

Malaysia Ministry of Tourism to host World Tourism Day & World Tourism Conference 2025 on 27-29 September

- A Monitor Desk Report

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Putrajaya: The Ministry of Tourism, Arts and Culture Malaysia (MOTAC), in collaboration with UN Tourism and the Malacca State Government, will host the World Tourism Day (WTD) and World Tourism Conference (WTC) 2025 from 27 to 29 September 2025 in Malacca, Malaysia. With the theme "Tourism & Sustainable Transformation", this event aligns with the principles of Malaysia Madani, reflecting a national aspiration towards balanced development, environmental stewardship, and cultural preservation.

The conference aims to strengthen collective commitment to fostering sustainable and resilient tourism while enhancing regional cooperation and international collaboration. The conference will be officiated by YAB Dato' Sri Haji Fadillah bin Haji Yusof, Deputy Prime Minister of

Malaysia, with welcoming remarks by Zurab Pololikashvili, Secretary-General of UN Tourism, and opening remarks delivered by YB Dato' Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia. MOTAC has invited country representatives from the UN Tourism Secretariat, speakers, industry experts and media from local to international levels to attend WTD and WTC. The event will foster discussions on various topics ranging from cross-sector collaboration, artificial intelligence and community empowerment, to navigating how sustainable growth can be achieved while safeguarding culture, conserving nature, and supporting global climate goals.

MOTAC believes these relevant topics align with Malaysia MADANI values of sustainability, innovation and respect for cultural diversity. Malacca has been chosen as the location for the WTC due to its renowned effectiveness in promoting culture and preserving heritage while balancing economic transformation with equity, ensuring long-term sustainable benefits for destinations, local communities, and travellers alike. Technical visits will be conducted, including Dutch and heritage trails, Rasa-rasa Malacca culinary experiences, and Eco Cruise Malacca, offering partners and delegates comprehensive insights into Malacca's rich history, heritage and culture. In conjunction, there will be a Visit Malaysia 2026 launching officiated by YAB Dato' Sri Anwar Ibrahim, Prime Minister of Malaysia on 27th September 2025 at Encore, Melaka.

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