



# **HOSPITALITY AND TOURISM INDUSTRY: COLLABORATIVE ECOSYSTEM**

ADDRESSING LABOUR AND SKILLS SHORTAGE  
SARAWAK, MALAYSIA CONTEX

PRESENT BY  
ASST. PROF. CHRISTOPHER WAN  
DEAN | RESIDENT MANAGER | TV HOST | CHEF | ACADEMICIAN





# OVERVIEW OF THE HOSPITALITY AND TOURISM INDUSTRY LANDSCAPE IN SARAWAK

01

Sarawak Visitor  
Arrival



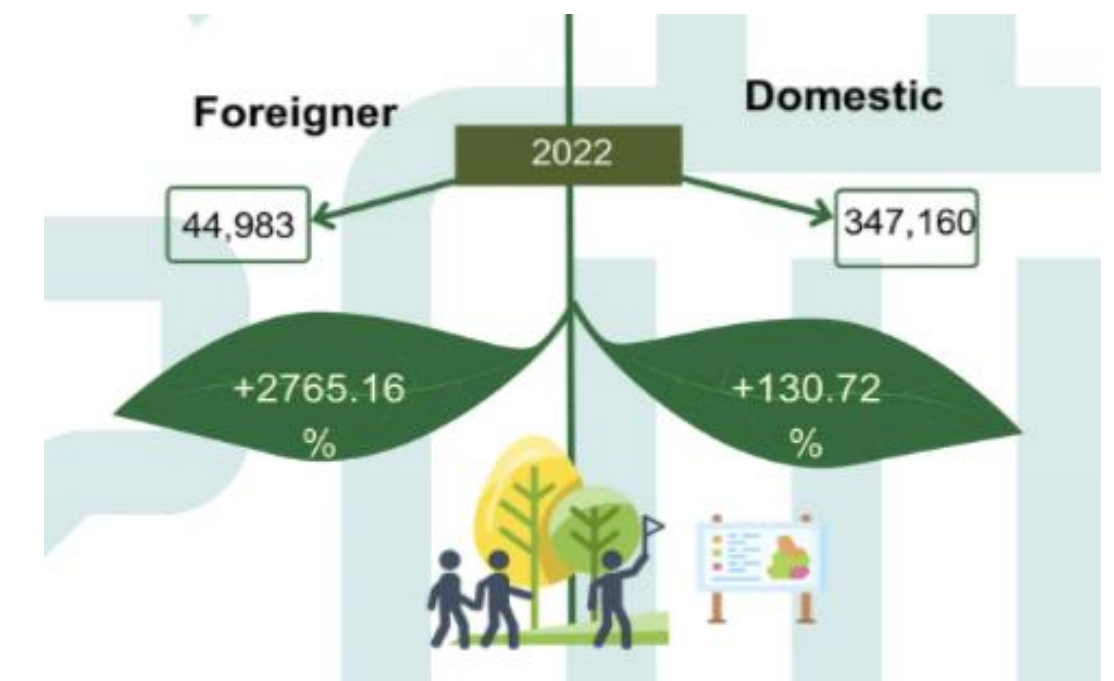
02

Sarawak Tourism  
Receipts



03

National Parks Visitor  
Arrival







# OVERVIEW OF THE HOSPITALITY AND TOURISM INDUSTRY LANDSCAPE IN SARAWAK

04

## Visitor Arrivals to Sarawak Museum



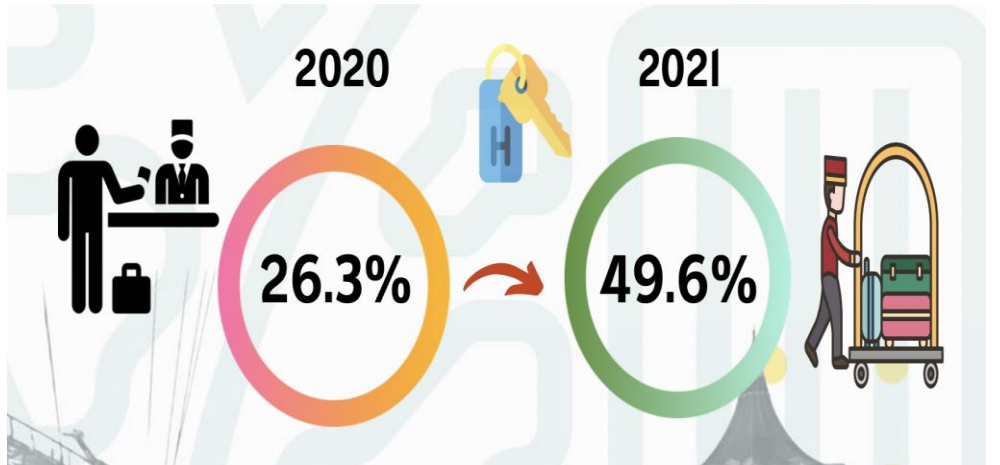
05

## Sarawak Handicraft Industry

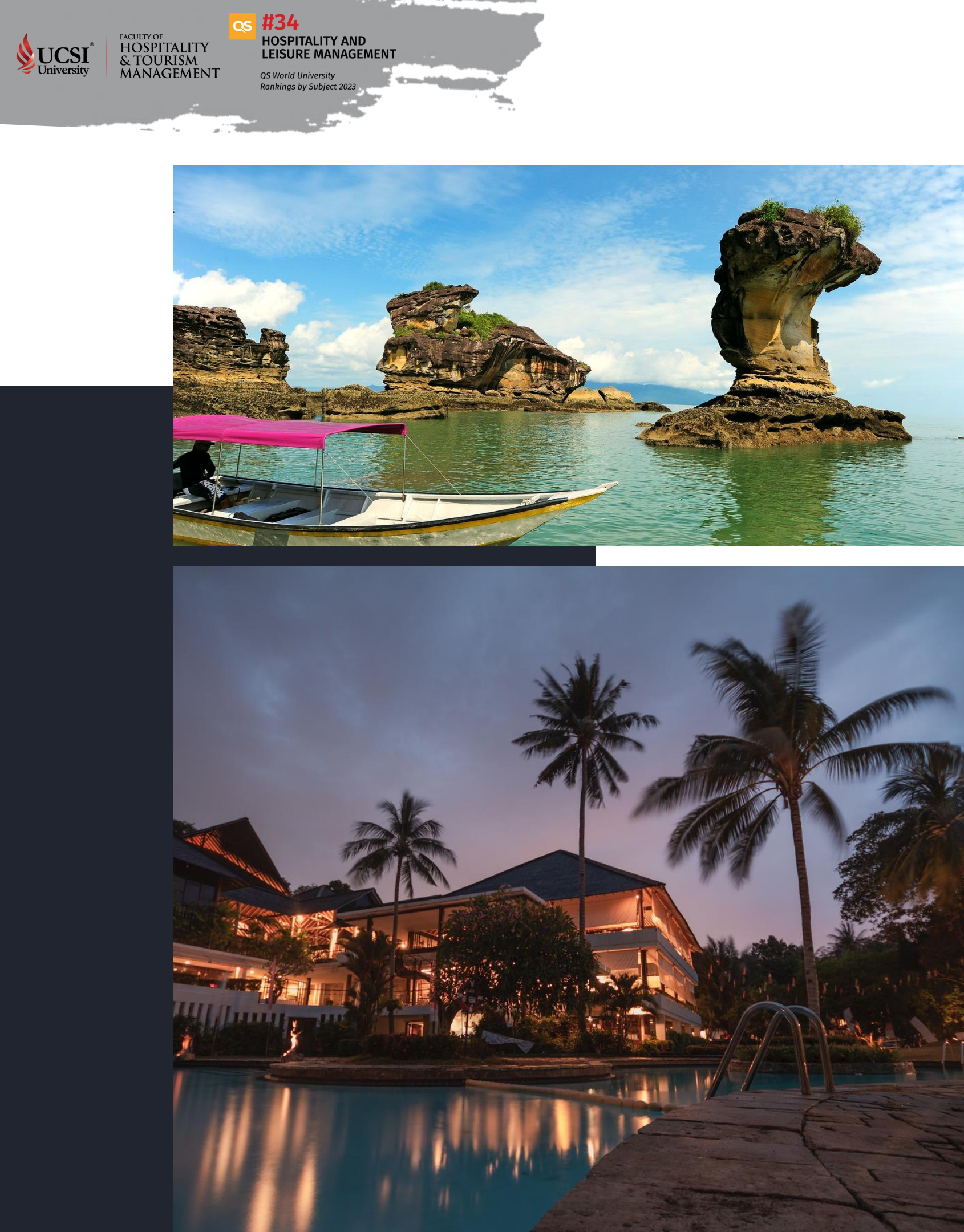


06

## AVERAGE OCCUPANCY OF HOTELS IN SARAWAK







# EMERGING TREND

## HOSPITALITY AND TOURISM INDUSTRY

01

Rise of Digital and Mobile Booking

02

The Shift in Consumer Behavior

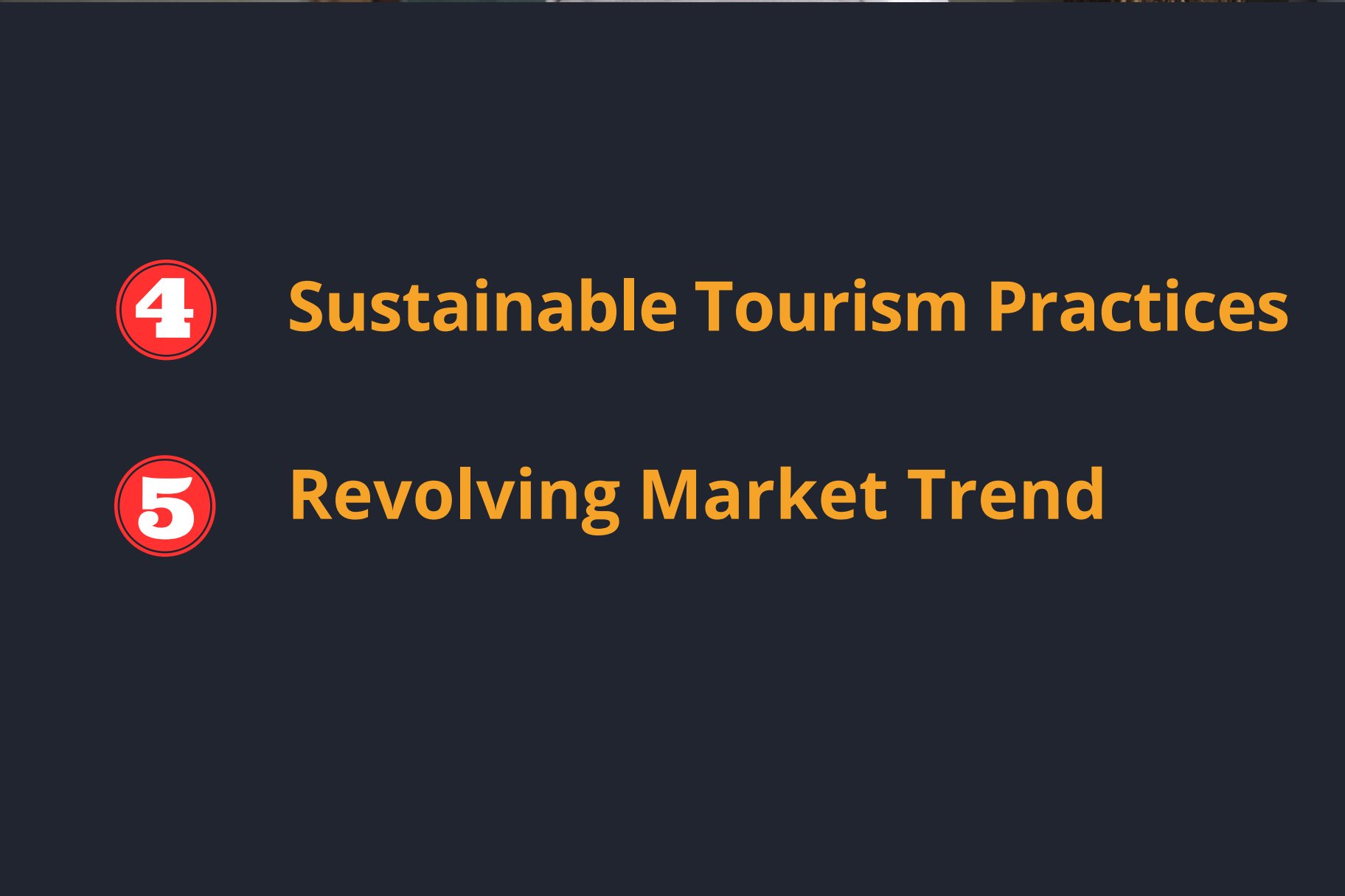
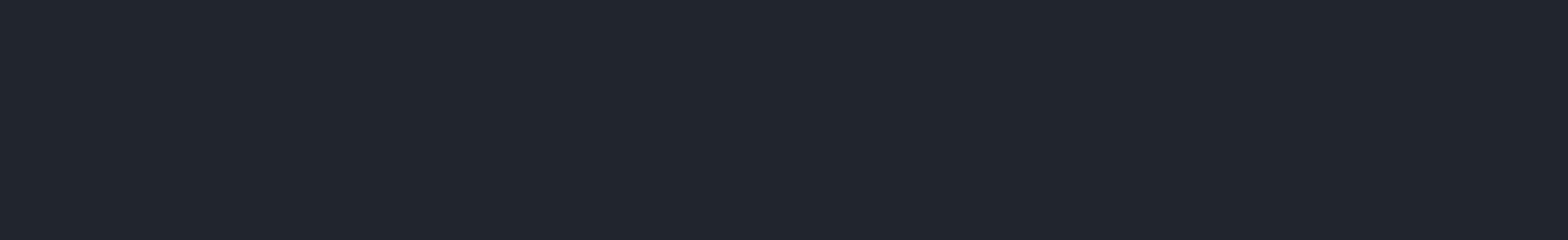
03

Emphasis on Sustainability and Responsible Tourism

04

Technological Advancements





# ISSUES IN HOSPITALITY AND TOURISM INDUSTRY

- ① Digital Literacy Gap
- ② Skills Shortage
- ③ Workforce Shortage
- ④ Sustainable Tourism Practices
- ⑤ Revolving Market Trend



 **UCSI**  
University

FACULTY OF  
HOSPITALITY  
& TOURISM  
MANAGEMENT

QS #34  
HOSPITALITY AND  
LEISURE MANAGEMENT

QS World University  
Rankings by Subject 2023

# **ADDRESSING THE ARISING ISSUES**

**HOSPITALITY AND TOURISM INDUSTRY**

**THROUGH**

# **COLLABORATIVE ECOSYSTEM**

**PUBLIC AND PRIVATE SECTOR**

**ACADEMIA AND INDUSTRY  
STAKEHOLDERS**

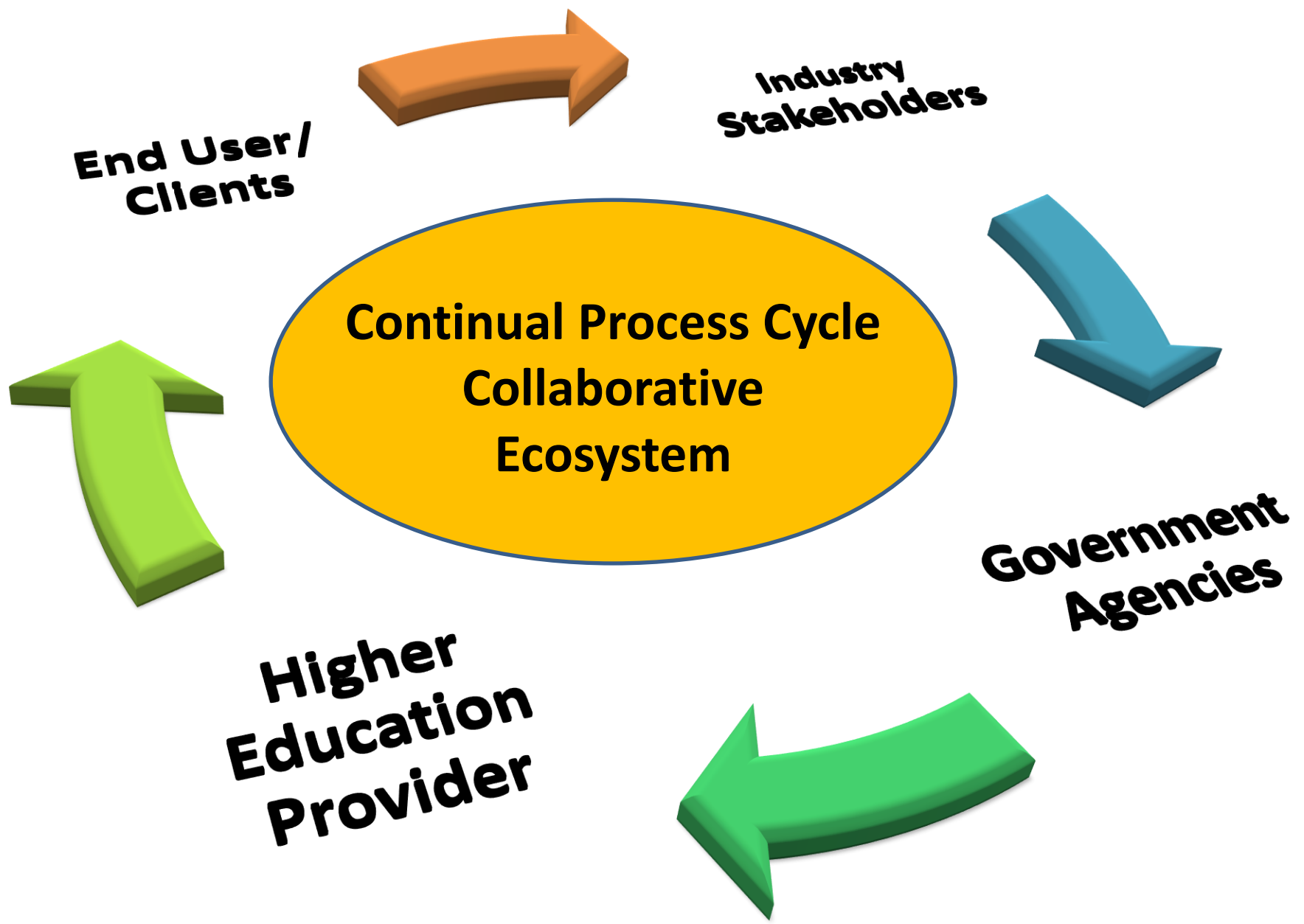






# ADDRESSING THE ARISING HOSPITALITY AND TOURISM INDUSTRY ISSUES

## COLLABORATIVE ECOSYSTEM







FACULTY OF  
HOSPITALITY  
& TOURISM  
MANAGEMENT



**#34**

**HOSPITALITY AND  
LEISURE MANAGEMENT**

*QS World University  
Rankings by Subject 2023*

# THANK YOU

Asst. Prof. Christopher Wan  
UCSI University  
Malaysia  
[christopherwan@ucsiuniversity.edu.my](mailto:christopherwan@ucsiuniversity.edu.my)