

# NEWSLETTER

JANUARY | FEBRUARY 2026 | Vol.01



## Malaysian Hospitality 2026

### Strengthening Standards · Driving Sustainable Growth

As Malaysia steps into Visit Malaysia 2026, MAH looks ahead with clear purpose and renewed commitment. With increased international arrivals expected, MAH aims to strengthen industry alignment, elevate service standards and enhance global competitiveness across the hotel sector.

In 2026, MAH will intensify engagement with government and stakeholders to ensure policies and initiatives deliver meaningful benefits to members. Emphasis will be placed on innovation, sustainability and capability development to future proof the industry.

Together with its members, MAH is focused on driving excellence and ensuring Malaysia's hospitality landscape thrives in the year ahead.



### MAH's Strategic Focus for 2026

The MAH Management Committee and MAH L&D Board have set a clear 2026 direction focused on industry alignment, higher professional standards and stronger hotel competitiveness. Priorities include capability development, sustainable practices and coordinated support for Visit Malaysia 2026, positioning the hospitality sector for resilient, long term growth and global relevance.



### MAH L&D Professional Hospitality Training Programme

MAH L&D Professional Hospitality Training Programme delivers focused, industry driven learning designed to elevate service standards, operational excellence and leadership capability. Designed around real hotel challenges, it equips hospitality professionals with practical skills and strategic confidence to enhance performance, strengthen competitiveness and support Malaysia's evolving tourism landscape.

Ramadan  
KAREEM

## Corporate Partners

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STRATEGIC PARTNER  
IN CONJUNCTION WITH

Visit Malaysia 2026  
Truly Asia

MAH  
MALAYSIAN ASSOCIATION OF HOTELS  
PERSATUAN HOTEL MALAYSIA





*Ramadan  
Kareem*

Dear Readers,

As we welcome 2026, I extend my warmest greetings and heartfelt best wishes to all members and industry partners for a prosperous, successful and fulfilling year ahead.

In conjunction with the celebration of Chinese New Year, I would like to wish everyone **Gong Xi Fa Cai**. May the festive season bring good health, happiness, prosperity and renewed strength to you, your families and your organisations.

To our Muslim members and colleagues, with the holy month of Ramadan approaching, may this meaningful period be one of reflection, unity and spiritual renewal. May it bring peace, blessings and continued resilience to you and your loved ones.

This year, our nation will take centre stage as we welcome the world through the Visit Malaysia 2026 campaign. The anticipated increase in international arrivals presents both a significant opportunity and a shared responsibility for the hotel industry to deliver experiences that truly reflect the warmth, professionalism and excellence of Malaysian hospitality. It is imperative that we harness this momentum to generate long term value, elevate service standards and strengthen the resilience and global competitiveness of our sector.

MAH remains steadfast in its commitment to supporting members as you navigate an increasingly dynamic operating environment. We will continue to engage proactively with government agencies, industry stakeholders and partners to ensure that national policies and initiatives translate into meaningful and inclusive benefits for the hotel industry, while championing innovation, sustainability and service excellence.

Thank you for journeying with us through the MAH newsletters. We aspire for this platform to remain your trusted source of timely updates, strategic insights and industry inspiration in the months ahead.

There is much to accomplish in the year ahead. We invite you to stay connected as MAH intensifies its efforts to strengthen, future proof and elevate Malaysia's hospitality landscape. Together, let us seize the opportunities before us and make 2026 a year defined by shared achievement, meaningful progress and enduring excellence.

**Datin Christina Toh**  
President of Malaysian Association of Hotels



HAPPY  
CHINESE NEW YEAR  
YEAR OF THE HORSE



# MAH Chapter's Annual General Meeting (AGM) 2026

United Chapters · Advancing Together

MAH is pleased to share that several State Chapters have successfully convened their Annual General Meetings in January and February 2026, with the remaining chapters scheduled to hold their meetings in March. This nationwide AGM cycle reflects the association's continued commitment to strong governance, active member engagement and unified progress in advancing Malaysia's hospitality industry at both state and national levels.

MAH extends its sincere appreciation to all State Chapter Committees, secretariats and members for their active participation, dedication and continued support. The strong turnout and constructive discussions underscore the collective resolve of our members to strengthen the association and drive the industry forward.

## MAH Negeri Sembilan Chapter AGM 2026

Date: 21st January 2026 | Venue: Ehsan Seaview Hotel Port Dickson



## MAH Melaka Chapter AGM 2026

Date: 22nd January 2026 | Venue: Grand Swiss-Belhotel Melaka



### MAH Kelantan Chapter AGM 2026

Date: 25th January 2026 | Venue: The Seven Gardens Resort & Spa



### MAH Terengganu Chapter AGM 2026

Date: 27th January 2026 | Venue: Hotel Grand Continental Kuala Terengganu



### MAH Johor Chapter AGM 2026

Date: 3rd February 2026 | Venue: Amari Johor Bahru



## MAH Kedah/Perlis Chapter AGM 2026

Date: 6th February 2026 | Venue: Holiday Villa Resort & Beachclub Langkawi



## MAH Perak Chapter AGM 2026

Date: 9th February 2026 | Venue: MU Hotel



## MAH Selangor Chapter AGM 2026

Date: 10th February 2026 | Venue: M World Hotel



## MAH Sarawak Chapter AGM 2026

Date: 12th February 2026 | Venue: The Waterfront Hotel



## MAH Sabah/Labuan Chapter AGM 2026

Date: 27th February 2026 | Venue: Shangri-la Tanjung Aru



## MAH L&D Board & MAH Management Committee Meeting

Hospitality Strategy in Action | 19th January 2026

MAH L&D Board & MAH Management Committee convened its first meeting of the year on 19th January 2026 at the Park Hyatt Kuala Lumpur, marking the official commencement of MAH's 2026 agenda. Deliberations focused on key strategies and priority initiatives aimed at strengthening Malaysia's hotel industry, with particular emphasis on aligning industry efforts in support of the national Visit Malaysia 2026 (VM2026) campaign.

Following the meeting, MAH reaffirmed its commitment to advancing excellence, sustainability and long term growth across the nation's hospitality sector, while continuing to champion the interests of its members and the broader industry.



# Advocacy & Representation

## Courtesy Visit by VM2026 Head of Secretariat

Strengthening Collaboration for Visit Malaysia 2026 | 14th January 2026

On 14th January 2026, the MAH Secretariat welcomed a courtesy visit from the newly appointed Head of Secretariat for Visit Malaysia 2026 (VM2026), Mr Akbal Setia. The visit provided an opportunity for both parties to establish rapport, exchange insights and explore potential areas of collaboration in support of the national campaign. During the session, MAH shared updates on its ongoing initiatives and discussed ways to further align industry efforts with the objectives of VM2026, reinforcing a shared commitment to strengthening Malaysia's hospitality sector ahead of the campaign.



## Meeting with MySihat Expo Team

Supporting Initiatives for a Healthier and More Active Malaysia | 15th January 2026

On 15th January 2026, MAH held a meeting with the MySihat Expo team to discuss strategic alignment, explore potential collaboration opportunities, and consider possible endorsement for MySihat Expo 2026. The session provided an overview of the Expo's objectives and programme highlights, with a strong emphasis on promoting sustainable health and wellness initiatives.

Recognised as Malaysia's largest consumer focused healthcare, wellness, and sports event, MySihat Expo 2026 will bring together hospitals, medical brands, fitness communities, families and government partners in a three day celebration of holistic living through its dedicated segments: MyHealthcare, MyWellness, and MySports. The engagement reflects MAH's continued efforts to support initiatives that contribute to a healthier society while fostering cross sector partnerships that benefit the hospitality and tourism ecosystem.



# CEO Series 2026 by REHDA Institute

Engaging Leadership Across Industries for Sustainable Growth | 15th January 2026

On 15th January 2026, MAH participated as a supporting organisation for the CEO Series 2026 hosted by the REHDA Institute, reaffirming our commitment to cross-industry collaboration and leadership engagement. Held under the theme “Reinventing Growth: Innovation and Investment Opportunities in ASEAN & Malaysia,” the conference convened key stakeholders from both the public and private sectors, including leaders from banking and finance, manufacturing, construction, real estate and property development.

The full-day programme featured high-level discussions on the macroeconomic outlook, investment and capital flows, as well as the evolving role of real estate in driving sustainable growth. MAH’s participation underscores the association’s proactive approach in engaging with allied industries to strengthen Malaysia’s broader economic and business ecosystem.



## DMG Food 'Cookies Malaysia' Launch

Showcasing Malaysian Heritage Through Hospitality Partnerships | 21st January 2026

On 21st January 2026, MAH attended the launch of DMG Food Industries Sdn Bhd's latest souvenir product, Cookies Malaysia, introduced in conjunction with the Visit Malaysia 2026 campaign. The event highlighted the product's positioning as a premium Malaysian gift featuring 14 varieties of traditional kuih inspired by different states, aimed at elevating local delicacies as year-round souvenirs for both domestic and international visitors. DMG Food is targeting sales of one million packs to cater to the anticipated influx of tourists during the national campaign.

MAH's presence underscores its support for initiatives that promote Malaysian heritage products within the hospitality sector. Discussions are ongoing regarding DMG Food's potential membership with MAH, which would pave the way for collaboration in supplying the cookies to member hotels nationwide, further enhancing the guest experience with locally inspired offerings.



## Consultative Session with LHDN on Stamp Duty for Employment Contracts

Advocating Practical Compliance for the Hospitality Industry | 28th January 2026

On 28th January 2026, MAH participated in an engagement session hosted by the Inland Revenue Board of Malaysia (LHDN) at Menara HASiL, Cyberjaya, to address challenges faced by hotels regarding stamp duty requirements for employment contracts. Chaired by Abu Tariq Jamaluddin, Chief Executive Officer of LHDN, the session brought together regulators and industry representatives to discuss practical implementation and compliance considerations.

Key issues raised included the scope of employment related documents subject to stamp duty, the RM3,000 exemption threshold, administrative implications for businesses, and the need for streamlined processes such as bulk stamping mechanisms. The discussion emphasised the importance of clear guidelines, consistent enforcement and enhancements to the digital stamping system to support efficiency and ease of compliance. MAH welcomed the constructive dialogue and looks forward to continued engagement with LHDN and relevant stakeholders to facilitate business friendly implementation for the hospitality sector.



# Mesra Malaysia Campaign Launch

Advancing Hospitality Excellence and Industry Advocacy for VM2026 | 11th February 2026

On 11th February 2026, MAH attended the launch of the Mesra Malaysia Campaign held at the ERL Arrival Hall, KL Sentral, Kuala Lumpur. The campaign, introduced by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) in conjunction with the Visit Malaysia 2026 initiative, was officiated by Minister of Tourism, Arts and Culture, Tiong King Sing.

During the ceremony, MAH was presented with a plaque in recognition of its role as a Strategic Partner for Visit Malaysia 2026, underscoring the association's continued support for national tourism initiatives. MAH also took the opportunity to submit a formal letter to the Minister seeking MOTAC's assistance regarding the tax classification of online travel agency commissions, following the Inland Revenue Board of Malaysia (LHDN)'s reclassification of Booking.com commissions as "royalty" payments. The submission highlights MAH's ongoing advocacy for clarity and consistency in tax policies to safeguard the interests of Malaysia's hotel industry.

In his address, the Minister emphasised the importance of service excellence and professionalism among frontline personnel, noting that courteous and welcoming conduct is essential to strengthening Malaysia's image as a preferred destination. The Mesra Malaysia Campaign aims to foster a culture of hospitality and service across both public and private sectors, ensuring visitors and locals alike experience the warmth and friendliness that define Malaysia. MAH remains committed to supporting initiatives that elevate service standards, strengthen industry resilience and reinforce Malaysia's reputation for genuine hospitality ahead of Visit Malaysia 2026.



# MAH Towerrunning Championship 2026 Launch

Elevating Sports Tourism Through Hospitality Collaboration | 11th February 2026

On 11th February 2026, MAH and the Malaysia Towerrunning Association (MTA) officially announced the upcoming MAH Towerrunning Championship 2026 (MTC2026) during a Press Conference and Memorandum of Understanding (MOU) Signing Ceremony held at DEEPBLUE, THE FACE Suites, Kuala Lumpur.

Scheduled to take place on 11th April 2026, the championship marks Malaysia's first hotel based towerrunning competition and formalises a strategic partnership between MAH and MTA to establish the event as an annual fixture. The initiative supports the growth of sports tourism and introduces a new platform for hotels to engage with the fitness and lifestyle community in conjunction with the Visit Malaysia 2026 campaign.

The ceremony was attended by Akbal Setia, Senior Director and Head of Secretariat for Visit Malaysia 2026, whose presence underscored national support for the initiative. The championship, organised in collaboration with MTA and the 100 Floors Club, will be an exclusive invitational event for MAH associates and selected towerrunning athletes, marking a significant milestone in elevating Malaysia's competitive stair racing scene.



# Engagement Meeting on Promotion and Registration for TOTYA 2026

Raising Standards, Recognising Excellence | 13th February 2026

On 13th February 2026, an engagement meeting was convened by Ministry of Housing and Local Government (KPKT) through its department JKT, bringing together regulatory bodies, organisations and industry associations to coordinate promotional efforts for the Best Toilet Award (TOTYA) 2026. The meeting served as a strategic platform to align stakeholders on outreach initiatives and encourage wider participation in the national competition.

During the session, MAH was invited to collaborate by mobilising its hotel members nationwide to support the promotion and registration drive. The award, organised by KPKT, seeks to recognise and elevate standards of cleanliness, maintenance and innovation in toilet facilities across Malaysia.

The engagement highlighted the value of multi stakeholder cooperation in raising public hygiene standards and reinforcing TOTYA 2026 as a benchmark initiative for quality public amenities and service excellence.



**P E R T A N D I N G A N**  
**Anugerah Tandas Terbaik**  
KPKT Tahun 2026  
**(TOTYA' 26)**

**8 KATEGORI TANDAS AWAM DIPERTANDINGKAN**

- PIHAK BERKUASA TEMPATAN (PBT)
- HOTEL
- SEKOLAH
- STESEN MINYAK
- RESTORAN
- PUSAT BELI BELAH
- KAWASAN REHAT & RAWAT
- RUMAH IBADAT

**IMBAS QR UNTUK PENYERTAAN**

TEMPOH PENYERTAAN  
**3 FEBRUARI 2026**  
SEHINGGA  
**30 JUN 2026**

**SEBARANG PERTANYAAN**  
Tel: 03-8891 3001 Ext: 3324/ 3325/ 3342  
Emel: totya@kpkt.gov.my

**HADIAH MENARIK MENANTI ANDA**

KPKT MALAYSIA, MALAYSIA MADANI, JKT, GATEWAY, PBT Pay





UPDATE...

## KePKAS Issues Three Month Deadline for Unlicensed Lodgings in Semporna

Compliance First. Confidence Follows

The Sabah Ministry of Tourism, Culture and Environment (KePKAS) has issued a three month deadline for 86 unlicensed accommodation premises in Semporna to submit their licence applications and comply fully with regulatory requirements.

According to KePKAS Assistant Minister Dr Andi Md Shamsureezal Mohd Saina, enforcement action will be taken against operators who fail to apply within the stipulated period. Integrated enforcement operations involving relevant agencies and local authorities will be carried out to ensure compliance.

Current data indicates that out of 190 accommodation premises operating in Semporna,

- 45 are licensed
- 59 are in the process of applying
- 86 have yet to apply

The directive forms part of broader proactive measures to strengthen safety standards and reinforce tourist confidence in Semporna as a key tourism destination.

KePKAS has also announced that official tourist safety SOPs will be published on its website, providing clearer compliance guidelines for industry stakeholders. The move signals heightened regulatory oversight in Sabah's accommodation sector, with licensing compliance and safety standards positioned as critical to destination credibility and long term tourism sustainability.

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## PKPS Duti Setem 2026: Six-Month Penalty Waiver Window Announced

Six Months to Regularise. Zero Penalties

The Inland Revenue Board of Malaysia (HASiL) has announced the implementation of the Program Khas Pengakuan Sukarela (PKPS) Duti Setem 2026, effective from 1st January to 30th June 2026, following the Prime Minister's New Year mandate on 5th January 2026.

The six month programme allows taxpayers to regularise unstamped instruments executed between 1st January 2023 and 31st December 2025, with a full waiver of stamp duty penalties.

Key Highlights:

- **Eligibility Period:** Instruments executed from 1 January 2023 to 31 December 2025.
- **Programme Window:** 1 January 2026 to 30 June 2026.
- **Penalty Treatment:**
  - Automatic penalty exemption upon payment.
  - No appeal application required.
  - Penalty amounts will still be displayed in BNDS forms or assessment notices but will be automatically removed during payment.
- **Audit Position:**
  - Instruments stamped under PKPS 2026 will not be audited.
  - However, other unstamped instruments outside the programme remain subject to audit.
- **Exclusion:** The programme does not apply to cases involving fraud.

Taxpayers are encouraged to submit stamping applications and complete payments early to ensure assessments are issued and settled within the programme period. HASiL has indicated that the initiative is intended to strengthen fiscal sustainability while encouraging voluntary compliance across industries.

Further guidelines and FAQs are available via the HASiL portal: [www.hasil.gov.my](http://www.hasil.gov.my)

## Islamic Tourism Centre (ITC) Announces New Director General

Encik Mohammad Faisal Abu Suaib Khan was appointed Director General of the Islamic Tourism Centre (ITC) effective 19th January 2026. He brings over 15 years of experience in corporate and digital communications, with extensive involvement in tourism, event management and destination driven initiatives.



Throughout his career, Encik Mohammad Faisal Abu Suaib Khan has led strategic communications planning, digital engagement frameworks, stakeholder relations and policy aligned initiatives, positioning organisations to respond effectively to evolving market expectations and regulatory landscapes. His professional background includes active engagement with Malaysian tourism enterprises and event management platforms, as well as involvement in initiatives related to the Malaysia My Second Home programme, providing him with broad exposure across both domestic and international tourism ecosystems.

He holds a Master of Business Administration specialising in Leadership from Universiti Tun Abdul Razak and is currently pursuing a Doctorate in Business Administration at Universiti Utara Malaysia.

His strategic focus centres on strengthening Malaysia's position within the Muslim Friendly Tourism and Hospitality ecosystem, expanding international recognition frameworks and reinforcing the country's standing as a regional umrah hub. He has also participated in international forums, including the 2024 Dialogue on the International Image Innovation in Beijing, reflecting his engagement in global communications and policy discourse.

## MAH Upcoming Events

**UPCOMING EVENTS**

### MAH Towerrunning Championship 2026

51 FLOORS  
1,186 STEPS  
198.7 METERS

**TOWERRUNNING CHAMPIONSHIP**  
11 APRIL 2026 6:30AM THE FACE SUITE

SIGN UP NOW

### MAH Towerrunning Championship 2026

Date: Saturday, 11th April 2026 | Venue: The Face Suites

MAH returns with the MAH Towerrunning Championship 2026, organised in collaboration with the Malaysia Towerrunning Association and supported by The Face Suites. Participants will race up 51 floors of The Face Suites, covering 1,186 steps and a vertical height of 198.7 metres.

#### Categories:

- Men
- Women
- Group Category for MAH members minimum 2 men and 1 woman per team

#### Entry Fee:

- RM60 per MAH member runner

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**THE BIGGEST FHA IN A DECADE**

**REGISTER NOW TO SAVE SGD100 ON-SITE FEE\***

\*Terms and Conditions apply.



### MAH Domestic Tourism Fair 2026

**1**



**29 > 31 MAY 2026**  
 FRI-SUN | 11AM-9PM

**EAST COAST MALL, KUANTAN**

**2**



**24 > 26 JULY 2026**  
 FRI-SUN | 11AM-9PM

**PAVILION BUKIT JALIL, KL**

**3**



**25 > 27 SEP 2026**  
 FRI-SUN | 11AM-9PM

**TO BE ANNOUNCED PENANG**

### MAH Domestic Tourism Fair 2026 Returns Across Three Key Cities

Following the strong response and positive outcomes of last year's edition, the Malaysian Association of Hotels Domestic Tourism Fair will return in 2026 with three editions scheduled across major destinations nationwide.

- ★ **Pahang:** 29th – 31st May 2026
- ★ **Kuala Lumpur:** 24th – 26th July 2026
- ★ **Penang:** 25th – 27th September 2026

Positioned as a consumer focused travel expo, the Fair promotes domestic tourism by showcasing attractive hotel packages, exclusive travel deals and curated local experiences. The platform offers MAH members a valuable opportunity to engage directly with consumers, strengthen brand visibility and stimulate bookings across key markets.

Members are encouraged to participate in the city that best aligns with their target audience or maximise outreach by joining all three editions. Be part of this dynamic initiative aimed at revitalising domestic travel and strengthening Malaysia's tourism landscape in 2026.



## A New Chapter: MAHTEC Rebrands as MAH Learning & Development (MAH L&D)



[www.mahtec.com.my](http://www.mahtec.com.my)

REBRANDING



[www.mahtraining.com.my](http://www.mahtraining.com.my)

As Malaysia's hospitality industry enters a new phase of transformation, the MAH marks a significant milestone in its workforce development journey.

Effective 19th January 2026, MAH Training and Education Centre (MAHTEC) has been rebranded as MAH Learning & Development (MAH L&D), a move that signals clarity of purpose and a stronger strategic direction.

More than a name change, the rebrand reflects an evolution. As the dedicated learning and development arm of MAH, MAH L&D is positioned to deliver structured, industry aligned and future focused programmes that strengthen operational capability, leadership excellence and service quality across Malaysia's hospitality workforce.

The timing is particularly significant as the industry advances through Visit Malaysia 2026 and beyond. Talent development, strategic thinking and service excellence are no longer optional enhancements. They are competitive imperatives.

Importantly, all existing programmes, collaborations and commitments have continued seamlessly under the new identity.

With MAH L&D, the association reinforces its commitment to empowering people, strengthening leadership and elevating Malaysian hospitality with renewed focus and long term vision.

# Strategic Collaboration Update MAHTEC LTA and NCER Initiatives

## Strengthening Regional Talent · Advancing Hospitality Excellence

MAHTEC continues to expand its regional footprint through strategic collaboration with Langkawi Tourism Academy and key stakeholders within the Northern Corridor Economic Region framework.

### MAHTEC at LTA Launch

Officially launched on 19th May 2025, MAHTEC at LTA marks the establishment of a dedicated regional training hub in Langkawi. This collaboration strengthens MAHTEC's presence in the northern region and enhances access to structured hospitality training.

The partnership enables

- Expanded and improved training delivery across the northern states
- Practical, hands on learning through LTA's purpose built facilities
- Increased workforce development capacity for the region

LTA supports programme implementation by providing venue facilities, accommodation, catering services and administrative coordination.

### Joint Programmes Delivered

Several high impact programmes have been successfully conducted under this collaboration.

- **Leadership Development Programme - 30th June - 1st July 2025**  
Focused on SWOT based leadership analysis, strategic thinking and confident decision making in dynamic operating environments.
- **Service Excellence Programme - 3rd - 4th September 2025**  
Designed to enhance customer engagement, communication effectiveness, service ownership and service recovery capabilities.
- **Engineering and Preventive Maintenance - 9th - 10th February 2026**  
Focused on strengthening technical competencies and preventive maintenance standards within hotel operations.

### Proposed NCER MAHTEC Certified Tourism Professional Programme

Building on the MAHTEC at LTA platform, discussions held with NCIA on 30th January 2026 have advanced plans for the NCER MAHTEC Certified Tourism Professional Programme.

This initiative aims to

- Develop regionally recognised hospitality certifications
- Improve employability and workforce mobility across Perlis, Kedah, Penang and Perak
- Elevate service standards to support sustained regional tourism growth

The proposed programme will introduce stackable certifications in key operational areas including

- Front Office
- Food and Beverage
- Housekeeping
- Digital Marketing
- Revenue Management

Through these strategic collaborations, MAHTEC reinforces its role in strengthening Malaysia's hospitality talent ecosystem. By enhancing regional capability, improving service quality and supporting workforce mobility, these initiatives contribute meaningfully to long term tourism development and industry readiness.



# VM2026 Malaysian Hospitality @ MAH

## Official Visit Malaysia 2026 Training Programme

As Malaysia welcomes the world for Visit Malaysia 2026 (VM2026), MAH proudly introduces a dedicated national training initiative to strengthen and elevate frontline hospitality standards across the country.

**VM2026 Malaysian Hospitality @ MAH** is a high impact, results driven programme designed to equip hospitality professionals with the mindset, service language, and behavioural excellence required to deliver consistent, world class Malaysian hospitality grounded in authenticity, warmth, and cultural pride.

This initiative ensures that every guest experience reflects the very best of Malaysia during one of the nation's most significant tourism campaigns.

### Programme Overview

- **Format:** Physical In House Training
- **Duration:** One Day Intensive Programme
- **HRD Corp Claimable**
- **Certification:** VM2026 Endorsed Certificate and Exclusive Lapel Pin
- **Investment:** From RM8,000+ per in house session

### Programme Objectives

The programme is designed to:

- Standardise and elevate frontline customer experience across all participating properties
- Build confidence in delivering authentic Malaysian warmth — *Mesra & Sayang*
- Strengthen alignment between VM2026, Tourism Malaysia, and MAH initiatives
- Enhance Malaysia's positioning as a welcoming and service driven global destination

### Course Highlights

Participants will engage in practical and interactive modules covering:

- VM2026 Welcome and Malaysia's Cultural DNA
- Unity in Malaysia's Diversity
- Professional Service Dialogue and Effective Conversation Starters
- Local Destination Storytelling Techniques
- Service Personalisation and Service Recovery Excellence
- Eliminating Negative Service Behaviours
- Sustaining Malaysian Service Excellence Beyond 2026

The programme integrates facilitated discussions, scenario based simulations, and applied service frameworks to ensure immediate workplace implementation and measurable impact.

### Target Audience

This programme is ideal for **hospitality professionals at all levels**, particularly frontline associates who shape the first and lasting impression of Malaysian hospitality.

With Visit Malaysia 2026 on the horizon, VM2026 Malaysian Hospitality @ MAH positions the industry to deliver service that is professional, heartfelt and proudly Malaysian, ensuring every guest encounter contributes to a stronger national brand experience.



# VM2026 MALAYSIAN HOSPITALITY @ MAH

IN-HOUSE TRAINING

**RM8,000<sup>++</sup>**  
per session

1-Day Package

UPON COMPLETION  
YOU WILL RECEIVE:

- Official VM2026-  
Endorsed Certificate
- VM2026 Lapel Pin



SCAN TO REGISTER



### DISCLAIMER!

MAHTEC 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 Blooper 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

Visit  
Malaysia  
Truly Asia  
2026



# Why Malaysia Needs a Local Professional Hotel Certification

## Relevant Standards . Real Malaysian Operations.

For decades, international hotel certifications have been regarded as the benchmark of excellence in hospitality education. They introduced structure, global frameworks and professional credibility to the industry. For many operators, they symbolised prestige and alignment with international best practices.

International hotel certifications have long been seen as the benchmark of excellence in hospitality. They provide structure, global recognition and professional credibility.

However, a critical question deserves attention:

**Do international standards fully reflect how Malaysian hotels operate every day?**

Research conducted by the Malaysian Association of Hotels in collaboration with Taylor's University shows that the answer is **not entirely**.

### What the Research Found

The findings are telling:

- 70 percent of Malaysian hotel operators experience gaps between international standards and local operational needs
- 80 percent of hotel professionals want practical frameworks designed specifically for Malaysia

Malaysian hotels operate within a distinct ecosystem shaped by cultural nuances, workforce dynamics, regulatory requirements, guest behaviour patterns and clearly defined local career pathways. While international models provide valuable reference points, they are not always designed to address these contextual complexities.

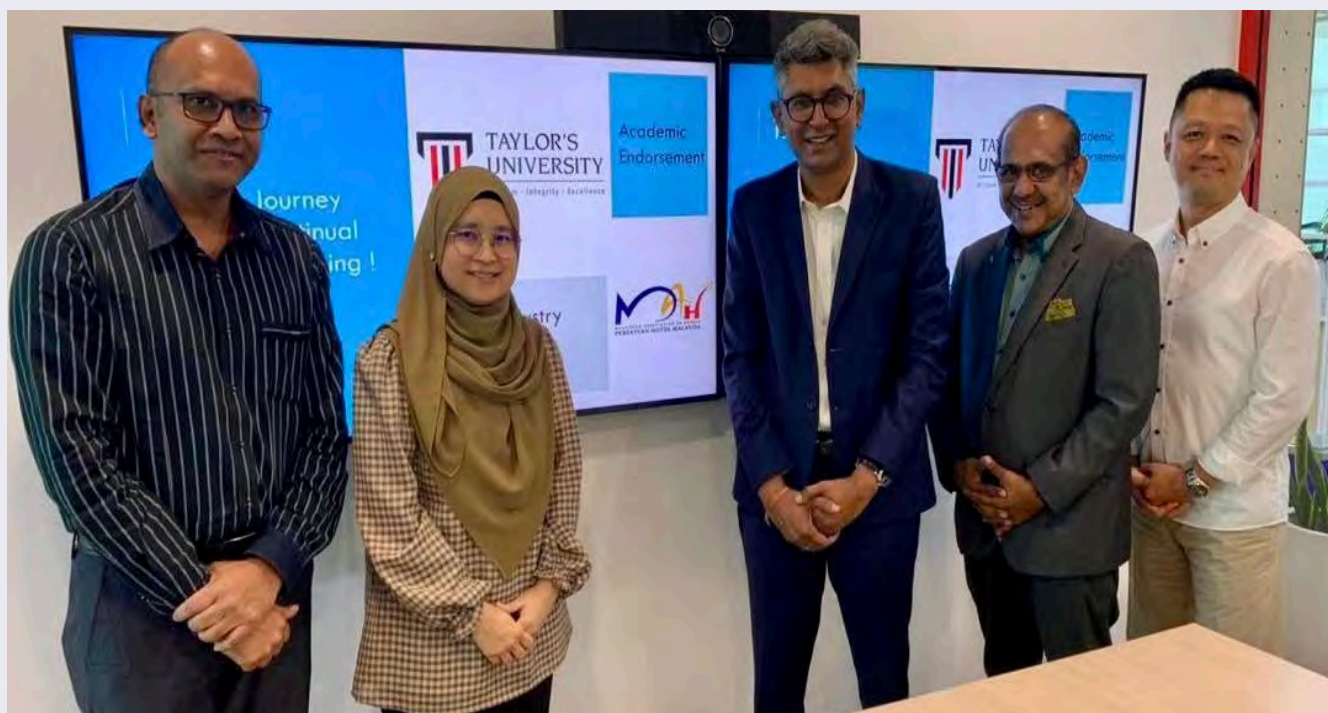
### A Certification Designed for Malaysia

To address this gap, a homegrown Professional Hotel Certification has been developed.

Co developed by industry practitioners from the Malaysian Association of Hotels and academic experts from Taylor's University, the certification is designed to bridge the gap between theory and practice. It is:

- Grounded in real Malaysian hotel operations
- Structured around actual job functions and career progression pathways
- Practical and immediately applicable in the workplace
- Aligned with national tourism ambitions and workforce development priorities

More than a credential, this initiative serves as a capability building platform. It empowers hoteliers, strengthens local talent pipelines and reinforces industry resilience from within. As Malaysia advances through Visit Malaysia 2026 and looks beyond, the emphasis must shift towards cultivating talent using standards that are built by Malaysia, for Malaysia and recognised with confidence. Sustainable hospitality excellence does not begin with imported assumptions. It begins with relevant, contextual learning that reflects who we are and how we operate.





**Dr. Kandappan Balasubramanian (Dr. Kandy)**  
Executive Trainer | Hospitality Business Strategy (Hotel Simulation)

Dr. Kandappan Balasubramanian (Dr. Kandy) is Associate Professor and Head of the School of Hospitality, Tourism & Events at Taylor's University, Malaysia which was ranked Top 20 globally for Hospitality & Leisure Management (QS 2025).

With over 25 years of international experience, he is recognised for educational innovation and digital transformation earning accolades such as Apple Distinguished Educator and the EMAS Award. He has led industry initiatives like the Management Grand Prix for Malaysian hoteliers and delivered executive programmes for Bank Negara Malaysia and leading hospitality organisations.

**Dr. Vinayaraj Mothiravally**  
Executive Trainer | Strategic Leadership & Business Transformation

Dr. Vinayaraj Mothiravally is a seasoned academic and industry leader with over 25 years of experience in higher education, hospitality, and corporate consultancy. Holding a Ph.D. and multiple certifications in Learning & Development, Instructional Design, and Leadership, he has served in senior roles including Deputy Dean at Taylor's University, Principal Lecturer in Singapore, and F&B Director in Dubai.

Renowned for driving institutional growth and profitability, he has led curriculum innovation, operational efficiencies, and strategic consulting for multinational firms, making him a sought after trainer in hospitality and business leadership.

**PROFESSIONAL HOTEL CERTIFICATION**

**SHARED LEARNING PHILOSOPHY:**

- Scenario-based learning, decision-making simulations, data and case analysis and group strategy problem-solving
- Real-world project-based learning, strategic foresight analysis, stakeholder negotiation simulations & capstone project presentation

**PROFESSIONAL CERTIFIED HOTEL MANAGER 2 DAYS**

**GLOBAL STRATEGIC DECISION PLANNING**

- Strengthen advanced decision-making skills, marketing intelligence and commercial acumen to drive competitive advantage
- Emphasis on diagnostic and predictive metrics such as RGI, MSI, Sales Mix, TrevPAR, RVPAC, BBG Analysis
- Outcome:** Elevate strategic decision-making using scenario-based challenges, market trends and consumer behaviour, to improve revenue opportunities

**TARGET AUDIENCE:**

- HOD, Division Manager, Hotel Manager, Operation Manager

**RM3,200\***

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**PROFESSIONAL CERTIFIED HOTELIER 2 DAYS**

**GLOBAL HOSPITALITY MANAGEMENT**

- Prepare senior leaders to lead complex and impact-driven projects that align with global hospitality trends and emerging industry practices
- Engage participants to anticipate global shifts such as technology, sustainability, consumer expectation etc.
- Outcome:** Master project leadership in multi-stakeholder environments, adapt global best practices to local operation and lastly drive innovation and sustainability in hotel transformation project

**TARGET AUDIENCE:**

- Executive Assistant Manager, Assistant General Manager, Hotel Manager, Operation Manager

**RM3,200\***

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+6012 301 8477

**PROFESSIONAL HOTEL CERTIFICATION**

**SHARED LEARNING PHILOSOPHY:**

- Case-based simulation-driven, performance-oriented
- Designed for immediate workplace application

**PROFESSIONAL CERTIFIED HOTEL OFFICER 2.5 DAYS**

**ADVANCED STRATEGIC LEADERSHIP**

- Moves participants from operational thinking to strategic leadership
- Emphasises P&L ownership, OKRs, Coaching, Leadership & Strategic Planning
- Outcome:** Confident departmental leaders capable of leading teams and business units

**TARGET AUDIENCE:**

- Talent, Executive, Supervisor, Assistant Manager (6 months above)

**RM2,500\***

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**PROFESSIONAL CERTIFIED HOTEL EXECUTIVE 2.5 DAYS**

**HOSPITALITY BUSINESS STRATEGY**

- Compete with peers in a dynamic hotel simulation environment powered by Russell Partnership Technology's proprietary software.
- Manage a simulated hotel and explore how every micro and macro decision you make, impacts the performance and competitiveness of the business.
- Outcome:** Data-driven decision making and performance interpretation

**TARGET AUDIENCE:**

- Manager, Duty Manager, Senior Manager

**RM2,500\***

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+6012 301 8477

## The Objective: 2026 MAH L&D Masterclass Series

### Strategic Thinking for Malaysia's Hotel Leaders

The 2026 MAH L&D Masterclass Series is a five part leadership initiative designed to elevate Malaysia's mid to senior hotel managers into confident strategic decision makers.

Created for an increasingly complex hospitality environment, the series bridges a critical gap — the space between operational excellence and strategic leadership. It offers structured, high impact development without requiring participants to commit to a full academic qualification.

- No lengthy programme.
- No heavy academic theory.
- Just focused, applied capability building for hotel leaders who need to think bigger, respond faster and lead with greater clarity.

### What Makes It Different - A First of Its Kind Leadership Platform

This is Malaysia's first competency driven Masterclass Series developed specifically for hotel leadership. It is intentionally designed as a non programme pathway, providing concentrated strategic exposure without the rigidity of traditional certification tracks.

Delivered across five thematic masterclasses by master trainers and seasoned industry practitioners, the series integrates:

- Challenge based learning anchored in real hospitality scenarios
- Advanced industry insights relevant to Malaysia's evolving market
- Applied leadership and high stakes decision simulations
- Content contextualised to local operational realities

Each session is designed to strengthen strategic thinking, improve judgement and build leadership confidence that can be applied immediately at work.

### Why It Matters

Today's hotel managers are expected to do more than manage operations. They must interpret market shifts, align teams with business strategy, navigate uncertainty and make high impact decisions under pressure. Yet few platforms cultivate strategic hospitality thinking without demanding long term academic commitment.

The MAH L&D Masterclass Series addresses this leadership gap directly. It equips participants with higher order perspectives, practical leadership frameworks and decision making confidence that translate immediately into stronger organisational performance and long term industry resilience. In a rapidly evolving hospitality landscape, capability is no longer optional. It is a strategic advantage.

**MASTERCLASS**  
DIGITAL TRANSFORMATION SERIES

DR. PETER LEE | CANNY TAN | RON HASNI | DR. CLAIRE KEOW | ARUTSOTHY

**SPEAKERS LINEUP**

1 DR. PETER LEE HOSPITALITY BUSINESS CONTINUITY IN A NEW AGE	2 CANNY TAN HOSPITALITY EXPERIENCE EXCELLENCE	3 RON HASNI HOSPITALITY LEADERSHIP
4 DR. CLAIRE KEOW HOSPITALITY TEAM CAPABILITY & PROFESSIONAL GROWTH	5 ARUTSOTHY HOSPITALITY AI IN ACTION	

FOR MORE INFORMATION SCAN THIS QR CODE

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**A 5-STEP CAPABILITY BUILDING FRAMEWORK FOR FUTURE HOSPITALITY LEADERS**

This Masterclass Series follows a thematic five-step leadership journey. Delivered by master trainers in their respective fields, this series focuses on challenge-based learning, advanced industry insights, and applied decision-making aligned with the standards expected of the highest hospitality leaders.

01 HOSPITALITY BUSINESS CONTINUITY IN A NEW AGE  
02 HOSPITALITY EXPERIENCE EXCELLENCE  
03 HOSPITALITY LEADERSHIP  
04 HOSPITALITY TEAM CAPABILITY & PROFESSIONAL GROWTH  
05 HOSPITALITY AI IN ACTION  
06 GOAL

# MASTERCCLASS

## DIGITAL TRANSFORMATION SERIES

**25 & 26  
FEB 2026**

HOSPITALITY  
BUSINESS  
CONTINUITY  
IN A NEW AGE



**DR. PETER LEE**

Respected trainer, strategist, transformational leader with 30+ years compliance expertise

**2 & 3  
MAR 2026**

HOSPITALITY  
EXPERIENCE  
EXCELLENCE



**CANNY TAN**

Distinguished hospitality master trainer with 30+ years developing service excellence

**13 & 14  
APR 2026**

HOSPITALITY  
LEADERSHIP



**RON HASNI**

Hospitality veteran, COO, 40+ years transforming brands through people-centric leadership

**20 & 21  
APR 2026**

HOSPITALITY  
TEAM CAPABILITY  
& PROFESSIONAL  
GROWTH



**DR. CLAIRE KEOW**

Dynamic strategist, marketer, certified team coach driving shared leadership performance

**5 & 6  
MAY 2026**

HOSPITALITY  
AI IN ACTION



**ARUTSOTHY**

Excellence IT trainer sharing practical insights, championing lifelong continuous learning

THE PRICE:

**RM 2, 299**

Attend ONE - (2 Days)

**RM 11, 495**

Attend FIVE - (10 Days)

Bundle Reward: 10% off - RM 10, 346 (you save RM 1,149)

The complete 5-Series program can be completed within 2 cohorts per year (e.g., 3 program in the first of the year & 2 programs in the second half)

VENUE: **MARRIOT INTERNATIONAL  
GROUP HOTELS**



FOR MORE  
INFORMATION  
SCAN THIS  
QR CODE

# Executive Diploma in Hospitality & Tourism Management 2026

Elevate Your Skills, Empower Your Career

Advance your career with the Executive Diploma in Hospitality and Tourism Management, a flexible programme designed for working professionals ready to upskill, lead and excel. Gain practical management and leadership skills grounded in real world industry insights, and position yourself for success in today's dynamic hospitality and tourism sector.

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

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







MAHTEC CERTIFICATE

## EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT 2026

POWERED BY MAH INDUSTRY SUBJECT MATTER EXPERT AND UTM FACULTY OF TOURISM & HOSPITALITY

**FEB**

Certificate in Hospitality Supervision

**MAR**

Certificate in Housekeeping Operations & Management

**APR**

Certificate in Human Resources Management

**MAY**

Certificate in Food & Beverage Management

**JUNE**

Certificate in Event Management

**JUL**

Certificate in Front Office Operations

**AUG**

Certificate in Tourism & Hospitality Services

**SEPT**

Certificate in Hospitality Sales & Marketing

**OCT**

Certificate in Hotel Financial Management

**BONUS TRACK!**

Join the Executive Diploma and received FREE 12 months of continuous e-learning access through the MAHTEC Virtual Academy (MVA), designed to support career advancement.

**REGISTER NOW!**



IN PARTNERSHIP WITH:



Fakulti Pengurusan Hotel dan Pemasaran

SUPPORTED BY:









MAHTEC CERTIFICATE

## EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT 2026

PROFESSIONALLY CERTIFIED BY MAH

**PREREQUISITES:**

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.

IN PARTNERSHIP WITH:



Fakulti Pengurusan Hotel dan Pemasaran

SUPPORTED BY:



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 Food and Beverage 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 Hotel Financial 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					
4	Executive Certificate for Training Manager (NEW)	2						11-12					12-13	

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 Budgeting	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	PDPA Compliance for Hotels (NEW)	1		24					9					
6	Managing Gap Generation	1								13				
7	Digital Marketing for Hotel Industry	1										15		
8	AI for Hoteliers (NEW)	2		26				18						

Date stated are subject to confirmation or as published via future email notices. All brochures are available at the MAH L&D Website at <https://mahtraining.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	1
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

## Let's Get in Touch.

+603 4252 5332 +6012 301 8477

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# IN-HOUSE BUNDLE DEALS

**1 IN-HOUSE  
PROGRAM**

**RM12,000**

**2 IN-HOUSE  
PROGRAM**

**RM20,000**

**3 IN-HOUSE  
PROGRAM**

**RM27,000**

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Confirm your in-house training programs for 2026 to enjoy special bundled rates designed to maximise your budget.

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### FOR FURTHER INQUIRIES:

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Ammar Aqlan - 012 7262 502

Zura - 011 2318 0502

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🌐 [www.mahtec.com.my](http://www.mahtec.com.my)

New Free Service for  
MAH members:

# Unlock Your Hotel's Full Potential with Data & AI

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.

Whatsapp to  
**0122948477**

MAH Data Platform  
Customer Service



## 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

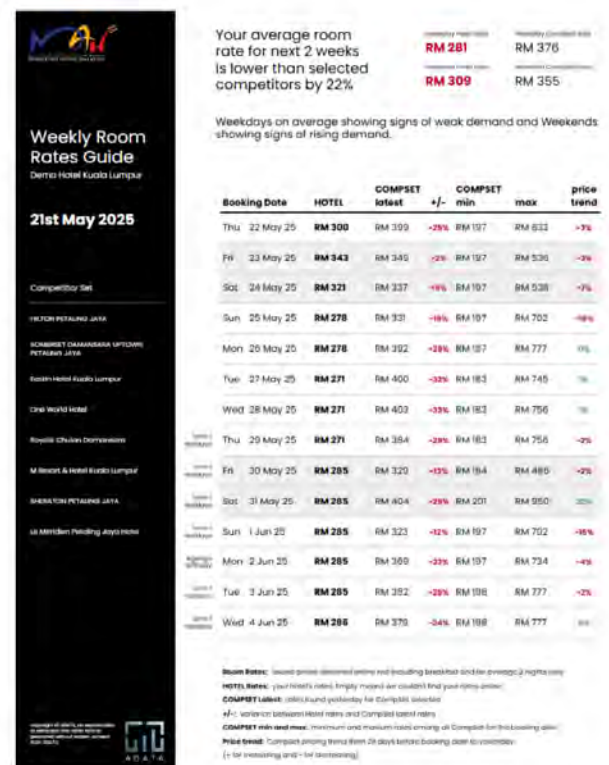
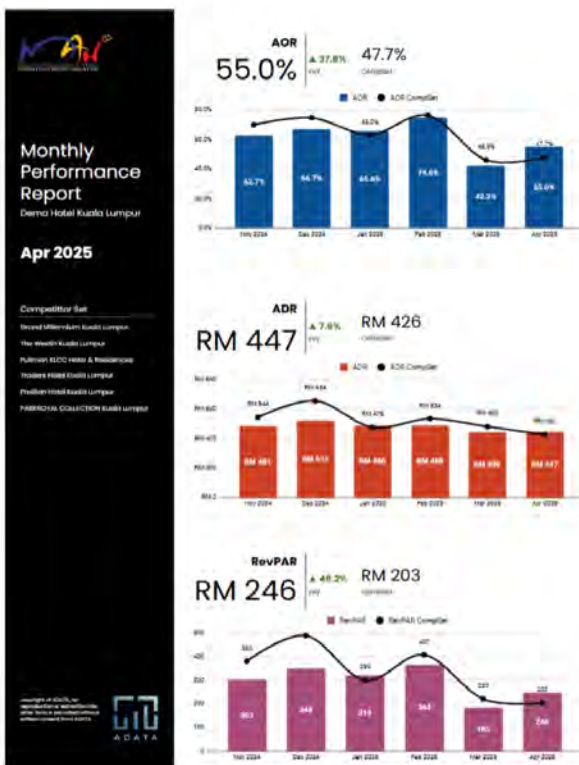
#### Benchmark Your Success:

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

### 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.



# Events Calendar

# 2026

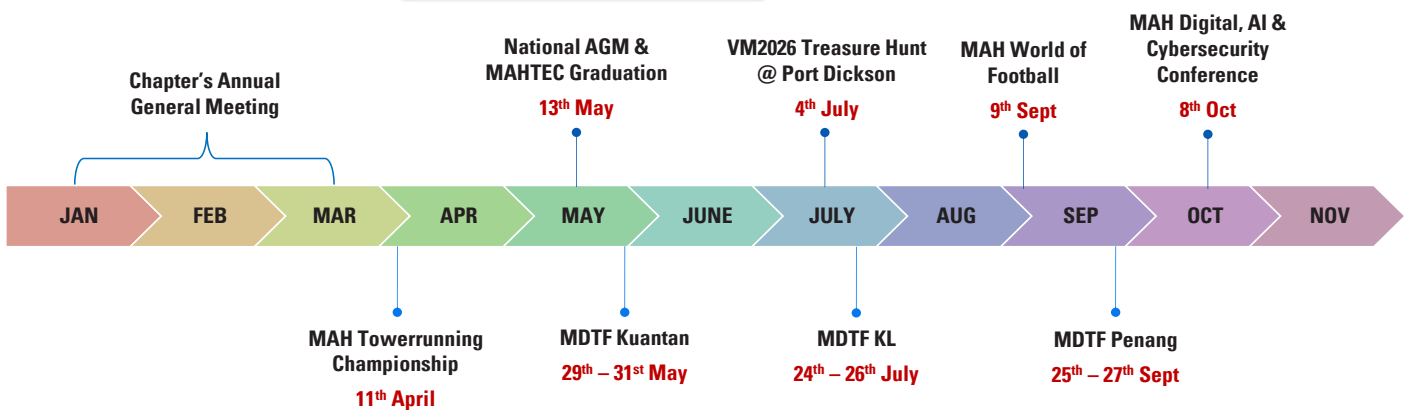
### MAH Hospitality Week 2026

13<sup>th</sup> May National AGM  
 MAHTEC Graduation  
 Gala Dinner & HEA  
 HSE Day 1

14<sup>th</sup> May HLC 4.0  
 HSE Day 2

### Legend

HEA – Hotel Employee Awards  
 HSE – Hospitality Suppliers Expo  
 HLC – Hospitality Leadership Conference  
 MDTF – MAH Domestic Tourism Fair



*Note: Date & venue are subject to change*



## Malaysian Association of Hotels (MAH)

C5-3, Wisma MAH, Jalan Ampang Utama 1/1,  
 One Ampang Avenue, 68000 Ampang,  
 Selangor, Malaysia.

**Tel :** 603-4251-8477

**Email :** info@hotels.org.my

**Website :** www.hotels.org.my

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## MAH Communications Sub-Committee

**President :** Datin Christina Toh

**Secretariat :**

**Chief Executive Officer :** Isaac Raj

**General Manager :** Fadhillah Ariffin

**Senior Executive :** Aliff Azzan

Muhammad Ammar Aqlan

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Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974 and initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry aimed at building a workforce of highly skilled, innovative and disciplined individuals. MAH, as the official national network for the hotel industry, represents more than 1000 hotels throughout Malaysia supplying more than 150,000 rooms which is over half of the total number of hotel rooms available as guest accommodation in this country. With 13 chapters across the nation, MAH acts as the voice of the industry, working as one body to promote, protect, represent and advance the interests of our members.

\* Advertising opportunities are now available in MAH Newsletter.

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