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UMS Hospitality Fiesta builds industry-ready graduates

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KOTA KINABALU: The UMS Hospitality Fiesta 2.0 has provided a valuable platform for students to gain practical exposure and develop skills required by the hospitality industry, said Universiti Malaysia Sabah (UMS) Vice-Chancellor Professor Datuk Dr Kasim Mansor.

In a speech delivered on his behalf by UMS Assistant Vice-Chancellor (Industry and Community Network) Professor Dr Rayner Alfred during the programme's opening ceremony on Wednesday, Kasim said such initiatives complement classroom learning by exposing students to real industry practices.

He noted that the hospitality industry remains one of the key sectors contributing to national economic growth, particularly in strengthening the tourism industry.

"In today's increasingly competitive and globalised environment, students need more than theoretical knowledge. They must also equip themselves with practical skills, interpersonal communication abilities and a high level of professionalism," he said.

Kasim described programmes such as the Hospitality Fiesta as highly relevant in preparing students for the realities of the industry.

He said participants were given opportunities to apply their skills in event management, food and beverage preparation, customer service and hospitality operations through hands-on experiences.

According to him, the programme featured several competitions including



Professor Dr Rayner (left) representing Vice-Chancellor Professor Datuk Dr Kasim Mansor launching the UMS Hospitality Fiesta 2.0

sandwich making, napkin folding, bed making, table setting and mocktail preparation, attracting participation from public and private higher learning institutions, industry representatives and members of the public.

"These platforms not only help uncover talent and creativity among participants but also enhance their competency and confidence in the hospitality field," he said.

Kasim encouraged participants to make full use of the opportunity to gain experience, build professional networks and strengthen their skills.

He also stressed that success in the hospitality sector depends not only on technical expertise but also on soft skills such as discipline, work ethics, effective

communication, responsibility and teamwork.

"These values are essential in producing quality graduates who are resilient and capable of competing not only at the national level but also internationally," he added.

Kasim expressed confidence that the UMS Hospitality Fiesta 2.0 would continue to serve as an effective platform in producing competent, creative and industry-ready graduates.

He also commended the organising committee and students involved for successfully managing the event.

"I believe organising an event of this scale is not an easy task as it requires commitment, teamwork, good time management and strong leadership.

"However, the students have

proven that UMS undergraduates are capable of handling large-scale programmes with professionalism and dedication," he said.

The vice-chancellor also acknowledged that the programme formed part of the Hospitality Event Management course and was conducted under the guidance of lecturer Marry Tracy Anak Pawan.

He congratulated the lecturer and students for their efforts in making the programme a success while providing meaningful practical learning opportunities.

Kasim expressed hope that the UMS Hospitality Fiesta would continue to grow into a prestigious programme and become a source of pride for UMS in the years ahead.