

MOST IMMEDIATE

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

No. 3(18) SEA/2020

Islamabad, the 17th February, 2020

OFFICE MEMORANDUM

Subject: **TRAINING COURSE ON "STRATEGIES IN DEVELOPING AND MANAGING SUSTAINABLE ECOTOURISM DESTINATIONS AND PRODUCTS" TO BE HELD FROM 05-11 JULY, 2020 AT MALAYSIA**

The undersigned is directed to inform that the Government of Malaysia through Islamic Tourism Centre (ITC), will be organizing the **Fully Funded** subject training programme and has invited **two** nominations for the said programme. Detailed information and application form for the subject training Programme may be downloaded from www.mtcp.kln.gov.my and www.ead.gov.pk

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

Objectives:

- Enable participants to understand the current global trends in travel and tourism;
- Understand the role of different stakeholders in managing ecotourism destinations and product based on Malaysia's experience;
- Impart knowledge on the use of management tools such as the carrying capacity technique in managing sustainable tourism;
- Explore issues associated with the planning, managing, marketing and promotion of ecotourism products and destinations in a sustainable manner; and
- Share Malaysia's best practice experiences for sustainable ecotourism development.

Eligibility Criteria:

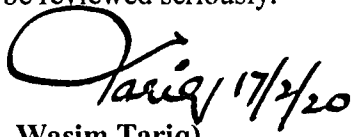
- Permanent Government Officers (BS-17 and above) nominated by respective Federal/ Provincial Government.
- Government officers involved in tourism development planning, promotion and marketing, particularly on ecotourism
- Have a good command of written and spoken English.
- Good health, physically and mentally, in order to complete the course.

3. Nomination of suitable candidates fulfilling the laid-down eligibility criteria prescribed by the sponsoring agency duly approved by the competent authority alongwith following documents may be forwarded to this Division by **15th April, 2020 (Wednesday)** positively.

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|---|---------------|
| 1. Application Forms (filled and signed) | 02 (original) |
| 2. Proforma for Foreign Training | 01 copy |
| 3. Surety Bond/Undertaking. | 01 copy each |
| 4. CNIC & Valid Passport (coloured copy of all Pages) | 01 copy each |
| 5. Two Passport size photo (3.5cm x 5cm) (white background) | |

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4. Incomplete / late submission of documents / nomination will not be entertained. Moreover, deliberate provision of any wrong information on the part of the candidate shall be reviewed seriously.


(Dr. M. Wasim Tariq)
Section Officer (SEA)
Ph: 051-9202084

1. Secretary, Cabinet Division, Islamabad
2. Secretary, Inter-Provincial Coordination (IPC), Islamabad
3. Secretary, Ministry of Planning, Development and Special Initiatives, Islamabad
4. Secretary, Climate Change Division, Islamabad.
5. Managing Director, Pakistan Tourism Department Corporation (PTDC), Head office Flashman's Hotel the Mall, Rawalpindi
6. Chairman, Planning & Development Board, Government of the Punjab, Lahore
7. Chairman, Planning & Development Board, Government of Sindh, Karachi
8. Additional Chief Secretary, Planning & Development Department, Government of KPK, Peshawar
9. Additional Chief Secretary, Planning & Development Department Government of Balochistan, Quetta
10. Additional Chief Secretary, Planning & Development Department, Government of AJ&K, Muzaffarabad
11. Secretary, Planning & Development Department, Government of Gilgit Baltistan, Gilgit.
12. **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 similar action to:-

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