

NEWSLETTER

NOVEMBER/DECEMBER 2025 | Vol.06



Stepping into 2026 Together

**Building Resilience,
Raising Standards & Advancing
Hospitality Excellence Together**

As we step into 2026, MAH looks ahead with optimism and renewed purpose, standing shoulder to shoulder with our members and partners to elevate service excellence, strengthen industry readiness and advance long term sustainability across Malaysia's hospitality sector.

With the momentum of Visit Malaysia 2026 on the horizon, we are committed to turning this national opportunity into lasting progress by raising standards, building resilience and shaping a confident, competitive and future ready hospitality industry together.



Paving the Way for Global Collaboration in Hospitality

MAH participated in the 9th China Hospitality Brand Value Summit, strengthening Malaysia-China hospitality ties. President Datin Christina Toh joined key panels, while MAH promoted Visit Malaysia 2026 and showcased the nation's hospitality sector to international delegate.



MAHTEC 2026 Programmes Now Open Empowering Malaysia's Hospitality Professionals

MAH Perak, in collaboration with MAHTEC and PASAK, successfully concluded the Hospitality Industry Skills Improvement Course, enhancing professionals' skills and service standards. Explore MAHTEC's 2026 programmes, register early and seize attractive offers to grow your career in hospitality and tourism.

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Dear Readers,

As 2025 draws to a close, MAH reflects on a year marked by steady progress, constructive engagement and continued advocacy for Malaysia's hotel industry. Amid an evolving operating landscape, MAH has remained focused on safeguarding member interests while advancing industry standards nationwide.

Throughout the year, MAH engaged closely with stakeholders, led industry discussions and delivered initiatives focused on strengthening the hospitality ecosystem. These efforts reflect MAH's continued role as a trusted industry voice and a proactive partner to government and stakeholders. On behalf of the Board, I would also like to acknowledge the dedication and commitment of our team, whose professionalism and perseverance have contributed to a productive year and laid a strong foundation for the future.

As we look ahead, the hospitality industry stands at an important juncture, one defined by both opportunity and responsibility. In the lead up to Visit Malaysia 2026, MAH's key focus is to build a resilient hospitality ecosystem by permanently raising industry standards. We will continue to leverage the national tourism agenda and its associated support mechanisms to guide and support smaller operators in meeting future operational benchmarks. MAH remains firmly committed to ensuring that Visit Malaysia 2026 becomes a catalyst for long term, meaningful improvements rather than a short term revenue surge.

Thank you for your continued support and partnership. Much lies ahead in the coming year, and we invite you to stay connected as MAH continues its efforts to advance and strengthen Malaysia's hospitality industry.

Datin Christina Toh
President of Malaysian Association of Hotels

Merry Christmas
HAPPY NEW YEAR 2026

Advocacy & Representation

Sustainability Townhall for the Hotel Industry

Advancing Calorie Awareness And Reduced Sugar Practices | 4th November 2025

The Sustainability Townhall on Calorie Conscious and Less Sugar Initiatives for the hotel industry was held on 4th November 2025 at Hotel Grand Dorsett, Subang Jaya. The session was jointly organised by Bahagian Pemakanan, Kementerian Kesihatan Malaysia (KKM), Malaysia Productivity Corporation (MPC) and Nexus Produktiviti Pelancongan (TPN).

The townhall brought together key stakeholders from the hospitality sector to discuss practical initiatives focused on calorie awareness, sugar reduction and food waste minimisation within hotel food and beverage operations. Emphasis was also placed on fostering closer collaboration between KKM and industry players to support healthier dining practices and more sustainable operational standards. As a Collaboration Partner, MAH reaffirmed its commitment to supporting national sustainability and public health agendas while encouraging industry wide adoption of responsible and productivity driven practices.



MAH Engages MyCC on Digital Economy Review

Supporting A Level Playing Field For The Hotel Sector | 4th November 2025

MAH participated as a committee member in the MyCC Technical Committee (TC) Meeting No. 4, convened to deliberate on the presentation of the Final Report of the Market Review on the Digital Economy Ecosystem. The meeting was held on 4th November 2025 at MyCC's Main Meeting Room, Menara SSM @ KL Sentral and was chaired by Professor Yeah Kim Leng, Commission's Economic Committee Member.

During the session, members engaged in in depth discussions on key policy considerations affecting the hospitality sector, particularly the need to ensure a level playing field between hotels and online travel agencies (OTAs), as well as between hotels and short term rental accommodations (STRAs). These discussions formed part of the broader evaluation of market fairness, regulatory balance and competitive dynamics within Malaysia's digital economy ecosystem.

MAH's participation underscored its continued commitment to representing the interests of the hotel industry and contributing constructively to national level policy discussions that shape a fair, sustainable and competitive operating environment.

Recommendations	Description	Targeted issues
Investigation action on price parity clause by MyCC	<ul style="list-style-type: none">Given that the price parity clause has become a common practice within the OTA market, MyCC explicitly reserves the right to take action if the clauses trigger its investigation powers under the Competition Act 2010.Provide greater pricing flexibility for hotels, particularly small and independent operators as well as to enhance competition between OTAs and direct hotel channels, potentially resulting in lower prices for consumers.	<ul style="list-style-type: none">Enforcement of price parity in agreements between OTAs and hotels
Enhance operational transparency in OTAs	<ul style="list-style-type: none">To operationalise the upcoming amendment to the Tourism Act 1992 by MOTAC, which should address areas such as the OTA's platform governance, accountability, principles of fairness and transparency as well as other operational matters.This will support the adoption of more transparent practices by OTAs, promote fair treatment of hotels, and expand consumer choice.	<ul style="list-style-type: none">Enforcement of price parity in agreements between OTAs and hotelsImpact of commission rates on platform visibilityDominance of metasearch enginesRegulatory framework gapsOperational challenges from OTA practicesDrip-pricing
Strengthen legal framework for mandatory registration and operation of STRAs	<ul style="list-style-type: none">To operationalise the forthcoming development of a standardised national STRA guideline led by PLANMalaysia under KPKT.The establishment of the standardised guideline should provide a unified legal and protective framework for the mandatory registration and regulation of STRA providers.This aims to safeguard local STRA operators, primarily Malaysians, who often rely on this activity as a key source of income.	<ul style="list-style-type: none">No centralised regulation for STRAs



WEIL Hotel Makes History with MAH ESG Certification

Malaysia's first certified hotel under the MAH ESG Programme | 11th November 2025

On 11th November 2025 in Ipoh, MAH proudly presented the MAH ESG Certification for Hotels and Resorts to WEIL Hotel, marking a historic first for Malaysia's hospitality industry. WEIL Hotel is the first property to be certified under the ESG Certification Programme, a collaborative initiative by MAH in partnership with SGS Malaysia and Saimatrix Integrated, with official endorsement and support from the Ministry of Tourism, Arts and Culture (MOTAC).

The certification recognises WEIL Hotel's strong commitment to integrating Environmental, Social and Governance (ESG) principles across its operations, guest experience, and organisational culture. The presentation ceremony, held at WEIL Hotel, symbolised a significant step forward in advancing sustainable and responsible tourism practices nationwide. MAH commends WEIL Hotel for leading by example and setting a new benchmark for the industry. This milestone reflects the growing momentum among Malaysian hotels to embrace ESG as a strategic priority, underscoring sustainability as a defining direction for the future of tourism in Malaysia.

Launched by MAH in 2024, the ESG Certification Programme supports hotels and resorts in adopting globally recognised sustainability standards through a structured assessment and verification process, aligned with the National Tourism Policy 2020–2030.

***For more information or enrolment, please contact the MAHTEC Secretariat at mahtec@hotels.org.my or +603 4252 5332.*



Gas Malaysia Seminar: Driving a Greener Future

Supporting Sustainable Energy Solutions For The Hotel Industry | 19th November 2025

MAH attended and supported the Gas Malaysia seminar, Driving a Greener Future, held on 19th November 2025 at Perdana Kuala Lumpur City Centre, in support of its associate member, Gas Malaysia Retail Services Sdn Bhd (GMRS). The seminar brought together hotel industry professionals to explore how Compressed Natural Gas (CNG) solutions can enhance energy efficiency, improve operational reliability and support sustainability goals within hospitality operations. Participants gained practical insights into adopting cleaner energy alternatives while maintaining cost effectiveness and operational resilience.

The session also featured briefings by representatives from the Ministry of Domestic Trade and Cost of Living (KPDN), who shared key updates on gas safety, regulatory requirements and compliance standards. These discussions reinforced the importance of maintaining high safety standards and regulatory compliance when implementing alternative energy solutions. MAH's participation underscores its continued commitment to supporting member driven initiatives that advance sustainability, operational excellence and industry wide best practices.



Toilet of the Year Award 2025

Recognising Excellence In Hotel Hygiene Standards | 19th November 2025

MAH attended the Toilet of the Year Award 2025 (TOTYA 2025) on 19th November 2025 and supported the initiative by promoting the competition to members earlier this year. Organised by the Ministry of Housing and Local Government (KPKT), TOTYA 2025 recorded its highest participation to date with 744 entries nationwide.

In the Hotel Category, all top three winners were MAH member hotels:

- 🏆 Winner: NU Hotel, Sarawak
- 🏆 Runner Up: PARKROYAL A'Famosa Melaka Resort
- 🏆 Second Runner Up: Sunway Hotel Big Box, Johor

MAH congratulates its members for setting high benchmarks in cleanliness and reinforcing the hotel industry's commitment to quality and public hygiene standards.



Visit Malaysia 2026 Signature Mocktail Training

Showcasing Malaysian Flavours Through A Signature VM2026 Experience | 19th November 2025

MAH co-organised the Visit Malaysia 2026 Signature Mocktail Bartender's Training on 19th November 2025 in collaboration with the Mixology Alliance of Malaysia. The session encouraged MAH members to adopt the official VM2026 signature mocktail, **Bandung Pandan Spritz**, as a welcoming drink for guests. The training was attended by approximately 70 participants from Kuala Lumpur, Selangor, Melaka, Negeri Sembilan and Pahang. To support wider adoption, MAH will also be producing and sharing a step by step preparation video following the session.



MPKK Meeting on National Skills Development

Strengthening Industry Aligned Skills Standards | 20th November 2025

MAH attended the Majlis Pembangunan Kemahiran Kebangsaan (MPKK) Meeting on 20th November 2025 as an industry representative, reaffirming its commitment to supporting the development of nationally aligned and industry relevant skills standards. The meeting, chaired by the Deputy Secretary General (Operations) of KESUMA and Deputy Chairman of MPKK, approved 31 new National Occupational Skills Standards (NOSS), bringing the total approved in 2025 to 112. These standards play a critical role in ensuring TVET programmes remain relevant to current technologies and workforce needs.

Key strategic discussions also included the implementation guidelines for Tahfiz TVET and findings from the Tripartite Engagement on five High Growth High Value (HGHV) sectors. The meeting concluded with an appreciation for the leadership and contributions of the Director General of the Department of Skills Development upon her retirement.



MAH at the China Hospitality Brand Value Summit & Hospitality Investment Cooperation Conference 2025

Strengthening Ties with China's Hospitality Industry | 26th - 27th November 2025

MAH participated in the 9th China Hospitality Brand Value Summit 2025 and the Hospitality Investment Cooperation Conference, held on 26th and 27th November 2025 at the Suzhou Taihu Marriott Hotel, upon invitation by the China Hotel and Lodging Association (CHLA). Over the two day engagement, MAH Board members took part in high level dialogues and networking sessions aimed at strengthening bilateral ties between the Malaysian and Chinese hospitality sectors. A key highlight was MAH President Datin Christina Toh's participation as a panelist in a roundtable discussion on global expansion and the resilience of Chinese hotel brands, including their impact on the Malaysian market.

MAH also participated in the International Tourism and Hospitality Business and Investment Exchange Session, where Malaysia's hospitality landscape was showcased and Visit Malaysia 2026 was actively promoted to international delegates. The summit provided a valuable platform to deepen cooperation, explore investment opportunities, and reinforce long term collaboration between Malaysia and China's hospitality industries.

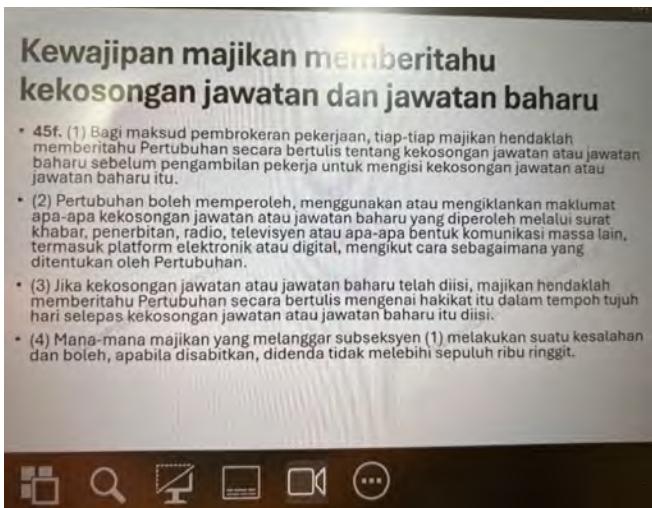


PERKESO Networking & Engagement Session

Collaborating To Strengthen Malaysia's Labour Market | 5th December 2025

MAH attended the PERKESO Networking & Engagement Session on 5th December 2025 at Menara PERKESO, Putrajaya, representing the hospitality industry. The session focused on updates to the Employment Insurance System Act 2017 (Act 800) and the Employees' Social Security Act 1969 (Act 4), aimed at modernising worker protection and ensuring employment services remain relevant and inclusive.

Participants shared insights and discussed practical recommendations to support the proposed legislative amendments. MAH's participation reflects its ongoing commitment to advocating for policies that safeguard employees while supporting the operational needs of the hospitality sector.



MTF Executive Council Meeting

Shaping Policies For A Successful Visit Malaysia Year 2026 | 8th December 2025

MAH attended the Malaysian Tourism Federation (MTF) Executive Council Meeting No. 04/2025 on 8th December 2025 at MATIC, contributing as part of the Committee. Chaired by MTF President Dr Sri Ganesh Michiel, the meeting focused on strengthening policy alignment, streamlining industry resolutions, and enhancing strategic frameworks to support Malaysia's upcoming Visit Malaysia Year 2026.

Key discussions included improving coordination across tourism clusters, reinforcing collaboration between government agencies and private-sector partners and reviewing ongoing initiatives while identifying new policy directions. MAH's participation underscores its commitment to advancing policies that boost visitor confidence, elevate service standards and drive sustainable tourism growth nationwide.



Industry Engagement on New Foreign Worker Levy Mechanism

Providing industry input on workforce policy reforms | 10th December 2025

MAH attended the engagement session organised by the Ministry of Human Resources (KSM) on 10th December 2025 at the Putrajaya International Convention Centre (PICC), representing the hospitality industry in discussions on the proposed Multi Tier Levy Mechanism (MTLM) for foreign workers. The session gathered feedback from industry stakeholders on key considerations, including the impact of the proposed levy on operating costs, sector based levy structuring, dependency ratios on foreign labour and the need for a transition period prior to full implementation. Emphasis was also placed on the importance of continued industry engagement before any policy decisions are finalised. MAH's participation underscores its commitment to voicing industry perspectives and supporting balanced workforce policies that consider both business sustainability and national labour objectives.



Exely Appreciation Event Malaysia

Shaping the Future of Malaysia's Tourism | 11th December 2025

MAH attended the Exely Appreciation Event on 11th December 2025 at Blossom A GlassMansion in Kuala Lumpur, following an invitation from Exely, in support of an active associate member and corporate sponsor. The event brought together hotel associations, hotel partners and technology partners for an evening of appreciation and networking, celebrating a year of collaboration, growth and shared achievements. It provided an opportunity to strengthen relationships and reaffirm partnerships within the hospitality and technology ecosystem. MAH's presence reflects its continued commitment to supporting member engagement, fostering collaboration and encouraging innovation across the hospitality industry.





Suspension of Coach Services at Shopping Malls

Impact on Tourism and Retail Ecosystem

The industry has been made aware of a recent directive by the authorities to suspend companies providing coach and bus services at shopping malls serving outstation and cross border destinations. This development is expected to have significant implications for Malaysia's tourism, retail, and hospitality ecosystem.

For nearly two decades, coach services have operated at major shopping malls across the Klang Valley, including 1 Utama, Sunway Pyramid, Berjaya Times Square, Nu Sentral, and malls in the KLCC vicinity, as well as Queensbay Mall in Penang. These locations have functioned as established and well regulated pick up and drop off points for both domestic and international travellers, particularly from Singapore and Thailand.

Tourism data consistently shows that Singapore remains Malaysia's largest source market, with approximately 95 percent of visitors travelling as free and independent travellers. Coach services play a critical role in facilitating this segment, providing direct and convenient access to shopping malls and affiliated hotels while contributing an estimated 20,000 passenger footfall per month to retail destinations.

Advantages for Passengers Using Mall Based Coach Services

- ★ Highly accessible and recognisable locations that function as popular meeting points and community hubs
- ★ Seamless connectivity to hotels, convention centres and event venues through integrated logistics
- ★ Supports cross border and intercity travel, particularly during school holidays, long weekends, and festive periods
- ★ Comfortable waiting environments with clean restrooms, food courts, Wi Fi and weather sheltered spaces
- ★ Added convenience through ticket counters, travel kiosks and dedicated waiting lounges
- ★ Higher levels of safety and security compared to roadside or ad hoc pick up points
- ★ Essential transport support for non driving travellers, including students, seniors and tourists

Mutual Benefits for Shopping Malls and Hotels

- ★ **Expanded Catchment Reach:** Connects suburban and regional populations directly to urban retail centres and hotels, effectively broadening consumer access and participation.
- ★ **Enhanced Retail Footfall:** Coach passengers contribute to incremental spending through shopping, dining and entertainment activities before or after their journeys.
- ★ **Multi-Functional Urban Nodes:** Positions malls as integrated hubs combining retail, leisure, hotels, transportation and community engagement functions.
- ★ **Tourism Synergy:** Direct coach access from neighbouring countries facilitates seamless shopping tourism, converting visitors into immediate retail participants and hotel guests.
- ★ **Cultural Promotion:** Malls serve as prime venues to showcase Malaysia's multi-racial harmony through festive décor and cultural celebrations, enhancing the nation's image.
- ★ **Economic Impact:** Strengthens Malaysia's retail, hotel and tourism ecosystem by stimulating sales, attracting repeat visits and stays, and contributing to overall economic growth.

With the year end holiday season, festive travel period, and Visit Malaysia 2026 campaign approaching, the suspension of an estimated 500 buses is viewed as a major disruption. Beyond immediate travel inconvenience for passengers, the move raises concerns over reputational impact and the potential setback to ongoing national tourism recovery efforts.

Industry associations have jointly urged the authorities to reconsider the suspension and to continue allowing designated coach pick up and drop off points at shopping malls. The call emphasises the need to view transportation, retail, hospitality and tourism as an interconnected ecosystem, particularly in the lead up to Visit Malaysia 2026.

This position is jointly supported by:

- **BB KLCC Tourism Association**
- **Malaysia Association of Hotels**
- **Malaysian Association of Hotel Owners**
- **Persatuan Pengurusan Kompleks Malaysia (PPK) – Malaysia Shopping Malls Association**

For further information or clarification, please contact the Secretariat at 603-7727 6202 or email secretariat@ppkm.org.my.



Selangor Introduces Sustainability Fee for Tourist Accommodation from 2026

The Selangor state government has announced the introduction of a sustainability fee for tourists staying in accommodation establishments across the state, effective 1st January 2026. The announcement was made during the Selangor State Legislative Assembly sitting on 21th November.

According to Selangor Local Government and Tourism Committee Chairman Datuk Ng Suee Lim, the fee is aimed at safeguarding the state's heritage and natural environment while supporting long term tourism development. Collection of the fee will be administered by local authorities, with hotels and accommodation providers acting solely as facilitators.

The sustainability fee will be levied based on accommodation category, as follows:

- RM7 per night for five star hotels
- RM5 per night for four star hotels
- RM3 per night for three star hotels
- RM2 per night for homestays and short term rental accommodations such as Airbnb

The state government emphasised that the fee is modest and is not expected to place an undue burden on visitors. Similar sustainability or tourism related fees have already been implemented in several Malaysian destinations, including Melaka, Penang, Pahang, Langkawi, Perak and Negeri Sembilan.

Revenue collected from the sustainability fee will be channelled into a dedicated fund managed by the Selangor State Secretary. The funds will be reinvested into tourism related initiatives, including conservation efforts, infrastructure enhancements and destination development.



In conjunction with this announcement, the state also unveiled the "Surprising Selangor" campaign under Visit Selangor Year 2025, which is set to continue into 2026. Selangor is targeting RM15 billion in tourism revenue, with a focus on increasing overnight stays and encouraging higher visitor spending. Tourism remains a key growth sector for Selangor's economy, and the state government reiterated its commitment to ensuring that tourism policies deliver tangible benefits to local communities while supporting sustainable industry growth.

For further information : visitselangor2025.my

Johor Introduces RM3 Nightly Hotel Levy from 1st January 2026

Johor will implement a RM3 per night hotel levy, known as Caj Kembara, effective 1st January 2026, as part of the newly enacted Hotel Enactment 2025. The levy applies to all licensed accommodation across the state, from luxury resorts to budget hotels, and is positioned as a mechanism to support sustainable tourism growth.



According to the Johor state government, proceeds from the levy will be channelled into a dedicated trust fund to finance tourism infrastructure upgrades, improvements to public facilities, and state-led destination marketing initiatives. The new enactment also strengthens regulatory oversight, granting authorities enhanced powers to act against unlicensed operators and premises that fail to meet safety and compliance standards.

State leaders emphasised that the RM3 fee is modest and consistent with similar tourism-related charges already implemented in other states, including Melaka, Penang, Perak, Pahang, Kedah (Langkawi), and Negeri Sembilan. The move reflects Johor's intent to future-proof its tourism sector amid rising visitor numbers, particularly from Singapore.

Industry feedback has been largely positive, with hotel operators noting that the levy will be communicated transparently to guests and is unlikely to deter travel. However, concerns have been raised over potential imbalances between licensed hotels and short-term accommodation providers if levies are not applied uniformly across all accommodation types.

Tourism Malaysia data recorded 10.39 million hotel guests in Johor last year, an increase of 8.5 per cent, underscoring the state's growing appeal driven by attractions such as Desaru Coast, Legoland, heritage areas, islands, and national parks. The levy is expected to contribute to the preservation and enhancement of these assets while supporting long-term tourism development.

For further information : tourismjohor.my

Tourism Malaysia Announces New Chairman and Director General

Tourism Malaysia has announced two key leadership appointments effective 8 December 2025, reinforcing the organisation's strategic readiness as the country gears up for Visit Malaysia 2026 (VM2026). Together, these appointments signal continuity, experience and renewed leadership focus as Tourism Malaysia advances preparations for Visit Malaysia 2026.

Datuk Manoharan Periasamy Appointed Chairman



Datuk Manoharan Periasamy has been appointed Chairman of the Malaysia Tourism Promotion Board, succeeding Datuk Dr Yasmin Mahmood. The appointment was announced by the Minister of Tourism, Arts and Culture, Datuk Seri Tiong King Sing, in accordance with the Malaysia Tourism Promotion Board Act 1992.

With over three decades of experience in public service and the tourism industry, Datuk Manoharan brings extensive institutional insight to the role. He previously served as Director General of Tourism Malaysia, where he held key leadership positions across international marketing, advertising and digital strategy, tourism package development, and corporate communications. Notably, he played a significant role in strengthening Malaysia's footprint in the South Asian market during his long tenure in India.

The Minister expressed confidence that Datuk Manoharan's appointment will further strengthen Tourism Malaysia's strategic leadership and enhance the coordination of tourism promotion initiatives, particularly in advancing preparations and momentum for Visit Malaysia 2026.

Mohd Amirul Rizal Abdul Rahim Appointed Director General



Mohd Amirul Rizal Abdul Rahim has been appointed as the new Director General of Tourism Malaysia, succeeding Datuk Manoharan Periasamy following his retirement. A long-serving officer with more than 23 years of service at Tourism Malaysia, Mohd Amirul brings deep institutional experience to the role. He holds a Master's degree in Tourism Management from Universiti Teknologi MARA (UiTM).

Throughout his career, he has held key roles across research, domestic and international promotion, as well as advertising and digital strategy. His overseas postings include serving as Director of the Tourism Malaysia Seoul Office, and he most recently held the position of Senior Director of the Advertising and Digital Division. He also played a strategic leadership role as Chief Secretariat for Visit Malaysia 2026.

Tourism Malaysia noted that Mohd Amirul's comprehensive experience in marketing, promotion and strategic planning positions him well to lead the agency during a pivotal period, as Malaysia accelerates efforts to strengthen its global tourism presence.

New Deputy Minister of Tourism, Arts and Culture Appointed

Following the recent Cabinet reshuffle announced by Prime Minister Dato' Seri Anwar Ibrahim, YB Chiew Choon Man has been appointed as the new Deputy Minister of Tourism, Arts and Culture (MOTAC). The appointment forms part of the Government's broader efforts to strengthen ministerial leadership and policy delivery across key sectors. The tourism industry looks forward to working closely with the Deputy Minister in advancing national tourism priorities, supporting industry stakeholders and driving momentum towards Visit Malaysia 2026.

MALAYSIA



Advancing Hospitality Standards Through Skills Development

Collaborative Efforts For A Resilient And Competitive Industry

MAH Perak Chapter, in strategic collaboration with MAHTEC and the Perak State Government through Pusat Aspirasi Anak Perak (PASAK), has successfully concluded the Hospitality Industry Skills Improvement Course (Kursus Peningkatan Kemahiran Industri Perhotelan). This structured upskilling initiative was designed to strengthen the capabilities of hospitality professionals across Perak, enhancing service quality while reinforcing the state's commitment to excellence in tourism and hospitality. The programme reflects a shared vision to develop a skilled, adaptable and future ready workforce that aligns with evolving industry demands.

MAH Perak Chapter extends its sincere appreciation to Puan Sabrina Ahmad Tah, General Manager of Casuarina Hotel @ Meru, Ipoh, and representative of MAH Perak Chapter, for officiating the closing ceremony. Her exemplary leadership and continued dedication to human capital development were evident throughout the programme, underscoring the importance of strong industry leadership in driving workforce excellence. Her support also highlights the close collaboration between industry stakeholders and the Perak State Government in nurturing talent, enhancing service standards and ensuring long term workforce sustainability.

Strengthening Perak's Hospitality Future

MAH and MAHTEC remain committed to building a highly skilled, resilient, and industry ready hospitality workforce. Through meaningful partnerships with state agencies such as PASAK, these collective efforts continue to raise service benchmarks, improve job readiness and promote sustainable talent development across the sector.

Together, this collaborative approach further positions Perak as a preferred hospitality destination, while ensuring Malaysia remains competitive and respected within the global tourism landscape.



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MODULE	COURSE CONTENT	PROGRAM DATE
CERTIFICATE IN HOSPITALITY SUPERVISION TRAINER: MS CANNY TAN	<ul style="list-style-type: none"> UNDERSTANDING SUPERVISION RECRUITMENT & SELECTION ORIENTATION & TRAINING PRODUCTIVITY & LABOR COSTS TEAM BUILDING DISCIPLINE & RELATED EMPLOYMENT CONCERN LEADERSHIP & MOTIVATION SUPERVISORY SOFT SKILLS 	9 & 10 FEBRUARY 2026
CERTIFICATE IN HOUSEKEEPING OPERATIONS & MANAGEMENT TRAINER: MR SUGUNASINGAM	<ul style="list-style-type: none"> INTRODUCTION TO HOUSEKEEPING CLEANING RESPONSIBILITIES OF HOUSEKEEPING HOUSEKEEPING & HUMAN RESOURCE ISSUES MANAGING INVENTORIES CONTROLLING EXPENSES STAFFING THE HOUSEKEEPING DEPARTMENT HOUSEKEEPING CLEANING ROUTINES MANAGING TRAINING IN HOUSEKEEPING OVERSEEING SAFETY & SECURITY MANAGING AN ON-PREMISES LAUNDRY 	30 & 31 MARCH 2026
CERTIFICATE IN HUMAN RESOURCES MANAGEMENT TRAINER: MR HENNY ONG	<ul style="list-style-type: none"> INTRODUCTION TO HUMAN RESOURCES IN THE HOSPITALITY INDUSTRY FORECASTING & MANPOWER PLANNING RECRUITMENT & SELECTION EMPLOYEE ORIENTATION PERFORMANCE APPRAISAL DISCIPLINE 	14 & 15 APRIL 2026
CERTIFICATE IN FOOD & BEVERAGE MANAGEMENT TRAINER: MR AMERJIT SINGH	<ul style="list-style-type: none"> OVERVIEW OF FOOD & BEVERAGE OPERATIONS HISTORY AND CHALLENGES IN RESTAURANT OPERATIONS CHARACTERISTICS OF A RESTAURANT- LOCATION AND DESIGN CONCEPTS OF SUCCESSFUL RESTAURANTS LIFE CYCLE CONSIDERATIONS IN PLANNING MENU AND THE CURRENT TREND SANITATION, RECEIVING AND FOOD PRODUCTION RECRUITING AND STAFFING FOR RESTAURANT BUDGETING, COST CONTROL AND OPERATION PLANNING KITCHEN LAYOUT AND OPERATION FLOW BAR LAYOUT AND DESIGN STAFFING AND TRAINING PLAN FOR RESTAURANT OPERATIONS MARKETING PLAN 	19 & 20 MAY 2026
CERTIFICATE IN EVENT MANAGEMENT TRAINER: MS YVONNE LIM	<ul style="list-style-type: none"> DESCRIPTION AND PURPOSE OF EVENT EVENT MARKETING AND COMMUNICATIONS 	29 & 30 JUNE 2026

CERTIFICATE IN FRONT OFFICE OPERATIONS TRAINER: MR REGUNATHAN VAITHI	<ul style="list-style-type: none"> UNDERSTANDING FRONT OFFICE OPERATIONS GUEST EXPERIENCE CYCLE FRONT OFFICE ACCOUNTING & AUDIT PLANNING & EVALUATING OPERATIONS REVENUE MANAGEMENT CONCEPT MANAGING HUMAN RESOURCES IMPORTANCE OF FRONT OFFICE TECHNOLOGY ENHANCING GUEST EXPERIENCE 	28 & 29 JULY 2026
CERTIFICATE IN TOURISM & HOSPITALITY SERVICES TRAINER: MR KEN CHEAH	<ul style="list-style-type: none"> INTRODUCTION TO TOURISM INDUSTRY HOSPITALITY & RELATED SERVICES FOOD & BEVERAGE INDUSTRY MICE INDUSTRY ADVENTURE AND TOURISM SEGMENTATIONS TOURISM PRODUCTS TRANSPORTATION FUTURE OF TOURISM & HOSPITALITY 	12 & 13 AUGUST 2026
CERTIFICATE IN HOSPITALITY SALES & MARKETING TRAINER: MR EUGENE DASS	<ul style="list-style-type: none"> UNDERSTANDING HOSPITALITY MARKETING & SALES MARKET MIX & MARKETING STRATEGIES POSITIONING, CONSUMER BEHAVIOR AND PREFERENCES UNDERSTANDING PRICING & APPLICATIONS SITUATION ANALYSIS MARKETING RESEARCH MARKETING PLAN & ITS IMPLEMENTATION HOSPITALITY SALES 	23 & 24 SEPTEMBER 2026
CERTIFICATE IN HOTEL FINANCIAL MANAGEMENT TRAINER: MR SONNY GAN	<ul style="list-style-type: none"> ACCOUNTING PRINCIPLES & CONCEPTS FINANCIAL STATEMENTS ANALYZE HOSPITALITY FINANCIAL STATEMENTS BUDGETING & FORECASTING 	29 & 30 OCTOBER 2026



MAHTEC CERTIFICATE
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1. Minimum 12-months hospitality working experience.
2. To attend each month 2-days per certificate program. Full attendance is required.
3. Submission of individual assesment and case study group presentation.
4. A passing mark of 70% is required to be eligible for the certificate.
5. Executive Diploma participants are entitled to 12 months of MVA (e-Learning follow-up progress)
6. HRD Corp claimable program RM 1,999+ (for 2-days) and RM 2,599+ (for 3-days) per certificate per month
7. For Non-Malaysian, payment will be made directly to MAHTEC.

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A EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT (IN COLLABORATION WITH UITM)		 DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Certificate in Hospitality Supervision		2		9-10										
2 Certificate in Housekeeping Operations & Management		2			30-31									
3 Certificate in Human Resources Management		2				14-15								
4 Certificate in Event Management		2					19-20							
5 Certificate in Hotel Financial Management		2						29-30						
6 Certificate in Front Office Operations		2							28-29					
7 Certificate in Tourism Management & Hospitality Services		2								12 - 13				
8 Certificate in Hospitality Sales and Marketing		2									23-24			
9 Certificate in Food and Beverage Management		2										20-21		

B Management & Leadership		 DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Emotional Intelligence in Leadership		2					21-22						5-6	
2 Essential Leadership Core Competencies		2				6-7								
3 Leadership Skills for Executive		2											26-27	
4 Strategic Planning & Management for Department Head		2		25-26							1-2			
5 Supervisory Management Development		2						18-19						14-15
6 Upskilling Managers on Leadership Development & Employee Engagement		2							23-24					
7 Managing Gap Generation (NEW)		2			5-6					6-7				
8 Service Success Program (NEW)		2	21-22							10-11			2-3	
9 Ai in Action- Practical Applications for hotel (NEW)		2		24-25			4-5							
10 AI-Driven Leadership Edge in Hospitality (NEW)		2								10-11				
11 Effective Time Management (NEW)		1	21			15								
12 Paradigm Leader_Team Synergy (NEW)		2						29-30						1-2

C Rooms Division		 DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Understanding Housekeeping Operations		2	7-8											
2 Laundry and Linen Room Operations and Management		2		2-3						13-14				
3 Professional Room Attendant		2			30-31						7-8			15-16
4 Housekeeping Leadership Supervisory Skills		2				1-2							5-6	

D Food and Beverage		 DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Elevated Fine-Dining Service Technique		2							6-7					
2 Elite Butler Service - Precision, Poise & Professionalism		2									28-29			
3 Food & Beverage Recipe Costing And Selling Price (SP) Setting		2	12-13							10-11				
4 Food & Beverage Service Excellence		2			5-6		19-20							
5 Food Handling and Hygiene Practices In Hospitality		2						11-12		1-2				
6 Millennial Concept of Food & Beverage Management		2		9-10					26-27					
7 The Amazing Protocol & Delight Service		2					11-12							2-3
8 VIP & Protocol Service Skill		2										2-3		
9 Fundamental Mixologi & Bartender (NEW)		2				13-14						10-11		

E Human Resources		 DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Managing Misconduct, Discipline and Domestic Inquiry		2	19-20							21-22				
2 Personal Mastery for Effective Leadership & Execution		2				15-16					26-27			
3 Train Hospitality Trainer		2		9-10					8-9					12-13
4 Executive Certificate for Training Manager (NEW)		2						11-12						

F Sales and Marketing		 DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Developing High Performing Team		2		30-31			13-14							9-10
2 Digital Marketing Strategy for Hotel Industry		2	20-21			9-10				6-7				
3 OTA Control & Maximizing Sales Results		2			9-10			3-4						9-10
4 Re-aligning Sales Strategy		2			2-3			8-9						
5 Revenue Management In A Digital World (NEW)		2								3-4				
6 Harnessing the Power of Revenue Management (NEW)		2		25-26									12-13	

G	Communication	Days	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Effective Communication for Hoteliers	2		25-26									5-6	
2	English for Hospitality Communication	2					4-5					1-2		
3	Unlocking The Dialogue The Art Of Interactive Communication	2							1-2					
4	Image Empowerment Workshop Crafting Your Professional Identity	2			16-17									

H	Finance & Audit	Days	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Finance for Non-Finance Executive	2				14-15					24-25			
2	Finance for Non-Finance Managers	2						9-10				22-23		
3	Income Audit	2		25-26								8-9		
4	Understanding P&L For Non-Finance	2	7-8						13-14					
5	SMART Budgetting	2			2-3					10-11				2-3

I	Front Office & Customer Service	Days	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Changing Mind Set for Service Excellence	2										8-9		
2	Customer Service Excellence for Front of the House	2			12-13				9-10					
3	Executive Certificate for Duty Manager	2				23-24				3-4				7-8
4	Hotel Service Excellence	2	5-6				11-12				17-18			
5	The Excellent Hospitality Services	2	7-8						13-14					
6	Professional Grooming And Office Etiquette	2			12-13									
7	To be a Great Host	2				6-7					7-8			7-8
8	Turning Complaints to Compliments	2							1-2				23-24	

J	Safety and Security	Days	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Engineering & Preventive Maintenance	2	21-22							17-18				1-2
2	Occupational Safety & Health Management for Hospitality (OSHA)	2		2-3			7-8							
3	Hospitality Security Management	2			30-31						14-15			
4	Cybersecurity for Hotel Operation (NEW)	2	27-28					8-9						
5	PDPA Compliance for Hotels (NEW)	2					19-20					12-13		
6	Effective Customer Service for Security Officers (NEW)	2					3-4						10-11	
7	Security Risk Management Fundamental (NEW)	2		9-10					16-17					
8	Command & Control - Effective Supervision & Supervisory Skills (NEW)	2				1-2								21-22

K	Facility Management & Sustainable	Days	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Sustainable Hotel Facility Management	2		24-25					1-2			5-6		

L	Online Program	Days	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Understanding P&L For Non-Finance	1		12							17			
2	Cybersecurity For Hotel Operation	1			5				30					
3	Revenue Management in a Digital World	1			12									17
4	AI Driven Leadership	1				16							19	
5	Managing Gap Generation	1								13				
6	Digital Marketing for Hotel Industry	1										15		
7	AI for Hoteliers (NEW)	2						18						

Date stated are subject to confirmation or as published via future email notices. All brochures are available at the MAHTEC Website at <https://mahtec.com.my/>

All programmes can be conducted in-house and customised to your organisation's need.

All courses are HRDC claimable.

Venue: MAH Training Centre @ Wisma MAH (unless stated otherwise)

IN-HOUSE EXCLUSIVE PROGRAM		Days
1	VM2026 Malaysian Hospitality @ MAH	2
2	UNDP - MAH Sustainability Hospitality	2
3	Power Of WE - Teambuilding	1
4	KPI Setting In Relation To Job Specification	3
5	E-Invoice Concept and Action Plan for Hoteliers	1
6	SMART Hospitality With AI & Data Readiness Series Programs	2

Professional Certificate		Days
1	Certified Hotel Administrator (CHA)	5
2	Certified Hotel Revenue Management (CHRM)	3
3	Certified Hospitality Trainer (CHT)	3



VM2026 MALAYSIAN HOSPITALITY @ MAH

IN-HOUSE TRAINING
RM8,000**
per session

1-Day Package

UPON COMPLETION
YOU WILL RECEIVE:

- Official VM2026—
Endorsed Certificate
- VM2026 Lapel Pin



SCAN TO REGISTER



RECEPTION



DISCLAIMER!

MARTEC reserves the right to make changes to the venue, date or trainer including cancellation of the workshop if warranted by circumstances beyond its control.

PROGRAM OBJECTIVES:



Standardize and elevate
frontline customer
experience



Provide official VM2026
recognition through
certification and lapel pin



Strengthen collaboration
between VM2026,
Tourism Malaysia, MAH



Boost customer
confidence and enhance
Malaysia's welcoming
brand

COURSE OUTLINE

- Module 1:** The VM2026 Welcome & Cultural DNA
- Module 2:** Malaysia's Tapestry: Unity in Diversity
- Module 3:** The Art of Service Dialogue & Conversation Starters
- Module 4:** Destination Expert: Curating Local Wonders
- Module 5:** The Service Bloopers Reel: The High Cost of Bad Attitude
- Module 6:** Service Personalization & Recovery
- Module 7:** The Host's Legacy: Sustaining Malaysian Service

FOCUS TOPIC

- Setting the stage for world-class, authentic Malaysian warmth (**Mesra & Sayangi**).
- Building respect, confidence when interacting with our diverse ethnic and religious groups.
- Mastering quick, genuine service dialogue to ease and connect with guests.
- Empowering staff to be local guides and extend guest length of stay.
- Analyzing and eliminating poor service behaviours (eg: rudeness, lethargy, non attentiveness)
- Using traveler types to customize service and resolve complaints effectively.

- Final commitment to excellence, key takeaways, and graduation.

TARGET AUDIENCE

- All hospitality personnel



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Unlock Your Hotel's Full Potential with Data & AI

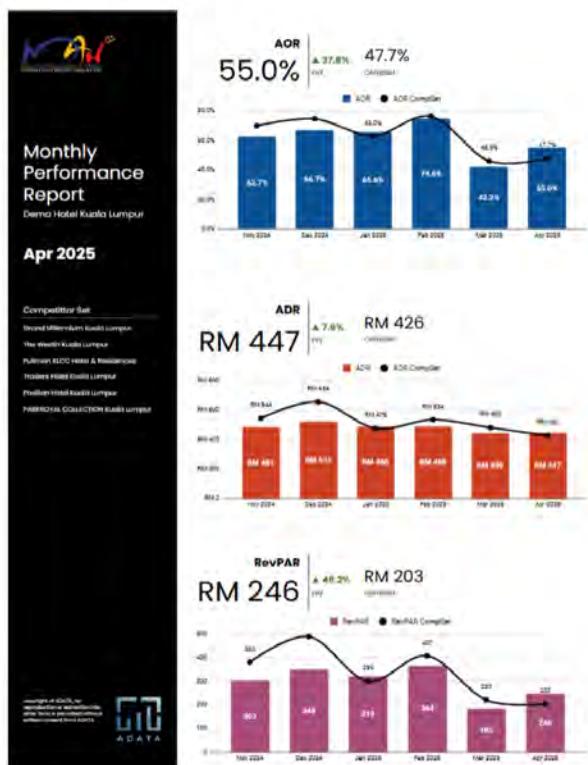
What You Get:

Participating hoteliers will receive two essential reports directly to their Email and WhatsApp. More details to be announced in upcoming AGM.

Monthly Performance Report

Benchmark Your Success:

See exactly how your hotel's performance stacks up against selected competitors on a monthly basis.



More than 400 hotels have contributed to and benefited from our monthly performance data. Now, we're thrilled to launch an exclusive FREE service designed to empower all MAH members with cutting-edge data and AI-driven insights to significantly enhance your hotel's performance. This invaluable service is brought to you through a strategic partnership between MAH and ADATA.

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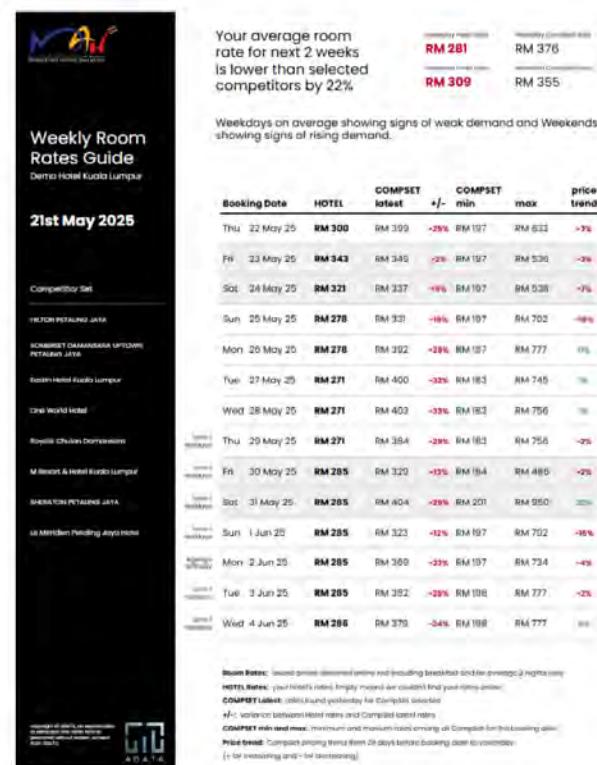
MAH Data Platform
Customer Service



Weekly Room Rates Guide

Optimize Your Pricing:

Get critical insights on your competitor's room rates pricing for next 14 days and stay ahead with data driven decisions.



Weekly Room Rates Guide
Demo Hotel Kuala Lumpur
21st May 2025

Your average room rate for next 2 weeks is lower than selected competitors by 22%.

Competitor Set: PARKROYAL COLLECTION Kuala Lumpur, PARKROYAL HOTEL Kuala Lumpur, PARKROYAL HOTEL Kuala Lumpur, PARKROYAL COLLECTION Kuala Lumpur

Booking Date: HOTEL COMPET COMPET COMPET price trend

Thu 22 May 25 RM 300 RM 309 ▲2% RM 197 RM 332 ▲7%

Fri 23 May 25 RM 343 RM 349 ▲2% RM 197 RM 336 ▲2%

Sat 24 May 25 RM 321 RM 337 ▲5% RM 197 RM 328 ▲7%

Sun 25 May 25 RM 278 RM 331 ▲16% RM 197 RM 302 ▲8%

Mon 26 May 25 RM 278 RM 302 ▲10% RM 197 RM 377 0%

Tue 27 May 25 RM 271 RM 400 ▲33% RM 183 RM 245 ▲%

Wed 28 May 25 RM 271 RM 402 ▲33% RM 183 RM 250 ▲%

Thu 29 May 25 RM 271 RM 384 ▲10% RM 183 RM 256 ▲2%

Fri 30 May 25 RM 285 RM 329 ▲15% RM 184 RM 480 ▲2%

Sat 31 May 25 RM 285 RM 404 ▲21% RM 201 RM 250 ▲%

Sun 1 Jun 25 RM 285 RM 323 ▲12% RM 197 RM 202 ▲6%

Mon 2 Jun 25 RM 285 RM 369 ▲33% RM 197 RM 234 ▲9%

Tue 3 Jun 25 RM 285 RM 282 ▲29% RM 198 RM 277 ▲2%

Wed 4 Jun 25 RM 285 RM 379 ▲34% RM 198 RM 277 0%

Room Rates: listed price determined online and including breakfast and/or private 2 nights min. HOTEL Rates: your hotel's rates, likely based on double room with breakfast and/or private 2 nights min. COMPET Rates: (0.01% found yesterday for COMPET rates)

▲/-: variance between Hotel rates and Competitor listed rates

COMPET min/max: minimum and maximum listed room rates for COMPET (excluding outliers)

Price trend: Compare pricing trend from 28 days before booking date to yesterday

(+/- for increasing and - for decreasing)

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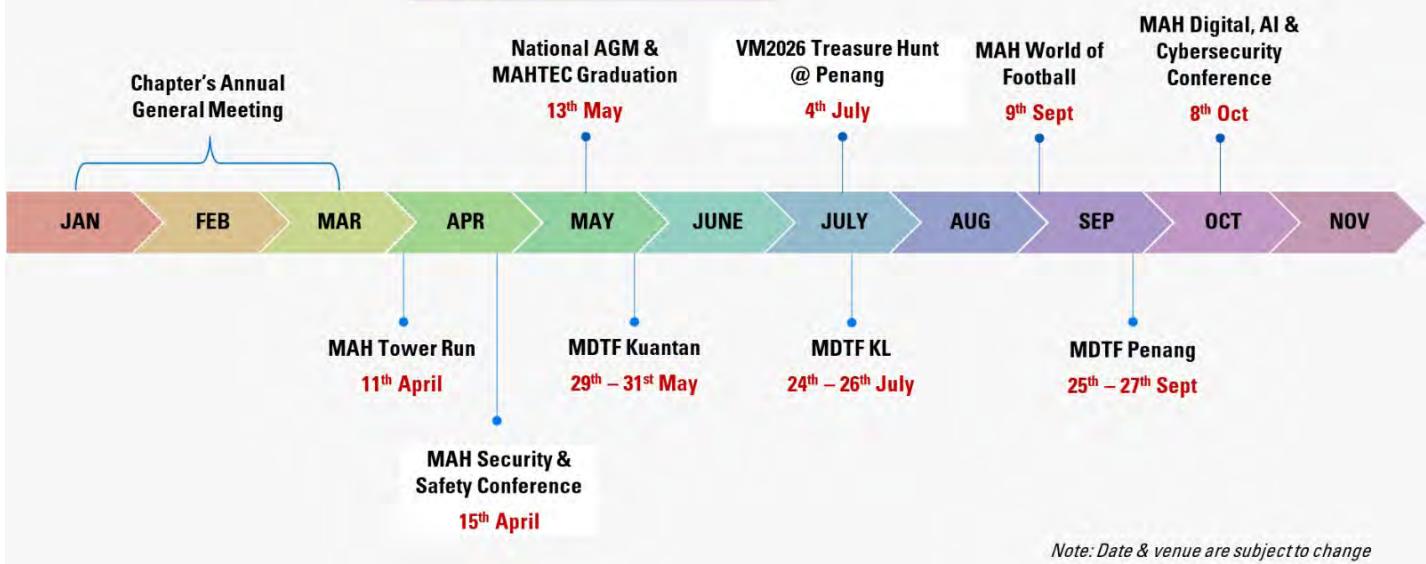
Experience the standard of zero-tolerance pest management.
Protect your brand. Protect your guests. Pest Craft Malaysia

Events Calendar

2026

MAH Hospitality Week 2026
 13th May 14th May
 National AGM HLC 4.0
 MAHTEC Graduation HSE Day 2
 Gala Dinner & HEA
 HSE Day 1

Legend
 HSE – Hospitality Suppliers Expo
 HLC – Hospitality Leadership Conference
 MDTF – MAH Domestic Tourism Fair



Malaysian Association of Hotels (MAH)
 C5-3, Wisma MAH, Jalan Ampang Utama 1/1,
 One Ampang Avenue, 68000 Ampang,
 Selangor, Malaysia.
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