

Paddle Boats to Boost Edu-Tourism



Pekan, October 12 - Universiti Malaysia Pahang (UMP) received three units of Paddle Boat in its efforts to become educational tourism hub (edu-tour) in Kuala Pahang.

In this program UMP Vice-Chancellor, Prof. Dato' Dr. Daing Nasir Ibrahim received the paddle boat from General Manager of the East Coast Economic Region (ECER), Dato' Mohd Mazlan Sharudin at the UMP Pekan Water Recreation Center.

According to Dato' Mohd Mazlan, this project is one of the 30 components of the Serambi-Pekan-Kuala Pahang Strengthening Strategy. He said the initiative was a collaboration between ECER and UMP under the Empower ECER Mahkota program to help increase the visitors' attraction to Kuala Pahang in line with the development of the Medan Ikan Bakar located in Kuala Pahang.

Meanwhile, Dato' Dr. Daing Nasir express his gratitude for the gift received which is in line with the UMP Green Initiative. UMP has also received a pair of Axis-Axis deer named Pekan and Chini which are now located near the campus entrance.

"The main objective of this program is to transform UMP as one of the local attractions in edu-tour as well as to position UMP as a brand in promoting Medan Ikan Bakar as well as the city of Pekan. This program will also provide a conducive environment to visitors in Kuala Pahang besides promoting healthy lifestyles to the community," he added.



Also present was Deputy Vice-Chancellor (Academic and International), Prof. Dato' Dr. Rosli Mohd Yunus, Director of UMP Sports and Cultural Center, Abd Rahman Hj Safie and senior UMP officers and representatives from ECER.

The boat service is operated under the management of the UMP Sport and Cultural Center with a rental of RM5 for 15 minutes, while RM8 for 30 minutes and for children it requires surveillance from the guard.

The service is open from Monday to Friday from 5 pm to 7 pm. In addition, a camping package is also available at the Water Recreation Center Camping Site. For more information please contact the Sports and Cultural Center at 09-549 3221 / 09-424 5753 or En. Nor Azazi (017-912 5936) or En. Ahmad Azlan (012-264 1503).

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