing and undertaking research, development or strategic activities. It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for the development of a field of work or knowledge, or for creating substantial professional or organisational change. It also reflects a critical understanding of relevant theoretical and methodological perspectives and how they affect the field of knowledge or work.</p> |
| 7 | <p>Achievement at this level reflects the ability to reformulate and use relevant understanding, methodologies and approaches to address problematic situations that involve many interacting factors. It includes taking responsibility for planning and developing courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgment. It also reflects an understanding of theoretical and relevant methodological perspectives, and how they affect their sub-area of study or work.</p> |
| 6 | <p>Achievement at this level reflects the ability to refine and use relevant understanding, methods and skills to address complex problems that have limited definition. It includes taking responsibility for planning and developing courses of action that are able to underpin substantial change or development, as well as exercising broad autonomy and judgment. It also reflects an understanding of different perspectives, approaches or schools of thought and the theories that underpin them.</p> |

| | |
|---|--|
| 5 | Achievement at this level reflects the ability to identify and use relevant understanding, methods and skills to address broadly-defined, complex problems. It includes taking responsibility for planning and developing courses of action as well as exercising autonomy and judgment within broad parameters. It also reflects the understanding of different perspectives, approaches or schools of thought and the reasoning behind them. |
| 4 | Achievement at this level reflects the ability to identify and use relevant understanding, methods and skills to address problems that are well defined but complex and non-routine. It includes taking responsibility for overall courses of action as well as exercising autonomy and judgment within fairly broad parameters. It also reflects the understanding of different perspectives or approaches within a sub-area of study or work. |
| 3 | Achievement at this level reflects the ability to identify and use relevant understanding, methods and skills to complete tasks and address problems that are well defined with a measure of complexity. It includes taking responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgments within limited parameters. It also reflects awareness of different perspectives or approaches within a sub-area of study or work. |
| 2 | Achievement at this level reflects the ability to select and use relevant knowledge, ideas, skills and procedures to complete well-defined tasks and address straightforward problems. It includes taking responsibility for completing tasks and procedures and exercising autonomy and judgment subject to overall direction or guidance. |
| 1 | Achievement at this level reflects the ability to use relevant knowledge, skills and procedures to complete routine and predictable tasks that include responsibility for completing tasks and procedures subject to direction or guidance. |

(Department of Skills Development, 2018)

ANNEX 2: LIST OF CONTRIBUTORS

**LIST OF OCCUPATIONAL FRAMEWORK DEVELOPMENT COMMITTEE
FOR TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND
RELATED ACTIVITIES**

| NO. | NAME | POSITION | ORGANISATION |
|------------|--------------------------------|--|----------------------------------|
| 1. | Nur Farhana binti Hamdan | Manager | Aidil Travel & Tours Sdn Bhd |
| 2. | Ibrahim bin Hashim | Head Unit (Education & Development) | Selangor Football Association |
| 3. | Sapinas binti P Ramly | Manager | Enas Holidays Sdn. Bhd. |
| 4. | Esah binti Abdullah | Advisor | Kembara Khaliffah Travel Sdn Bhd |
| 5. | Fuad bin Mohamed Fahmy | Director | Kampung Baru Magical Services |
| 6. | Normah binti Ibrahim | Advisor | Selangor Tourist Association |
| 7. | Rosnan bin Rahman | Director | JKKN Kelantan |
| 8. | Mokhtaruddin binti Dahiri | Senior TOURISM Officer | TOURISM Malaysia |
| 9. | Raihan Ashikin binti. Mohd Nor | Data Management Analyst | PERKESO |
| 10. | Siti Sarah binti Che Dan | Principal Assistant Director | DOSM |

**LIST OF OCCUPATIONAL FRAMEWORK TECHNICAL EVALUATION
COMMITTEE FOR TRAVEL AGENCY, TOUR OPERATOR, RESERVATION
SERVICE AND RELATED ACTIVITIES**

| NO. | NAME | ORGANISATION |
|------------|----------------------------|--|
| 1. | Dr. Khuzainey binti Ismail | Department of Skills Development (DSD) |
| 2. | Khadijah binti Isaak | Department of Skills Development (DSD) |
| 3. | Mohd Azizi bin Mohd Nasir | Jabatan Tenaga Kerja |
| 4. | Dr. Mazliha binti Mahdzar | Universiti Teknologi MARA (UiTM) |
| 5. | Ahmad Johanif bin Mohd Ali | Tourism Malaysia |
| 6. | Nantha Gopal Muniandy | MATTA |

**LIST OF OCCUPATIONAL FRAMEWORK INTERNAL TECHNICAL
COMMITTEE FOR TRAVEL AGENCY, TOUR OPERATOR, RESERVATION
SERVICE AND RELATED ACTIVITIES**

| NO. | NAME | POSITION | ORGANISATION |
|------------|-------------------------------------|---|--|
| 1. | Dr. Ghalip bin Spahat | Director | Department of Skills Development (DSD) |
| 2. | Dr. Zool Hilmi bin Mohamed Ashari | Deputy Director | Department of Skills Development (DSD) |
| 3. | Ts. Dr. Suhaila binti Ali | Deputy Director | Department of Skills Development (DSD) |
| 4. | Dr. Norhuda binti Salim | Head of Programme Skills Instructor Development Programme (PPK) | Centre of Instructors and Advanced Skills Training (CIAST) |
| 5. | Ts. Dr. Wan Nasarudin bin Wan Jalal | Principal Assistant Director (Policy Coordination) | Department of Skills Development (DSD) |
| 6. | Dr. Khuzainey binti Ismail | Senior Assistant Director (Policy Planning 2) | Department of Skills Development (DSD) |
| 7. | Dr. Fairus Atida binti Said | Senior Assistant Director (SLDN Assessment) | Department of Skills Development (DSD) |
| 8. | Dr. Nor Salwa binti Hamdan | Senior Assistant Director (SLaPB Accreditation) | Department of Skills Development (DSD) |
| 9. | Ts. Dr. Norhayati binti Yahaya | Head of Unit (Competencies Advancement and Quality Assurance) Skills Professional Development (SPD) Programme | Centre of Instructors and Advanced Skills Training (CIAST) |
| 10. | Ts. Dr. Nurul Amin bin Badrul | Head of Unit (Research and Innovation) | Centre of Instructors and Advanced Skills Training (CIAST) |
| 11. | Dr. Saidi bin Zain | Innovation Coordinator Research and Innovation Unit | Centre of Instructors and Advanced Skills Training (CIAST) |

**LIST OF DEPARTMENTS OF SKILLS DEVELOPMENT (DSD) OFFICERS
INVOLVED IN OCCUPATIONAL FRAMEWORK DEVELOPMENT FOR
TRAVEL AGENCY, TOUR OPERATOR, RESERVATION SERVICE AND
RELATED ACTIVITIES**

| NO. | NAME | POSITION | ORGANISATION |
|------------|-----------------------------|---|---|
| 1. | Khadijah binti Ishak | Principal Assistant Director | Department of Skills Development (DSD) |
| 2. | Ahmad Azran bin Ranaai | Senior Assistant Director | Department of Skills Development (DSD) |
| 3. | Noor Azura bin Adnan | Senior Assistant Director | Department of Skills Development (DSD) |
| 4. | Nazrul Hilmi bin Mohammad | Senior Assistant Director | Department of Skills Development (DSD) |
| 5. | Ts. Nor Aini Binti Abdullah | Senior Skills Development Officer | Department of Skills Development (DSD) |
| 6. | Yuhazreen Bin Yusof | Skills Development Officer | Department of Skills Development (DSD) |

**LIST OF WORKFORCE TEAM IN OCCUPATIONAL FRAMEWORK
DEVELOPMENT FOR TRAVEL AGENCY, TOUR OPERATOR, RESERVATION
SERVICE AND RELATED ACTIVITIES**

| NO. | NAME | POSITION | ORGANISATION |
|------------|---|-------------------------|--------------------------------|
| 1. | Ts. Ah Faezal Husni bin Arshad | Project Director | PFH Resources (M) Sdn. Bhd. |
| 2. | Ts. Dr. Zulkifli bin Mohd Sidi | Lead Researcher | PFH Resources (M) Sdn. Bhd. |
| 3. | Akhsan Kamil Azizi bin Lokman Hakim | Project Executive | PFH Resources (M) Sdn. Bhd. |
| 4. | Ts. Dr. Mohd Shahrul Nizam bin Mohd Danuri | Researcher | PFH Resources (M) Sdn. Bhd. |
| 5. | Nik Muslihuddin bin Nik Sulaiman | Assistant Researcher | PFH Resources (M) Sdn. Bhd. |
| 6. | Fatin Nadia binti Mahmud | Proofreader Team | PFH Resources (M) Sdn. Bhd. |

ANNEX 3: QUESTIONNAIRE

:: OCCUPATIONAL FRAMEWORK SURVEY :: **N79**
- Travel Agency, Tour Operator, Reservation Service & Related Activities

Dear Sir / Madam,

Assalamualaikum w.b.t. and Selamat Sejahtera,

The Department of Skills Development (DSD), Ministry of Human Resources is conducting an analysis on Occupational Framework (OF) of the Chemical Industry in Malaysia

This survey will be used as field data in order to conduct a comprehensive analysis of the industry's OF. The target respondents (group) is the organisation/industries representative either from the Human Resources Department of personnel at Management level.

We would like to extend our heartfelt gratitude upon your cooperation in answering this survey. All the information given will be used for the purpose of this survey only and will be strictly kept as confidential. If you have any clarification regarding the survey, kindly contact:
Dr. Mohd Shahrul Nizam Mohd Danuri: msnizam.mdanuri@gmail.com

Thank you and have a nice day!

* Required

Demographic

Respondents range from Human Resources officers to top decision-makers in an organisation.

1. Name: *

2. Company/Organisation: *

3. eMail: *

4. Gender

Mark only one oval.

Male

Female

5. Size of Company (number of staff) *

Mark only one oval.

Large (more than 201 employees)

Medium (from 76 to 200 employees)

Small (from 6 to 75 employees)

Micro (less than 5 employees)

There are 5 Sections in these 8 pages survey.

Please answer all questions below in the space provided.

Section 1 : Critical Job Titles

Section 2: Occupational Qualification

Section 3: Skills in Demand

Section 4: Emerging Skills

Section 5: Related Issues

SECTION 1: Critical Job Titles

(identifying the critical jobs in Travel Agency, Tour Operator, Reservation Service & Related Activities Industry)

6. 1.1 Which of the classification below is your **core** jobs scope ? (*✓ only one*)*

Mark only one oval.

Travel Agency and Tour Operator Activities

Other Reservation and Related Activities

7. 1.2 Which of the following classification is your **main area expertise** ? *(can ✓ more than one)**

Check all that apply.

- Travel Agency - Inbound (Tour Department)
- Travel Agency - Outbound (Tour Department)
- Travel Agency - Ticketing (Airline)
- Tour Operator - Product Operator / Provider
- Tour Guiding
- Tour Leader
- Venue Reservation
- Ticket Agents and Provider
- Transportation Reservation

8. *"Critical job are jobs in demand but hard to fill and are always short of supply due to nature of the jobs which required a certain set of skills.*

- 1.3 Which of the following area is a **critical job area**? *(can ✓ more than one)*

Check all that apply.

- Travel Agency - Inbound (Tour Department)
- Travel Agency - Outbound (Tour Department)
- Travel Agency - Ticketing (Airline)
- Tour Operator - Product Operator / Provider
- Tour Guiding
- Tour Leader
- Venue Reservation
- Ticket Agents and Provider
- Transportation Reservation

9. *"Critical job are **jobs in demand but hard to fill** and are always short of supply due to nature of the jobs which required a certain set of skills.*

1.4 Which of the following job title is a **critical job title?** *(can ✓ more than one)*

Check all that apply.

- General Manager
- Tour Manager
- Tour Executive
- Tour Consultant
- Tour Coordinator
- Admin Assistant
- Office Assistant
- Ticketing Manager
- Senior Ticketing Manager
- Ticketing Officer
- Sales & Marketing Executive
- Tour Guide
- Tour Leader / Mutawif
- Reservation Agent

SECTION 2 : Occupational Qualification

(identifying the skills in demand in Travel Agency, Tour Operator, Reservation Service & Related Activities Industry - by occupational level)

10. 2.1 Which of the following **Technical and Vocational critical qualifications** below are needed by the industry? *(can ✓ more than one)* *

Check all that apply.

- Certificate
- Skill Diploma (Technical/Skill Colleges)
- Advance Diploma (Technical/Skill Colleges)
- Other: _____

SECTION 3 : Skill in Demand

(identifying the skills in demand in

Travel Agency, Tour Operator, Reservation Service & Related Activities Industry)

Listed below are the set of skill categories related to personnel that are involved in

Travel Agency, Tour Operator, Reservation Service & Related Activities Industry .

11. 3.1 Rate the level of demand to the set of skills *

Mark only one oval per row.

| | Not Required | Required |
|---|-----------------------|-----------------------|
| Diagnostic skills | <input type="radio"/> | <input type="radio"/> |
| Troubleshooting / problem solving skills | <input type="radio"/> | <input type="radio"/> |
| Administration skills | <input type="radio"/> | <input type="radio"/> |
| Leadership skills | <input type="radio"/> | <input type="radio"/> |
| Planning and forecasting abilities | <input type="radio"/> | <input type="radio"/> |
| Product knowledge | <input type="radio"/> | <input type="radio"/> |
| Communication skills | <input type="radio"/> | <input type="radio"/> |
| Analytical skills | <input type="radio"/> | <input type="radio"/> |

12. 3.2 Based on your observation, do you think the current pool of workers in your job area, **possess the required skills?**

Mark only one oval.

Yes

No

13. 3.3 What might be the **reason(s)** for any skill gaps in your organisation?
You may tick more than one.

Check all that apply.

- Education / training mismatch
- Major changes in traditional training and new skill requirements
- Attitude (e.g. lack of desire to work)
- Gap between technology and skills
- Lack of knowledge
- Lack of opportunities
- Lack of guidance for future career path
- Insufficient salary / remuneration
- Lack of staff benefit (personal & family insurance, outing, annual leave, n.e.c.)
- Lack of motivation
- Other: _____

14. 3.4 What could be the **solution(s)** for the skill gaps, would you recommend?

Check all that apply.

- Workload management
- Upgrade trainer qualification
- Review employment policy (e.g. enhance skilled workers incentives)
- Training / retraining
- Review skills training curriculum
- Acknowledgement & recognition
- Formal mentoring and/or coaching
- Upskilling / reskilling
- Continuous learning
- Increase salary and emoluments (bonus, increment, allowance, promotion)
- Other: _____

SECTION 4: Job Area Related to Industrial Revolution

15. 4.1 Do you think Industrial Revolution 4.0 (Digitalisation) (IR4.0) would give an impact to the economic activities of Travel Agency, Tour Operator, Reservation Service & Related Activities Industry?

Mark only one oval.

- Yes
- No
- Not Sure

16. 4.2 Which job area is likely to be affected by these 9 technology pillars of IR 4.0? You may tick more than one.

Check all that apply.

| | Travel agency & tour operator activities | Reservation service and related activities |
|---|--|--|
| Autonomous Robots (e.g. tour guide robot, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Big Data Analytics (e.g. tourist behavior and flow analysis, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Cloud Computing (e.g. package information, big data analytics, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Internet of Things (e.g. personalization, location information, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Additive Manufacturing (3D Printing) (e.g. customize gifts, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| System Integration (e.g. digital online tourist identity, personalization, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |

| | | |
|---|--------------------------|--------------------------|
| Cybersecurity (e.g. identity theft, secure payment, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Augmented Reality (e.g. virtual tour, education tourism, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Simulation (e.g. analysis of tourist flows, training simulation, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |

Below is the list of prerequisite and skills required for IR 4.0.

PREREQUISITE & SKILLS

KNOWLEDGE ABOUT ICT

- Basic Information Technology knowledge
- Ability to use and interact with computers and smart machines like robots, tablets etc.
- Understanding machine to machine communication, IT security & data protection

ABILITY TO WORK WITH DATA

- Ability to process and analyse data and information obtained from systems and machines
- Understanding visual data output & making decisions
- Basic statistical knowledge

TECHNICAL KNOW-HOW

- Inter-disciplinary & generic knowledge about technology
- Specialized knowledge about travel activities
- Technical know-how of system and technology to carry out related activities

PERSONAL SKILLS

- Adaptability & ability to change
- Decision making
- Working in team

17. 4.3 Select prerequisite and skills that are relevant to the job area. You may tick more than one.

Check all that apply.

| | KNOWLEDGE ABOUT ICT | ABILITY TO WORK WITH DATA | TECHNICAL KNOW- HOW | PERSONAL SKILLS |
|--|--------------------------|---------------------------------------|---------------------------|--------------------------|
| Travel Agency - Inbound (Tour Department) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel Agency - Outbound (Tour Department) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel Agency - Ticketing (Airline) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tour Operator - Product Operator / Provider | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tour Guiding | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tour Leader | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Venue Reservation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ticket Agents and Provider | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Transportation Reservation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

SECTION 5: RELATED ISSUES

Please answer according to your relevant job area.

18. 5.1 What is/are the key issue/s related to Travel Agency, Tour Operator, Reservation Service & Related Activities Industry ? Please rate ALL the key issues by using the scale below.

Mark only one oval per row.

| | Strongly Disagree | Disagree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Insufficient manpower | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Low skilled and low performance workforce | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| High dependency on foreign labour | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Underpayment of wages lead to high turn over | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Service quality inconsistency | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Maintaining profitability | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Economic conditions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Government policy/regulation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Labour costs (wages) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Technological change | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Youth Involvement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of infrastructure support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Poor facilities and amenities for worker | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Work environment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Safety & health issues | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reluctancy of skilled worker to extend services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Knowledge transfer problem due to huge gap of seniority in service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reluctant to adopt in ICT application | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reluctant in knowledge transfer | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social skills & social values | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. 5.2 Any other related issues to address?

20. 5.3 Is the Travel Industry still your main source of income?

Mark only one oval.

Yes

No

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Google Forms

ANNEX 4: LIST OF CRITICAL JOB TITLES

| NO | CRITICAL JOB TITLE | GROUP | AREA | LEVEL |
|-----|--------------------|-------|--|-------|
| 1) | Tour Coordinator | 791 | Travel Agency – Inbound (Tour Department) | 3 |
| 2) | Tour Consultant | 791 | Travel Agency – Inbound (Tour Department) | 4 |
| 3) | Tour Coordinator | 791 | Travel Agency – Outbound (Tour Department) | 3 |
| 4) | Tour Consultant | 791 | Travel Agency – Outbound (Tour Department) | 4 |
| 5) | Tour Coordinator | 791 | Tour Operator – Product Operator / Provider | 3 |
| 6) | Ticketing Officer | 791 | Travel Agency - Ticketing | 3 |
| 7) | Tour Guide | 791 | Tour Guiding (Localised Nature Guiding) | 3 |
| 8) | Tour Guide | 791 | Tour Guiding (City Guide) | 3 |
| 9) | Tour Guide | 791 | Tour Guiding (Region Specific Tourist Guide) | 3 |
| 10) | Tour Consultant | 799 | Venue Reservation | 4 |
| 11) | Reservation Agent | 799 | Ticket Agents & Provider | 2 |
| 12) | Reservation Agent | 799 | Logistics (Transportation) | 2 |

ANNEX 5: JOB TITLES RELEVANT TO INDUSTRIAL REVOLUTION

| NO | CRITICAL JOB TITLE | AREA | LEVEL |
|-----------|---------------------------|--|--------------|
| 1) | Tour Coordinator | Travel Agency – Inbound (Tour Department) | 3 |
| 2) | Tour Consultant | Travel Agency – Inbound (Tour Department) | 4 |
| 3) | Tour Coordinator | Travel Agency – Outbound (Tour Department) | 3 |
| 4) | Tour Consultant | Travel Agency – Outbound (Tour Department) | 4 |
| 5) | Ticketing Officer | Travel Agency - Ticketing | 3 |
| 6) | Tour Coordinator | Tour Operator – Product Operator / Provider | 4 |
| 7) | Tour Guide | Tour Guiding (Localised Nature Guiding) | 3 |
| 8) | Tour Guide | Tour Guiding (City Guide) | 3 |
| 9) | Tour Guide | Tour Guiding (Region Specific Tourist Guide) | 3 |
| 10) | Tour Consultant | Venue Reservation | 4 |
| 11) | Reservation Agent | Ticket Agents & Provider | 2 |
| 12) | Reservation Agent | Logistics (Transportation) | 2 |

ANNEX 6: OCCUPATIONAL DESCRIPTION (OD)

SECTION : (N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES
**DIVISION : (79) TRAVEL AGENCY, TOUR OPERATOR, RESERVATION
SERVICE AND RELATED ACTIVITIES**
**GROUP : (791) TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
(799) OTHER RESERVATION & RELATED ACTIVITIES**

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TRAVEL AGENCY - INBOUND (TOUR DEPARTMENT)
JOB TITLE : TOUR COORDINATOR
LEVEL : 3

RESPONSIBILITIES:

Tour Coordinator is responsible to obtain information about the cost and convenience of different types of transport and accommodation, ascertain customers' requirements and advising them on travel arrangements from suppliers, handle reservations, issue tickets and vouchers, assist customers in obtaining the necessary travel documents such as visas, prepare bills and receiving payments and supervise, schedule and monitor the tasks of other workers.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Computer and Electronics

Skills:

- Active Listening Skills
- Service Orientation
- Reading Comprehension
- Speaking
- Social Perceptiveness
- Clerical/Administration Skills
- Communication
- Costing Skills
- Invoicing
- Microsoft Excel

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Teamwork
- Multitasking
- Professionalism
- Resilience
- Agility
- Responsive

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TRAVEL AGENCY - INBOUND (TOUR DEPARTMENT)
JOB TITLE : TOUR CONSULTANT
LEVEL : 4

RESPONSIBILITIES:

Tour Consultant is responsible to obtain information about the cost and convenience of different types of transport and accommodation, ascertain customers' requirements and advising them on travel arrangements, prepare itineraries, consult customers in obtaining the necessary travel documents and organise group tours.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography

Skills:

- Service Orientation
- Social Perceptiveness
- Clerical/Administration Skills
- Communication skills
- Costing Skills

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Teamwork
- Multitasking
- Professionalism
- Resilience
- Agility
- Fraternize
- Flexibility

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TRAVEL AGENCY - OUTBOUND (TOUR DEPARTMENT)
JOB TITLE : TOUR COORDINATOR
LEVEL : 3

RESPONSIBILITIES:

Tour Coordinator is responsible to obtain information about the cost and convenience of different types of transport and accommodation, ascertain customers' requirements and advising them on travel arrangements from suppliers, handle reservations, issue tickets and vouchers, assist customers in obtaining the necessary travel documents such as visas, prepare bills and receiving payments and supervise, schedule and monitor the tasks of other workers.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Computer and Electronics

Skills:

- Active Listening Skills
- Service Orientation
- Reading Comprehension
- Speaking
- Social Perceptiveness
- Clerical/Administration Skills
- Communication
- Costing Skills
- Invoicing
- Microsoft Excel

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Teamwork
- Multitasking
- Professionalism
- Resilience
- Agility
- Responsive

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TRAVEL AGENCY - OUTBOUND (TOUR DEPARTMENT)
JOB TITLE : TOUR CONSULTANT
LEVEL : 4

RESPONSIBILITIES:

Tour Consultant is responsible to obtain information about the cost and convenience of different types of transport and accommodation, ascertain customers' requirements and advising them on travel arrangements, prepare itineraries, consult customers in obtaining the necessary travel documents and organise group tours.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography

Skills:

- Service Orientation
- Social Perceptiveness
- Clerical/Administration Skills
- Communication skills
- Costing Skills

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Teamwork
- Multitasking
- Professionalism
- Resilience
- Agility
- Fraternalize
- Flexibility

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TRAVEL AGENCY - TICKETING (AIRLINE)
JOB TITLE : TICKETING OFFICER
LEVEL : 3

RESPONSIBILITIES:

Ticketing Officer is responsible to examine passenger documentation to determine destinations and assign seat preferences, confer with customers to determine their service requirements and travel preferences and provide clients with assistance in preparing required travel documents and forms, determine whether the seat is available on travel dates requested by customers, assigning requested seat when available, prepare and confirm air ticket reservations, maintain computerised inventories of available passenger seats and provide information on reserved or available seats, answer inquiries regarding information, such as schedules, procedures, or policies, plan routes, itineraries and compute fares and fees, using schedules, rate books, and computers, contact customers or travel agents to advise them of travel conveyance changes or to confirm reservations and prepare customer invoices and accept payment.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Computer and Electronics

Skills:

- Service Orientation
- Coordination
- Judgment and Decision Making
- Clerical/Administration Skills
- Costing Skills
- Communication skills
- Interpersonal relation skill
- Negotiation skill

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Teamwork
- Multitasking
- Professionalism
- Resilience
- Agility
- Flexibility

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TOUR OPERATOR - PRODUCT OPERATOR / PROVIDER
JOB TITLE : TOUR COORDINATOR
LEVEL : 3

RESPONSIBILITIES:

Tour Coordinator is responsible to obtain information about the cost and convenience of different types of transport and accommodation, ascertain customers' requirements and advising them on travel arrangements from suppliers, handle reservations, issue tickets and vouchers, prepare bills and receive payments and monitor the group tour booking.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Computer and Electronics

Skills:

- Active Listening Skills
- Service Orientation
- Reading Comprehension
- Speaking
- Social Perceptiveness
- Clerical/Administration Skills
- Communication
- Costing Skills
- Invoicing
- Microsoft Excel

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Teamwork
- Multitasking
- Professionalism
- Resilience
- Agility
- Responsive

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TOUR GUIDING (LOCALISED NATURE GUIDE)
JOB TITLE : TOUR GUIDE
LEVEL : 3

RESPONSIBILITIES:

Tour Guide is responsible to describe tour points of interest to group members and respond to questions, escort individuals or groups on cruises, sightseeing tours, or through places of interest, monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices, research various topics, including site history, environmental conditions, and clients' skills and abilities to plan appropriate expeditions, instruction, and commentary, provide directions and other pertinent information to visitors, provide for the physical safety of groups, performing such activities as providing first aid or directing emergency evacuations, assemble and check the required supplies and equipment prior to departure, greet and register visitors and issue any required identification badges or safety devices, provide information about wildlife varieties and habitats, as well as any relevant regulations and communicate with foreign visitors.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Administration and Management
- Geography
- Product knowledge

Skills:

- Communication skill (Preferable multi-language)
- Service Orientation
- Active Listening
- Social Perceptiveness
- Coordination
- Persuasion

Attributes (Attitude/Safety/Environmental):

- Time Management
- Professionalism
- Cheerful & Humorous
- Friendly
- Helpful
- Fit and energetic

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TOUR GUIDING (CITY GUIDE)
JOB TITLE : TOUR GUIDE
LEVEL : 3

RESPONSIBILITIES:

Tour Guide is responsible to describe tour points of interest to group members and respond to questions, escort individuals or groups on cruises, sightseeing tours, or through places of interest, monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices, research various topics, including site history, environmental conditions, and clients' skills and abilities to plan appropriate expeditions, instruction, and commentary, provide directions and other pertinent information to visitors, provide for the physical safety of groups, performing such activities as providing first aid or directing emergency evacuations, assemble and check the required supplies and equipment prior to departure, greet and register visitors and issue any required identification badges or safety devices, provide information about wildlife varieties and habitats, as well as any relevant regulations and communicate with foreign visitors.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Administration and Management
- Geography
- Product knowledge

Skills:

- Communication skills (Preferably multi-language)
- Service Orientation
- Active Listening
- Social Perceptiveness
- Coordination
- Persuasion

Attributes (Attitude/Safety/Environmental):

- Time Management
- Professionalism
- Cheerful & Humorous
- Friendly
- Helpful
- Fit and energetic

MSIC GROUP : 791 TRAVEL AGENCY TOUR OPERATOR ACTIVITIES
AREA : TOUR GUIDING (REGION SPECIFIC TOURIST GUIDE)
JOB TITLE : TOUR GUIDE
LEVEL : 3

RESPONSIBILITIES:

Tour Guide is responsible to describe tour points of interest to group members and respond to questions, escort individuals or groups on cruises, sightseeing tours, or through places of interest, monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices, research various topics, including site history, environmental conditions, and clients' skills and abilities to plan appropriate expeditions, instruction, and commentary, provide directions and other pertinent information to visitors, provide for the physical safety of groups, performing such activities as providing first aid or directing emergency evacuations, assemble and check the required supplies and equipment prior to departure, greet and register visitors and issue any required identification badges or safety devices, provide information about wildlife varieties and habitats, as well as any relevant regulations and communicate with foreign visitors.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Administration and Management
- Geography
- Product knowledge

Skills:

- Communication skill (Preferable multi-language)
- Service Orientation
- Active Listening
- Social Perceptiveness
- Coordination
- Persuasion

Attributes (Attitude/Safety/Environmental):

- Time Management
- Professionalism
- Cheerful & Humorous
- Friendly
- Helpful
- Fit and energetic

MSIC GROUP : 799 OTHER RESERVATION & RELATED ACTIVITIES
AREA : VENUE RESERVATION
JOB TITLE : TOUR CONSULTANT
LEVEL : 4

RESPONSIBILITIES:

Tour Consultant is responsible to confer with customers to determine their service requirements, determine whether the venue is available on dates requested by customers, assign requested venue when available, inform clients of essential travel information, such as travel times, transportation connections, answer inquiries regarding information, such as schedules, accommodations, procedures, or policies, open or close information facilities and provide customers with travel suggestions and information sources, such as guides, directories, brochures, or maps.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Product knowledge

Skills:

- Service Orientation
- Social Perceptiveness
- Clerical/Administration Skills
- Communication skills
- Basic Costing Skills

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Multitasking
- Professionalism
- Flexibility

MSIC GROUP : 799 OTHER RESERVATION & RELATED ACTIVITIES
AREA : TICKET AGENTS AND PROVIDER
JOB TITLE : RESERVATION AGENT
LEVEL : 2

RESPONSIBILITIES:

Reservation Agent is responsible to obtain information about the details of the customers' requirements, handle reservations, issue tickets and vouchers, prepare bills and receive payments.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Product knowledge

Skills:

- Service Orientation
- Social Perceptiveness
- Clerical/Administration Skills
- Communication skills
- Basic Costing Skills

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Multitasking
- Professionalism
- Flexibility

MSIC GROUP : 799 OTHER RESERVATION & RELATED ACTIVITIES
AREA : LOGISTIC (TRANSPORTATION)
JOB TITLE : RESERVATION AGENT
LEVEL : 3

RESPONSIBILITIES:

Reservation Agents is responsible to obtain information about the details of the customers' requirements, handle reservations, issue tickets and vouchers, prepare bills and receive payments.

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- Geography
- Product knowledge

Skills:

- Service Orientation
- Social Perceptiveness
- Clerical/Administration Skills
- Communication skills
- Basic Costing Skills

Attributes (Attitude/Safety/Environmental):

- Attention to detail
- Multitasking
- Professionalism
- Flexibility