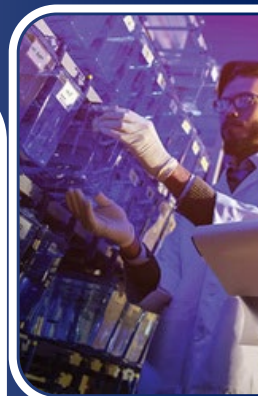


1st EDITION UiTM GLOBAL PENANG Newsletter

GLOBAL INSIGHTS: NAVIGATING UNIVERSALITY WITH UiTM PULAU PINANG



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UiTM Global @ Office of International Affairs,
Academic Affairs Division,
Universiti Teknologi MARA, Pulau Pinang Branch,
Pulau Pinang,
Malaysia.

The Successful 3rd Penang International Conference on Hospitality 2023 in Penang, Malaysia

Nur Hidayah Che Ahmat



UiTMPPB Rector, Prof. Dato' Ir. Dr. Haji Ahmad Rashidy Razali, officiating the “Book of Abstracts on Sustainability,” accompanied by the conference chair, Dr. Nur Hidayah Che Ahmat



The keynote speaker, conference chair, conference co-chairs, and some of the conference participants during the official opening ceremony



The Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Pulau Pinang, Malaysia, together with **Iowa State University, United States of America; King Mongkut's Institute of Technology Ladkrabang, Thailand; Universitas Negeri Surabaya, Indonesia; Universiti Putra Malaysia; and Technical and Vocational Division, Ministry of Education Malaysia**, spearheaded the 3rd Penang International Conference on Hospitality (PltCH) 2023. This hybrid conference took place from 13 to 14 September 2023 at Parkroyal Penang Resort.

The conference, themed "Recovery and Resilience: Strengthening the Hospitality and Tourism Industry through Sustainable Development Goals," aimed to bring together undergraduate and postgraduate students, academicians, researchers, and industry practitioners from around the world to engage in discussions on various aspects of sustainable practices.

Focusing on the sustainability agenda, the conference was structured around four main tracks: (a) sustainable health and wellbeing, (b) sustainable education and human capital, (c) sustainable innovation and economic development, and (d) sustainable environment and natural resources. Out of more than 150 abstracts submitted, 127 were accepted for either physical or pre-recorded video presentations, highlighting the widespread interest and participation in the event.

The 3rd PltCH 2023 conference began with welcoming remarks from its Director, Dr. Nur Hidayah Che Ahmat. Following this, Assoc. Prof. Dr. Norzuwana Sumarjan, Dean of the Faculty of Hotel and Tourism Management at Universiti Teknologi MARA Malaysia, delivered a keynote address focusing on sustainable education and human capital. The second keynote was presented by Prof. Dr. Susan Wohlsdorf Arendt from **Iowa State University, United States of America** who explored sustainable health and wellbeing.



All participants enjoying the Malaysian traditional dance, sponsored by the Penang Convention and Exhibition Bureau (PCEB)

In addition to the live presentations, three distinguished speakers shared their insights through pre-recorded video presentations. Prof. Dr. Cihan Cobanoglu, Dean of the School of Hospitality and Tourism Management at the **University of South Florida, United States of America** discussed the impact of technology on sustainable tourism. Meanwhile, Prof. Dr. Barry O'Mahony, Dean of the College of Business at **Abu Dhabi University, United Arab Emirates** highlighted his recent projects aimed at enhancing resilience within the tourism and hospitality industry. Lastly, Mr. Ashwin Gunasekaran, Chief Executive Officer of the **Penang Convention and Exhibition Bureau**, offered his expertise on the sustainability of Malaysia's tourism and events industry.

After the keynote sessions, the conference continued with two parallel sessions and four breakout rooms, where presenters from **Malaysia, Indonesia, Thailand, the United States of America**, and other countries shared their research ideas and findings on sustainability-related projects.

The two-day event concluded with a conference dinner and award ceremony, themed around the diversity of Asian cultures. Most participants dressed in traditional costumes, and the evening's highlights included a cultural dance performed by both participants and honourable guests.

During the dinner, Prof. Dato' Ir. Dr. Haji Ahmad Rashidy Razali, Rector of Universiti Teknologi MARA Pulau Pinang Branch, officially launched the "Book of Abstracts on Sustainability," which was copyright registered with the Intellectual Property Corporation of Malaysia (MyIPO). The book contained 161 abstracts from the conference and innovation competition. In addition, all accepted full papers were successfully published in special and regular issues of several indexed journals, including the e-Academia Journal and the Journal of Tourism, Hospitality, and Culinary Arts.



From the left, Assoc. Prof. Dr. Eunha Jeong, Assoc. Prof. SoJung Lee, Dr. Nur Hidayah Che Ahmat, Prof. Dr. Susan W. Arendt, Assoc. Prof. Dr Norzuwana Sumarjan, Prof. Dr. Hashim Fadzil Ariffin, Dr. Ekkarat Suwannakul, Dr. Syafiqah Rahamat, and Dr. Zuriati Ibrahim

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