

**MEDIA RELEASE**  
***For Immediate Release***

**SELANGOR'S COMMUNITY-BASED TOURISM BOLSTERS  
CULTURAL IDENTITY**

***21 local tourist guides graduated from training course, for the first  
Selangor's Community Host Programme 2018***

**DECEMBER 8<sup>th</sup>, 2018 SHAH ALAM** – The first group of participants has completed a training session through the first Selangor's Community Host Programme, attended a graduation ceremony held at Grand Bluwave Hotel Shah Alam today.

Selangor State Government through Tourism Selangor has implemented a special program to train and recognize the "local community host" that will act as 'tellers' of interpretation in local places, heritage and culture to visitors and tourists. The training program for the Selangor Community Host is the first program organized to have and train local tour guides throughout the State of Selangor and is seen to provide a job opportunities and to be a source of income in the economy especially for the tourism industry.

It's a specialized training programme, which is the first of its kind was currected to give training for individuals to become tour guides for visitors, with inclusivity as a guiding principle for sustainable growth and development in tourism. This programme initiated by Tourism Selangor in partnership with Empire Putra College and supported by the Ministry of Tourism, Arts and Culture Malaysia.

At present, only 21 tour guides have passed the training process of the programme which came from 3 districts such as, Kuala Selangor, Sabak Bernam and Klang. These aspiring local tour guides successfully completed the 6 months training program based on the 'Community Tour Guiding' module provided by Tourism Selangor and Empire Putra College. The training programme featured contents about tourists' consumption psychology, the development trend of tourism market, the basis theory of tourism, on-site teaching in tourism site, local culture and heritage experience package development and many more.

Chairman of Standing Committee of Culture & Tourism, Malay Tradition & Heritage of Selangor, YB Datuk Abdul Rashid said, "*Today's graduation day has been extremely positive and informative highlighting the opportunities that exist within the industry and*

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*outlining a pathway to develop our careers and secure employment in the sector. Having qualified tour guides in Selangor especially in rural areas ensures that we can remain competitive and allow visitors enjoy the varied land and infrastructures incorporating our cultural and natural heritage.”*

The course is conducted using the 'Community Base Tourism Delivery Management' approach that will provide benefits to the local communities involved. The results of this program will provide local tour guides among local residents who know more about the history and stories of tourism products available in their respective areas and can be told to tourists from local and all over the world.

*“I really appreciate the cooperation given by all parties to make this program successful and hopefully this program will be continued next year for the next 3 districts such as Kajang, Hulu Selangor and Kuala Langat.”* He added.

**-THE END-**

**Photos can be downloaded via wetransfer, Download link:**  
<https://we.tl/t-P8uYDLb0bU>

**13 files, 168 MB in total • Will be deleted on 15 December, 2018**

#### **About Tourism Selangor**

Tourism Selangor is a state government tourism arms with the mandate to increase the number of local and international tourists to Selangor by increasing the profile of the state. Various initiatives are undertaken to achieve this – local and international campaigns, events, tourism trade mission overseas, local roadshows and many more.

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**For more information, please contact:**

**Ahmad Nazri Tashriq Rahmat**  
**Corporate Communication Manager**  
Mobile : +6016-207 6951  
Email : [nazri@tourismselangor.my](mailto:nazri@tourismselangor.my)

Website: [www.tourismselangor.my](http://www.tourismselangor.my)

#### **TOURISM SELANGOR**

Lot P7, Jalan Indah 14/12, Seksyen 14, 40000 Shah Alam, Selangor Darul Ehsan  
Tel: 603 5513 2000 Fax: 603 5513 6268 Website: [www.tourismselangor.my](http://www.tourismselangor.my)

**PROGRAM : MAJLIS GRADUASI HOS KOMUNITI SELANGOR 2018**

**TARIKH : 8 DISEMBER, 2018 (SABTU)**

**MASA : 2.00 PETANG**

**TEMPAT : DEWAN REBANA 1, TINGKAT 1, HOTEL BLUEWAVE SHAH ALAM**

- 2.45 ptg** : *Ketibaan Tetamu Jemputan / Media*
- 2.45 ptg** : *Ketibaan Y.B. Datuk Abdul Rashid Bin Asari, Pengerusi Jawatankuasa Tetap Kebudayaan Dan Pelancongan, Peradaban Melayu Dan Warisan*
- 3.00 ptg** : *Ketibaan Y.A.B. Tuan Amirudin Bin Shari, Dato' Menteri Besar Selangor*
- 3.00 ptg** : *Tarian Pembukaan Selamat Datang oleh PADAT*
- 3.20 ptg** : *Kata Aluan oleh Pengacara Majlis*
- 3.25 ptg** : *Ucapan Aluan oleh Y.B. Datuk Abdul Rashid Bin Asari, Pengerusi Jawatankuasa Tetap Kebudayaan Dan Pelancongan, Peradaban Melayu Dan Warisan Negeri Selangor*
- 3.35 ptg** : *Ucapan Perasmian oleh Y.A.B. Tuan Amirudin Bin Shari, Dato' Menteri Besar Selangor*
- 3.50 ptg** : *Video Montaj Program Kursus Hos Komuniti Selangor 2018*
- 3.50 ptg** : *Sesi Penganugerahan Sijil Kepada Graduan Hos Komuniti Selangor 2018*
- 3.50 ptg** : *Sesi Penyerahan Peta Budaya Daerah (3 PBT – MPK, MDKS, MDSB)*
- 3.50 ptg** : *Sesi Penyampaian Cenderamata Kepada Agensi Yang Terlibat*
- 3.50 ptg** : *Sesi Penyampaian Cenderamata kepada Dato' Menteri Besar Selangor*
- 3.50 ptg** : *Sesi Foto Bersama Tetamu Kehormat*
- 3.50 ptg** : *Jamuan Hi-Tea Bermula*
- 3.50 ptg** : *Persembahan Demo Produk Pelancongan Setempat*
- 3.50 ptg** : *Persembahan Kebudayaan Kuda Kepang – Kumpulan Jaran Kepang, Parit 15, Sg. Panjang, Sg. Besar*
- 3.50 ptg** : *Persembahan Tarian Kebudayaan Selangor – PADAT (Tarian Piring)*
- 5.00 ptg** : *Tamat*

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