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From: UUM CORPORATE COMM.
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Subject: Edutourism Gives UUM And Adjacent Areas A Boost In Tourism



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(*THE EMINENT MANAGEMENT UNIVERSITY*)

News and pictures by: STHEM
Translated by Mahaliza Mahadhir

EDUTOURISM GIVES UUM AND ADJACENT AREAS A BOOST IN TOURISM



UUM ONLINE: Due to the desire of making Edutourism the platform to promote tourism, the School of Tourism, Hospitality and Event Management (STHEM) organized the 'Edutourism Talk' at DKG 3/3, recently.

Dr. Johan Afendi Ibrahim, the Dean of STHEM said the talk was aimed at exposing participants to the various attractions found within and outside of UUM campus and the surrounding areas.

He said various facilities were made available at UUM which can potentially support educational tourism and would be able to attract the arrival of the outside community to UUM. UUM may not only be deemed as a destination for students to further studies, but also for tourism.

"I also encourage students from the Tourism Management Association to start and make the programme as a platform to ensure the success of the Edutourism programme and promote UUM as a tourist attraction to others out there.

"Edutourism is more than just viewing, it also entails thinking about what products can be used to promote tourism," said Dr. Johan Afendi who was also one of the speaker of the programme together with Division Manager, UUM Edutourism, Mr. Muhammad Fauzi Mokhtar.



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