

# UMS evolving from university into tourist destination

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By Chok Sim Yee

**KOTA KINABALU:** Universiti Malaysia Sabah (UMS) is evolving from being just a university with beautiful landscapes to a must-visit place for tourists who come to Sabah, said its vice chancellor, Professor Datuk Dr D Kamarudin D Mudin.

He said the university had been attracting a growing number of tourists over the past few years to visit places such as the UMS mosque, Aquarium and Marine Museum as well as the scenic beach at the Outdoor Development Centre (ODEC) in the campus.

Kamarudin stated this in his speech, which was delivered by UMS Labuan campus director Associate Professor Dr Murnizam Hj Halik, during the soft launching of UMS Eco-Campus Visitors Information Centre (EVIC) and eco-campus tour packages yesterday. The operations and



Buhtamam (right) presents a souvenir to Murnizam at the soft launching ceremony.

administration of the centre is managed by UMS business and commercial arm, UMS Investment Holdings Sdn Bhd (UiNVEST).

EVIC serves as an information centre and entry ticketing booth. It also provides services such as electrical bicycles and buggies for visitors who would like to

move around the campus ground. Proceeds from the tickets will be used to improve the services rendered to tourists visiting UMS.

In an effort to maintain, nurture and conserve the natural beauty of UMS, Kamarudin said an Eco Campus Management Centre was established in February

2013 as a body to implement, enforce, monitor and assess the key elements of the Eco Campus Transformation Plan.

“As a result of this, we are evolving from being just a university with beautiful landscapes towards a brand that is unique for Sabah which attracts tourists worldwide, who come to appreciate the natural beauty of our campus. Slowly but surely, we become a must-visit place for tourists who come to Sabah,” he said.

Kamarudin invited tour operators to work together with UiNVEST in promoting UMS as one of the ‘must go places’ in Kota Kinabalu.

“We hope that such smart partnership can further boost the tourism industry in Sabah,” he said.

Also present were Sabah Tourism Board general manager Suzaini Datuk Sabdin Ghani and UiNVEST group chairman Datuk Ag Buhtamam Ag Mahmum.