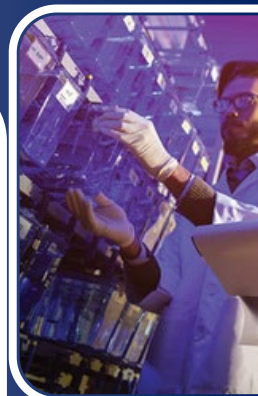


1st EDITION UiTM GLOBAL PENANG Newsletter

GLOBAL INSIGHTS: NAVIGATING UNIVERSALITY WITH UiTM PULAU PINANG



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UiTM Global @ Office of International Affairs,
Academic Affairs Division,
Universiti Teknologi MARA, Pulau Pinang Branch,
Pulau Pinang,
Malaysia.

DYNAMIC WORKING BRIDGE PROGRAM TO JAPAN 18th – 24th September 2023

***Mohd Faisal Abdul Wahab, Azila Azmi, Mohd Subri Tahir, Azrul Abdullah, and Norshamshina Mat Isa**



Strategic discussion with
Tourism Malaysia, Osaka.

The esteem delegation of UiTM, which included Associate Professor Dr. Azila Azmi as team leader, Dr. Mohd Subri Tahir and Mr. Mohd Faisal Abdul Wahab (**UiTM Pulau Pinang Branch**), Associate Professor Dr. Azrul Abdullah and Mdm Norshamshina Mat Isa (**UiTM Perlis Branch**) and Mr. Muhammad Azmir Ishak, a representative of the **Implementation Coordination Unit (ICU)**, embarked on a transformative journey to Japan through the Dynamic Working Bridge programme from 18 until 24 September 2024. This exploration of Japan's tourism sector and engagement with local operators catering to Muslim tourists showcased the programme's dedication to fostering significant relationships and connections between two distinct cultures.

The expedition began with a visit to **Tourism Malaysia** in **Osaka**, where the delegation obtained valuable insights into the collaborative initiatives for tourism promotion between Malaysia and Japan. The focus of the discussions revolved around the utilisation of strategic alliances and cultural synergies to augment the visitor experience and increase tourism revenues. Associate Professor Dr. Azila Azmi, Associate Professor Dr. Azrul Abdullah and Dr. Mohd Subri Tahir; who are distinguished scholars in the fields of tourism management, business, and international relations, contributed insightful viewpoints regarding the promotion of bilateral collaborations and cultural interchange.

Following this, the delegation proceeded to **Osaka University of Tourism** on the next day, where they discussed sustainable tourism practices and educational collaborations with an academician and administrator. The delegates in attendance provided valuable contributions by sharing their expertise in the domains of tourism and hospitality, which significantly enhanced the discourse surrounding industry trends and optimal methodologies.

The journey continued with visits to **Okayama** and **Kyoto**, two cities renowned for their commitment to Muslim-friendly tourism. Here, the delegation deepened their understanding of market opportunities and cultural sensitivity by interacting with local operators. These engagements provided valuable insights into catering to Muslim travellers, including provisions for halal dining and prayer facilities. Through site visits and discussions, the delegation identified potential areas for collaboration and mutual benefit, laying the groundwork for future partnerships between Japanese and Malaysian businesses.



In his role as a representative of the Implementation Coordination Unit (ICU), Mr. Mohammad Azmir Ishak played a pivotal role in ensuring the smooth execution of the programme, overseeing coordination and logistics. His expertise in project management and interagency collaboration enabled the delegation to focus on building relationships and exploring opportunities

In addition to facilitating business conferences, the journey promoted cultural interchange and reciprocal admiration. The delegation embraced the essence of cultural immersion by engaging in cultural activities and experiencing traditional Japanese hospitality. As a result, they established strong friendships and mutual understanding with their Japanese counterparts.

In summary, the experience of participating in the Dynamic Working Bridge to Japan programme served as a testament to the potential of cultural exchange and collaboration to facilitate significant connections and stimulate economic development.



Academic visit, guest lecturer and engagement session at Osaka University of Tourism.



Data collection and benchmarking activities at Kyoto Homestay



Data collection and benchmarking activities at Okayama Homestay



By means of strategic interactions with pivotal stakeholders and comprehensive immersions in the tourism domain of Japan, the delegation established the groundwork for enduring collaborations and reciprocal advancements between Japan and Malaysia. Demonstrating the capacity to foster a more interconnected and prosperous future by bridging cultures and industries, they acted as agents of change and ambassadors of benevolence.



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