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Tourism Productivity Nexus collaborates with HELP University on industry-ready digital and entrepreneurial skills

Petaling Jaya – Tourism Productivity Nexus (TPN) with full support from Malaysia Productivity Corporation (MPC), collaborates with HELP University Malaysia to mentor tourism and hospitality students with industry-ready digital skills through TPN’s signature programme - Malaysia Virtual Experience (MyVXp).

Uzaidi Udanis, Champion Tourism Productivity Nexus (TPN) said in a statement, “TPN forms a strategic partnership with HELP University Malaysia to pilot MyVXp programme to a new target group – tourism and hospitality students in higher learning institutions. After completing the 12-hour mentoring session by trainers from the industry, the students have a taste of the real world of the tourism industry through the pitching session – where students pitch their talents, strengths, and live online experience products to an audience of travel agencies and tourism product owners, who might be interested to work with the students.”

Uzaidi added, “The pilot project programme module was developed specifically for the students. We hope to learn from this experience, then we intend to proliferate the model to other higher learning institutions. The key is to future proof our graduates to be industry-ready and instil entrepreneurial skills in them. I hope more higher learning institutions will come forward to work with TPN to materialise this agenda. The strength of the programme is in its industry-academia linkages that upon completion of the mentoring session, the students will be directly connected to the industry players.”

According to TPN, MyVXp for Students in Higher Learning Institutions (MyVXp HLIs) programme, module and operationalisation are developed in collaboration with HELP University.

End.

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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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