UiTM’s Effort To Promote Melaka

ALOR GAJAH - Some 500 students from Universiti Teknologi Mara’s (UiTM) Hotel Management and Tourism Faculty participated in a Food and Cultural Festival at the Melaka River Uptown recently. The festival was aimed at promoting the three heritage food which has become a popular choice of locals and tourists, namely rendang, nasi beriani and char koay teow.

Bandaraya Melaka UiTM Deputy Rector, Prof. Madya Mohd Zainud-Din Hassan said the involvement of both students and lecturers of the faculty will be able to provide practical training and learning to those involved.

He said the approach of combining culture and food tradition of the various ethnic group in this country will be able to project the Fabulous Food Malaysia concept.

This concept, he said, can be used as a platform to attract more visitors, either local or foreign, to the State.

"As this faculty has got something to do with tourism, I feel that we should also play our part to enhance the tourism attraction by showing visitors what this State has to offer. "Through this effort, we will be able to see the various unique cultures, which should continue to be preserved as an attraction for tourists."

"The uniqueness of the culture and heritage in Melaka can be seen from its arts, musical presentations, dances and even food," he added.

The event was officiated by the State Tourism, Culture and Heritage committee chairman, Datuk Latif Tampil Chiak. According to Mohd Zainud-Din, his students are prepared to play their part to help promote tourism in Melaka in order to enhance the State’s status as a major tourist destination.

Apart from that, he added, this will also help to promote Melaka as a Green City apart from being United Nations Educational, Scientific, Cultural Organization’s (UNESCO) World Heritage City.