MALAYSIAN ASSOCIATION OF HOTELS
PERSATUAN HOTEL MALAYSIA

NEWSLETTER

SEPTEMBER | OCTOBER 2026 | Vol.04

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MAH–Macao Hotel Association MoU Exchange

The MoU between MAH and the Macao Hotel Association marks a step towards closer cooperation between the two hotel industries, opening opportunities for knowledge exchange, industry collaboration and stronger bilateral ties. Signed during the Macao Economic, Trade and Tourism Investment Promotion Seminar in Kuala Lumpur, the partnership aims to support mutual growth and wider tourism engagement.



MAH L&D Executive Diploma in Hospitality Management 2027

Designed for hospitality professionals seeking to advance their careers, the MAH L&D Executive Diploma in Hospitality Management 2027 focuses on strengthening management capabilities, developing leadership skills and enhancing industry knowledge. The programme aims to prepare participants for greater responsibilities and the evolving demands of the hospitality industry.

Gold Partner
AVIS Budget
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SHARP Feruni exely
Supporting Partner
rigel

MAH–Macao Hotel Association MoU Exchange

Strengthening Malaysia–Macao Hotel Ties | 3 September 2026

Closer cooperation between the hotel industries of Malaysia and Macao was formalised through a Memorandum of Understanding (MoU) between MAH and the Macao Hotel Association on 3 September 2026 in Kuala Lumpur. The signing took place during the Macao Economic, Trade and Tourism Investment Promotion Seminar and reception hosted by the Macao SAR Government. MAH President Datin Christina Toh signed the MoU on behalf of the Association, marking a commitment to strengthen ties between the two hotel associations.

The event brought together more than 350 guests, including Macao SAR Chief Executive Mr Sam Hou Fai, Malaysia's Minister of Tourism, Arts and Culture YB Tiong King Sing, Deputy Minister of Investment, Trade and Industry YB Sim Tze Tzin, and Chinese Ambassador to Malaysia H.E. Ouyang Yujing.

The seminar provided a platform to explore opportunities for cooperation across tourism, business events, trade and investment. More than 120 business matching sessions were held, resulting in over 60 agreements covering sectors such as tourism, MICE, technology, healthcare and Muslim-friendly initiatives.

In his address, Mr Sam Hou Fai highlighted the longstanding friendship between Macao and Malaysia and the potential to deepen bilateral cooperation, with Macao serving as a bridge connecting Malaysia with Mainland China. YB Tiong King Sing also highlighted opportunities arising from closer links between Malaysia's ASEAN network and Macao's position within the Guangdong-Hong Kong-Macao Greater Bay Area.

The MoU reflects MAH's continued efforts to strengthen international industry relationships, encourage knowledge exchange and explore opportunities that benefit its members and the wider hotel industry.





Get Immersed in Various Space with LG LED All-in-One Screen



LG LED All-in-One Screen

A spacious screen that captivates your audience.

MAH–PERHEBAT Collaboration

Connecting Talent with Hospitality Career Opportunities | 8 September 2026

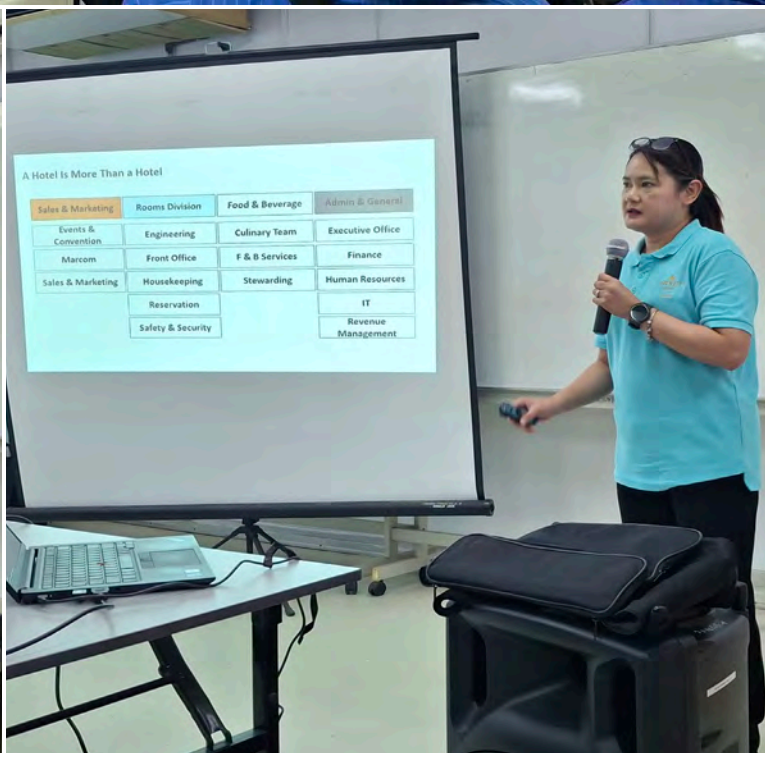
The MAH–PERHEBAT collaboration began with the inaugural Taklimat PERHEBAT, hosted by Dorsett Grand Subang on 8 September 2026. The session marked the first group engagement under the partnership, connecting PERHEBAT participants with internship placements and career opportunities in the hotel industry.

MAH Honorary Secretary General Dato' Megat Shahrul Azman Abas addressed the participants, followed by a briefing from the Dorsett Grand Subang team on available positions and hospitality career pathways. Participants also took part in on-site interviews, giving them a direct opportunity to explore employment prospects with the hotel.

The initiative reflects MAH's continued efforts to connect aspiring talent with member hotels, support workforce development and strengthen the hospitality industry's talent pipeline. Appreciation goes to Dorsett Grand Subang for hosting the inaugural session and supporting the collaboration.



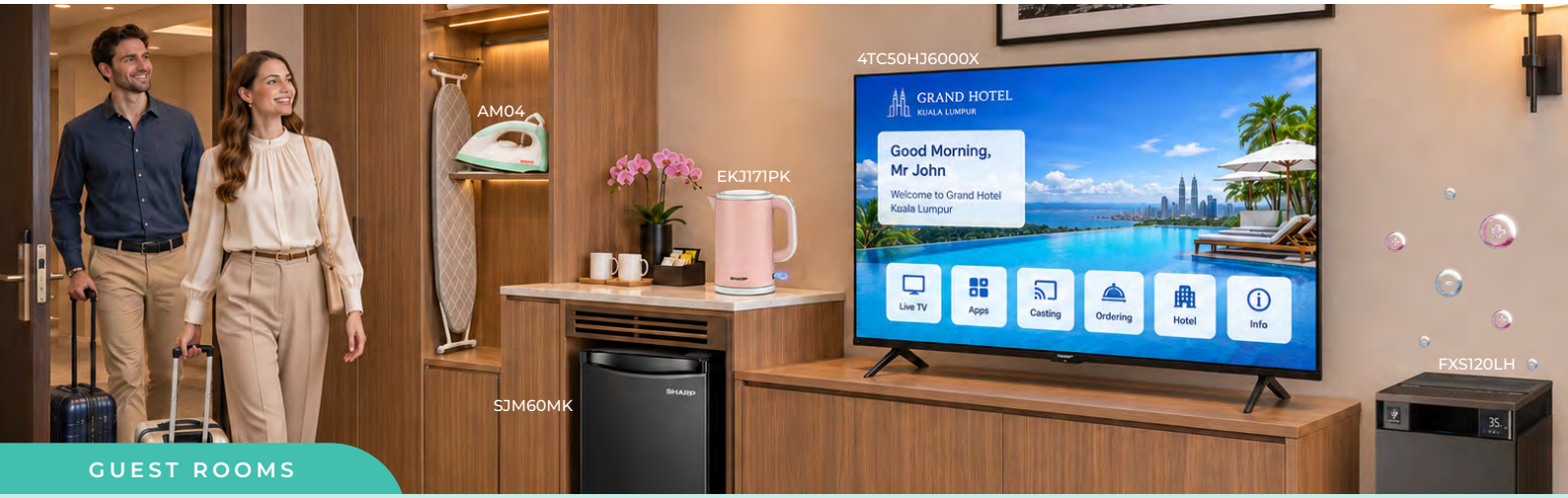




SHARP

Elevate The Hotel Experience With

SHARP Complete Hospitality Solutions



GUEST ROOMS

The SHARP Hospitality TV Software Features:

- Personalised Welcome Screen & Streaming Apps
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- QR Code Room Service Ordering
- Hotel Information and Guest Announcements

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Connect & Collaborate with Confidence

Empower business teams with **interactive touchscreen displays** for seamless discussions and **secure document solutions** for printing, copying and scanning confidential information within your hotel.

Our Solution Lineup



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Interactive Touch Screen



COMMUNAL KITCHEN

Everyday Convenience for Every Traveller

Make travelling more convenient with practical amenities. From keeping drinks chilled to reheating meals and preparing hot beverages, support a more comfortable shared guest experience.

Our Solution Lineup



Minibar Refrigerator



Jug Kettle



Commercial Microwave Oven



COMMON AREAS

Create Welcoming Spaces

From the hotel lobby and lounge to shared dining spaces, keep guests engaged with commercial displays and televisions while supporting indoor air comfort with SHARP air purifiers.

Our Solution Lineup



Purefit Air Purifier



Check-in Kiosk



Smart TV





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Speak To Our Team

Discover Our Solutions

UiTM's Healthier Recipe Guidebook

Promoting Healthier Menus Through Recipe Modification | 12 September 2026

Universiti Teknologi MARA (UiTM) launched a new guidebook on modifying high-sugar food recipes on 12 September 2026 at its Puncak Alam campus, with MAH Chief Executive Officer Isaac Raj in attendance.

Developed by UiTM's Faculty of Hotel and Tourism Management (FPHP), the Buku Panduan Modifikasi Resipi Makanan Tinggi Gula focuses on cakes, pastries and traditional Malay kuih. The guidebook serves as a practical reference for hotels looking to introduce healthier menu options through recipe modifications while retaining familiar flavours.

Officiated by Dr. Ismuni bin Bohari, Deputy Director-General of Health (Public Health), Ministry of Health Malaysia, the initiative highlights the value of collaboration between academia and the health sector in translating research and innovation into practical approaches to healthier eating.







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INTI's Industry Advisory Board Focus Group

Preparing Future Hospitality Graduates for an AI-Driven Industry | 15 September 2026

The growing role of Artificial Intelligence (AI) in hospitality education and workforce development was a key focus at INTI International College Subang's Industry Advisory Board (IAB) Focus Group on Hospitality. Representing MAH, Chief Executive Officer Isaac Raj delivered the keynote address, sharing industry perspectives on preparing future hospitality professionals for an evolving workplace.

While AI offers opportunities in data analysis, automation, forecasting and guest preference management, Isaac emphasised that technology should complement, rather than replace, foundational knowledge and human interaction. Graduates need a sound understanding of revenue management, marketing and guest services to make informed decisions and recognise when AI-generated information requires further judgement.

The discussion also highlighted the importance of practical training, stronger TVET pathways and sustainable hotel operations, particularly in managing energy, water and waste while improving operational efficiency. Closer collaboration between industry and academia remains essential to ensure hospitality programmes reflect workplace realities and meet employers' expectations.

As highlighted by MAH, the goal is to develop graduates with "Actual Intelligence" who pilot Artificial Intelligence, not the other way around. This reinforces the importance of human judgement, professional knowledge and genuine hospitality in an increasingly technology-driven industry.

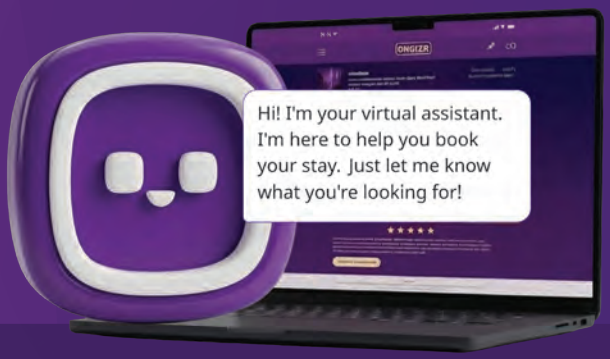




Exely AI Website Assistant

Exely AI Website Assistant helps hotels convert website visitors into guests by making the booking journey faster and easier.

Powered by AI and integrated with Exely Booking Engine, the assistant does more than answer questions. It guides potential guests towards the right booking options — all within the same website widget.



How Exely AI Website Assistant Helps Your Hotel

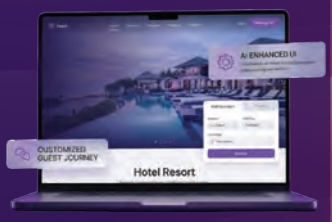
- **24/7 AI assistance:**
  Answers guest questions using your hotel's website and Exely Extranet information.
- **Seamless booking:**
  Displays relevant rooms and rates directly in the chat, powered by Exely Booking Engine.
- **Fewer missed opportunities:**
  Helps guests find answers and complete bookings without leaving the conversation.
- **Guest insights:**
  Identifies unanswered questions and highlights where your website content can be improved.

Turn More Website Visitors into Direct Bookings with Exely AI Website Assistant.

Build an AI-Era Direct Sales Flow

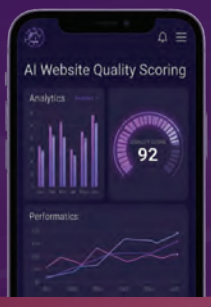
Website Visibility →

AI-Ready Hotel Website



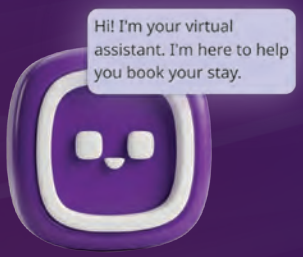
Content Quality →

AI Website Quality Scoring



Booking Conversion →

AI Website Assistant



Continuous Improvement

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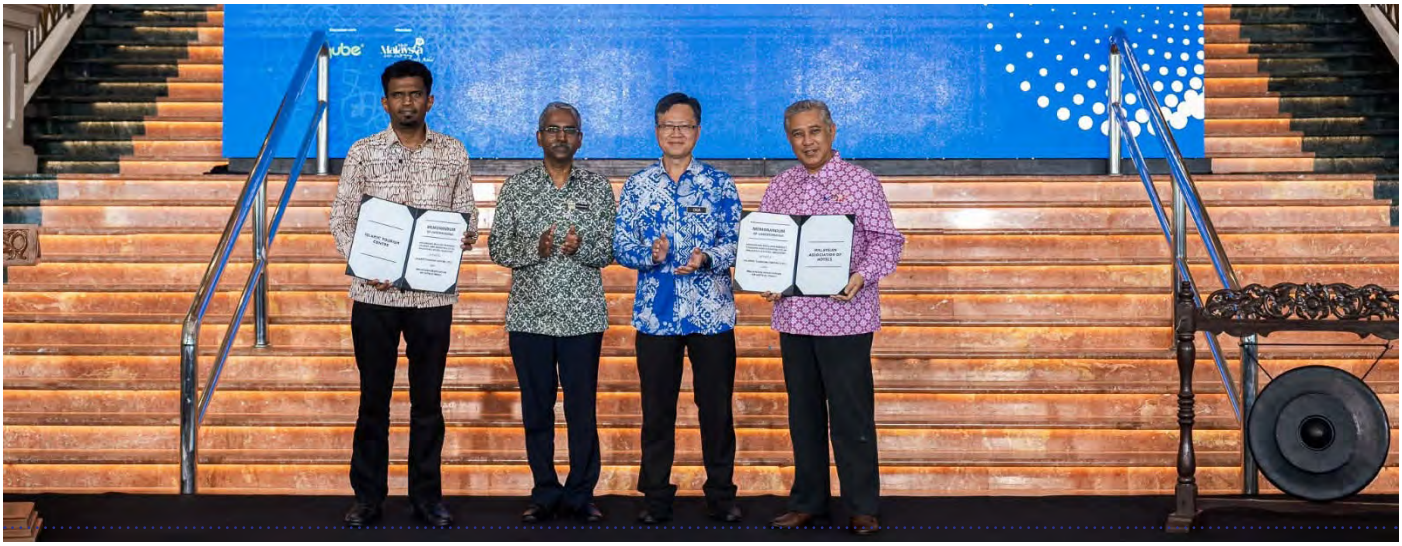
MAH-ITC MoU Exchange

Strengthening Muslim-Friendly Hospitality Through Strategic Collaboration | 24 September 2026

MAH and the Islamic Tourism Centre (ITC) formalised a strategic partnership through a Memorandum of Understanding (MoU) signed on 24 September 2026, in conjunction with the MHLife 2026 media launch. The exchange of commitments was witnessed by Dato' Megat Shahrul Azman Abas, MAH Honorary Secretary General, and Mohamad Faisal Abu Suaib Khan, ITC Director General.

Under the MoU, MAH will advocate for wider adoption of ITC's Muslim-Friendly Tourism & Hospitality Assurance and Recognition (MFAR) Programme among hotels, encouraging greater industry participation in meeting recognised Muslim-friendly tourism and hospitality standards. The collaboration supports Malaysia's efforts to strengthen its position as a leading Muslim-friendly travel destination, building on its 11 consecutive years at the top of the Global Muslim Travel Index. It also complements ITC's efforts to expand MFAR internationally through partnerships with Russia and Taiwan.



Hotelier Conference 2026

Hotel Workforce and Talent in Focus | 28 - 29 September 2026

Workforce sustainability, employment compliance and talent development were among the key topics at the Hotelier Conference 2026, jointly organised by MEF Academy Sdn Bhd and the Association of Hotel Employers (AHE). Representing MAH were Chief Executive Officer Isaac Raj and Head of Learning and Development Ken Cheah, who joined hotel operators, HR practitioners, recruitment agencies, service providers, suppliers and consultants for two days of industry discussions and knowledge sharing.

Officiated by MEF President Tn. Hj. Nik Mustapha Nik Mohamed, the conference explored developments in employment laws, industrial relations, workplace challenges and the changing demands of hospitality workforce management. Discussions also covered shift work, disciplinary procedures, workplace investigations, harassment, sustainable recruitment, AI-driven people decisions, employee wellbeing and leadership transformation.

With manpower shortages, rising operating costs and changing workplace expectations continuing to affect hotel operations, the discussions offered practical perspectives on balancing regulatory compliance, employee wellbeing and operational needs. The conference also provided a platform for industry practitioners to exchange experiences and explore approaches to building a more resilient and sustainable workforce.



Industry Nexus (INDex) 2026

Strengthening Industry–TVET Collaboration | 8 October 2026

Industry–TVET collaboration and talent development were key themes at Industry Nexus (INDex) 2026: TVET Collaboration Hub, held on 8 October 2026 at Marriott Putrajaya. Representing MAH was Dato' Megat Shahrul Azman Abas, Honorary Secretary General.

Organised by the Department of Polytechnic and Community College Education (JPPKK), the programme highlighted partnerships that translate industry collaboration into practical outcomes through talent development, industry-aligned training and knowledge sharing. The four TVET Collaboration Hubs have established more than 70 collaborations involving 116 industry partners and agencies, supporting skills development and industry-specific initiatives.

The event also brought together Industry Advisory Council members and newly appointed CEO@POLYCC representatives, reinforcing industry's role in shaping TVET curricula, talent development and workforce readiness. The launch of the POLYCC Reform towards 2035, under the Polytechnic and Community College Strategic Plan 2026–2035, further highlighted the commitment to preparing TVET for future industry needs.





Hotel Data Collaboration with TM and ADATA

Strengthening Hotel Data Collaboration for Better Tourism Insights | 12 October 2026

MAH, Tourism Malaysia (TM) and ADATA held a discussion on potential data-sharing collaboration on 12 October 2026 at the Main Meeting Room, BPS. Chaired by Puan Salinda Sany, Senior Director of BPS, the session explored opportunities to strengthen data sharing and integrate hotel data collection systems to generate more comprehensive tourism insights.

ADATA also presented findings from its data study conducted for MAH, including proposals for additional data scopes. Following the discussion, MAH will submit a proposal paper outlining potential cooperation with Tourism Malaysia through the ADATA system for further consideration.



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MAH Data Platform Customer Service

MIDA ESG Grant for Hotels

DIAF–ESG Matching Grant: Applications Extended Until 30 November 2026

The Domestic Investment Accelerator Fund (DIAF) offers matching grants to support Malaysian-owned Small and Medium Enterprises (SMEs) and Mid-Tier Companies (MTCs) in the manufacturing and selected services sectors in adopting and strengthening Environmental, Social and Governance (ESG) practices.

Under the DIAF–ESG scheme, eligible companies may receive funding on a 50:50 matching basis, subject to case-by-case evaluation. The maximum reimbursable grant is RM500,000 per company, subject to fund availability.

The Malaysian Investment Development Authority (MIDA) has reopened and extended the DIAF–ESG Matching Grant application period. Interested companies may submit new applications through the InvestMalaysia Portal by **30 November 2026**.

All applications are subject to funding availability, Government allocation and prevailing policies and guidelines. Approval is not guaranteed and remains subject to MIDA's evaluation.

Application Deadline: 30 November 2026

Companies are encouraged to review the grant requirements and submit their applications within the stipulated period.

Apply via: InvestMalaysia Portal : https://investmalaysia.mida.gov.my/EIP/InvestMalaysia.aspx

ESG Reporting: What Hotels Need to Know

ESG Readiness: Navigating New Business Expectations

Environmental, Social and Governance (ESG) reporting is becoming increasingly relevant as reporting requirements evolve and expectations from customers, corporate partners and supply chains continue to grow.

On 7 October 2026, ESGReports.my, Malaysia's GRI-licensed ESG reporting platform, hosted an online briefing to help businesses understand the changing ESG landscape and explore available support for their sustainability journey.

The session covered ESG reporting requirements affecting Malaysian businesses, including national and international developments, government programmes, grants and incentives. Participants were also introduced to the ESGReports.my platform and financing opportunities offered through its supporting partners.

For hotels, ESG readiness is an increasingly important consideration as corporate clients, travel partners and financiers seek greater information on sustainability practices and performance. Understanding reporting expectations and available resources can help hotels identify areas for improvement and prepare for evolving industry requirements.

The briefing highlighted the importance of a structured approach to ESG reporting, while introducing the support and financing options available to businesses at different stages of their sustainability journey.



MACP Licence Renewal for 2027

Renew Today, Stay Compliant, Support Creativity

The current music copyright licence arrangement with MACP will expire on **31 December 2026**. As 2027 marks the final year of the 2025–2027 Licence Agreement, MAH members are eligible for preferential rates.

Music plays an important role in creating the right atmosphere across hotels and resorts, from lobbies and restaurants to guest rooms and event spaces. A valid MACP licence is required for such usage, ensuring compliance with copyright requirements while supporting local music creators.

Renewing the licence is not only a compliance requirement but also reflects the industry's commitment to professionalism and respect for intellectual property. Non-compliance may result in legal consequences, financial penalties and reputational risks.

Renewal Process and Important Dates

1. Annual Assessment Form 2027 and Rates

- Complete, sign, and submit the application form to the MAH Secretariat for endorsement before **26th October 2026**.
- Failure to do so will result in licensing bodies charging the standard rate.

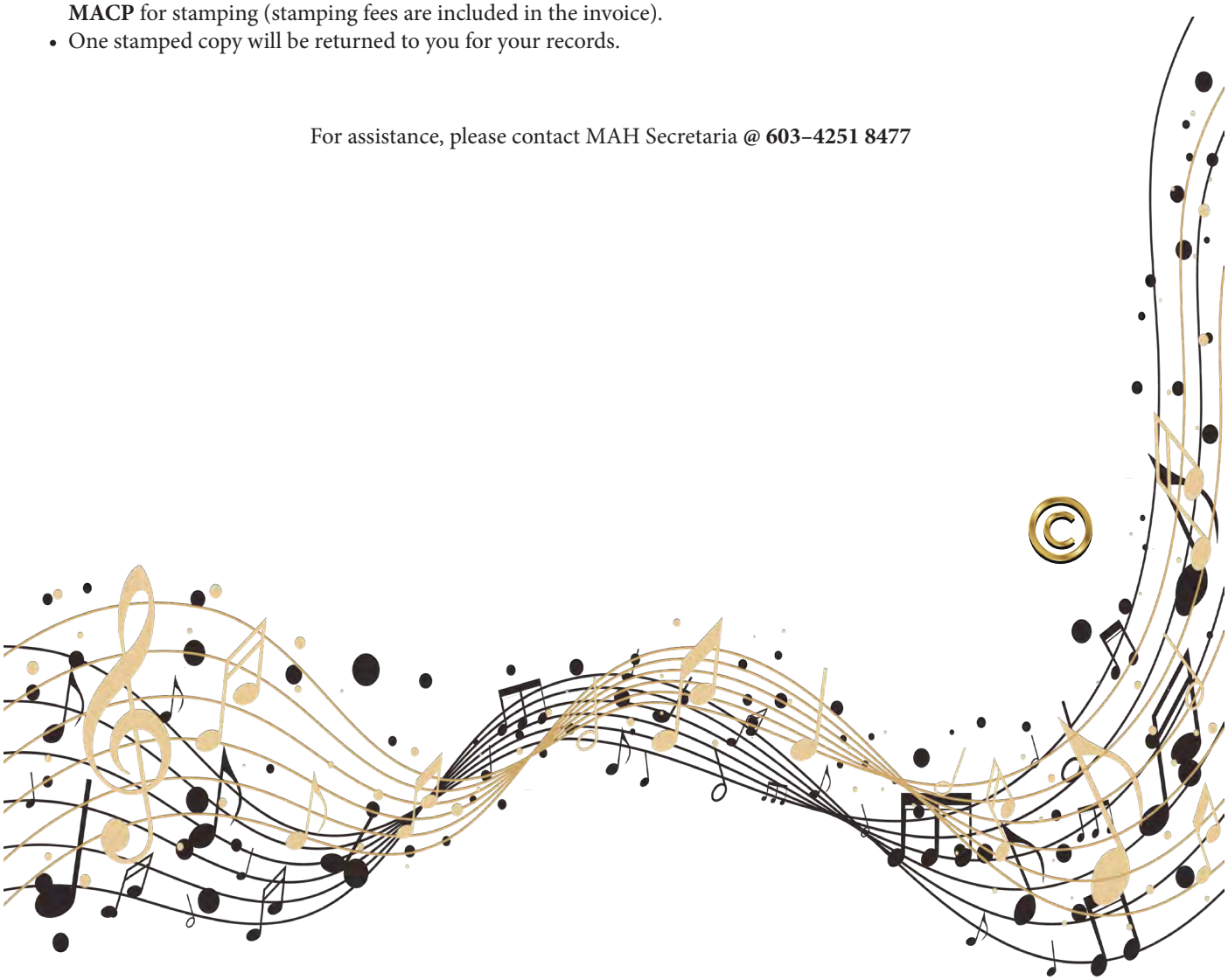
2. MACP Invoice: Renewal and New Application for 2027

- Upon receiving the endorsed form, MACP will issue invoices and licence contracts directly to members.
- Review the invoice details and notify MACP of any amendments before 30 November 2026.
- If the details are correct, remit payment to MACP Berhad by 25 December 2026 to retain the preferential rates.

3. Licence Contracts for New Applications

- Two (2) sets of Licence Contracts will be provided. Please endorse both copies and return the original copies **directly to MACP** for stamping (stamping fees are included in the invoice).
- One stamped copy will be returned to you for your records.

For assistance, please contact MAH Secretaria @ **603–4251 8477**



MAH Constitution Amendment

Revised Associate Membership Fee for 2027

At the MAH Annual General Meeting (AGM) held on 13 May 2026 at Berjaya Times Square Hotel Kuala Lumpur, members approved a proposal to revise the annual subscription fee for Associate Members.

Following the approval, the annual Associate Membership subscription fee has been revised to **RM1,500**, effective from the **2027 membership renewal**.

Amendment to the MAH Constitution

The revised fee is reflected in the amended MAH Constitution under **Clause 6(b)(i): Associate Membership Subscription Fee.** Associate Members are encouraged to refer to the amended Constitution for the full details.

Key Information for Associate Members

- **Revised Annual Fee:** RM1,500, effective from the 2027 membership renewal.
- **Renewal Invoices:** Invoices for 2027 membership renewals will be issued from November 2026 onwards.
- **Invoice Access:** Members can view and download their invoices through the **MAH Members Portal** (https://members.hotels.org.my/login).



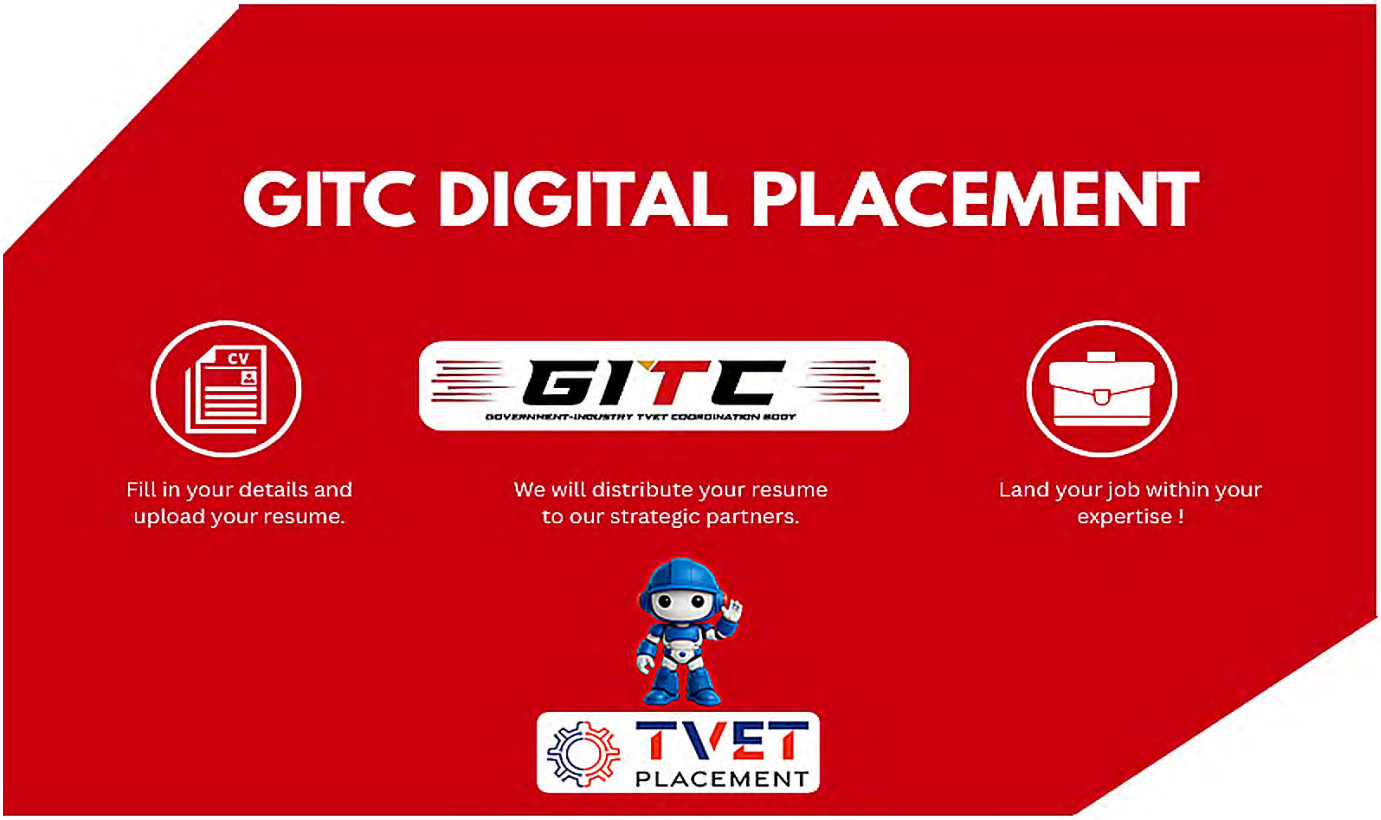


GITC TVET Placement Centre

New Platform to Support Hotel Recruitment and Workforce Development

The Government-Industry TVET Coordination Body (GITC) has introduced the **GITC TVET Placement Centre (GTPC)**, a national platform designed to connect employers with skilled Technical and Vocational Education and Training (TVET) talent.

Positioned as Malaysia's first national TVET ecosystem platform, GTPC aims to strengthen the link between industry and TVET institutions while supporting graduate employment, structured internships, Work-Based Learning (WBL) and industry collaboration.



For hotels, the platform offers an additional channel to access emerging talent, address workforce requirements and build a stronger pipeline of skilled employees.

How Hotels Can Benefit

Through GTPC, hotel employers can:

- Access pre-screened TVET graduates whose skills are aligned with industry requirements.
- Advertise job vacancies and communicate specific talent requirements.
- Reduce recruitment time and costs, particularly for technical and skilled positions.
- Explore workforce development programmes, available incentives and training opportunities.

Subscription and Registration

Employers are currently required to pay an annual subscription fee of RM1,000, which includes:

- Up to 10 job vacancy advertisements annually.
- Placement assistance and workforce development support.

MAH members can register by creating an account and completing the industry registration process through the GTPC platform.

Explore the platform and register: **tvetplacement.gov.my**

MAH HotelJob Portal
https://hoteljobs.my



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- Select: "**Employer**" as your account type
- **Fill in**: Your account details
- **Complete!** You will receive a welcome email upon registration.

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Exclusive Benefits for MAH Members!

Join MAH Membership and enjoy exclusive perks! MAH hotel members can post job vacancies at no cost. Learn more and register now here: **https://www.hotels.org.my/membership-ordinary**

SIGN UP NOW!

Any inquiries, please contact:
hoteljobs@reliance.edu.my

MAH World of Football 2026

Celebrating Team Spirit and the Passion Beyond Hospitality | 9 September 2026

Thirteen teams representing MAH State Chapters took to the pitch at Stadium MPAJ, Pandan Perdana, Kuala Lumpur, on 9 September 2026 for the MAH World of Football 2026. The tournament brought hoteliers together through their shared passion for football and friendly competition.

Beyond the sporting action, the event gave hotel employees an opportunity to step away from their daily responsibilities, showcase their sporting talents and connect with colleagues from across the industry.

A Special Match with Football Legends

One of the day's highlights was an exhibition match between MAH GM Veterans and MOTAC/Tourism Malaysia Veterans, held ahead of the semi-finals. The friendly encounter brought together representatives from MAH management, member hotels, the Ministry of Tourism, Arts and Culture (MOTAC) and Tourism Malaysia.

Football veterans K. Gunalan and Ho Hon Seong also joined the exhibition match, sharing the pitch with participants. The MOTAC and Tourism Malaysia delegation was led by Hamad Nawwar, Director of MOTAC Kuala Lumpur, and Mohd Farids, Assistant Director of MOTAC Kuala Lumpur.



> "Hotel staff rarely get the opportunity to step out of the spotlight and onto the pitch. This tournament gives them the chance to celebrate their athleticism, pursue passions beyond their jobs, and reminds us that wellbeing, teamwork and joy are just as important to hospitality as the service we deliver.
>
> **Cs Lim**
> Vice President, MAH
> Organising Chairman, MAH World of Football 2026

Celebrating the Winners

Congratulations to all participating teams for their determination and competitive spirit throughout the tournament.



Congratulations

Top Four Teams

Champion	Kedah / Perlis
2nd Place	Penang
3rd Place	Kuala Lumpur
4th Place	Terengganu



Individual Awards

Best Goalkeeper	Muhammad Khairul Izdham Bin Azman (Kedah/Perlis, Jersey No. 19)
Top Scorer	Muhammad Azlan Bin Azmi (Kedah/Perlis, Jersey No. 10)
Man of the Tournament	Muhammad Fareez Bin Abdul Majid (Kedah/Perlis, Jersey No. 29)









A Winning Spirit Beyond the Pitch

MAH congratulates all participating teams and individual award recipients for their achievements. Appreciation also goes to the sponsors, partners, supporters and stakeholders whose contributions helped make the tournament possible. The MAH World of Football 2026 provided a valuable opportunity for hospitality professionals to connect beyond the workplace, bringing colleagues from different states together through their shared passion for football.





MAH World of Football Tournament 2026 - Team Photos



VETERAN MAH TEAM



VETERAN MOTAC TEAM



KUALA LUMPUR CHAPTER TEAM



SELANGOR CHAPTER TEAM



NEGERI SEMBILAN CHAPTER TEAM



MELAKA CHAPTER TEAM



JOHOR CHAPTER TEAM



PAHANG CHAPTER TEAM



KELANTAN CHAPTER TEAM



TERENGGANU CHAPTER TEAM



PERAK CHAPTER TEAM



PENANG CHAPTER TEAM



KEDAH/PERLIS CHAPTER TEAM



SABAH CHAPTER TEAM



SARAWAK CHAPTER TEAM



MAH Domestic Tourism Fair 2026 | Penang Edition

Bringing Malaysian Travel Experiences Closer to Domestic Travellers | 2-4 October 2026

Co-organised by MAH and TIN Media, the three-day MAH Domestic Tourism Fair provided a platform for exhibitors to showcase accommodation offers, travel experiences and destinations across Malaysia. The event created opportunities for hotels and tourism businesses to connect with domestic travellers while encouraging Malaysians to explore local destinations.

Held in conjunction with Visit Malaysia 2026, the fair formed part of MAH's continued efforts to stimulate domestic travel. Visitors had the opportunity to meet exhibitors, explore travel options and enjoy activities including lucky draws, giveaways and complimentary massage sessions.

Adding to the experience was the Harmony Muzik Fest, presented in collaboration with Presanth Muzik Malaysia. Featuring 12 live performances, the festival also provided a platform for local musicians to showcase their talents.

The opening ceremony was graced by YB Puan Connie Tan Hooi Peng, State Assemblyperson for Seri Delima, as Guest of Honour, alongside tourism leaders, industry representatives, partners and exhibitors from across Malaysia.

Through initiatives such as the MAH Domestic Tourism Fair, MAH continues to connect hotels, tourism businesses and consumers while encourag ing Malaysians to discover the travel experiences available across the country.

















NO.	BOOTH NAME
A01	GRAND ORIENT HOTEL & LAGUNA WATERPARK
A02	AMVERTON COVE GOLF & ISLAND RESORT
A03	LEXIS SUITES PENANG
A04	KINTA RIVERFRONT HOTEL & SUITES
A05	PAYA BUNGA HOTEL
A06	WEIL HOTEL, IPOH
A07	GURNEY BAY HOTEL, A PARKROYAL PARTNER HOTEL
A08	AMBONG AMBONG LANGKAWI
A09	STARUS HOTEL BUKIT BINTANG
A10	THISTLE PORT DICKSON RESORT
A11	BUKIT MERAH LAKETOWN RESORT
A12	ASAI GAMUDA COVE
A13	THE TOP PENANG
A14	PENANG REHAB SOCIETY FOR THE DISABLED

NO.	BOOTH NAME
A15	TOURISM MALAYSIA
A16	KEDAH TOURISM
A17	AVIS BUDGET
A18	REGISTRATION
SPA01	AREOMA SPA
SPA02	THAI ODDYSEY
P01	TOURISM PAHANG
P02	MANGALA ESTATE BOUTIQUE RESORT
P03	KUANTAN 188
P04	HANIFF TRAVEL
P05	GRAND DARULMAKMUR HOTEL KUANTAN
P06	ROMPIN RAINFOREST LODGE
P07	PUNCAK INN, FRASERS HILL
P08	CUTI & JALAN PAHANG
P09	SALANG PUSAKA RESORT TIOMAN
P10	VANAVASA RESORT

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LEARNING & DEVELOPMENT 2026

MAH L&D Hotels & Resorts Sustainability Roadmap

Building a More Sustainable Hotel Industry

Looking to strengthen your hotel's sustainability journey? Launched on 28 July 2026 by MAH Learning & Development (MAH L&D), the MAH Hotels & Resorts Sustainability Roadmap offers a structured approach to help hotels strengthen their ESG practices and work towards GSTC certification.

BEGIN YOUR SUSTAINABILITY JOURNEY

Step 1 | Build Your Foundation
Start with the MOTAC Green Hotel Standards, currently available at zero fee, to establish a recognised foundation for sustainable hotel operations.

Step 2 | Progress & Prepare
Undertake ESG Gap Analysis and GSTC Compliance Readiness to identify areas for improvement and determine the most suitable pathway towards certification.

Step 3 | Achieve & Advance
Progress towards higher level sustainability certification to strengthen your hotel's credibility, competitiveness and long term value.

NEED GUIDANCE ALONG THE WAY?

MAH L&D provides professional consultation and advisory support to help hotels assess their readiness, identify gaps and navigate their sustainability journey.

Ready to begin? Contact MAH L&D for assistance or more information:

Email: mahtec@hotels.org.my
WhatsApp: +6012 301 8477
Website: mahtraining.com.my



TOWARDS MOTAC GREEN, ESG & GSTC CERTIFICATION FOR HOTELS & RESORTS

A Roadmap to MOTAC Green Hotel, ESG for Hotels and Global Sustainable Tourism Council (GSTC) Hotel Standard Certifications



OBJECTIVE

To guide hotels and resorts towards internationally recognized sustainability certifications, strengthening Malaysia's tourism sustainability agenda and its contribution to the UN Sustainable Development Goals, while positioning certified properties to compete globally with greater market access, credibility, and visibility.

TO ACHIEVE

Sustainable Management
Effective long-term management system with clear policies, action plans and monitoring.

Socio-Economic Management
Maximise positive impact on the local community, fair employment and local sourcing.

Cultural Heritage
Protect and celebrate local culture, heritage and authenticity in operations.

Environmental Protection
Responsible energy, water and waste management, and biodiversity conservation.

TRIPLE CERTIFICATION – MOTAC GREEN HOTEL, ESG FOR HOTELS & GSTC HOTEL STANDARD CERTIFICATION (FLOWCHART)

An initiative of the Ministry of Tourism, Arts & Culture Malaysia (MOTAC) and Malaysian Association of Hotels (MAH). Facilitated by MAH L&D and Eco-STEPS Malaysia

OPTIONAL
MAH Pre-Support Consultation
Professional consultation to help hotels prepare and align with MOTAC Green Hotel Standards

STEP 1: FOUNDATION
MOTAC Green Hotel Standards
Establish the foundation with nationally recognised sustainable hotel standards

Foundation Achieved
Hotels have successfully met Malaysia's nationally recognised sustainability foundation standards

OPTIONAL
MAH ESG & GSTC Readiness Consultation
Advise on further sustainability certification and tailored solutions to your property's goals

STEP 2: PROGRESSION
Independent ESG Gap Analysis & GSTC Compliance Readiness
Independent audits by certification bodies to assess ESG maturity and prepare hotels for GSTC accredited certification

Higher-Level Sustainability Certification
Achieve International recognised ESG and GSTC accredited certifications to demonstrate leadership and build long-term value and trust

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MAH Malaysia Sustainable Hotel Program

Turning the Roadmap into Industry Action

Building on this initiative, the **MAH Malaysia Sustainable Hotel Program** provides opportunities for hotels to gain practical sustainability knowledge, engage with industry peers and take meaningful steps towards more responsible operations.

The programme's reach has been supported by the active participation of MAH chapters and member hotels across the country, from Langkawi and Penang to Kuala Lumpur, Selangor and Sarawak. From hosting sessions to facilitating industry engagement, their contributions of time, resources and commitment have helped bring sustainability discussions and knowledge-sharing closer to hotels across the hospitality industry in different regions.

Stronger Together for Sustainable Hospitality

MAH extends its sincere appreciation to the following chapters and member hotels for their support and contributions to the programme:

- MAH Penang Chapter
- Wings by Croske Resort Langkawi
- MAH Kedah Perlis Chapter
- MAH Selangor Chapter
- MAH Sarawak Chapter, Miri
- MAH Sarawak Chapter, Kuching
- Capri by Fraser Bukit Bintang
- MAH Kuala Lumpur Chapter

Hosting programme sessions involves considerable coordination, from preparing facilities and engaging hotel teams to welcoming fellow industry members. The willingness of these chapters and hotels to contribute their time, resources and expertise has played an important role in extending the programme's reach.

A Shared Commitment to the Future

Sustainability is an ongoing process that requires continuous improvement. Through the roadmap, industry engagement and collaboration among members, MAH aims to encourage wider adoption of sustainable practices and support hotels at different stages of their sustainability journey.

The collective efforts of MAH chapters and member hotels demonstrate how collaboration can turn sustainability ambitions into practical action, contributing to a more responsible and resilient Malaysian hospitality industry.



Celebrating the Completion of MAH L&D Executive Diploma 2026

Nine Modules. One Learning Journey. A Stronger Future for Hospitality Leadership.

The MAH L&D Executive Diploma 2026 reached an important milestone with the completion of its ninth and final module, Certificate in Hotel Financial Management, held on 20–21 October 2026.

Throughout the programme, participants explored key areas of hotel operations and management, deepened their industry knowledge and strengthened the leadership and management capabilities needed to navigate an evolving hospitality landscape.

Completing all nine modules reflects the cohort's commitment to continuous learning and professional development. The programme also provided opportunities to exchange industry experiences, learn from fellow professionals and build valuable connections.

Congratulations to all participants on completing the MAH L&D Executive Diploma 2026. Their dedication throughout the programme reflects the importance of investing in people and developing future-ready talent for the hospitality industry.







MAH LEARNING & DEVELOPMENT
TRAINING CALENDAR 2026 - Q2 2027

MALAYSIAN ASSOCIATION OF HOTELS
PERSATUAN HOTEL MALAYSIA
— LEARNING & DEVELOPMENT

EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT
IN COLLABORATION WITH UiTM FACULTY OF HOTEL & TOURISM MANAGEMENT

PROGRAMS	BATCH 2026				BATCH 2027								
	PROGRAM FEE	DAYS	SEP	OCT	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Certificate in Hospitality Sales and Marketing	RM 1,899.00	2	23-24										
Certificate in Hotel Financial Management	RM 1,899.00	2		21-22									
Certificate in Human Resources Management	RM 1,899.00	2			24-25								
Certificate in Tourism Management & Hospitality Services	RM 1,899.00	2				21-22							
Certificate in Hotel Financial Management	RM 1,899.00	2					26-27						
Certificate in Housekeeping Operations & Management	RM 1,899.00	2						29-30					
Certificate in Food and Beverage Management	RM 1,899.00	2							28-29				
Certificate in Hospitality Sales and Marketing	RM 1,899.00	2								25-26			
Certificate in Front Office Operations	RM 1,899.00	2									22-23		
Certificate In Hospitality Supervision	RM 1,899.00	2										20-21	
Certificate in Event Management	RM 1,899.00	2											23-24

	PROGRAMS	PROGRAM FEE	2026					2027						
			DAYS	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
MANAGEMENT & LEADERSHIP	Emotional Intelligence in Leadership	RM 1,699.00	2		5-6					22-23				
	Strategic Planning & Management for Department Head	RM 1,699.00	2	1-2				18-19						26-27
	Supervisory Management Development	RM 1,699.00	2				14-15					5-6		
	Leadership Branding In The Hospitality Industry @ Ai Era	RM 799.00	1			17			16-17					14-15
	Managing Gap Generation	RM 1,699.00	2				21-22				27-28			
	Service Success Program	RM 1,699.00	2			2-3				24-25				
	Ai-Driven Leadership Edge in Hospitality	RM 1,699.00	2	10-11				18-19					14-15	
	Effective Time Management	RM 799.00	1					13				14		
	Ai & Digital Productivity For Hotel Professionals	RM 1,699.00	2				1-2				6-7			
ROOMS DIVISION	Housekeeping Operations	RM 1,699.00	2					20-21				26-27		
	Laundry and Linen Room Operations and Management	RM 1,699.00	2		12 - 13				3-4				16-17	
	Professional Room Attendant	RM 1,699.00	2	28 & 29			8 - 9			22-23				20-21
	Housekeeping Leadership Supervisory Skills	RM 1,699.00	2			18 - 19					12-13			
FOOD & BEVERAGE	Elevated Fine-Dining Service Technique	RM 1,699.00	2								6-7			
	Elite Butler Service - Precision, Poise & Professionalism	RM 1,699.00	2		28-29			18-19					16-17	
	Food & Beverage Recipe Costing And Selling Price (SP) Setting	RM 1,699.00	2				21-22					10-11		
	Food & Beverage Service Excellence	RM 1,699.00	2					20-21		24-25				
	Food Handling and Hygiene Practices In Hospitality	RM 1,699.00	2	1-2							1-2			
	Millennial Concept of Food & Beverage Management	RM 1,699.00	2					18-19						20-21
	The Amazing Protocol & Delight Service	RM 1,699.00	2				2-3		3-4					
	VIP & Protocol Service Skill	RM 1,699.00	2			2-3						5-6		
	Fundamental Mixology & Bartender	RM 1,699.00	2			10-11					14-15			
HUMAN RESOURCES	Managing Misconduct, Discipline and Domestic Inquiry	RM 1,699.00	2	21-22						29-30			15-16	
	Train Hospitality Trainer	RM 1,699.00	2					25-26				24-25		
	Executive Certificate for Training Manager	RM 1,699.00	2			12-13					19-20			20-21
SALES & MARKETING	Developing High Performing Team	RM 1,699.00	2				9-10				14-15			
	Digital Marketing Strategy for Hotel Industry	RM 1,699.00	2							24-25				
	OTA Control & Maximizing Sales Results	RM 1,699.00	2				9-10	27-28				26-27		
	Re-aligning Sales Strategy	RM 1,699.00	2								19-20			
	Revenue Budgeting	RM 1,699.00	2					25-26					23-24	
	Hospitality Revenue Management	RM 1,699.00	2	21-22			14-15			22-23				28-29

MAH LEARNING & DEVELOPMENT
TRAINING CALENDAR 2026 - Q2 2027

	PROGRAMS	PROGRAM FEE		2026 DAYS	SEP	OCT	NOV	DEC	2027 JAN	FEB	MAR	APR	MAY	JUN	JUL
COMMUNICATION	Effective Communication for Hoteliers	RM	1,699.00	2			5-6		25-26				5-6		
	English for Hospitality Communication	RM	1,699.00	2		1-2				3-Apr				16-17	
	Image Empowerment Workshop Crafting Your Professional Identity	RM	1,699.00	2								7-8			19-20
FINANCE & AUDIT	Finance for Non-Finance Executive	RM	1,699.00	2	24-25				27-28					22-23	
	Finance for Non-Finance Managers	RM	1,699.00	2		22-23				3-4					12-13
	Income Audit	RM	1,699.00	2		8-9					24-25				
	Understanding P&L For Non-Finance	RM	1,699.00	2					18-19				10-11		
	SMART Budgetting	RM	1,699.00	2				2-3				28-29			
FRONT OFFICE & CUSTOMER SERVICE	Customer Service Excellence for Front of the House	RM	1,699.00	2			2 - 3			3-4			26-27		
	Executive Certificate for Duty Manager	RM	1,699.00	2				7-8				14-15			
	Hotel Service Excellence	RM	1,699.00	2	17-18				11-12					23-24	
	Groom Your Brand & Front Liners	RM	1,699.00	1				14			1-2				28-29
	To be a Great Host	RM	1,699.00	2	7-8			7-8			22-23				12-13
	Turning Complaints to Compliments	RM	1,699.00	2			23-24					28-29			
SAFETY & SECURITY	Engineering & Preventive Maintenance	RM	1,699.00	2				1-2			1-2			28-29	
	Sustainable Hotel Facility Management	RM	1,699.00	2		5-6			13-14						26-27
	Occupational Safety & Health Management for Hospitality (OSHA)	RM	1,699.00	2	21-22						24-25				
	Hospitality Security Management	RM	1,699.00	2	14-15							12-13			
	Cybersecurity for Hotel Operation	RM	1,699.00	2						3-4					
	PDPA Compliance for Hotels	RM	1,699.00	2		12-13						27-28			
	Effective Customer Service for Security Officers	RM	1,699.00	2			10-11		25-16						14-15
	Security Risk Management Fundamental	RM	1,699.00	2						15-16			26-27		
	Command & Control - Effective Supervision & Supervisory Skills	RM	1,699.00	2				21-22			29-30				
ONLINE PROGRAM	Cybersecurity For Hotel Operation	RM	799.00	1								22			
	Revenue Management in a Digital World	RM	799.00	1				17		22					
	AI Driven Leadership	RM	799.00	1			19						26		
	PDPA Compliance for Hotels	RM	799.00	1											29
	Managing Gap Generation	RM	799.00	1										24	
	Digital Marketing for Hotel Industry	RM	799.00	1		15				18					
	AI & Digital Productivity For Hotel Professionals	RM	1,000.00	2					25					17	
	Safeguard Your Digital Edge in Hospitality	RM	799.00	1		20					3				

HOUSE EXCLUSIVE PROGRAM	FEE	DAYS
2026 Malaysian Hospitality @ MAH	RM 8,000.00	1
er Of WE - Teambuilding	RM 10,000.00	1
dership Branding In The Hospitality Industry @ Ai Era	RM 8,000.00	1
ainable Hospitality Workshop	RM 4,500.00	1

OFESSIONAL CERTIFICATE		FEE	DAYS
Professional Hotel Certificate by Taylor's University			
LEVEL 1	Professional Certified Hotel Officer	RM 2,500.00	2.5
LEVEL 2	Professional Certified Hotel Executive	RM 2,500.00	2.5
LEVEL 3	Professional Certified Hotel Manager	RM 3,200.00	2
LEVEL 4	Professional Certified Hotelier	RM 3,200.00	2
AHLEI Certification by Aariana Hospitality Academy			
ified Hotel Administrator (CHA)		RM 6,500.00	4
ified Hospitality Trainer (CHT)		RM 4,900.00	4
ified Hotel Revenue Management (CHRM)		RM 4,500.00	3
ified Hospitality Manager (CHM)		RM 3,900.00	3

Date stated are subject to confirmation or as published via future email notices.

All brochures are available at the MAH L&D Website at https://mahtraining.com.my/

All programmes can be conducted in-house and customised to your organisation's need.

All courses are HRDC claimable.

Venue: MAH Training Centre @ Wisma MAH (unless stated otherwise)

Let's Get in Touch

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Website: www.mahtraining.com.my

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eperolehan

MAH LEARNING & DEVELOPMENT

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EXECUTIVE DIPLOMA IN

HOSPITALITY MANAGEMENT 2027

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PROGRAM SCHEDULE 2027

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POWERED BY MAH INDUSTRY SUBJECT MATTER EXPERT AND UiTM FACULTY OF HOTEL & TOURISM MANAGEMENT

MAR
24 - 25 MAR 2027
CERTIFICATE IN HUMAN RESOURCES MANAGEMENT

APR
21 - 22 APR 2027
CERTIFICATE IN TOURISM & HOSPITALITY SERVICES

MAY
26 - 27 MAY 2027
CERTIFICATE IN HOTEL FINANCIAL MANAGEMENT

JUNE
29 - 30 JUNE 2027
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JUL
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PERSATUAN HOTEL MALAYSIA



Prof. Dr. Norzuwana Sumarjan CHE

Dean,
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA (UiTM) Puncak Alam.

"This collaboration reflects our shared commitment to strengthening the hospitality industry through meaningful engagement between academia and industry. By combining academic knowledge with practical, industry-relevant learning, we aim to empower professionals with the skills, knowledge and confidence to excel in today's evolving hospitality landscape.



Isaac Raj CHA, MBA, CTP TVET-UK

Chief Executive Officer,
Malaysian Association of Hotels (MAH)
Inaugural MAHTEC Executive Diploma Alumnus

"As the very first graduate of the Diploma programme in 1994 /95 , I am much honoured to represent this milestone. This diploma has permanently shaped my future vocation as a hotelier and a ticket to a life long passion of learning until I became a General Manager of a 5 star hotel. I look forward to seeing how future cohorts will leverage this important hotel education to elevate Malaysia's hospitality standards to a global stage.

COURSE OUTLINE

MODULE 1
Certificate in Human Resources Management
Workforce Planning | Recruitment & Selection | Discipline

MODULE 2
Certificate in Tourism & Hospitality Services
Segmentations & Attractions | Future of Tourism | Organization & Management

MODULE 3
Certificate in Hotel Financial Management
Principles & Concepts | Financial Statements | Business Plan

MODULE 4
Certificate in Housekeeping Operations & Management
Human & Industrial Relations | Safety & Security | Expenses Control

MODULE 5
Certificate in Food & Beverage Management
F&B Service Skills | Menu Management | Hygiene & Sanitation

MODULE 6
Certificate in Hospitality Sales & Marketing
Consumer Behaviour & Preferences | Pricing & Application | Market Research

MODULE 7
Certificate in Front Office Operations
Guest Experience Cycle | Planning & Evaluating | Revenue Management Concept

MODULE 8
Certificate in Hospitality Supervision
Leadership Acumen | Performance Management | Operation Pressure & Talent Retention

MODULE 9
Certificate in Event Management
Marketing & Communication | Risk Assessment & Finance Issues | Event Planning & Operations

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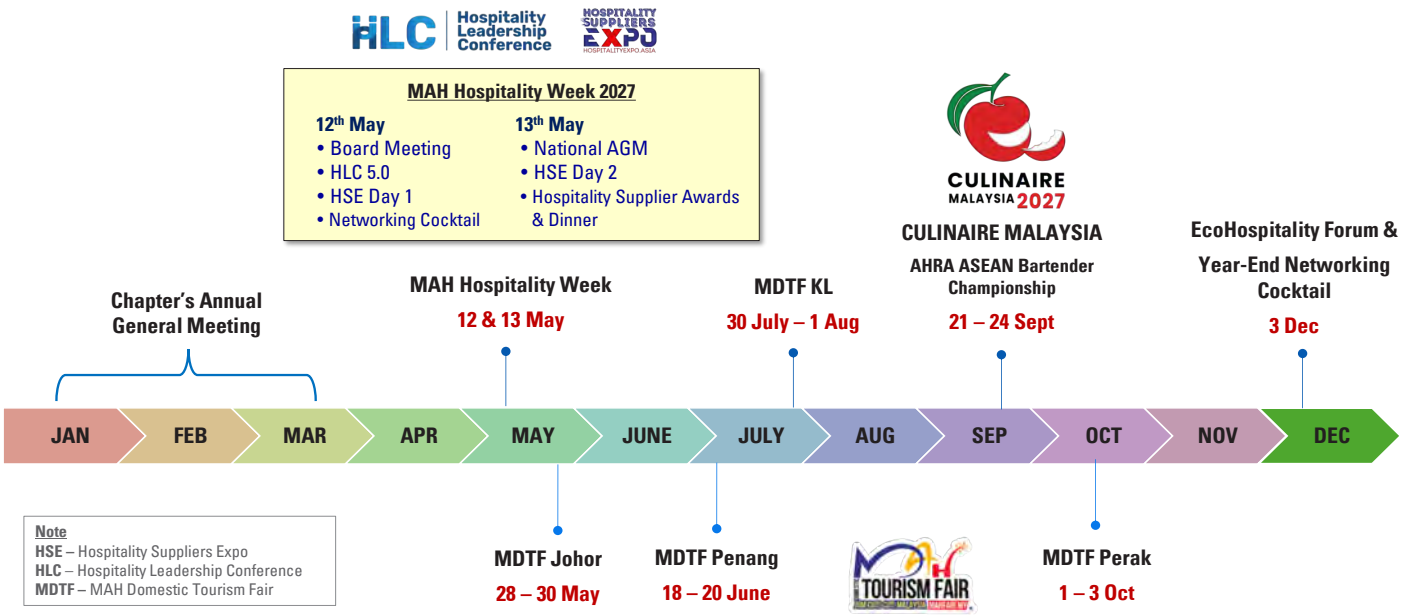
EVENTS CALENDAR 2027



Note: Date & venue are subject to change

MALAYSIAN ASSOCIATION OF HOTELS
PERSATUAN HOTEL MALAYSIA

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Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974 and initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry aimed at building a workforce of highly skilled, innovative and disciplined individuals. MAH, as the official national network for the hotel industry, represents more than 1000 hotels throughout Malaysia supplying more than 150,000 rooms which is over half of the total number of hotel rooms available as guest accommodation in this country. With 13 chapters across the nation, MAH acts as the voice of the industry, working as one body to promote, protect, represent and advance the interests of our members.

* Advertising opportunities are now available in MAH Newsletter.
For advertising enquiries, please contact
- MAH's MarComm at **marcomm@hotels.org.my** or
- Adelston Media at **mahnewsletter@adelstonmedia.com**.