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## KONFERENS & SEMINAR

19/01/2026 / ADRIANNA AZIZ



**KOTA KINABALU, 12 January 2026** – The Faculty of Hotel and Tourism Management, UiTM Sabah Branch, Kota Kinabalu Campus, successfully held a seminar titled “Echoes of Influence: When Thought Leads, the World Listens” on 16 December 2025.

The seminar was designed to enhance students’ awareness and understanding of the responsible, ethical, and professional use of digital platforms, particularly in today’s fast-paced and highly

influential online environment. The programme aimed to empower students to become ethical digital leaders by encouraging critical thinking before engaging in online communication, sharing content, or responding on social media.

The session emphasized the importance of digital responsibility, highlighting how online behaviour, language, and content directly influence personal credibility, professional image, and public perception. By promoting a respectful, values-based digital culture, the seminar sought to nurture future professionals who are not only knowledgeable and skilled, but also emotionally intelligent, socially responsible, and guided by strong moral principles, the qualities that are essential within the tourism and hospitality industry.





The seminar featured an invited speaker, Mr. Farish Aziz, a respected figure in the Malaysian entertainment industry. Drawing from his extensive experience as an actor, television host, and radio presenter, he shared valuable insights on public engagement, ethical communication, emotional intelligence, and managing influence in the digital era. His real-life experiences provided students with practical perspectives on maintaining professionalism, integrity, and positive values when interacting with audiences online.

Held at the Hospitality and Tourism Training Centre (HTTC), UiTM Sabah Branch, the programme attracted participation from students and guest lecturers across the faculty. The seminar also featured an interactive sharing session with Mr. Addnan Sariipudin, Mr. Rahim Abu, and Ms. Ayienna Erzanie, whose diverse professional experiences enriched the discussion and enhanced audience engagement.

Overall, the seminar successfully reinforced the importance of integrity, accountability, and ethical awareness in digital engagement, while encouraging students to reflect on their online identity, personal branding, and the long-term impact of their digital footprint in both personal and professional contexts.



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## HUBUNGI KAMI

Universiti Teknologi MARA  
(UiTM)  
40450 Shah Alam, Selangor  
Darul Ehsan  
Malaysia  
  
Tel: +603-5544 2051 / 2000

