

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

No. 3(8) SEA/Malaysia/2023.

Islamabad the 26th April, 2022

OFFICE MEMORANDUM

SUBJECT: - **TRAINING COURSE ON “STRATEGIES IN DEVELOPING AND MANAGING SUSTAINABLE ECOTOURISM DESTINATIONS AND PRODUCTS IN MUSLIM FRIENDLY TOURISM AND HOSPITALITY ENVIRONMENT” FROM 12TH TO 16TH JUNE, 2023 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://mtcp.kln.gov.my/mtcpforms/MTCP2023_APPLICATION_FORM_\(ONLINE COURSE\).pdf](https://mtcp.kln.gov.my/mtcpforms/MTCP2023_APPLICATION_FORM_(ONLINE_COURSE).pdf).

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

Eligibility Criteria:

- Middle/Senior Government Officers aged 26-50 years who are involved in the planning of responsible tourism development, specifically on products and services.
- Policy-makers, planners and decision-makers in tourism promotion and marketing.
- Practitioners who are currently responsible for developing tourism workforce.
- 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 enable participants to understand the current global trends in travel and tourism;
- To understanding of the role of different stakeholders in managing Muslim friendly ecotourism destinations and products based on Malaysia’s experience;
- To impart knowledge on the use of management tools such as the carrying capacity technique in managing sustainable ecotourism.
- To explore issues associated with the planning, managing, and marketing and destination of ecotourism products and destination in a sustainable manner; and
- To share Malaysia’s best practice experiences for sustainable ecotourism development in Muslim friendly and hospitality environment.

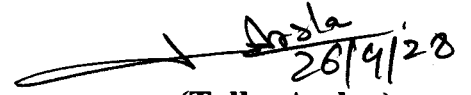
3. Nomination of suitable candidates duly approved by the competent authority along with the following documents may kindly be forwarded to this Division by **22nd May, 2023 (Monday)**, positively.

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Required Documents

1	Nomination letter in original	01 copy
2	Filled in Performa for FTC	01 copy
3	Application form	03 copies
4	CNIC & Photograph	02 copies each
5.	Undertaking.	01 copy
6.	Surety Bonds	01 copy
7.	Passport Copy	02 copies

4. 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.


(Talha Arslan)
Section Officer (SEA)
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: -

- i. Joint Secretary (EC), EAD
- ii. Section Officer (Admn-I), EAD
- iii. Joint Secretary (Training), Establishment Division, Islamabad
- iv. Section Officer (UN-III/Secretary FTC), EAD
- v. Network & System Administrator, EAD