

Savouring Malaysia: A Gastronomic Paradise

**Unlocking the Potential of
Gastronomy Tourism**



Outline

1. A Melting Pot of Flavours
2. A Feast for the Senses
3. Sharing Malaysia's Culinary Treasures
4. A Culinary Capital
5. Savouring the Future Together
6. Taste Malaysia, Truly Asia



A Melting Pot of Flavours

Malaysia, a harmonious blend of Malay, Chinese, Indian, and indigenous cultures, offers a captivating culinary journey. Our diverse cuisine, recognised by the prestigious Michelin Guide, is a testament to our rich heritage. As a Muslim-friendly destination, we ensure an abundance of halal options, making Malaysia a welcoming haven for all food enthusiasts.



A Feast for the Senses



Gastronomy tourism invites travellers to embark on a culinary adventure, savouring unique flavors and immersing themselves in local food culture.

In Malaysia, this translates to exploring vibrant night markets, indulging in street food delights, and experiencing fine dining, all contributing to 13.3% of our tourism revenue pre-pandemic

Sharing Malaysia's Culinary Treasures

Tourism Malaysia actively promotes our gastronomic wonders through engaging digital brochures, curated food tours, and collaborations with influencers. We leverage social media and online platforms to showcase the diversity and allure of Malaysian cuisine to a global audience.



Foreign Visitors Requirement: Malaysia Digital Arrival Card (MDAC)

ABOUT MALAYSIA EXPERIENCE TRAVEL IDEAS **DEALS & PACKAGES** Search

EVENTS & HAPPENINGS EBROCHURES GALLERY

Home — Deals & Packages — 3D2N Kelantan's Gastronomy + Dabong Nature By Rail Tourism

3D2N Kelantan's Gastronomy + Dabong Nature By Rail Tourism

Kelantan

Package Info

22% off ~~RM680.00~~ from RM530.00

Expiry date: 30 Nov 2024

TOURISM MALAYSIA

Home About Us Global Recognitions Careers Procurement

NEWS & MEDIA

Home Events & Activities Media Releases

NEWS & MEDIA Sep 23, 2022

Media Releases

TO KNOW MALAYSIA IS TO LOVE MALAYSIA WITH ITS ARTS, CULTURE AND CULINARY

KUALA LUMPUR, 23 September 2022 – Tourism Malaysia's Arts and Culture Ambassador Dato' Chef Ismail Ahmad has kick-off the

ISLAM TO PRAY CENTRE

Elevate Your Business Recognition About ITC News Events Resources Procurement Careers Contact

MALAYSIA'S HERITAGE CUISINE HAS POTENTIAL TO DRAW MUSLIM TOURISTS

malaysia.truly.asia Original audio

malaysia.truly.asia Have you ever tasted **Char Kuey Teow**? If not, you're truly missing a flavour sensation!

Penang's famous version is packed with smoky, rich flavours that bring the authentic hawker centre vibe straight to your plate. It's a must-try for any food lover!

Join Erwan Heussaff on a culinary adventure with us and @axnasia in the Unfading Memoirs series to savour the best of Penang's food scene!

#MalaysiaTrulyAsia #InilahMasanya #CutiCutiMalaysia #VisitMalaysia2026 #penang #charkwayteow #TrulyAlluring #UnfadingMemoirs

Liked by [adventura.outdoor](#) and others

September 9

Add a comment...

malaysia.truly.asia Original audio

malaysia.truly.asia Nothing screams Malaysia like one of our most-favourite and iconic food, **Nasi Lemak** !!! MY

With the combinations of the creamy and fragrant rice, combined with a variety style of sambal, traditionally wrapped in the aromatic banana leaves, Nasi Lemak embodies the diversity of Malaysia in one dish.

Join Erwan Heussaff as he unwraps this iconic meal and discovers why it's nominated for UNESCO's World Heritage. Dive into more of Malaysia's visual and culinary delights, collaborating with @axnasia in the Unfading Memoirs series!

#MalaysiaTrulyAsia #InilahMasanya #CutiCutiMalaysia

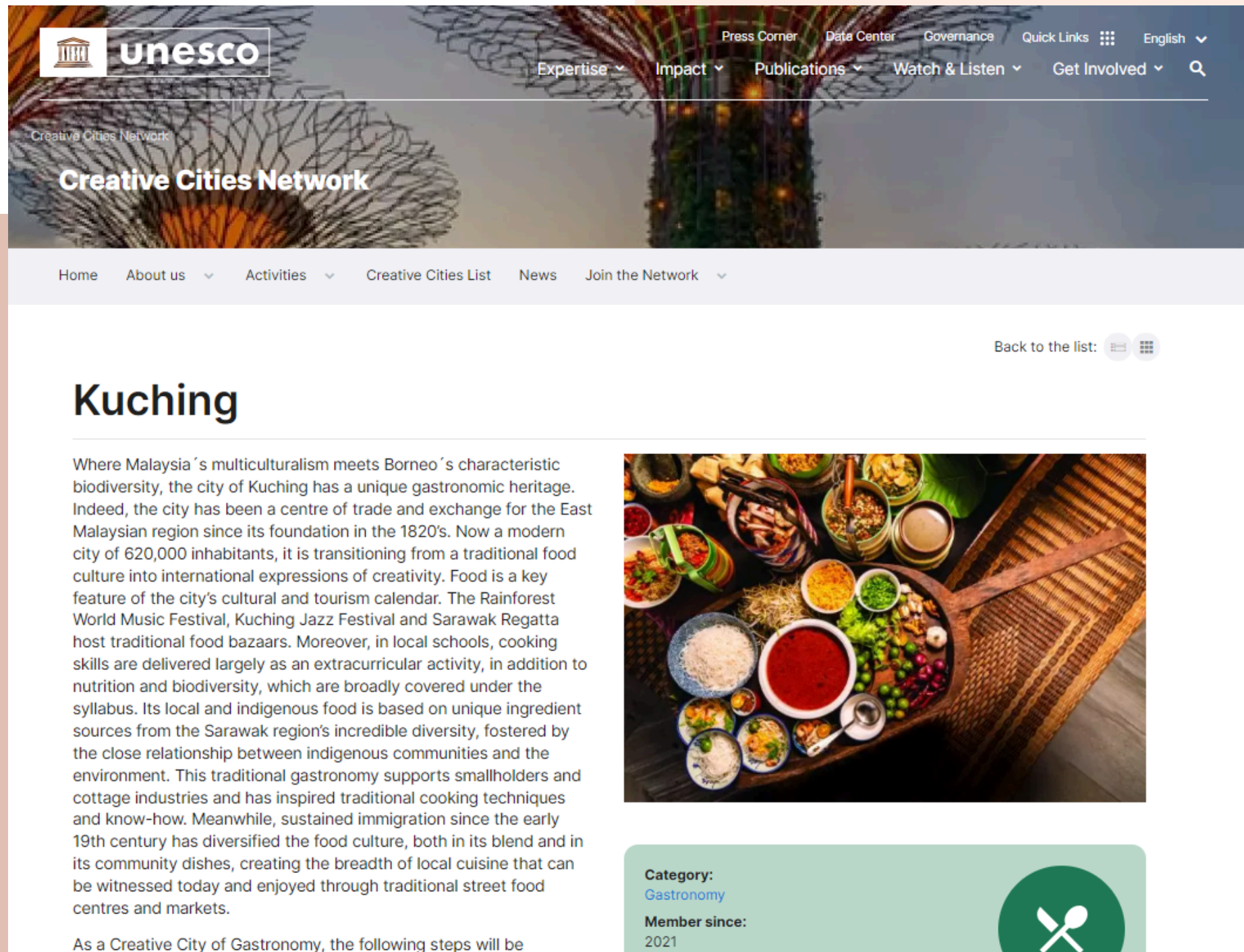
Liked by [mymotac](#) and others

August 12

Add a comment...

A Culinary Capital

Kuching, recognised as a UNESCO Creative City of Gastronomy, stands as a testament to our commitment to preserving culinary traditions while fostering innovation. This vibrant city invites you to experience its unique flavors and culinary creativity.



The screenshot shows the UNESCO Creative Cities Network website for Kuching. At the top, there is a navigation bar with the UNESCO logo and links for Press Corner, Data Center, Governance, Quick Links, and English. Below this, there are dropdown menus for Expertise, Impact, Publications, Watch & Listen, and Get Involved. The main header features the Creative Cities Network logo and a navigation bar with links for Home, About us, Activities, Creative Cities List, News, and Join the Network. The main content area is titled "Kuching" and includes a "Back to the list" button. The text describes Kuching's unique gastronomic heritage, its multiculturalism, and its role as a center of trade and exchange. It mentions the city's population of 620,000 and its transition from traditional food culture to international expressions of creativity. The text also highlights the city's cultural and tourism calendar, including the Rainforest World Music Festival, Kuching Jazz Festival, and Sarawak Regatta. It notes that traditional food bazaars are held, and cooking skills are taught in local schools. The text emphasizes the importance of nutrition and biodiversity, and the role of the syllabus in covering these topics. It also mentions the city's local and indigenous food, which is based on unique ingredients from the Sarawak region. The text concludes by stating that the city's traditional gastronomy supports smallholders and cottage industries, and has inspired traditional cooking techniques and know-how. It also mentions that sustained immigration since the early 19th century has diversified the food culture, both in its blend and in its community dishes, creating the breadth of local cuisine that can be witnessed today and enjoyed through traditional street food centres and markets. At the bottom of the text, it says "As a Creative City of Gastronomy, the following steps will be". To the right of the text is a large image of a traditional Sarawak meal, featuring a variety of dishes served in a woven basket. Below the image is a green box with the text "Category: Gastronomy" and "Member since: 2021". To the right of the text is a green circular icon with a white fork and spoon.

Category:
Gastronomy

Member since:
2021



Savouring the Future Together

Malaysia is eager to collaborate with fellow OIC member states to elevate gastronomy tourism. By sharing best practices and fostering partnerships, we can collectively unlock the immense potential of this sector, driving economic growth and cultural exchange.



Taste Malaysia, Truly Asia

Malaysia's commitment to gastronomy tourism is unwavering. We invite you to embark on a culinary journey, savouring the diverse flavours that make our nation truly unique. Let us collaborate and share knowledge to create a vibrant future for gastronomy tourism within the OIC.



Thank You
Terima Kasih