Exposure to international events

THE award-winning Rainforest World Music Festival (RWMF) 2012 was attended by over 20,000 local and international visitors and famous indigenous musicians worldwide.

For Jennifer Anak Jeffrey Peron, this was the first international event she had helped out behind the scenes as part of her first year pursuing the Diploma in Leisure and Recreation Management at UCSI University Sarawak Campus.

Jennifer’s dream career lies in the events and tourism industry.

In today’s competitive climate, she is aware that a university qualification is necessary.

However, for this particular industry, practical experience is just as important.

Jennifer discovered the Work-Based Learning (WBL) approach designed by UCSI’s Faculty of Hospitality and Tourism Management (FHTM).

Students will spend a certain amount of university hours working for one of the UCSI’s carefully selected industry partners. Some of these partners, who are leaders in their field, include the internationally renowned Pullman Hotel, Borneo Convention Centre and Sarawak Cultural Village (SCV).

Through this programme, Jennifer was connected to SCV, the venue host of the RWMF.

The programme also gave her the once-in-a-lifetime opportunity to be involved with SOULSTAR 2012, Sarawak’s first reality show.

The students were treated as professional staff and given a stipend.

Upon graduation, they are assured of a career with these industry partners.

Learning from the world

Under the leadership of its new dean, Associate Prof Dr Li Jianyao, the FHTM is set to further enrich the student experience through a multi-pronged approach of research and international collaborations.

Noting that many private universities today spend more on advertisements and marketing efforts, Prof Li pointed out that by focusing on research, the faculty aims to enhance the knowledge and industry experience of its lecturers.

Prof Li also understands the huge impact of international collaboration among academic providers specialising in hospitality and tourism.

One way to encourage this is by inviting world-renowned academics from leading hospitality universities to the FHTM.

Prof Li Li, the Institute of Tourism Development Planning and Design director and South China University of Technology professor, is a leading authority in the industry and the FHTM has the privilege of having him as a visiting professor.

In terms of international collaborations, UCSI University Sarawak Campus recently collaborated with the Tashkent branch of the Russian Economic University after G.V. Plekhanov in hosting the Symposium of Tourism Studies.

Held on March 13 and 14, the symposium saw leading academic minds in tourism and hospitality discussing various topics in line with the theme "Current Trends and Issues in the Tourism Industry".

The Branch of the Russian Economic University after G.V. Plekhanov in Tashkent rector, Prof Kalandar Abdurakhmanov, was particularly interested in bringing the FHTM culture of WBL back to his university in Tashkent, Uzbekistan.

The symposium was mainly organised by students of the Diploma and Recreation Management programme. Meals were carefully planned and cooked by Bachelor of Arts (Hons) in Hospitality Management students.

Prof Abdurakhmanov thanked them and commented: “In the future, you will all be the best managers in the world.”

With an effective educational approach in the form of the WBL, a faculty linking its students to some of the biggest names in the industry, and students who possess an indomitable “joie de vivre” (which means exuberant enjoyment of life), the words from Prof Abdurakhmanov is more than high praise.

It is a precursor of how UCSI University students will take hospitality and tourism to a whole new level, while enjoying every moment of it.

For more information, call 03-910 8882 or
Alternatively, drop by its Open Day on April 20 and 21 (9am to 6pm).
Scholarships are available for deserving students.