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TPN and HELP University (M) industry-academia collaboration trains the future talent of the tourism industry

Petaling Jaya - Malaysia Virtual Experience for Higher Learning Institutions (MyVXp HLIs) programme is expected to address the challenges and needs of the future workforce in the tourism industry.

Director General of Malaysia Productivity Corporation (MPC), Dato' Abdul Latif bin Haji Abu Seman said, the programme was designed to address issues related to the mismatch of students' skills and knowledge with industry requirements and graduate unreadiness to enter the industry.

MyVXp HLIs was developed by Tourism Productivity Nexus (TPN) with MPC's support and via industry-academia collaboration with HELP University (M). The mentoring programme trains students in tourism and hospitality to host online travel experience.

MyVXp started in 2020 as a proactive action by TPN in helping the tourism industry players to regenerate revenue through online travel experiences.

According to Dato' Abdul Latif, this year, through innovative collaboration with HELP University (M), the programme was expanded to a new target group of students studying tourism and hospitality at higher learning institutions.

"MyVXp HLIs aims to equip students with industry basic digital skills and knowledge, enable students to adopt basic technology applications, and inculcate entrepreneurial values among students through the development of online tourism products," he said at the official launch of MyVXp HLIs programme on 10 November 2021 which was also attended by the Vice Chancellor, HELP University (M), Professor Datuk Dr. Paul Chan.

Dato' Abdul Latif said that MPC hoped for more higher learning institutions would embed MyVXp HLIs as part of their courses or training programmes.

“Future talents that match the needs of the tourism sector will increase the productivity growth of the industry. Modules and programme delivery are customised to ensure MyVXp HLIs meets the industry needs. Industry inputs are put together within the academic framework. Among the uniqueness of MyVXp HLIs is the "pitching" session by students to the industry players at the end of the programme", he added.

The virtual MyVXp HLIs Launching Ceremony was followed by the presentation of certificates to HELP University (M) students who successfully completed the programme's pilot project conducted in August and September 2021.

End.

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 (TPN)

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

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