

UPM to become tourism ambassador



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By LOH FOON FONG

newsdesk@thestar.com.my

SERDANG: The Tourism Ministry plans to adopt Universiti Putra Malaysia (UPM) as a "tourism ambassador" to spearhead a pilot project on tourism.

Minister Datuk Seri Dr Ng Yen Yen said a technical committee has been set up to study how both parties could draw in tourists.

"The programme will be a value-added service to the university," she said at the Undergraduates 1Malaysia Discount Card handover ceremony and the launch of an electricity saving campaign yesterday.

Dr Ng said UPM had a suitable tourism product in agriculture and eco-tourism.

"The university has lovely fruit parks that can be used to introduce various local fruits to tourists. They don't have to travel to rural places to savour them," she added.

The committee would look into a suitable place in UPM for tourists to visit and provide training for student tour guides. She added that the tour guides would not need a licence but could only operate within UPM.



Pleased to be here: Ng addressing the crowd during the Undergraduates 1Malaysia Discount Card handover ceremony at Universiti Putra Malaysia in Serdang.

UPM's deputy vice-chancellor (Students and Alumni Affairs) Prof Datuk Dr Mohd Fauzi Ramlan said the tourism programme would be managed by the forestry, park and recreation administrations and agriculture and horticulture departments.

On the 1Malaysia Undergraduates Discount Card (Kads1M) for UPM, Dr Ng said it would benefit 14,700 UPM students, while 1.5 million public and private university students would enjoy a reduction in their cost of living.

"It will cost the Government

RM350mil if not for the private sector that has offered the discounts to students," she added.

The card offers 2% to 60% discounts on books, stationery, food and beverage, health products, eye care, information technology and sports equipment.