

SECTOR FOCUSED CAREER FAIR @ TAYLOR'S UNIVERSITY

THE Sector Focused Career Fair (SFCF) is a series of career fairs in collaboration with local universities focusing on the 12 sectors of the NKEA. Its main objective is to educate and raise awareness among the public, particularly students, on the choices of career paths available in these sectors.

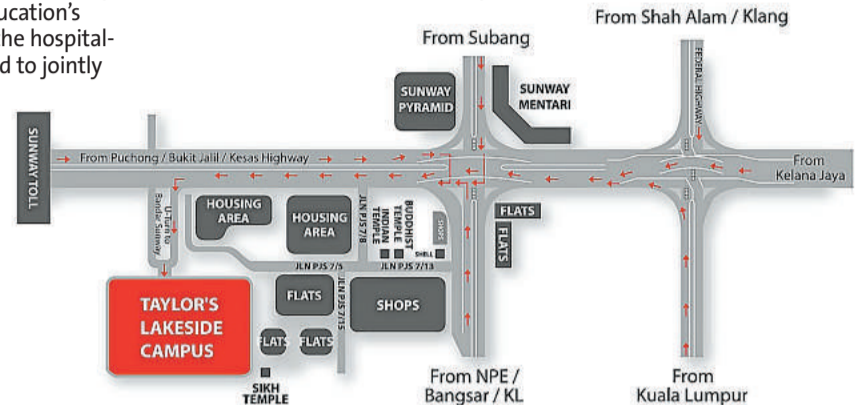
Taylor's University is the first and only university in the country to achieve the highly coveted "Tier 6: Outstanding Rating" in the Malaysian Ministry of Higher Education's Discipline-Based Rating System (D-SETARA) in the hospitality and tourism discipline. TalentCorp, is pleased to jointly

organise "SFCF Taylor's", which will focus on the Hospitality & Tourism; FMCG; Shared Services; and Business Services sectors.

Activities to look forward to at SFCF Taylor's include job fairs, interviews, SPARC C-Talk, TalentCorp C-Talk Series, couch corner, ICQ quiz, mini competitions, GEMS: SME and Entrepreneurship Track Pitching Session and many more!

HOW TO GET THERE

GPS coordinates:
N 3° 3' 52.91",
E 101° 36' 58."



PARTICIPATING COMPANIES

- | | | | |
|---|---|--|---|
| 1 Accor Hotels Group | 10 Chaswood Resource Sdn Bhd | 20 Kimberly-Clark | 29 Only World Group |
| 2 AEON Co. (M) Bhd | 11 Financial Sector Talent Enrichment Programme (FSTEP) | 21 Leading Travel Planners Sdn Bhd | 30 Parkson Holdings Bhd |
| 3 AIG Shared Services (M) Sdn Bhd | 12 Frost & Sullivan Gic Malaysia Sdn Bhd | 22 L'Oréal Malaysia Sdn Bhd | 31 PIKOM (Outsourcing Malaysia) |
| 4 Amway Business Services Asia Pacific | 13 Fuji Xerox Malaysia Sdn Bhd | 23 Malaysian Communications And Multimedia Commission (MCMC) | 32 QSR Brands (M) Holdings Bhd |
| 5 Association of Chartered Certified Accountants (ACCA) | 14 Fraser & Neave Holdings Bhd | 24 Mamee-Double Decker (M) Sdn Bhd | 33 Shangri-La Group |
| 6 Atos Services (M) Sdn Bhd | 15 Getronics Technology Sdn Bhd | 25 Manulife Technology & Services Sdn Bhd | 34 Shell Business Service Centre |
| 7 Averis Sdn Bhd | 16 GlaxoSmithKline | 26 Miki Shared Services Centre | 35 Standard Chartered Bank Malaysia Bhd |
| 8 Berjaya Corporation Group of Companies | 17 Hewlett-Packard Company | 27 Mondelez International | 36 Starwood Hotels and Resorts Group |
| 9 Certified Practising Accountants (CPA Australia) | 18 IBM Malaysia Sdn Bhd | 28 Nestlé Products (M) Sdn Bhd | 37 Talent Graduan |
| | 19 iTAc Resources Sdn Bhd | | 38 Teach For Malaysia |
| | | | 39 YTL Hotels and Properties |

For details on other participating companies, visit www.facebook.com/SectorFocusedCareerFairSFCF

SHARED SERVICES /
BUSINESS SERVICES /
FMCG / HOSPITALITY /
TOURISM

THE GRAND HALL
TAYLOR'S UNIVERSITY
LAKESIDE CAMPUS

30 & 31 OCTOBER 2013
10.00 AM – 5.00 PM

"Berjaya Group is looking forward to participating in TalentCorp's Sector Focused Career Fair to raise awareness of our internship and management trainee programmes. We invest in grooming young talents in the hospitality sector to build the talent pipeline for our leading hotels in the region."

Grace Chan, general manager, group human resource & administration, Berjaya Corporation Bhd



WIN-WIN FOR ALL IN SUSTAINABLE TOURISM

By **PREMA JAYABALAN**
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SUSTAINABLE tourism is a subset from tourism that is gaining momentum in Malaysia.

It is "tourism that respects both local people and the traveller, cultural heritage and the environment," says Dr Vikneswaran Nair, associate professor of sustainable tourism management at the school of hospitality, tourism and culinary arts at Taylor's University. It seeks to provide tourists with an enjoyable travel experience, whilst also benefitting the people of the host country and the environment.

"Hence, the equilibrium of the three pillars of sustainability becomes important in the principles of sustainable tourism – economics (profit), environment (planet) and social (people)," he says.

"These three Ps of sustainability are important in tourism and can be used to ensure that the world becomes a better place for the future generations," adds the professor who is also the vice-president of the Malaysian Ecotourism Association (MEA).

According to the United Nations Environment Programme (UNEP) report, Malaysia has 54 protected areas of more than 1,000ha, totalling 1,483 million ha or about 4.5% of the land surface of Malaysia. These include 28 districts of nature reserves. The Kinabalu National Park and Mulu National Park are



part of the Unesco's World Heritage Site.

Peninsular Malaysia has been establishing a network of protected areas for the conservation of biological diversity over the years.

Currently, the Peninsular has 0.74 million ha of conservation area protected by legislation.

Of these, 0.55 million ha are located outside the permanent forest estate, whilst another 0.19 million ha are within the estate.

According to Dr Vikneswaran, many of these existing natural forests have been an attraction for international tourists from across the globe. Scientists believe that at 130 million years old, the rainforests of Taman Negara are the oldest in the world. Hence, effective management of the forest as a tourism product is essential.

The concept of "responsible tour-

ism", which is underpinned by sound environmental, social and economic principles, offers a way to minimise ecological impact, benefit local communities and reduce poverty.

"As the concept of sustainable tourism becomes increasingly popular across the globe and in Malaysia, a need has emerged for both industry standards and procedures, and for monitoring compliance with such requirements," comments Dr Vikneswaran.

"Such standards and monitoring procedures can distinguish valid sustainable and responsible tourism projects from other enterprises that have appropriated the sustainability label without commitment to its principles."

The associate professor comments that such measurements are also necessary to help honest



sustainable tourism projects critique their performances and move closer to the ideal of sustainability.

Such an approach to tourism reaps benefits for all involved. "The management of sensitive ecosystem in the sustainable tourism context can protect a country's heritage and make it available for local education and tourism.

"The investment in such facilities is usually repaid through tourists who come in larger numbers and stay longer because there are more things to see and do, and at the same time know that the sustainability of the site has been looked into," he concludes.

CAREER OPPORTUNITIES IN SUSTAINABLE TOURISM

Generally, a career in sustainable tourism can be classified into four main areas:

1. Assessing and developing sustainable tourism destinations:

- Tourism development specialists
- Sustainable tourism business development managers
- Sustainable development consultants
- Ecosystem management and development, tourism and human resources advisors

2. Managing ecotourism destinations sustainably:

- Directors – parks and recreation areas, reserves, eco-tours
- Managers – ecotourism, rainforest parks, eco-lodge, cultural tourism project facilities, sustainable consumption and conservation, conservation projects
- Conservation expedition country coordinators, nature tourism rangers, wildlife centres advisors, naturalist programmers
- Officers – heritage tourism, rural tourism, coastal tourism and conservation programmes

3. Marketing:

- Managers – tourism communications, adventure travel promotions, tourism marketing
- Guidebook writers, protected areas communications officers

4. Cultivating global partnerships:

- Public health advisors
- Human resource specialists
- Translators and community organisers
- Proposal and grant writers
- Regional recruiters
- Communications specialists
- Artisan product and business specialists
- Teachers, tutors