

UMP gets two animals to promote edu-tourism

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KUANTAN: Universiti Malaysia Pahang (UMP) has received two spotted deer (*Axis axis*) as part of an effort to position the university as an edu-tour centre.

The deer, named *Pekan* and *Chini*, were handed over to UMP vice-chancellor Prof Datuk Dr Daing Nasir Ibrahim by Medal Lions Creative managing director Muhammad Anas Aziz as the con-

sultant appointed by the East Coast Economic Region (ECER).

Muhammad Anas said the project was one of 30 components of the Serambi-Bandar Pekan-Kuala Pahang improvement strategy.

"The initiative is a cooperation between ECER and UMP in helping to increase the tourism appeal of the Kuala Pahang area following the development of the Medan Ikan Bakar here," he said.

He added that the main objective

was to make UMP one of the edu-tour attractions in the area, and to help promote Medan Ikan Bakar and Pekan town.

Dr Daing expressed appreciation for the addition of the deer to UMP Pekan's Mini Deer Park, saying that it was in line with the university's green campus effort.

"Besides that, the programme will create revenue generation opportunities for the university in the future.

"I hope it will attract visitors to

come to Kuala Pahang and the UMP campus," he said.

Also present at the handover ceremony were UMP deputy vice-chancellor (academic & international) Prof Datuk Dr Rosli Mohd Yunus, deputy vice-chancellor (student affairs & alumni) Prof Datuk Dr Yuserrie Zainuddin, assistant vice-chancellor (corporate affairs & quality department) Prof Datuk Dr Ishak Ismail and UMP registrar Abd Hamid Majid.