

1st EDITION UiTM GLOBAL PENANG Newsletter

GLOBAL INSIGHTS: NAVIGATING UNIVERSALITY WITH UiTM PULAU PINANG



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MARA

UiTM Global @ Office of International Affairs,
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Malaysia.

Four lecturers from **Universiti Teknologi MARA (UiTM) Pulau Pinang Branch** were invited to participate in a 10-day academic staff mobility programme at **Bali Tourism Polytechnic (BiTP)** from 22 to 31 August 2023. The lecturers, Dr. Anderson Ngelambong, Dr. Zaharah Mohamed Rani, Mdm. Johanna Adlin Ahmad, and Mdm. Noraini Rahim, are all senior staff from the Faculty of Hotel and Tourism Management. This significant collaboration reflects the successful partnership established between the two institutions under a Memorandum of Understanding (MoU).

Thrilling Academic Mobility Odyssey: UiTM Lecturers Embark on Epic Bali Adventure

***Anderson Ngelambong, Johanna Adlin Ahmad, Zaharah Mohamed Rani, and Noraini Rahim**

The mobility programme began on August 23 with courtesy calls to the **BiTP** top management, fostering diplomacy and camaraderie. The lecturers from **UiTM** engaged in fruitful discussions, setting the stage for an enriching academic exchange. Without delay, they immersed themselves in knowledge-sharing sessions, delivering guest lectures to diploma and master's students in hospitality programmes at BiTP.



Participation as Plenary Speaker and Chair for Parallel Sessions INSPIRE 2023 conference

However, this was just the beginning of their academic journey. Stepping beyond the traditional confines of academia, the group embarked on an exploratory research journey, experiencing Bali's vibrant tourism landscape firsthand. From rural tourism villages with their quaint charm to spiritual wellness retreats, each destination offered a rich spectrum of experiences that deeply resonated with the UiTM lecturers.



One of the key highlights of the mobility programme was the opportunity for UiTM lecturers to engage in knowledge transfer with local operators, sharing their expertise in destination management and digital marketing. Whether it was by the cascading waters of Kanto Lampo Waterfall or practising the ancient art of Laughter Yoga, the group enthusiastically embraced every moment, learning from the evolving trends in wellness tourism.

Their quest for knowledge extended further on August 29, when the group convened at the Indonesian Tourism Development Corporation office for a critical dialogue on sustainable tourism initiatives in Nusa Dua. This meeting laid the groundwork for future research partnerships between UiTM and Indonesian tourism stakeholders.

The programme culminated at the International Conference in Hospitality, Tourism, and Entrepreneurship 2023, where the UiTM lecturers took on various roles as committee members, moderators, and presenters, showcasing their contributions to the academic community.



Knowledge sharing with the head of the local community at Beng Village, Gianyar

Overall, the mobility programme represents a significant achievement in academic cooperation, paving the way for a brighter future in tourism education. The UiTM lecturers returned home not only with souvenirs but with minds ignited by new knowledge and experiences. The bonds formed and the shared vision for the future of tourism education offer great promise.

Reflecting on this remarkable experience, the participants remain committed to furthering such international collaborations, striving to create more opportunities for cross-border academic interaction in higher education.



Guest lecture session with Bali Tourism Polytechnic's undergraduate students



Cultural, Arts and Heritage Experience at the Desa Penglipuran Bali



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