

MOST IMMEDIATE

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

No. 3(50) SEA/Malaysia/2022

Islamabad the 10th May, 2022.

OFFICE MEMORANDUM

SUBJECT: - **E-LEARNING COURSE ON "NEW-NORM" TO BE HELD FROM 22ND -26TH & 29TH-30TH AUGUST, 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.pdf/31506fe1=axaa-44d1-88a2-7b4227e6bd2a> (Malaysia's website).

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

Eligibility Criteria:

1. Middle/Senior Government Officer aged 26-50 years who are involved in the planning of responsible tourism development, specifically on products and services.
2. Policy-makers, planners and decision-makers in tourism promotion and marketing.
3. Practitioners who are currently responsible for developing tourism workforce.
4. Good command of spoken and written English.
5. Has never participated in any MTCP courses.
6. Equipped with the relevant ICT tools such as laptop/desktop, web camera, microphone, speaker etc. & familiar with online learning platforms like Zoom, Google Meet etc.

Objectives:

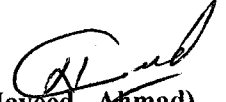
1. To recognize the concept and benefits of digital technology for tourism survival and development.
 2. To explore potential digital tourism products and practices that can be expanded in their home country.
 3. To identify the roles Governments and the private sector play in the development of digital technology for tourism.
 4. To develop strategies and policies for digital transformation for tourism; and
 5. To predict future tourism trends and market analysis using digital innovations.
3. Nomination of suitable candidates duly approved by the competent authority along with the following documents may kindly be forwarded to this Division by **1st July, 2022 (Friday)**, positively.

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

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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.


(Naveed Ahmad)
Section Officer (SEA)
Ph: 051-9202084

1. Secretary, Ministry of National Heritage and culture Division, Islamabad.
2. Chairman, Pakistan Tourism Development Corporation, Rawalpindi
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. **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