

UMS' corporate social responsibility project at Kg Sayap

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KOTA BELUD: Faculty of Business, Economics and Accountancy (FPEP) from Universiti Malaysia Sabah (UMS) showed its "Love for Malaysia" by carrying out a corporate social responsibility project at Kampung Sayap, here during Independence Day, recently.

The faculty members headed by the Dean, Associate Professor Dr. Raman Noordin conducted a two-day event in the village, known for its uniqueness in terms of its biodiversity and cultural heritage.

The faculty members with their expertise imparted knowledge and practical skills of the villagers by enhancing their potentials into converting the village as an edu-tourism and eco-tourism destination.

Activities in conjunction with the 61st National Day like drawing competition, creative fashion design and a motivation workshop for UPSR students were conducted for children between the ages of 4 to 12.

Other programmes like cooking competition, work-

shop on table setting and food safety were carried out to enhance the skills of the homestay operators.

This will also help them prepared appropriate menu for the locals as well as foreign tourists.

The workshop on finance helps the homestay operators as well as farmers in managing their accounts more efficiently.

Dr Raman said the effort would be continuous after discussing with the village head and the head of the Parents Teachers Association.

The visitors said they used the opportunity to show their love for Malaysia by helping villagers to improve socio economic status as well as conserve the natural and cultural beauty of Malaysia through Kampung Sayap.

To mould the younger generation as future tour guides, a book titled "In with Edu-tourism and Out with Conservation: The Future of Kampung Sayap" was also launched.

The book covers the history, socio economic profile, and the tourism products like the unique flora, fauna, biodiversity, the potential con-



FPEP with the villagers and their children along with faculty members.

servation, the business opportunities and challenges in Kampung Sayap.

"This book hopes to promote Kampung Sayap as the hub for edu-tourism and

eco-tourism with the help of Sabah Tourism Board," Dr Raman said.