General

UMPSA launches Edutourism to attract international students, announced on August 12, Alumni Day

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PEKAN, 25 July 2024 - Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) is launching an Educational Tourism Programme (Edutourism) with specially designed packages aimed at showcasing the diversity of culture, language, and the unique attributes of UMPSA, including the special flora and fauna of Pahang and the beauty of Malaysia.

In addition to fostering cooperation between countries, industries, and agencies, this programme aims to establish UMPSA as the main educational tourism hub in Pahang.

This initiative supports the Visit Malaysia Year 2026 agenda, which targets 26.1 million foreign tourists.

According to UMPSA Vice Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin, the Edutourism programme also aligns with environmental, social, and governance (ESG) strategies, promoting sustainable tourism by optimizing the use of environmental resources and conserving natural resources and biodiversity.

"The university offers various facilities for sports and recreational activities for students and the local community, including a Sustainable Forest, Water Recreation Centre, camping site, obstacle course, kayaking equipment, paintball facilities, and a diving pool - the only public university in Malaysia with a diving centre.

"As the top university in the Malaysian Technical Universities Network (MTUN), UMPSA remains committed to the Sustainable Development Goals (SDGs) and addressing global ESG issues.

“This initiative will also help attract international students to Malaysia, enhancing the marketability of our graduates," he added during a media conference held in conjunction with the launch of the Edutourism@UMPSA Programme and the inauguration of August 12 as UMPSA Alumni Day at the UMPSA Pekan Water Recreation Centre.

UMPSA is also actively promoting sustainable practices, including solar installations using three methods: rooftop installations, vehicle-mounted installations (Building Integrated Photovoltaic, or BIPV), and floating solar panels on lake surfaces.

Professor Dato' Ts. Dr. Yuserrie also announced that August 12 has been declared UMPSA Alumni Day, marking the date of the first Convocation Ceremony. To date, UMPSA has a total of 44,763 alumni, including 1,031 international graduates.

He highlighted that UMPSA graduates are not only academically proficient but also possess soft skills aligned with industry needs, achieving a 97.3% graduate employability rate in 2023, one of the

highest among public universities.

"A significant 83.6% of our graduates are employed in skilled occupations according to the Malaysian Occupational Classification Standard (MASCO), primarily in management, professional, and technical roles. Additionally, our graduates report a high earning potential, with 36.2% in the service sector, 20.4% in manufacturing, 19.7% in construction, 11.5% in professional, scientific, and technical services, and 10.8% in information and communication," he said.

Also present at the ceremony were Deputy Vice-Chancellor (Student and Alumni Affairs), Professor Ts. Dr. Mohd. Rusllim Mohamed, and Deputy Vice-Chancellor (Academic and International Affairs), Professor Ir. Ts. Dr. Ahmad Ziad Sulaiman.

The event featured 50 international participants from Beijing Polytechnic China and BEIFANG Automotive Education Group (BAEG), who were part of the English, Culture, and Heritage Package.

This programme is an extension of the Malaysia-China Advanced TVET Mobility Programme (MYCHAT), a collaboration between UMPSA, BAEG, and TANG International Education, enabling Malaysian students to receive advanced skills training in China.

The Edutourism programme is now being expanded to offer more flexible packages, coordinated by the Student Affairs and Alumni Department (JHEPA) with strategic partnerships from various agencies and departments.

This effort has successfully attracted participants from Indonesia, China, Yemen, Iran, Palestine, and Egypt.

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