

# Tap social media, tourism co-ops are told

**PETALING JAYA:** There is a need for tourism cooperatives to creatively leverage on social media platforms to promote its services and ultimately strengthen the country's tourism sector.



Angkatan Koperasi Kebangsaan Malaysia Berhad (Angkasa) President Datuk Seri Dr Abdul Fattah Abdullah (pic) said this is especially applicable to cooperatives in Sabah as it is a world-class Asian tourism gem that should be highlighted globally.

The Asean Cooperative Organisation (ACO) President said this during his opening speech at the B2B Co-ops Tourism Semporna and Lahad Datu Webinar - The Hidden Mirror of Sabah held virtually last Friday.

He said social media platforms should be utilised as much as possible for promotional purposes and establish a joint partnership through the network owned by Angkasa as an effort to develop the cooperative tourism sector.

Dr Abdul, who is also International Cooperative Alliance Asia Pacific (ICA-AP) Vice President said Angkasa is always looking for business opportunities in the international market so that cooperatives can explore larger segments and generate higher financial yields.

"These efforts include Angkasa's commitment to assist tourism industry-related cooperatives in seeking opportunities in the Asean region and the world through ACO, ICA-AP and International Cooperative Alliance (ICA) so that Sabah's position as a tourism hub is further strengthened," he said.

He added that Angkasa encourages cooperatives to focus on rural and community-based tourism as it appeals to backpackers and solo travelers who look for novelty in their travels.

"Therefore, we expect Kg Walai Tokou

Berhad Homestay Cooperative, North Borneo Tourism Cooperative Semporna Berhad and Sabah Parks Staff Cooperative Berhad not to be stingy in sharing their knowledge and experience to other cooperatives," he said.

A total of 75 cooperatives from all Malaysia, Indonesia, Vietnam and China participated in the webinar that aims to explore business marketing opportunities and promote cooperative tourism products to the world.

Cooperatives also had the opportunity to share about the tourism packages they offer.

Dr Abdul said through the tourism cooperative sector, Angkasa provides various initiatives such as e-vouchers to entrepreneurs to promote their products and services.

Additionally, he said Angkasa is always prepared to provide expert assistance especially related to digital development and skills training to staff of cooperatives, spas, hotels, pharmacies and homestay operators.

"Angkasa through the Tourism, Personal Care and Health Sector also conducts various collaborations with relevant agencies in order to realise the agenda of helping cooperatives recover after the pandemic.

"Among the agencies involved are the Tourism, Arts and Culture Ministry (Motac), Islamic Tourism Centre, (ITC) Malaysian Tourism Centre (Matic), Tourism Malaysia Office, Malaysian Cooperative Commission (SKM) and Malaysian Cooperative Institute (IKMa)," he said.

Also participating in the webinar were Angkasa Board Member and ICA Global Board Member, Dato' Kamarudin Ismail, Tourism, Personal Care and Health Sector Committee members (JSPPDK) namely Mansor Ab Rahman and Wan Ibrahim Wan Jusoh, Sabah Angkasa Liaison Committee (JPAN) Chairman Dr. Zhamriee Gulam Rasul, JPAN Chairmen and Corporate Advisor (Cooperative Sector) Datuk Md Yusof Samsudin.