



BY MA CHEE SENG
@macheeseng11@gmail.com

KOTA SAMARAHAN: The International Conference on Media and Society (IC-MAS 2022) is the ideal venue for cultural heritage professionals to share their expertise and current research with participants, said Professor Dr Wan Hashim Wan Ibrahim.

Wan Hashim who is also the Universiti Malaysia Sarawak (UNIMAS) deputy vice-chancellor (Research and Innovation) said that the subject was also relevant to the conference's theme, Communicating Cultural Heritage: Inclusion in Changing Landscapes.

He said that efforts to protect cultural heritage were critical for every community around the world because they can promote access to enjoyment of cultural diversity.

"The United Nations Educational, Scientific, and Cultural Organisation (UNESCO) has also recognised that cultural heritage can enrich social capital and foster a sense of individual and collective belonging, which helps in the maintenance of social and territorial cohesion.

"Therefore, it is crucial that the process of transferring cultural heritage should be a constant endeavour by key stakeholders using various channels and platforms to distribute knowledge," he stated.

He made the remarks while speaking on behalf of UNIMAS vice-chancellor Professor Datuk Dr Mohamad Kadim Suaidi at the opening of IC-MAS 2022 yesterday at Dewan Mutiara, DeTAR Putra.

The conference's primary objective is to discuss the changing landscape of cultural heritage at the local and international levels, to provide a platform for debate on various current issues related to cultural heritage, to promote the

Ideal venue for sharing expertise



DR Wan Hashim officiates the conference by striking the gong. Photo: Alf Nara.

sharing of scientific research findings among media and communication scholars at the local and international levels, and to increase networking among media and communication scholars, practitioners, and industry players.

Meanwhile, Dr Dayang Aizza Abang Ahmad, chairman of the IC-MAS 2022 Conference, stated that it was the first hybrid conference organised by the Faculty of Languages and Communication at UNIMAS since the COVID-19 epidemic.

According to her, three prolific figures are delivering lectures at the conference, namely, the advisor of the Malaysia-Indonesia Archipelago Research Centre for Migration, Islamic Community and

Peace Studies Associate Professor Dr Reevany Bustami; UNIMAS Applied and Creative Arts Faculty lecturer and industry practitioner Professor Dr Qistina Donna Lee Abdullah and chairman of the Brooke Trust Board of Trustees and Sarawak Association president Jason Brooke.

"These speakers emphasise cultural and heritage challenges in the region, particularly with regard to a sustainable future," she noted, citing their different backgrounds and areas of expertise.

In a related development, Wan Hashim stated that he believed the speakers also expressed their thoughts and experiences regarding cultural heritage.

"At the same time, they will be able

to provide the audience with a greater perspective and insight into the value of transmitting cultural legacy.

"IC-MAS2022 further emphasises the role of communication in developing awareness of collective responsibility in the protection and conservation of cultural resources.

"As a result, I am convinced that this two-day conference will assist both presenters and attendees in the attempts to discover new information form new collaborations, and establish strategic relationships for future collaborations."

Also present were FBK dean Professor Dr. Ambigapathy Pandian; senior director of Innovation and Enterprise Research Centre Prof Dr Li May Chian and other representatives.

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KOTA SAMARAHAN: Through research and consultation, Universiti Malaysia Sarawak (UNIMAS) is committed to offering expertise and support in the fields of tourism innovation and spatial technology.

Deputy vice-chancellor (Research and Innovation) Professor Dr Wan Hashim Wan Ibrahim, stated that the establishment of the Institute of Tourism Research and Innovation (ITRI) provided ample opportunities for UNIMAS academics to collaborate on various research projects.

"Researchers at UNIMAS have been actively associated with the Sarawak government to promote the

UNIMAS devoted to providing guidance, experience

local tourism sector as part of their efforts to convey cultural heritage.

"This is evident when UNIMAS plays a major part in building applications and web portals established by the Ministry of Tourism, Arts and Culture (MOTAC) in connection with the Visit Malaysia 2020 and Visit Sarawak

Campaigns.

"The Sarawak Multimedia Authority (SMA) is funding and leading this project," he explained.

He made the remarks yesterday while speaking on behalf of UNIMAS Vice Chancellor Professor Datuk Dr Mohamad Kadim Suaidi during the launch of IC-MAS 2022 at

Dewan Mutiara, DeTAR Putra.

As a result, Wan Hashim informed that the application produced by UNIMAS researchers featured many attractive destinations in Sarawak, including Kuching's Old Heritage, Scenic Sites, National Parks and Nature Reserves, Food and Religious Trail

