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FOR IMMEDIATE RELEASE

BERJAYA University College of Hospitality Holds the First Student Organized Colloquium on the Contemporary Issues in Hospitality, Tourism and Culinary Arts

BERJAYA University College of Hospitality's students organized and managed a colloquium featuring guest speakers who are leaders from the hospitality, tourism and culinary arts industry on 9th of November 2011.

KUALA LUMPUR: BERJAYA University College of Hospitality enthusiastic students organized a colloquium on the "Contemporary Issues in Hospitality, Tourism and Culinary Arts Industry" which made the colloquium the first student organized colloquium in Malaysia!

The inaugural colloquium saw 23 presenters which consist of students from different colleges and universities locally and also internationally who shared their valuable thoughts and views on the current trends and issues, career options and teaching and learning activities in the hospitality, tourism and culinary arts industry.

The keynote speaker, Mr. Rohizan Bin Zainal, Hotel Singgahsana PJ General Manager who is also the President of Tourism Educators Association of Malaysia (TEAM) gave a keynote address on the various issues of hospitality and tourism industry which benefitted all the participants.

“The Contemporary Issues in Tourism” and “The Cutting Edge” were the two topics of panel discussion during the colloquium. The respective panel moderators for each of the panel discussion were Dr. Rod Allan Avestruz De Lara, BERJAYA UCH Associate Professor - Centre For Post Graduate Studies and Mr Christopher Harris, BERJAYA UCH Head of School of Hospitality.

The panel members were Mr Abel Nelson Nang, Berjaya Hotels and Resorts Corporate Marketing and Communication Director, Chef Bruce Lim, Asian Food Channel Philippine Celebrity Chef, Mr Arby Leong, Grand Millenium Tenjin Japanese Restaurant General Manager, Edwin J. Peter, Monin Asia KL Sdn Bhd Marketing Manager and David CL Chai, Miki Travel Sdn Bhd Hotel Contracts Manager, Ms Lucy Valentine Eruthayam, BERJAYA UCH School of Tourism, Arts and Culture Lecturer and Mr Najmi Abdullah BERJAYA UCH School of Hospitality Management Program Leader.

This well-organized event started off with a welcome note from the Acting Vice Chancellor of BERJAYA UCH, Dr. Woo Kok Yoong followed by the panel discussion. “I am glad that we are having this colloquium on the hospitality, tourism and culinary arts industry today. I believe that honesty, sincerity and trustworthy are the important elements in these industries,” said Acting Vice Chancellor of BERJAYA UCH Dr. Woo Kok Yoong. “The passion of being in these industries has to be sustained in order for one to shine,” he added.

To be a shining success in the hospitality, tourism and culinary arts industry, one has to understand that this industry is primarily focused on customer satisfaction. For the most part, the Hospitality industry is built on leisure or is luxury-based, as opposed to meeting basic needs. Hotels and resorts, cruise lines, airlines and other various forms of travel, tourism, special event planning, and restaurants all generally fall under the realm of the hospitality industry. “One should be attentive and passionate about customer needs. If one can satisfy the customers’ need, he or she is already building the foundation to establish a relationship that is based on trust and loyalty,” said Mr Souji Gopalakrishna Pillai, Deputy Director for the Centre of Research & Development at BERJAYA UCH.

During the colloquium, some interesting topics covered were “Potential of the Malaysian Batik Industry from the Perspective of Batik Entrepreneurs and Employees” by Mr. Wong Lee Yoon, a degree student; “Globalization, Culture and Heritage Tourism: An Asian Perspective” by Ms. Chris Ong Siew Har, a PHD student; “Contemporary Ethical Issues in Unusual Tourism” by BERJAYA UCH students and “Marketing Malaysia as a Tourism Destination: The Influence of Marketing Mix Variables on Tourist Travel Patterns” by BERJAYA UCH lecturer.

“Being in an industry that deals mainly with people, the hospitality, tourism and culinary arts industry are facing various challenges in its everyday operations. Hence, the colloquium is aimed at addressing the contemporary issues in the hospitality, tourism and culinary arts industry because it is of great importance that students and industry professionals are aware of the current trends in these fields and to update themselves in order to improve their services constantly,” explained Mr Souji Gopalakrishna Pillai, Deputy Director for the Centre of Research & Development at BERJAYA UCH.

“I am proud that my students, Benjamin Chen and his team took the initiative and managed to hold the first student organized colloquium on the contemporary issues on the hospitality, tourism and culinary arts in Malaysia! It was indeed an eye opener to the students as they enjoyed themselves during the colloquium listening to the many panel members’ point of views in the context of the hospitality, tourism and culinary arts industry,” said Mdm Mae Ho, COO of BERJAYA UCH. “Allowing the students to be involved in organizing this talk is part of BERJAYA UCH’s Immersion Methodology where students are encouraged to participate in practical work instead of merely studying from the books!” Mdm Mae Ho exclaimed.

If you would like to participate in future events relating to the Hospitality, Tourism, Culinary, Retail, Events or the Retail Management industries, please visit www.berjaya.edu.my or call 03-2687 7000 for details on upcoming events.

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About BERJAYA University College of Hospitality

BERJAYA University College of Hospitality (BERJAYA UCH), Malaysia's premier University College officially opened its doors to its inaugural intake of students in January 2009. The University College offers programmes related to culinary arts, hospitality, tourism and travel, events, and retail management. The city campus, situated in the golden triangle on the 11th and 14th floors of BERJAYA Times Square, is conceptually designed with a 5-star hotel ambience, equipped with the most comprehensive and advanced facilities that mirrors the real world. For more information on BERJAYA UCH, please visit www.berjaya.edu.my.

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