

# TOURISM WORKSHOP 2007 : Strengthening Tourism Partnership Towards Sustainable Development

Tourism & hospitality industry players recently down together in a tourism workshop organized by Tourism & Hotel Management Program, School of Business & Economics. The main objectives of the workshop was to gather information and also strengthen the partnership between the academic institution and main players of the industry. Many prominent figures in the industry joined the workshop where all of them are grouped together in tables for discussion. Earlier before the discussion started, two prominent speakers presented their paper namely, Prof. Dr. Amran Hamzah, from Tourism Research Group, UTM presented a paper entitled Building Smart Partnership meanwhile Prof. Dr. Datin Maryati Mohamed present a paper entitled Eco-Tourism. The Honourable Minister of Environment, Culture & Tourism, Datuk Masidi Manjun gracefully



opened the workshop and later in the evening, Asst. Minister Datuk Hj. Karim Bujang closed the workshop. The workshop gathered many information which could be the platform for future seminar plans to be organized next year. Speaking to the Buletin SPE, the chairman of the workshop, Pg. Dr. Hassanal Bahar said, the initiative to organize the workshop could become a feeder for our future international conferences.