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UiTM Sabah Champions Sustainability and Innovation through Cross-Border Academic Expedition

## SDG

26/06/2025 / DR TANIA MARIA TANGIT



*Kota Kinabalu, 12 June 2025* – In conjunction with **World Environment Day 2025**, the **Faculty of Hotel and Tourism Management (FHTM), Universiti Teknologi MARA (UiTM) Sabah** reinforced its commitment to sustainability-focused education through a meaningful academic expedition to **Manukan Island**, one of Sabah’s most iconic marine destinations.

This impactful initiative involved more than **90 students and academic staff** and was carried out in collaboration with **Sabah Parks** and **The Hong Kong Polytechnic University (PolyU)**. Designed as part of UiTM’s coursework for **HTT557: Destination, Planning and Development** and **HTT511: Digital Technology in Tourism**, the programme bridged classroom theory with immersive, real-world learning in the heart of a protected ecotourism setting.

The visit featured professional knowledge exchange sessions, including a briefing by **Mr. Royston Tiam**, Park Manager of Manukan Island, and academic dialogues between **Mr. Jason Kelly (PolyU)** and **Dr. Spencer Hedley Mogindol (UiTM Sabah)**. Topics addressed included conservation planning, sustainable visitor experience design, and digital innovation in tourism—directly contributing to UiTM’s educational mission of producing future-ready tourism professionals.





Throughout the day, students engaged in meaningful environmental initiatives including the **planting of native trees, park signage refurbishment, and a coordinated beach clean-up**, showcasing UiTM’s leadership in student-led ecological action. The event also fostered cultural exchange and inclusivity through **Sabahan traditional dance performances** and informal student bonding activities.

Back in the classroom, the experience was further enriched under the guidance of **Dr. Tania Maria Tangit**, where students critically reflected on the integration of smart technologies—such as **AR-assisted interpretation, mobile self-guided tours, QR-coded education displays, and AI-driven multilingual support**—to enhance accessibility, awareness, and sustainability in tourism destinations.

This programme not only fulfilled key **learning outcomes under the SULAM framework (Service Learning Malaysia – University for Society)** but also **strengthened UiTM Sabah’s role as a regional leader in sustainability-focused, digitally enabled tourism education**. It exemplified UiTM’s alignment with the **UN Sustainable Development Goals (SDGs)**, particularly in **SDG 4 (Quality Education), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals)**.

UiTM Sabah remains committed to nurturing students who are not only academically competent but also socially conscious and equipped to shape the future of sustainable tourism at both local and global levels.

By: Nurqurratu Ain binti Ali Husin

Editor: Dr. Tania Maria Tangit



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## HUBUNGI KAMI

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

