



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 61/2023

TOURISM MALAYSIA JOINS IN TURTLE CONSERVATION EFFORT AS PART OF SUSTAINABLE TOURISM PRACTICES

PORT DICKSON, 4 August 2023 - In line with the aspiration to create awareness of turtle conservation and increase the survival rate of turtle hatching, Tourism Malaysia today embarked on an exciting journey under its social corporate responsibility at the pristine beaches of Port Dickson.

Apart from beach clean-up, 24 staff under the Package Development Division also released baby turtles into the ocean near Lexis Hibiscus Port Dickson, thus reflecting Tourism Malaysia's utmost commitment to environmental conservation and sustainable tourism practices.

Dato' Dr. Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: "The event symbolises our hopes for tourists. As turtles return to the spot where they were born to mate and lay their eggs, we hope that tourists will keep flocking back to Malaysia again and again from wherever they have been to."

"Moreover, Tourism Malaysia's establishment began with the incorporation of the Tourist Development Corporation (TDC) in 1972, in which the addition of the turtle logo was later used in 1986, painted a touch of nostalgia and served as a tribute to the countless remarkable moments and achievements we have celebrated over the years."

The event is also part of the continuing initiative by the Department of Fisheries under its Turtle Showroom at Port Dickson Ornamental Fish Centre to conserve endangered Green Turtle and Hawkbill Turtle species, besides educating the public about the importance of turtles to marine ecosystems as well as preserving Malaysia's marine biodiversity.

Tourism Malaysia's social corporate responsibility programme was held in conjunction with the Package Development Division's 2024 – 2026 Strategic Workshop taking place in Port Dickson from 3 - 5 August 2023. Industry experts, government officials, and

conservationists are among the attendees to the workshop to charter the holistic strategies for the upcoming years leading to Visit Malaysia Year 2026.

Their shared expertise and vision will play a pivotal role in shaping the tourism landscape, especially in the niche tourism segments and enhance the overall travel experience for local and international tourists.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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