

## **MALAYSIA TOURISM QUALITY ASSURANCE (MYTQA)**



### **PENGENALAN**

Malaysia Tourism Quality Assurance (MyTQA) merupakan inisiatif pengiktirafan produk pelancongan oleh Kementerian Pelancongan, Seni dan Budaya bagi memastikan agar pengusaha produk pelancongan komited dalam mematuhi kriteria jaminan kualiti dan piawaian, mengutamakan perkhidmatan berkualiti dan piawaian serta melaksanakan amalan terbaik bagi memenuhi ekspektasi pelancong.

### **OBJEKTIF**

1. Memastikan produk pelancongan mematuhi kriteria jaminan kualiti, piawaian dan amalan terbaik bagi memenuhi ekspektasi pelancong;
2. Menarik minat dan keyakinan pelancong untuk merasai pengalaman yang unik meneroka produk pelancongan yang menepati tahap piawaian kualiti yang tinggi;
3. Memupuk budaya kreatif dan inovatif pengusaha produk pelancongan untuk sentiasa menambahbaik produk pelancongan bagi menjamin kelestarian produk pelancongan agar lebih berdaya saing; dan
4. Menggalakkan pengusaha produk pelancongan mendapatkan pengiktirafan MyTQA untuk meningkatkan visibiliti dan platform promosi produk masing-masing.

## **KATEGORI**

1. Pelancongan & Budaya Warisan
2. Alam Semulajadi, Kembara & Eko-Pelancongan
3. Pelancongan Buatan Manusia
4. Pelancongan Sukan & Rekreasi
5. Pelancongan Membeli-Belah, Rekreasi & Gaya Hidup
6. Pelancongan Akua & Marin
7. Pelancongan Mesyuarat, Insentif, Persidangan & Pameran

## **PENILAIAN MyTQA**

Semua produk MyTQA menjalani audit untuk memastikan pematuhan kriteria seperti berikut:

1. Pemasaran & Promosi
2. Penampilan & Pengalaman
3. Kemudahan
4. Kakitangan & Operator Perniagaan
5. Amalan Keselamatan
6. Amalan Kelestarian

## SENARAI PRODUK MyTQA

BIL	PRODUK	KATEGORI	NEGERI	PENGIKTIRAFAN
1.	Pavilion Kuala Lumpur	<i>Shopping &amp; Lifestyle Tourism</i>	Kuala Lumpur	Platinum
2.	Penang Hill	<i>Nature, Adventure &amp; Eco-Tourism</i>	Pulau Pinang	Platinum
3.	Paradise 101 Langkawi	<i>Nature, Adventure &amp; Eco-Tourism</i>	Kedah	Platinum
4.	Genting Skyworlds Theme Park	<i>Man Made Tourism</i>	Pahang	Platinum
5.	Sunway Velocity Mall	<i>Shopping &amp; Lifestyle Tourism</i>	Kuala Lumpur	Platinum
6.	Menara Kuala Lumpur	<i>Man Made Tourism</i>	Kuala Lumpur	Platinum
7.	Imago Shopping Mall	<i>Shopping &amp; Lifestyle Tourism</i>	Sabah	Platinum
8.	Pusat Sains dan Kreativiti Terengganu	<i>Man Made Tourism</i>	Terengganu	Platinum
9.	Queensbay Mall	<i>Shopping &amp; Lifestyle Tourism</i>	Pulau Pinang	Platinum
10.	Kampung Agong	<i>Nature, Adventure &amp; Eco-Tourism</i>	Pulau Pinang	Platinum
11.	Taman Negara Mulu	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	Gold
12.	Gaharu Tea Valley Gopeng	<i>Nature, Adventure &amp; Eco-Tourism</i>	Perak	Gold
13.	Entopia by Penang Butterfly Farm	<i>Man Made Tourism</i>	Pulau Pinang	Gold
14.	1 Utama Shopping Center	<i>Shopping &amp; Lifestyle Tourism</i>	Selangor	Gold
15.	Koisaan Culture Village	<i>Culture &amp; Heritage Tourism</i>	Sabah	Gold

BIL	PRODUK	KATEGORI	NEGERI	PENGIKTIRAFAN
16.	The Bentong Farm	<i>Man Made Tourism</i>	Pahang	Gold
17.	Desa Tunas Hijau	<i>Man Made Tourism</i>	Labuan	Gold
18.	Kuantan 188	<i>Man Made Tourism</i>	Pahang	Gold
19.	Kompleks Kraf Kuala Lumpur	<i>Culture &amp; Heritage Tourism</i>	Kuala Lumpur	Gold
20.	Ripley's Believe It Or Not!! Adventureland	<i>Man Made Tourism</i>	Pahang	Gold
21.	Masjid Sultan Iskandar	<i>Culture &amp; Heritage Tourism</i>	Johor	Gold
22.	Menara Taming Sari	<i>Man Made Tourism</i>	Melaka	Gold
23.	Genting Highlands Premium Outlets	<i>Shopping &amp; Lifestyle Tourism</i>	Pahang	Gold
24.	Sunway Carnival Mall	<i>Shopping &amp; Lifestyle Tourism</i>	Pulau Pinang	Gold
25.	Aquaria KLCC	<i>Man Made Tourism</i>	Kuala Lumpur	Gold
26.	Noor Arfa Craft Complex	<i>Shopping &amp; Lifestyle Tourism</i>	Terengganu	Gold
27.	Borneo Convention Centre	<i>Meeting, Incentive, Conference &amp; Exhibition Tourism</i>	Sarawak	Gold
28.	Muzium Kota Kayang	<i>Culture &amp; Heritage Tourism</i>	Perlis	Gold
29.	Kuala Terengganu Drawbridge	<i>Man Made Tourism</i>	Terengganu	Gold
30.	Mari Mari Cultural Village	<i>Culture &amp; Heritage Tourism</i>	Sabah	Gold
31.	MICE Shangri-La Rasa Ria	<i>Meeting, Incentive, Conference &amp; Exhibition Tourism</i>	Sabah	Gold
32.	Dalit Bay Golf And Country Club	<i>Sports &amp; Recreation Tourism</i>	Sabah	Gold

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33.	Masjid Sultan Salahuddin Abdul Aziz Shah	<i>Culture &amp; Heritage Tourism</i>	Selangor	Gold
34.	Melaka River Cruise	<i>Aqua &amp; Marine Tourism</i>	Melaka	Gold
35.	PD Forest @ Sg. Menyala	<i>Nature, Adventure &amp; Eco-Tourism</i>	Negeri Sembilan	Gold
36.	Muzium Tentera Darat	<i>Culture &amp; Heritage Tourism</i>	Negeri Sembilan	Gold
37.	Gopeng Glamping Park	<i>Sports &amp; Recreation Tourism</i>	Perak	Gold
38.	Splashout Langkawi	<i>Man Made Tourism</i>	Kedah	Gold
39.	Johor Premium Outlets	<i>Shopping &amp; Lifestyle Tourism</i>	Johor	Gold
40.	Bayou Lagoon Melaka	<i>Man Made Tourism</i>	Melaka	Gold
41.	Setia City Convention Centre	<i>Meeting, Incentive, Conference &amp; Exhibition Tourism</i>	Selangor	Gold
42.	Taman Negara Lambir	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	Silver
43.	Farm In The City	<i>Man Made Tourism</i>	Selangor	Silver
44.	UK Farm	<i>Nature, Adventure &amp; Eco-Tourism</i>	Johor	Silver
45.	Ho Yan Hor Museum	<i>Man Made Tourism</i>	Perak	Silver
46.	Ghost Museum	<i>Man Made Tourism</i>	Pulau Pinang	Silver
47.	Skytrex Langkawi Adventure Park	<i>Sports &amp; Recreation Tourism</i>	Kedah	Silver
48.	Straits & Oriental Museum	<i>Man Made Tourism</i>	Pulau Pinang	Silver
49.	Ninety Nine Islands Diver	<i>Aqua &amp; Marine Tourism</i>	Kedah	Silver

BIL	PRODUK	KATEGORI	NEGERI	PENGIKTIRAFAN
50.	Masjid Jamek Sultan Abdul Samad	<i>Culture &amp; Heritage Tourism</i>	Kuala Lumpur	Silver
51.	Magic World Penang	<i>Man Made Tourism</i>	Pulau Pinang	Silver
52.	Maya 2 Houseboat	<i>Aqua &amp; Marine Tourism</i>	Terengganu	Silver
53.	X-Army 8318 Houseboat	<i>Aqua &amp; Marine Tourism</i>	Terengganu	Silver
54.	Taman Herba Bertam	<i>Man Made Tourism</i>	Pulau Pinang	Silver
55.	Ghost Museum	<i>Man Made Tourism</i>	Melaka	Silver
56.	Mengkabong Paradise	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sabah	Silver
57.	Galeri Azman Hashim	<i>Man Made Tourism</i>	Sabah	Silver
58.	Wind Cave Nature Reserve	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	Silver
59.	Fairy Cave Nature Reserve	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	Silver
60.	Istana Jahar	<i>Culture &amp; Heritage Tourism</i>	Kelantan	Silver
61.	Muzium Negeri	<i>Culture &amp; Heritage Tourism</i>	Negeri Sembilan	Silver
62.	Muzium Lukut	<i>Culture &amp; Heritage Tourism</i>	Negeri Sembilan	Silver
63.	Magic Art 3D Museum	<i>Man Made Tourism</i>	Melaka	Silver
64.	Melaka Wonderland Theme Park & Resort	<i>Man Made Tourism</i>	Melaka	Silver
65.	Safari Wonderland	<i>Man Made Tourism</i>	Melaka	Silver
66.	A' Famosa Water Theme Park	<i>Man Made Tourism</i>	Melaka	Silver
67.	Taman Negara Niah	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	Silver

<b>BIL</b>	<b>PRODUK</b>	<b>KATEGORI</b>	<b>NEGERI</b>	<b>PENGIKTIRAFAN</b>
68.	Semenggoh Wildlife Centre	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	Silver
69.	Segar City Theme Park	<i>Man Made Tourism</i>	Negeri Sembilan	Silver
70.	Morac Adventure Park	<i>Sports &amp; Recreation Tourism</i>	Kedah	Silver
71.	Desaru Fruit Farm	<i>Nature, Adventure &amp; Eco-Tourism</i>	Johor	Silver
72.	Pusat Taman Laut Pulau Tinggi	<i>Nature, Adventure &amp; Eco-Tourism</i>	Johor	Silver
73.	The Gold Souq	<i>Shopping &amp; Lifestyle Tourism</i>	Pulau Pinang	Silver
74.	Langkawi SkyCab / Panorama Langkawi	<i>Man Made Tourism</i>	Kedah	MyTQA 1.0
75.	Underwater World Langkawi	<i>Man Made Tourism</i>	Kedah	MyTQA 1.0
76.	Galeria Perdana	<i>Culture &amp; Heritage Tourism</i>	Kedah	MyTQA 1.0
77.	Crocodile Adventure Land	<i>Man Made Tourism</i>	Kedah	MyTQA 1.0
78.	Mardi Langkawi Agro Technology Park	<i>Nature, Adventure &amp; Eco-Tourism</i>	Kedah	MyTQA 1.0
79.	Muzium Kesenian Islam	<i>Culture &amp; Heritage Tourism</i>	Kuala Lumpur	MyTQA 1.0
80.	Sunway Putra Mall	<i>Shopping &amp; Lifestyle Tourism</i>	Kuala Lumpur	MyTQA 1.0
81.	Skyscape @Menara JLand	<i>Man Made Tourism</i>	Johor	MyTQA 1.0
82.	Tabin Wildlife Reserve	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sabah	MyTQA 1.0
83.	The Habitat Penang Hill	<i>Nature, Adventure &amp; Eco-Tourism</i>	Pulau Pinang	MyTQA 1.0
84.	The Top Komtar	<i>Man Made Tourism</i>	Pulau Pinang	MyTQA 1.0

<b>BIL</b>	<b>PRODUK</b>	<b>KATEGORI</b>	<b>NEGERI</b>	<b>PENGIKTIRAFAN</b>
85.	Taman Negara Loagan Bunut	<i>Nature, Adventure &amp; Eco-Tourism</i>	Sarawak	MyTQA 1.0
86.	Sunway Pyramid Shopping Mall	<i>Shopping &amp; Lifestyle Tourism</i>	Selangor	MyTQA 1.0
87.	99 Wonderland Park	<i>Man Made Tourism</i>	Kuala Lumpur	MyTQA 1.0
88.	Kompleks Kraf Langkawi	<i>Culture &amp; Heritage Tourism</i>	Kedah	MyTQA 1.0
89.	Muzium Sejarah & Etnografi	<i>Culture &amp; Heritage Tourism</i>	Melaka	MyTQA 1.0
90.	Sunway Big Box Retail Park	<i>Shopping &amp; Lifestyle Tourism</i>	Johor	MyTQA 1.0