

UMS Launches EcoTourism @ Campus on 27 September

Published: Thursday, 25 September 2014 13:42 | [Print](#) | Hits: 1994

Tweet

Share

G+ Share

0



THURSDAY, 25 SEPTEMBER – In conjunction with World Tourism Day on 27 September, UMS will launch EcoTourism @ Campus to promote to outsiders the natural beauty found inside the campus.

According to sources from the EcoCampus Management Centre, some areas or facilities available at UMS have the potential to be highlighted as an EcoTourism Campus attraction; among them are the Institute for Tropical Biology and Conservation Orchids Gallery, Marine Museum and Aquarium and ODEC Beach.

EcoTourism @ Campus which will be launched, is intended to educate outsiders on the importance of nature conservation by using knowledge-based approach, in line with the objectives of UMS in exploring, preserving and effective knowledge sharing to develop the society and nation.

The programme based on educational tourism is one of the efforts in bringing about success to UMS EcoCampus initiative which was launched on 7 February last year.

To be held at the premises of the Institute for Tropical Biology and Conservation, EcoTourism @ Campus is expected to be officiated by the Minister of Community Development and Consumer Affairs, Datuk Hajah Jainab Datuk Seri Panglima Haji Ahmad Ayid. – *MA (fl)*

Media and Citra Division
Chancellery Department