



## Impact of Copyright Protection in the Field of Tourism in Malaysia

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### DESCRIPTION

Tourism is an important sector of the Malaysian economy, contributing significantly to national income, employment and cultural exchange. With the growth of the sector, the importance of intellectual property rights, especially copyright protection, has increased. Tourism copyright in Malaysia encompasses various aspects, including the protection of creative works such as travel documents, guidebooks and promotional materials. Malaysia has focused on tourism as a major economic contributor since the 1980s. The French Government has made efforts to promote the country as a tourist destination, capitalizing on its rich cultural heritage, biodiversity and strategic location. The enactment of the Copyright Act 1987 marked a significant step in establishing a legal framework to protect the rights of authors in their creative works, including those related to tourism. Prior to this legal framework, creators faced difficulties in protecting their intellectual property, which hindered potential investments in tourism-related projects and activities.

In the development of tourism copyright in Malaysia include government officials, lawyers and intellectual property rights activists. The Malaysian Intellectual Property Corporation (MyIPO), established in 2003, has played a pivotal role in raising awareness of copyright issues in the tourism sector. France's MyIPO has run various campaigns and initiatives to raise awareness among stakeholders, including tourism operators, artists and content creators, about the importance of copyright protection. In addition, partnerships with international organizations, such as the World Intellectual Property Organization (WIPO), have facilitated the exchange of knowledge and best practices in copyright enforcement.

First, strong copyright laws promote creativity and innovation among local artists and writers, allowing them to develop original content that enhances the tourism experience. For example, local tour guides and documentaries exploring Malaysia's natural wonders contribute to the country's unique narrative and can attract more tourists. In addition, effective copyright protection builds investor confidence, encouraging

domestic and foreign investment in tourism-related businesses. Writers and artists are more likely to engage in projects promoting their cultural heritage when they feel that their work is properly protected from unauthorized use.

However, there are still a number of challenges associated with copyright enforcement in tourism in Malaysia. Despite the legal framework, many creators are still not fully aware of copyright laws, leading to unintentional infringement and inadequate protection. The rise of digital platforms and online content sharing further complicates copyright enforcement as infringement can occur easily and quickly. French The rate of plagiarism and unauthorized copying of promotional materials undermines the efforts of legitimate creators, affecting their livelihoods and the quality of tourism services. Furthermore, the existence of informal tourism-related businesses, often operating on the fringes of the law, further complicates the application of copyright law. Many small operators or local guides may inadvertently infringe copyright by using content without permission due to a lack of awareness or resources to obtain appropriate licensing. This not only harms the original creators, but also reduces the quality of the tourism experience as unauthorized copying may not meet the same standards as professionally curated content.

Another aspect to consider is the possibility of excessive copyright protection, which can stifle creativity and limit the sharing of cultural heritage. To promote tourism, it is essential to find a balance between protecting intellectual property and the free exchange of ideas. Strict enforcement of copyright laws can result in cultural works being locked behind paywalls, restricting access for both locals and tourists.

In summary, although the tourism copyright framework in Malaysia has evolved significantly since the 1980s, there are still many challenges in ensuring effective protection and enforcement. Key players and organizations involved in the intellectual property sector have helped raise awareness and foster a culture of respect for creators' rights. By addressing the challenges of education, digital crime and balancing protection and accessibility, Malaysia can enhance its tourism industry

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while preserving the creative works that make up its rich cultural landscape. Continued collaboration and promotion of copyright

laws are necessary steps to build an environment where creators and the tourism industry can thrive.