

MOST IMMEDIATE

Government of Pakistan
Ministry of Economic Affairs
(Economic Affairs Division)

No. 3(2) SEA/Malaysia/2024

Islamabad the 12th February, 2024

OFFICE MEMORANDUM

SUBJECT: - **TRAINING COURSE ON “DESIGNING AND IMPLEMENTING DEVELOPMENT PLAN FOR SUSTAINABLE ISLAMIC AND MUSLIM FRIENDLY TOURISM” TO BE HELD FROM 10-21ST MAY, 2024) UNDER THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP).**

The undersigned is directed to inform that the Government of Malaysia has invited two (02) nominations (one principle and one alternate) for the above training course. The Government of Malaysia will bear the full course fees for successful applicants. The application form is available at EAD’s web site: www.ead.gov.pk and <https://mtcpcoms.kln.gov.my> course.

2 The eligibility criteria and objectives of the subject course are as under:

Eligibility Criteria

- Government officers (BS-17 and above), nominated by their respective Governments.
- Age 26-50 years who are involved in the planning of healthcare and wellness tourism development. Specifically on products and service.
- Policy makers, planners and decision makers in tourism promotion and marketing
- Practitioners who are currently responsible for sustainable Islamic and Muslim-friendly tourism and hospitality
- Good command of spoken and written English
- Has never participated in any MTCP course.

Objective

- To enable participants to understand the principles of sustainable tourism development and its significance in the context of Islamic and Muslim-friendly travel and tourism.
- To comprehend the main methods used in determining “Why, What, Where, Who and When” in planning and designing development plans for sustainable Islamic and Muslim friendly tourism development;
- To apply planning and management tools in the design and implementation of development plans for sustainable Islamic and Muslim-friendly tourism and
- To share Malaysia’s best practice experiences for sustainable Islamic and Muslim-friendly tourism development.

3. Nomination of suitable candidates duly approved by the competent authority along with the following documents may kindly be forwarded to this Division by **8th March, 2024 (Friday)**, positively.

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4. **Required Documents**

1	Nomination letter in original	01 copy
2	Filled in Proforma for FTC	01 copy
3	Application form	02 copies
4	CNIC & Photograph	02 copies each
5.	Passport	02 copies
6.	Undertaking and Surety bound	01 original each

5. In case of incomplete/late submission of documents, nomination will not be entertained. Moreover, any deliberate provision of wrong information on the part of the candidate shall liable to be rejected.


 (Pizwak Imtiaz)
 Section Officer (SEA)
 Ph: 051-9202084

1. Secretary, Cabinet Division, Islamabad.
2. Secretary, National Heritage and Cultural Division, Islamabad.
3. Chairman, Planning & Development Board, Government of the Punjab, Lahore
4. Chairman, Planning & Development Board, Government of Sindh, Karachi
5. Additional Chief Secretary, Planning & Development Department, Government of Khyber Pakhtunkhwa, Peshawar
6. Additional Chief Secretary, Planning & Development Department Government of Balochistan, Quetta
7. Additional Chief Secretary, Planning & Development Department, Government of Azad Jammu & Kashmir, Muzaffarabad
8. Secretary, Planning & Development Department, Government of Gilgit Baltistan, Gilgit.
9. Managing Director, Pakistan Tourism Development Corporation, Rawalpindi
10. **Relevant Officers working in other Ministries/Divisions/ Departments may download the circular from the official Website of Economic Affairs Division for submission of nomination through proper channel.**

Copy forwarded for information:-

1. Senior Joint Secretary (EC), EAD
2. Joint Secretary (Training), Establishment Division, Islamabad
3. Section Officer (UN-III/Secretary FTC), EAD
4. Network & System Administrator, EAD