

CLOSING SPEECH

Yang Berbahagia
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Universiti Teknologi MARA

**3rd Penang International Conference on Hospitality
(PitCH) 2023**

**Parkroyal Penang Resort
13-14 September 2023
(Recording on 30 August 2023)**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Yang Berbahagia

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Yang Berusaha

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Distinguished guests, ladies, and gentlemen

Salutations

(To be confirmed by the organiser on the day of the event)

Assalamualaikum Warahmatullahi Wabarakatuh dan Salam Sejahtera. Greetings to all.

1. *Alhamdulillah*, praise be to Allah SWT, by whose grace and blessings we are gathered here for this auspicious event.
2. I am honoured and delighted to be with you today to participate in the closing of this remarkable **3rd Penang International Conference on Hospitality 2023** or **PItCH 2023**.
3. It is truly an honour to preside over this important event with the theme "**Recovery and Resilience: Strengthening the Hospitality and Tourism Industry through Sustainable Development Goals.**"
4. My heartfelt gratitude to our esteemed co-organisers who have played an integral role in making this event a reality.

Ladies and gentlemen,

5. For **PitCH 2023**, we are fortunate to have the support and participation of:
 - Iowa State University, United States of America
 - Universiti Putra Malaysia
 - Universitas Negeri Surabaya, Indonesia
 - King Mongkut's Institute of Technology Ladkrabang, Thailand, and
 - The Technical Vocational Education and Training (TVET) Division, Ministry of Education, Malaysia.

6. This international collaboration has laid the foundation for a platform where diverse perspectives and expertise converge, fostering an environment conducive to innovation and transformative ideas.

7. Our gratitude also extends to those who have supported us on the local front:
 - The Penang State EXCO Office for Tourism and Creative Economy (PETAC)
 - Seberang Perai City Council (MBSP)
 - Penang Convention & Exhibition Bureau (PCEB)
 - Penang 2030, and
 - UiTM Technoventure Sdn Bhd (UTV).

8. Their incredible commitment has been instrumental in ensuring the success of this conference.

Ladies and gentlemen,

9. **PitCH 2023** assembles scholars, practitioners, and industry leaders to explore solutions and strategies collaboratively and serves as a beacon of hope and a forum for insightful discussions in the wake of unprecedented challenges confronting the global hospitality and tourism industry.

10. The ongoing global pandemic has had a significant impact on the hospitality and tourism industry. The abrupt cessation of international travel, restrictions on movement, and the shifting of consumer preferences have unquestionably shaken the foundation of this industry.
11. Nevertheless, we gather here today with a renewed spirit of innovation, collaboration, and dedication.
12. Hence, the conference theme "**Recovery and Resilience**" reflects our collective resolve to overcome adversity and construct a more resilient and sustainable future for this vital sector.
13. Let us not forget that the **United Nations' Sustainable Development Goals (SDGs)** have provided a comprehensive framework for addressing these challenges and forging a path to recovery.

14. These goals serve as a reminder of our obligation to strike a balance between economic, social, and environmental dimensions while driving sustainable development.

Ladies and gentlemen,

15. UiTM is committed to upholding initiatives related to the **Sustainable Development Goals (SDGs)** through the **Institute for Biodiversity and Sustainable Development (IBSD)** and the **UiTM Green Centre (UGC)**.

16. Continual collaboration is established with all faculties, academic centres, and branches, including the Faculty of Hotel and Tourism Management of UiTM Pulau Pinang Branch.

17. As we engage in meaningful dialogues and knowledge-sharing sessions, we must also examine how the hospitality and tourism industry can contribute to the attainment of the SDGs by providing a road map to rebuild the industry in a way that has a positive and lasting effect on our communities and the world.
18. There are countless opportunities for us to make a difference, ranging from responsible tourism practices that preserve cultural heritage and protect natural ecosystems to innovative approaches in service delivery and guest experiences.
19. Therefore, as a preeminent institution of higher education, UiTM is committed to cultivating future leaders who comprehend the complexities of sustainable development and are able to produce positive change.

20. We will ensure that our academic and research endeavours are geared toward resolving real-world problems and improving industries.

Ladies and gentlemen,

21. Before I end, I would like to express my deepest gratitude to the organising committee, the speakers, the sponsors, and the participants of **PItCH 2023**.

22. Your presence demonstrates your commitment to advancing the hospitality and tourism industry, despite obstacles.

23. So, let us together lay the groundwork for a more prosperous, sustainable, and blessed future.

**On that note,
I hereby declare the 3rd Penang International
Conference on Hospitality 2023 closed.**

Thank you.

**Wabillahi Taufiq Walhidayah Wassalamualaikum
Warahmatullahi Wabarakatuh.**