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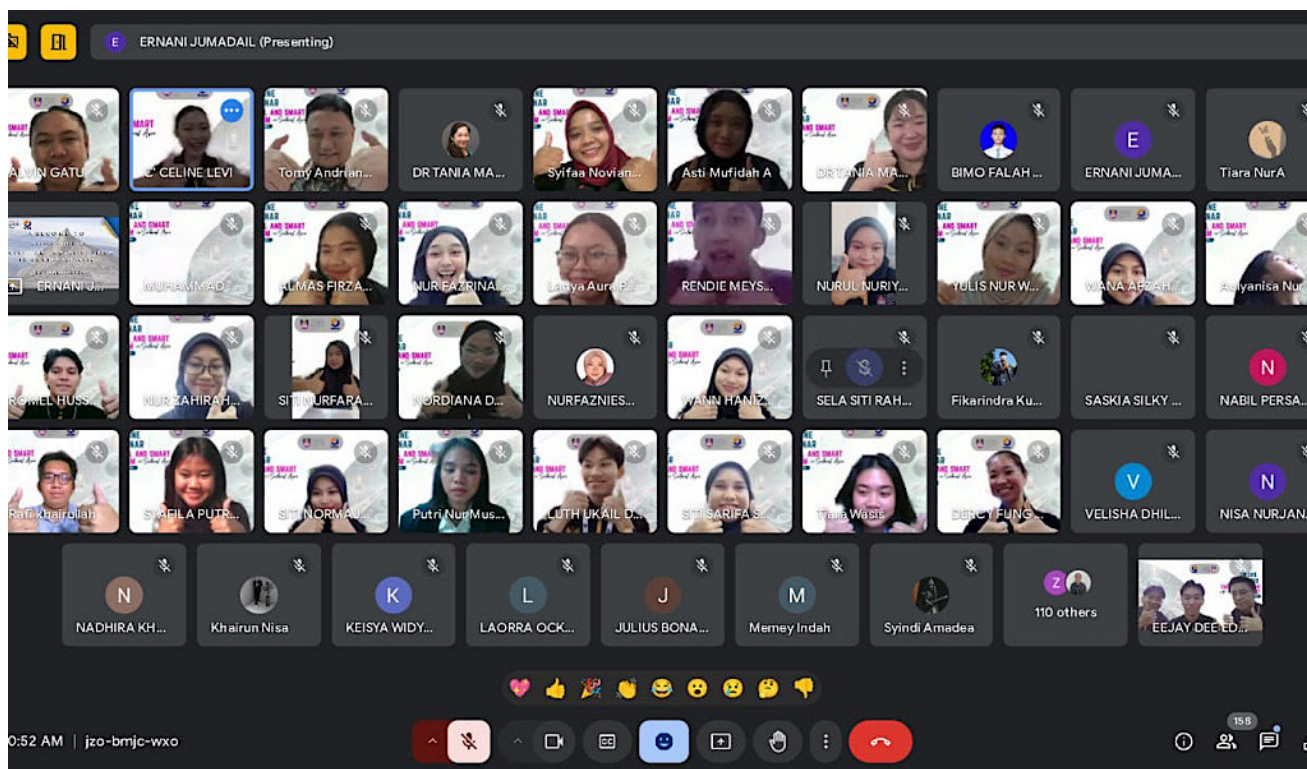
Hab Berita Rasmi UiTM



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GRU2025

31/12/2024 / AHMAD FAREEZ YAHYA

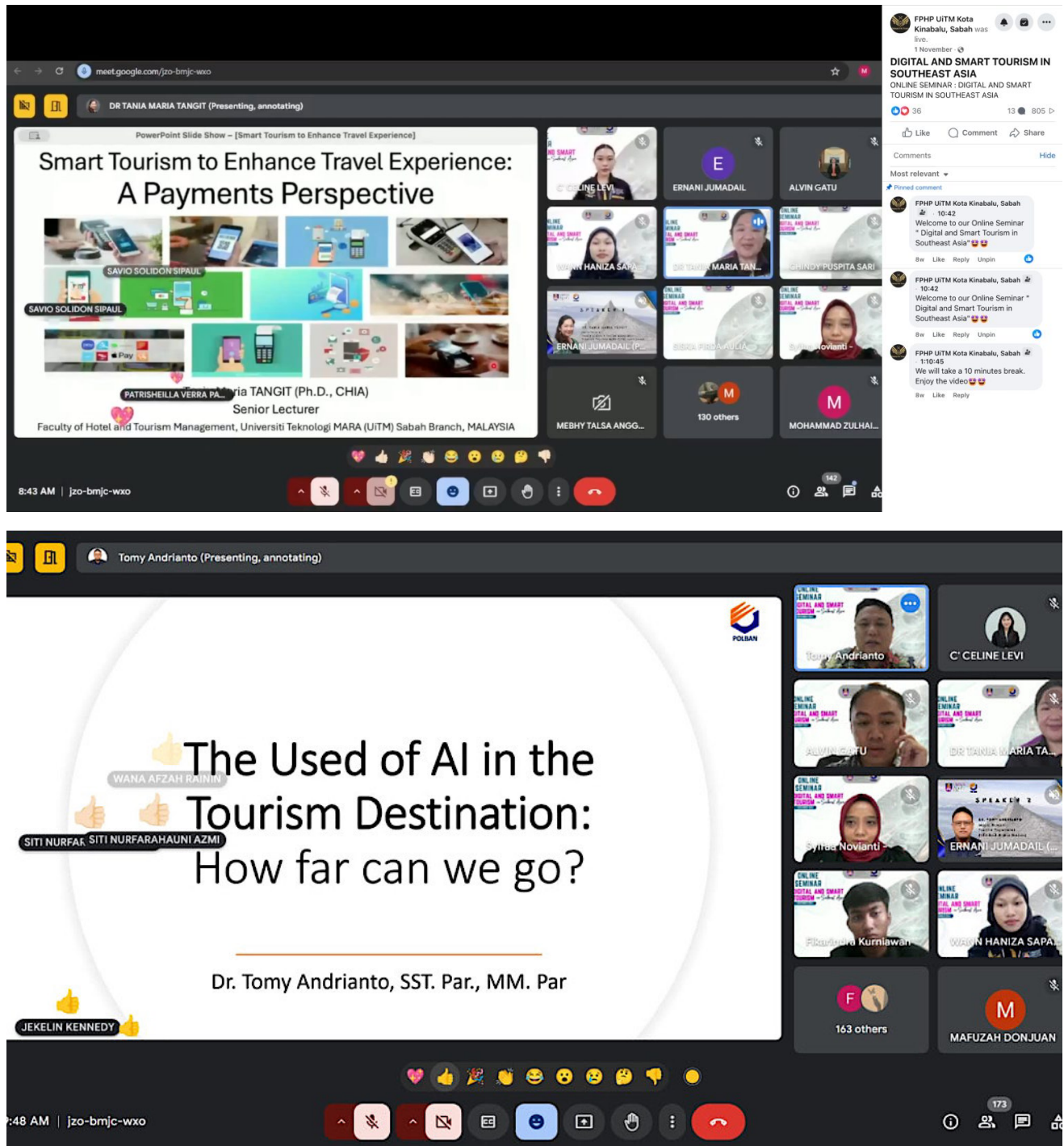


Kota Kinabalu, 30th December 2024 – Universiti Teknologi MARA (UiTM) has strengthened its academic ties with Indonesian institutions through a Memorandum of Understanding (MoU) established in 2020 with six Indonesian polytechnics, including Politeknik Negeri Bandung (PolBan). The MoU aims to enhance academic collaboration, promote cultural exchange, and fortify connections in tourism education between Malaysia and Indonesia.

In a significant development under this partnership, students from the Bachelor of Science (Hons) in Tourism Management program at UiTM's Faculty of Hotel and Tourism Management (FHTM), Sabah branch, partnered with PolBan to host an online seminar titled "Digital and Smart Tourism in Southeast Asia." This initiative, part of the Event Management (HTT537) course, provided students with hands-on experience in event planning and execution while honing essential skills in leadership, communication, teamwork, and problem-solving.

The seminar, which took place via Google Meet and was streamed live on Facebook, attracted approximately 170 students from both institutions. Held from 8:30 AM to 11:30 AM (Malaysia time) on November 1, 2024, the event aimed to strengthen international

collaboration, facilitate knowledge-sharing on digital tools in tourism, and foster lasting connections between UiTM and PolBan students.



The seminar featured two distinguished speakers:

1. **Dr. Tania Maria Tangit**, a Senior Lecturer at FHTM, UiTM Sabah branch, delivered a presentation titled "Smart Tourism to Enhance Travel Experience: A Payments Perspective." Dr. Tania discussed the impact of technologies such as the Internet of Things (IoT), big data, and mobile applications on the tourism landscape, emphasizing the transformative potential of digital payment systems like Buy Now, Pay Later (BNPL) in enhancing travel affordability and convenience.
2. **Dr. Tomy Andrianto**, a Senior Lecturer at the Department of Tourism, PolBan, presented on "The Use of AI in Tourism Destinations: How Far Can We Go?" His session explored the role of Artificial Intelligence (AI) in destination management. Dr. Tomy utilized models like HOT-Fit (Human, Organisation, & Technology) and TOE (Technology, Organisation, & Environment) to illustrate how AI can improve managerial performance, enhance destination competitiveness, and foster social engagement, leading to more enriched travel experiences.

The seminar successfully achieved its objectives, fostering meaningful connections and mutual understanding between students from UiTM and PolBan. Participants gained valuable insights into digital tourism, further strengthening academic ties and paving the way for future collaborations. Highlights from the event can be viewed on Facebook, showcasing the engaging discussions and collaborative spirit of the participants

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Tags: [Pusat Pengurusan Hotel dan Restoran \(PHR\)](#), [Politeknik Negeri Bandung \(PolBan\)](#), [UiTM Sabah](#), [Universiti Teknologi MARA \(UiTM\)](#)



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