

MESSAGE BY
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ACTING DIRECTOR GENERAL, TOURISM MALAYSIA



Assalamualaikum and Salam Sejahtera.

Syukur Alhamdulillah, today marks exactly Tourism Malaysia's 39th "birthday" and I am very thankful to be able to celebrate it with all Tourism Malaysia staff this year.

When it was first established in 1972, Tourism Malaysia was known as Tourist Development Corporation of Malaysia, or more popularly as TDC under the Ministry of Trade and Industry. During the early years, tourist arrivals was only 1.17 million in 1974 with receipts amounting to RM354 million. Looking back, many will agree that we have certainly come a long way! Not only have we changed names and increased some numbers, but we have also switched ministries (and ministers) countless times!

Despite the many changes and challenges, many of you will agree with me that being in the tourism industry is in itself a fulfilling career prospect and a wonderful learning environment that offers unequalled international exposure. For me, personally, as one of the "pioneers" in the industry, it has been a greatly rewarding journey. Part of the reason is due to the exciting nature of the work, and partly because of the people I have had the good fortune to work with. I'd like to take this opportunity to record my sincere thanks and gratitude to everyone at Tourism Malaysia for making this possible.

The Malaysian tourism industry has been through many ups and downs over the years, but nothing has managed to cripple it. I'm also glad to say that we, the staff of Tourism Malaysia, are equally resilient. Certainly not a place for the faint-hearted, Tourism Malaysia has proven that it has a strong workforce and work ethic. Those of my generation will never forget the PATA years nor the difficulties of the Asian Financial Crisis, while the "new" batch of staff will more easily recall the challenges of the Visit Malaysia Year in 2007 and other recent events.

I'm sure that as we continue forward, physically to our new Putrajaya headquarters, as well as mentally, to achieve the 2020 targets of 36:168, we will be put to the test time and again. For better or worse, yet inevitably, change will

always be a constant in our lives. It helps when you have a warm and understanding family of friends and relations to count on during these times.

Whether through good or bad times, my wish is that we can be that “family” for each other so that we may continue to do good and honest work in our service to the country.

I would like to thank YB Dato’ Sri Minister, YB Dato’ Deputy Minister, YBhg. Dato’ KSU, YBhg. Datuk Chairman, and the Ministry of Tourism officers and staff for supporting and being with us through these years in achieving our goals.

We will be moving over to our new office and I believe this is another milestone in the history of Tourism Malaysia. I’d like to say congratulations to all Tourism Malaysia staff for being here at the 39th year landmark of the organization, and pat your backs for the good work done, and again offer my humblest thanks to each and every one for your sincere and honest service. With that, I look forward to a few more good years of working with all of you in Tourism Malaysia.

Thank you.

Azizan

(DATO’ HAJI AZIZAN NOORDIN)