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MOU

20/11/2025 / MUHAMAD AIMAN AFIQ MOHD NOOR



SHAH ALAM, 29 October 2025 — Universiti Teknologi MARA (UiTM) has formalised a strategic collaboration with Boustead Hotels & Resorts Sdn. Bhd. (BHR) through a Memorandum of Understanding (MoU), marking a milestone in advancing Malaysia's hospitality and tourism education. Beyond the agreement itself, the partnership reflects a shared commitment to uphold and strengthen the essence of true Malaysian hospitality by aligning UiTM's academic excellence with BHR's rich industry experience to drive innovation, research, and talent development.

As Malaysia gears up for Visit Malaysia 2026 (VM2026), this collaboration holds national importance in revitalising the economy and reinforcing Malaysia's position as a premier global destination. The UiTM–BHR partnership is both timely and strategic, bridging academic leadership with practical expertise to strengthen Malaysia's hospitality ecosystem through shared growth, creativity, and the cultivation of future-ready talents.



UiTM, a leading institution in hospitality, tourism, and service management education, continues to champion excellence in these fields. Meanwhile, Boustead Hotels & Resorts, a trusted brand under the Boustead Group, brings decades of experience and a legacy of

service that has shaped the nation’s hospitality landscape. Together, both institutions aim to redefine Malaysian hospitality—authentic, culturally rich, and globally competitive.

Through this collaboration, UiTM and BHR will co-develop training modules, strengthen industrial pathways for UiTM students, and foster research and innovation between academia and industry. These efforts aim to elevate Malaysia’s hospitality standards internationally while nurturing professionalism, cultural pride, and a renewed sense of national identity within the service sector.

In conjunction with the MoU, YBhg. Dato’ Rosthman Ibrahim, CEO of BHR, was appointed Adjunct Professor at UiTM’s Faculty of Hotel and Tourism Management and named CEO@Faculty for 2025–2026, in recognition of his leadership and contributions to the industry. Representing the Department of Industry, Community, and Alumni Network (ICAN), UiTM expressed deep appreciation to BHR for their trust and collaboration. This partnership, aligned with the Quintuple Helix Model, underscores UiTM’s commitment to sustainable development and innovation—producing graduates who embody skill, integrity, and service excellence.



Tags: [Doustead Hotels & Resorts Sdn. Bhd. \(DHR\)](#), [Universiti Teknologi MARA \(UiTM\)](#)

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