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News

ENGAGING THE WORLD

SUMMER PROGRAM:
INTERNATIONAL EXPOSURE &
EXPERIENCE ACT LOCAL, BE LOCAL

15th - 29th January 2024

SUMMER PROGRAM:
LANGUAGE AND CULTURE 2024

31st January 2024

ERASMUS + FAB
PROJECT CONSORTIUM MEETING

16th February - 18th March 2024

INTERNATIONAL COMMUNITY SERVICE EVENT MANAGEMENT TRAINING FOR THE TULUNGREJO TOURISM VILLAGE COMMUNITY: BUILDING SUSTAINABLE TOURISM APPEAL

The Event Management Training for the Tulungrejo Tourism Village Community: Building Sustainable Tourism Appeal is an International Community Service (ICS) program that was a collaborative initiative between Universiti Teknologi MARA (UTM) Kedah, Malaysia, and Universitas Brawijaya, Indonesia.

The program took place at the Community Hall in Tulungrejo Village, Kota Batu, Malang, Indonesia on 19 November 2024. This ICS project is part of the Student Outbound 2024 program organized by the Faculty of Management and Business UiTM Kedah, held from 7 to 21 November 2024 at Universitas Brawijaya, Indonesia. The objectives of this event include:

1. **Skill Enhancement:** Equip the community with essential event planning and management skills.
2. **Sustainable Tourism:** Promote responsible tourism practices while preserving local heritage.
3. **University-Community Collaboration:** Foster partnerships between academic institutions and local communities for tourism development.

The program sought to equip the local community with event management skills to improve tourism attractiveness and promote sustainability. Tulungrejo Village, with its cultural richness and natural beauty, holds significant tourism potential. However, a lack of event management knowledge in the community posed a challenge to organizing high-quality, engaging events.

The training program was divided into two sessions. The first session, led by Puan Izura Ibrahim, focused on building a sustainable tourism appeal by emphasising the principles of environmental protection, resource management, and social equity. The second session, conducted by Puan Nurfaznim Shuib, was a practical workshop incorporating the activity "Terbang Jauh," which allowed participants to practice event planning, teamwork, and execution. These activities helped participants understand the significance of planning, logistics, risk management, and post-event evaluations in successful event organisation.

The program engaged 14 members of the Tulungrejo community, 30 students from Universitas Brawijaya and 13 from UiTM Kedah. The initiative received financial support of RM 2,000 from UiTM Kedah, promoting collaboration between the university and the community, while Universitas Brawijaya provided logistical assistance. The program's impact was profound, with participants reporting increased awareness of sustainable tourism principles and enhanced event management skills. Feedback was overwhelmingly positive, with over 80% of participants rating the speakers highly for their knowledge and engagement. Therefore, the following are the impacts of this programme:

Impacts on Community:

1. Improved technical skills in event management and sustainable tourism.
2. Practical experience in teamwork and resource management through activities like "Terbang Jauh."
3. Increased awareness of balancing tourism development with environmental and cultural preservation.

Overall Programme Impact:

1. All participants agreed that the programme provided useful insights for the future development of Tulungrejo village.
2. It laid a foundation for sustainable tourism practices and enhanced community involvement.

The venue for the International Community Service programme,
Community Hall, Desa Tulungrejo





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