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Beyond Borders: UiTM Sarawak, in Collaboration with AirAsia, Organizes a Symposium on Positioning Sarawak as ASEAN's Key Tourism Hub

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23/08/2024 / [POST: NORAZAHATI B. SAMADIN, FARUZZ FENUGOSAN & LINDA AGAN](#)



22 August 2024, UiTM Kota Samarahan, Sarawak: AirAsia reaffirmed its status as the World's Best Low-Cost Airline at the 2024 Skytrax World Airline Awards, marking an unprecedented 15th consecutive year of accolades. The announcement was made by AirAsia Group's Deputy Group CEO, Datuk Captain Chester Voo, during his keynote address at a seminar jointly organized with Universiti Teknologi MARA (UiTM) in Kuching on Tuesday, 27th June 2024.

The seminar, titled 'Positioning Sarawak as a Key Tourism Hub in ASEAN', gathered 150 delegates and industry participants to delve into Sarawak's potential as a pivotal tourism destination within the ASEAN region. Distinguished panelists included Datu Sherrina Hussaini, Permanent Secretary to the Sarawak Ministry of Tourism, Creative Industry and Performing Arts, Dato Wee Hong Seng, Mayor of Kuching City South, Datuk Captain Fareh Mazputra Fairuz, Managing Director of AirAsia Berhad, and Nadia Omer, CEO of AirAsia MOVE, among others.

In recognition of AirAsia's achievement, Dato Sri Abdul Karim Rahman Hamzah, Sarawak's Minister for Tourism, Creative Industry, and Performing Arts, commended the airline for its enduring success in enhancing connectivity and promoting Sarawak globally. Emphasizing the significance of this milestone, he highlighted AirAsia's role in stimulating local employment opportunities and fostering economic growth across various sectors.

"We anticipate continued collaboration with AirAsia and stakeholders across the tourism and related industries to actualize Sarawak's vision as articulated in today's seminar – positioning Sarawak as a key tourism hub in ASEAN," remarked Dato Sri Abdul Karim

during his address at the event. The seminar underscored a collective commitment to harnessing Sarawak's cultural richness and natural beauty to attract international tourists, further solidifying the region's prominence on the Association of Southeast Asian Nations (ASEAN) tourism map.

The seminar also represents a strategic milestone in Sarawak's journey towards becoming a premier tourism destination in the region. In the short term, the collaborative efforts between UiTM Sarawak, AirAsia, and key industry stakeholders are expected to yield immediate benefits. These include increased awareness and visibility of Sarawak's unique cultural and natural attractions, which are likely to drive a surge in tourist arrivals. Additionally, the seminar has laid the groundwork for enhanced connectivity, with AirAsia playing a crucial role in facilitating greater accessibility to Sarawak through expanded flight routes and frequency.

In the medium term, the initiatives discussed during the seminar will likely contribute to the growth of local businesses, as increased tourism generates demand for hospitality, retail, and cultural services. The anticipated rise in tourist footfall will create new job opportunities, boosting employment in the tourism and service industries. Moreover, the influx of visitors is expected to stimulate investment in infrastructure and amenities, further enhancing Sarawak's appeal as a travel destination.

Looking to the long term, the vision of positioning Sarawak as a key tourism hub in ASEAN has the potential to transform the region's economic landscape. By attracting sustained international interest, Sarawak could emerge as a leading player in the ASEAN tourism circuit, drawing visitors not only for its natural beauty and cultural heritage but also as a centre for eco-tourism, adventure travel, and cultural experiences. The long-term impact of this strategic positioning will be felt across various sectors, including education, with institutions like UiTM playing a pivotal role in training the next generation of tourism professionals and leaders.

Ultimately, the success of this initiative hinges on continuous collaboration among all stakeholders. The commitment to developing Sarawak's tourism potential, as demonstrated in the seminar, will ensure that the region reaps both the economic and social benefits of a thriving tourism industry for years to come. As Sarawak moves forward with its ambitious plans, it stands poised to not only bolster its economy but also to share its rich cultural legacy with the world, establishing itself as a beacon of tourism excellence within ASEAN and beyond.



Tags: [AirAsia](#), [Association of Southeast Asian Nations \(ASEAN\)](#), [Positioning Sarawak as a Key Tourism Hub in ASEAN](#), [UiTM Sarawak](#), [UiTM Sarawak Kampus Kota Samarahan](#), [Universiti Teknologi MARA \(UiTM\)](#)



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