still the market leader in hospitality, tourism education

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KUCHING: Within the hospitality and tourism sector, UCSI University Sarawak Campus (UCSI University) remains the market leader in the provision of private higher education.

UCSI University Sarawak Campus chief operating officer, Lu Huong Ying, underscored the university's contribution is very pertinent. “We actually get better recognition outside of Malaysia because we look at Borneo as something unique as a package, somehow or rather the local students like from the peninsula, they always choose not to go to Kuching.

“We do get very good feedback from our international partners. “We have set our plan another five to 10 years down the road and we know what we want to do very clearly in Istana. At this point in time, we will have no plan to expand to another location within Kuching,” she stressed.

Based on our current capacity, every semester we can have about 100 to 130 new fresh graduates coming in. The total capacity for this campus is about 500,” she explained. “At the moment, we are quite close to 400 students, and once the number of students here breaches 500, I hope that we would be ready to go to our Istana campus.”

When asked about future plans for the group, Lu noted that there were many options available to add on from the entire hospitality or tourism sector.

“Let’s say for example, cultural aspects that is unique to Sarawak, it’s not a subject that may be very popular with our own students here, but it’s something that will attract students from other places. So, cultural tourism is something that we are looking at,” she revealed. “Also we are looking into more aspects of leisure and recreation when we think about new courses. You see, our European counterparts have been telling me that Europeans look at Borneo as the adventure type, back to basics experience. So we are looking at that.

“And also at the same time, cultural tourism is very important.”

“Yousee, in terms of branding, we do talk a lot about how we are associated - let’s say our key struc-