

India and Malaysia Sign MoU for Strengthening Co-operation in the Field of Tourism

Over 2.5 lacs Malaysian Tourists Visited India in 2022

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India and Malaysia have very close political, economic and socio-cultural relations. To further strengthen this relationship, India and Malaysia have signed a Memorandum of Understanding (MoU) between the Ministry of Tourism, Government of Republic of India and the Ministry of Tourism, Arts and Culture, Government of Malaysia for strengthening co-operation in the field of tourism.

The MoU was signed on 20th August 2024 between Minister of Tourism and Culture from India Shri Ganjendra Singh Shekhawat and Minister of Tourism, Arts and Culture of Malaysia Mr. Y B Dato Sri Tiong King Sing.

The main objectives of the Memorandum of Understanding, among others, are:

1. promotion and marketing of tourism products and services; expansion in the field of tourism research, training and development, including exchange programmes; encourage investment in tourism infrastructure, facilities, products and services; exchanging information in the field of medical tourism and encouraging stakeholders to promote the product; business tourism, which includes meetings, incentives, conferences, exhibitions (MICE); promoting cooperation between tourism stakeholders, tour operators and travel agents; promotion and development of community-based tourism and eco-tourism and responsible tourism.

Malaysia is one of the important inbound tourist source markets for India. In the year 2022, over 2.5 lacs Malaysian tourists visited India. It is hoped that the Memorandum of Understanding will give further fillip to tourist arrivals from Malaysia.

BY/SKT

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