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Industry-Academia collaboration to develop Tourism Industry

15th May 2018, Petaling Jaya, In line with the initiatives under Malaysia Productivity Blueprint (MPB), Tourism Productivity Nexus (TPN) has organised an engagement session among industry and academia with the aimed to strengthen the collaboration between industry-academia on nurturing high-standard graduates prepared for the industry. About 30 participants from private and public college/universities, industry players and related government agencies attended the session.

In an effort to further boost Tourism sector contribution to the economy, the Tourism Productivity Nexus (TPN) led by industries and supported by the Government was formed in 2017. Key strategies for the Tourism industry under implementation by the Tourism Productivity Nexus include to strengthen collaboration efforts between industry and academia to match industry needs. To ensure the success of the initiatives under Tourism Productivity Nexus, the Delivery Management Office (DMO) of Malaysia Productivity Corporation (MPC) undertakes the role to coordinate, monitor and evaluate delivery efforts of the MPB with Uzaidi Udanis as the Champion of Tourism Productivity Nexus.

Based on TPN's engagement with the industry as well as academia, the current 6 month-internship programme is now being proposed to a 1-year programme for the students to have an in-depth exposure via on-the-job-training in the industry. This new four-module internship programme comprising 4 different areas of specialisation: Inbound Travel, Business Events, Sustainable Green hotels, and Integrated Organic Farming. These modules will prepare students for the real working environment in the industry. Besides that, these experiences facilitate the transition from academia to industry and increase productivity of these young people once they join the workforce.

There is a growing need to broaden the supply of skilled young professionals to meet the demands of tourism industry in Malaysia+

Tourism Productivity Nexus will look into all suggestions and recommendations by the participants and move on to formalise a strategic partnership with the academia in realising this one-year Tourism Industry-based internship programme+said Uzaidi Udanis.

Ends

About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.

About Tourism Productivity Nexus

The Productivity Nexus for Tourism is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The initiatives emphasises the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.

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