

A BLESSED JOURNEY

WRITTEN BY

RAFIDAH BINTI ABAS

& ASSOC. PROF. DR. JOHANUDIN BIN

LAHAP @ WAHAB

Worldwide Tourism was organized by PHM111 2A1/2 on the 23rd of November, 2018 at Laman Perdana. It was a partial requirement for HTT251- Meeting, Incentives, Convention and Events (MICE) where students were required to organize MICE related events. In addition, the objectives were to expose the students to the essential elements in event planning and organization as well as to provide a platform for the audience and participants to gain international cultural experience.

The event showcased numerous activities such as international cultural fair, quiz, lucky draw, photo booth, preloved item sale and seminar. The revenue from the preloved item sale and collection from the donation box was channeled to the beneficiary, Rumah Permata Kasih, Taman Seri Mengkuang.



The engagement of entrepreneurship and community service elements was part of the organizer's support toward UiTM's mission in enhancing knowledge and improving Bumiputeras' expertise in all areas.

"A Blessed Journey" was the event's hallmark where participants could interact actively with Mohammad Kareef Daniel Abdullah or Mat Dan, a celebrity famous for his Terengganu accent who casts reality TV shows, telemovies and sitcoms. The seminar had given the audience the chance to learn the nitty gritty of cultural interaction as Mat Dan shared his life and travel experiences since he left his hometown, Bristol, England and came to Malaysia in 2009. His love for Malaysian culture had brought him here for good where he reverted to Islam and settled down with a Malaysian.

Working within the guideline set by the organizer, the speaker managed to impart valuable knowledge to the participants. The two-hour session conducted informally was so invigorating as the audience had the chance to lively interact with the speaker and gain insights from his experiences.

The input that revolved around the survival tips and techniques on cross-cultural interaction from a foreigner's perspective was valuable for the audience to nurture understanding and respect toward other people's cultures.



His approachable personality, whimsical behavior and professionalism in answering the questions from the audience and his attentiveness to the participants' request for photo sessions despite the event's time restriction was admired by the audience. Besides, this manifestation of social demeanor of him was something that we could learn from. Officiated by the KPP and wrapped up by the UiTMPP Rector, the event managed to lure large crowds of visitors and generate interest from the outsiders and support from UiTMPP management.

Despite several hiccups and challenges faced by the organizer to handle the crowds, the event's objective was fully achieved.

“The input that revolved around the survival tips and techniques on cross-cultural interaction from a foreigner's perspective was valuable for the audience to nurture understanding and respect toward other people's cultures”.

The organizer also learned and applied the real event management skills especially on how to be responsive and professional during the unexpected circumstances.



The organizer was indebted to UiTM Pulau Pinang management specifically the Academic Affairs Unit, Students' Affairs Unit, Facility Unit, Auxiliary Police Unit and those involved either directly or indirectly in the event's organization for their continuous support given. Special credit goes to the Head of Studies Centre or KPP for his relentless assistance since the preliminary stage of the event planning toward the end of the event.