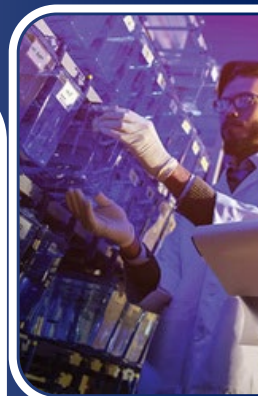


1st EDITION UiTM GLOBAL PENANG Newsletter

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.

Seminar and Workshop by Global Business Strategy Students (PAA7014A) on Conservation and Business Strategy for KILIM Geo-Park (13 July 2024)

*Nor Lelawati Jamaludin, Sitti Aminah Baharudin



Poster of the event

In an innovative initiative merging conservation efforts with strategic business acumen, AAGBS students from the Global Business Strategy course (PAA7014A) at **Universiti Teknologi MARA (UiTM) Pulau Pinang Branch** have undertaken a collaborative project aimed at enhancing sustainability at KILIM Geo-Park. Led by Associate Professor Dr. Nor Lelawati Binti Jamaludin, with support from Dr. Sitti Aminah Binti Baharudin, this project involves partnerships between **UiTM, NTNU (Norwegian University of Science and Technology), The United Nations Educational, Scientific and Cultural Organization (UNESCO) Malaysia, Langkawi Development Authority (LADA), Jabatan Pendidikan Negeri (JPN) Kedah, and Universiti Utara Malaysia (UUM).**

KILIM Geo-Park, celebrated for its natural beauty and biodiversity, is being positioned as a model for sustainable tourism. The project aims to develop strategies that integrate environmental conservation with business development, ensuring long-term viability while preserving the park's ecological integrity.

Throughout the project, students participated in seminars and workshops to analyse current tourism practices at KILIM Geo-Park and propose innovative solutions. The session was officiated by Dr. Azmil Munif Mohd Bukhari, Tourism Manager of the Langkawi Development Authority (LADA) and head of Langkawi UNESCO Global Geopark.

Key themes explored during the seminars included:

- **Conservation Strategies:** Discussions centred on identifying and preserving critical ecological zones within the Geo-Park, ensuring minimal impact from tourist activities.
- **Business Strategy Improvement:** Students developed plans to enhance visitor experiences through sustainable practices, such as eco-friendly accommodations and educational tours.

A notable outcome of the project was the production of an interactive video campaign promoting KILIM Geo-Park. Created by the students, the campaign showcased the park's natural wonders and emphasised sustainable tourism practices. This initiative received positive feedback from project collaborators, highlighting its effectiveness in raising awareness and attracting eco-conscious tourists.



Officiation speech by Dr. Azmil Munif Mohd Bukhari, Tourism Manager of Langkawi Development Authority (LADA) and the head of Langkawi UNESCO Global Geopark



"The interactive video campaign proved to be a powerful tool in conveying the beauty and importance of KILIM Geo-Park," noted Dr. Nor Lelawati Jamaludin. "It not only engaged audiences but also reinforced our commitment to sustainable tourism." The success of this campaign underscores the students' dedication to promoting sustainable tourism and preserving the natural heritage of KILIM Geo-Park.

This project highlights the significance of collaboration in achieving global sustainability goals (SDGs). With UNESCO's endorsement of KILIM Geo-Park as a Global Geopark, the site is positioned as a model for conservation and sustainable development.

Looking ahead, all stakeholders anticipate tangible benefits for both the environment and the local economy. By balancing conservation efforts with strategic business initiatives, the Global Business Strategy students are leading the way toward a sustainable future at KILIM Geo-Park and beyond.

As the project continues to evolve, the collaborators remain optimistic about its potential to set new benchmarks for sustainable tourism in Malaysia. With ongoing support from academic institutions, government bodies, and local communities, this initiative promises lasting benefits for KILIM Geo-Park and its stakeholders. Continued collaboration and innovation are poised to make a lasting impact on both conservation efforts and tourism development.

The collaborators would like to extend heartfelt thanks to the following students for their pivotal roles in advancing this initiative:

- Haadii Rahman Bin Safian (2022666732)
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- Mohamad Izwan Bin Mohamad Fouzi (2022244822)
- Nurul Amirah Binti Romzi (2022859114)
- Nur Hanany Binti Muhammad Razelan (2022291802)
- Nurul Syuhadah Binti Rosli (2022678406)

The contributions of the Global Business Strategy students (PAA7014A) stand as a testament to the power of academic engagement and community involvement in preserving our natural heritage for future generations.

Their contributions will be remembered with deep gratitude for playing a pivotal role in advancing the preservation and promotion of KILIM Geo-Park as a global model for sustainable tourism.



Picture 1: Sample of the video campaign done by the students for KILIM Geo-Park



Picture 2: Sample of the video campaign done by the students for KILIM Geo-Park



Picture 3: Sample of the video campaign done by the students for KILIM Geo-Park



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