

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

No. 3(49) SEA/Malaysia/2022.

Islamabad the 15th April, 2022

OFFICE MEMORANDUM

SUBJECT: - **E-LEARNING COURSE ON “STRATEGIES IN DEVELOPING AND MANAGING SUSTAINABLE MUSLIM FRIENDLY DESTINATIONS AND PRODUCTS” FROM 19TH TO 22ND -&- JULY, 2022 UNDER THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP).**

The undersigned is directed to inform that the Government of Malaysia has invited **two (02)** nominations 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 website: www.ead.gov.pk and [https://www.kln.gov.my/documents/8390448/8392184/MTCP+2022+-+APPLICATION FORM](https://www.kln.gov.my/documents/8390448/8392184/MTCP+2022+-+APPLICATION+FORM).

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

Eligibility Criteria:

- Government Officials involved in tourism development planning, promotion, and marketing, particularly in Muslim travel market.
- Policymakers, planners and decision-makers in tourism planning and development.
- Practitioners who are currently responsible for developing Muslim travel and tour packages.
- Those involved in 'Visit' campaigns and destination marketing of tourism events.
- Good command of spoken and written English.
- Equipped with the relevant ICT tools such as laptop/desktop, web camera microphone, speaker-----etc, & familiar with online learning platform forms like Zoom Google, Meet etc.

Objectives:

- To understand the current global trends in travel and tourism;
- To establish a better understanding of the role of different stakeholders in managing Muslim friendly destinations and products based on Malaysia's experience;
- To identify potential, attraction, products, and services in their home country that can be developed for MFTH.
- To explore issues associated with the planning, managing, and marketing Muslim Friendly Tourism and Hospitality (MFTH) products and destinations in a sustainable manner; and
- To share Malaysia's best practice experiences for Muslim Friendly Tourism and Hospitality (MFTH).

To create awareness and understanding on fundamental principles and procedures.

3. Nomination of suitable candidates duly approved by the competent authority along with the following documents may kindly be forwarded to this Division by **13th May, 2022 (Friday)**, positively.

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4. **Required Documents**

1	Nomination letter in original	01 copy
2	Filled in Performa for FTC	01 copy
3	Application form	02 copies
4	CNIC & Photograph	02 copies each

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


(TAHMINA HABIB)
Deputy Secretary(EC-II)
Ph: 051-9202084

1. Secretary, Inter-provincial Coordination Division, Islamabad.
2. Secretary, Planning Development & Special Initiative, Islamabad.
3. Secretary, National Heritage & Culture , Islamabad.
4. Chairman, Planning & Development Board, Government of the Punjab, Lahore
5. Chairman, Planning & Development Board, Government of Sindh, Karachi
6. Additional Chief Secretary, Planning & Development Department, Government of Khyber Pakhtunkhwa, Peshawar
7. Additional Chief Secretary, Planning & Development Department Government of Balochistan, Quetta
8. Additional Chief Secretary, Planning & Development Department, Government of Azad Jammu & Kashmir, Muzaffarabad.
9. Additional Chief Secretary, Planning & Development Department, Government of Gilgit Baltistan, Gilgit.
10. Secretary, Planning & Development Department, Government of Gilgit-Baltistan, Gilgit.
11. 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. Joint Secretary (Training), Establishment Division, Islamabad
2. Section Officer (UN-III/Secretary FTC), EAD
3. Network & System Administrator, EAD