

From: UUM CORPORATE COMM.
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Subject: UUM And Tourism Malaysia Northern Region Agree To Collaborate To Promote Edutourism



UUM Corporate Comm.

Universiti Utara Malaysia

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

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UUM AND TOURISM MALAYSIA NORTHERN REGION AGREE TO COLLABORATE TO PROMOTE EDUTOURISM



UUM ONLINE: A four-eyed meeting between UUM Vice-Chancellor and the Deputy Director of Tourism Malaysia Northern Region Office held recently is set to create a joint venture in promoting Malaysia through edutourism which will benefit both parties as the country continues to confront the COVID-19 pandemic.

The Vice-Chancellor, Prof. Dato' Dr. Ahmad Bashawir Abdul Ghani said the COVID-19 pandemic had brought about limitations to tourism activities similarly to the education sector where the teaching and learning activities too had to be carried out online.

He expressed hope that Tourism Malaysia could help UUM in particular to promote edutorism found in the University as it is seen as an area that will be able to provide returns for both parties.

"We have to think about the future on how to continue to survive in this industry with the new normal in place; the same can be said about technology that is rapidly evolving as well as the world of education.

"So, I hope UUM and Tourism Malaysia can together promote national tourism, especially in the field of education because we have a very wide range of opportunities," he said at the Visitors' Lounge where he received delegates from Tourism Malaysia Northern Region Office recently.

Meanwhile, the Deputy Director of Tourism Malaysia Northern Region Office, Mr. Yoganthiran a / I Manikam said, the courtesy visit was aimed at discussing ways and means to develop the industrial sector and other sectors that are important for state and national development.

According to him based on the outcome of the discussion, he found that there were many avenues and opportunities that Tourism Malaysia and UUM can both work together to explore.

"I am also confident that such cooperation can help the country's economic growth if industry and educational organisation work together, thereby providing amazing results," he said.

Also present were Dean of STHM, Dr. Johan Afendi Ibrahim; Deputy Dean of SCIMPA, Assoc. Prof. Ts. Dr. Juliana Aida Abu Bakar; Director of University Marketing, Mdm. Norazlin Abd. Jalil and Director of UUM Corporate Communication, Mdm. H. Rasidah H. Rodzi.



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