



**MALAYSIAN ASSOCIATION OF  
TOUR & TRAVEL AGENTS**  
The National Travel Association

# SHAPING SUSTAINABLE TOURISM THROUGH CULTURAL PRESERVATION

Nigel Wong, President of MATTA

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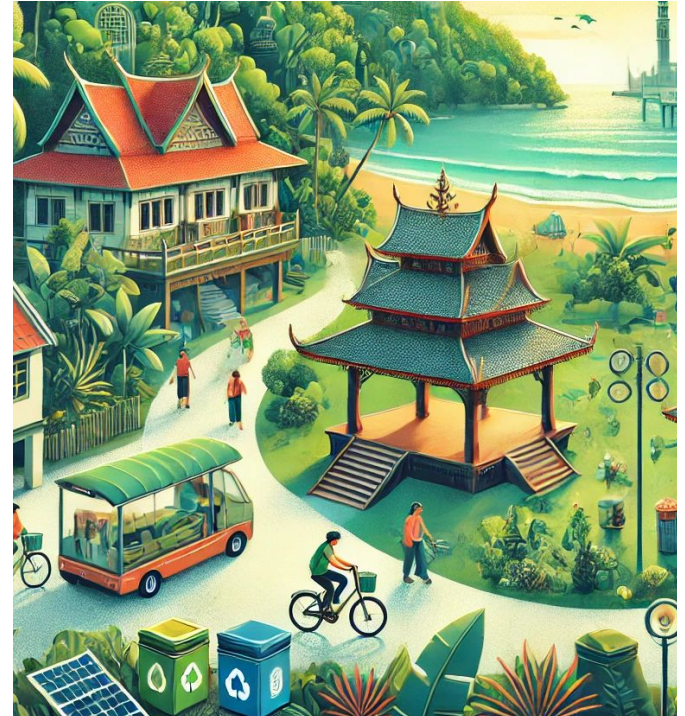
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# INTRODUCING MATTA



The Malaysian Association of Tour and Travel Agents (MATTA) founded in 1975 is the nation's leading and largest travel association that represents the interests of more than 2,600 and growing members companies across the country.

Core components are **Inbound & Domestic, Outbound, Air Transportation, Land Transportation, Education & Training, Research & Technology and Umrah & Hajj.**

**2,659**

Registered Members  
(Company &  
Organisation)

**13**

Chapter  
Offices

**\$ 109MIL  
USD**

Sales rate MATTA Fair 2024

# MATTA'S JOURNEY



## 'SUSTAINABLE MALAYSIA INITIATIVE'

LAUNCHED AT WTM 2023 IN LONDON

Collaboration of MATTA, TM, MAG and Rachel Gray; a British artist of wildlife portraiture.

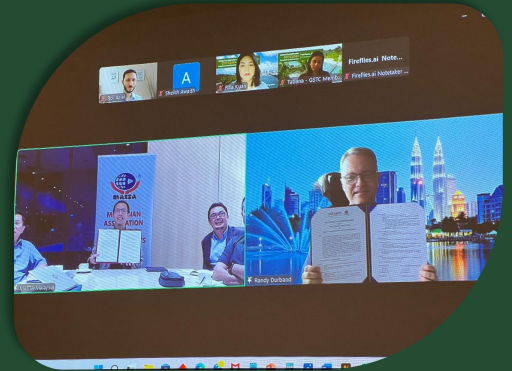


Paintings by Rachel Gray



## WOMEN DRIVING COURSE WITH SUNWAY UNIVERSITY

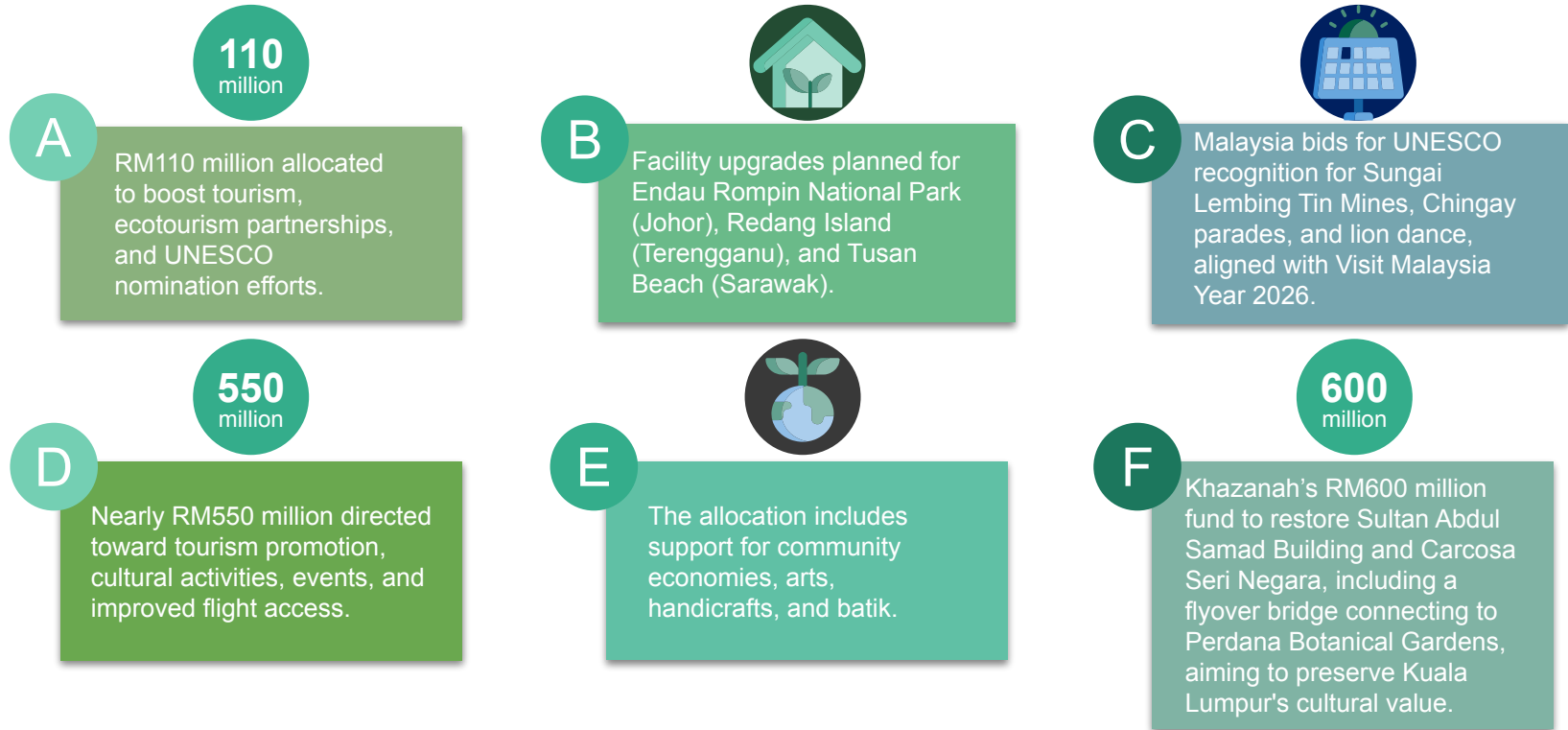
MATTA partners with Sunway University to combat the shortage of female drivers in the tourism sector by providing training courses to women under B40. This aims to boost their participation and career opportunities in the industry.



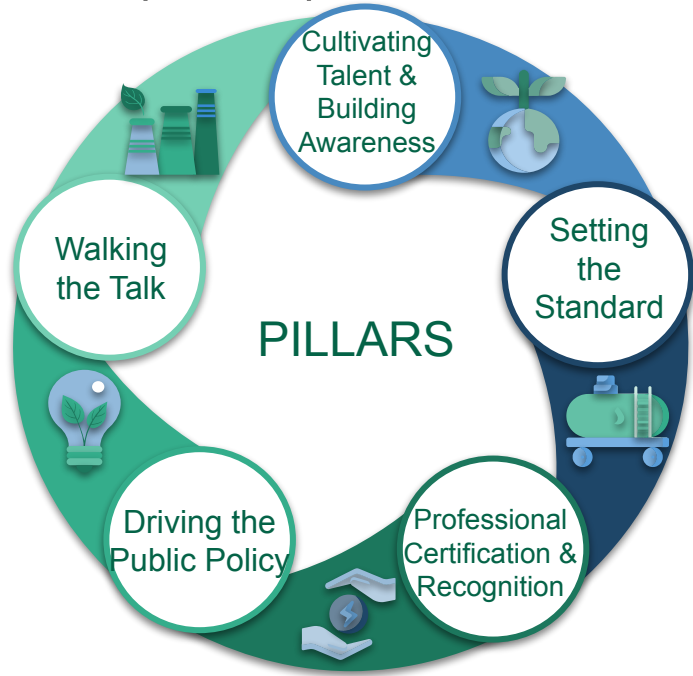
## MATTA'S MOU SIGNING WITH GSTC

MATTA took a step further into a sustainable future by welcoming its newest partner, Global Sustainable Tourism Council (GSTC). Through this partnership, we aim to delve into eco-friendly practices in the industry.

# CULTURAL ENGAGEMENT IN TOURISM



# MATTA'S SUSTAINABLE TOURISM INITIATIVE (MSTI)



The Sustainable Tourism Initiative by MATTA gathers key stakeholders to promote sustainable practices in Malaysia's tourism industry.

Partners include Climate Governance Malaysia, Malaysia Aviation Group (MAG), RHB, MDEC, government bodies, the Malaysian Association of Hotels (MAH), and MACEOS.

The initiative focuses on implementing eco-centric, measurable sustainability practices across the sector.

# MSTI PARTNERS



## UNITING FOR A SUSTAINABLE WORLD

MATTA's Sustainable Tourism Initiative was created as a way for Malaysian private-sector tourism stakeholders to drive public-private collaboration and contribute meaningfully in an effort to build a more sustainable future for the tourism industry in Malaysia. Truly sustainable and responsible tourism should make destinations better for people to live in as well as to visit.

# LENDING A HAND – HOW WE CAN HELP



To help the conservation of environment, cultural heritage as well as raising income thresholds and quality of life for local communities.



To help develop and responsibly promote sustainable tourism products to industry stakeholders and tourists.



To help develop long-term economic viability for all stakeholders throughout the tourism supply-value chain.





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THANK YOU

[www.matta.org.my](http://www.matta.org.my)