



UMS
UNIVERSITI MALAYSIA SABAH

eNewsletter



INTRODUCTION

University Malaysia Sabah intends to increase the visibility of universities in global rankings. Through this eNewsletter, university's achievements, products and international activities at UMS distributed to all institutions, especially outside of Malaysia. Email of notification was sent to the institution on March 21, 2016. We also requested a suggestions regarding when and how this eNewsletter to be sent to the institution according to your needs.

OBJECTIVE

The main objective of this eNewsletter is to create an alternative medium for displaying information about UMS.

- eNewsletter is a monthly publication throughout the year.
- eNewsletter contains three (3) segments,
 - the achievement of the university,
 - product of the university; and
 - university international seminar / conferences.

ACHIEVEMENT



Rise in global recognition of our higher education

KOTA KINABALU: There has been a significant spike in student enrolment and global recognition of local higher learning institutes in the last decade, said Deputy Higher Education Minister Datuk Mary Yap.

She said the recognitions were given to publications, study results, patents and the institutes' quality.

"This achievement was attained thanks to the effort and innovation of the academic community in Malaysia, contributions from the private sector and the Government's huge investment," she said during a meet-and-greet session with Universiti Malaysia Sabah's (UMS) new students at the varsity's Chancellery Hall, here, Thursday.

According to her, the Ministry had received numerous feedback from various quarters after the drafting of the Malaysian Education Development Plan 2015-2025.

"We note that it is not easy to produce human capital according to our mould and at the same par with global standards. There are many challenges that we have to face.

UMS ADMISSION

UNDERGRADUATE

POSTGRADUATE

PUBLICATION

INDEXED BY SCOPUS

"We are confident that university students will work together with us to materialise the nation's education plan to create quality human capital that will continue the country's progress."

She reiterated the Higher Education Ministry's commitment to improve the standards of higher education in the country.

"The 'Soaring Upwards' battle cry is used to uplift the education fraternity's spirit to support the Ministry's effort."

Yap also commended UMS' students for its achievement in various fields such as sports and arts since its establishment in 1994.

"In terms of leadership, UMS is the only public university that had conducted an undergraduate parliament sitting at the State Legislative Assembly hall," she said.

She also reminded the new students to give total focus to their responsibility, which is to gain knowledge.

"If they are able to fulfill this responsibility, I am confident that they will become UMS' best product in four to five years time which will also be the pride of the family, people and the country.

"Make use of all the opportunities provided to gain knowledge as well as to polish your talent to become a successful individual.

"In today's competitive global challenge, there is much new knowledge and skills that need to be mastered before they can enter the working environment.

"Towards this end, you have to strive to be the best as only the best will survive and thrive," she said.

Also present was UMS Vice Chancellor Prof Datuk Dr Mohd Harun Abdullah.

By Ricardo Unto

Source: Daily Express

Giving Increased Value to Invertebrates through Ecotourism



The majority of organisms in the Kingdom Animalia, in terms of both abundance and species richness, are invertebrates. However, the conservation measures for invertebrates are largely inadequate. Henceforth, conservation efforts can be improved by raising public awareness of, and appreciation for, invertebrates in the context of ecotourism. Tabin Wildlife Reserve is the largest protected wildlife area in Sabah and home to an exceptional array of Borneo's rare and endangered species. This study aimed to investigate the potential for including information on invertebrates in certain ecotourism activities. The objectives of the research were (i) to determine the response of tourists to the concept of including such information in current and planned ecotourism activities, (ii) to examine the opinions and attitudes of selected people working in the ecotourism field towards the concept of including more information on invertebrates in ecotourism activities, and (iii) to obtain an overview of the current levels of the inclusion of information on invertebrates in certain types of ecotourism activities. Two main methods were employed in this research, namely (1) structured and standardized questionnaire and (2) observations based on tour guides' interpretation during tourists' activities. Data collected were analysed using SPSS and AMOS.

RESEARCH HIGHLIGHTS

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GRANT CODE
RAG0040-SWTN-2013

GRANT PERIOD
1 September 2013-31 Ogos 2015

Tour guide on invertebrates
focused activities
Questionnaire
session with tourists

1

2

Results and Discussion

Discriminant Validity appraises the extent to which a construct is truly specific from other constructs tested. It is tested by comparing the square root of Average Variance Extracted (AVE) value with shared variances between factors. The shared variances between factors as shown in Table 1.1 were below the square root of the AVE of the individual factors, endorsing discriminant validity.

On further assessment of the correlation matrix of the constructs, results showed that there were significant positive correlations between all variables at 0.01 levels. For instance, Interest highly correlated with Ecotourism ($r=0.560$, $p<0.01$), followed by Information ($r=0.532$, $p<0.01$), and Willingness ($r=0.456$, $p<0.01$). Indeed, Activity ($r=0.443$, $p<0.01$) also significantly correlated with Ecotourism. Hence, there is no multicollinearity problem in this research. The Skewness, ranges between -0.616 and 0.033, which is below ± 2.0 , while Kurtosis ranges between -0.939 and 1.066, lower than ± 10 . Both results the model to be in a normal distribution or Bell-shaped curve. Next, means for all factors range between 3.941 to 4.118 on a scale of 1=strongly disagree to 5=strongly agree, inferring respondents mostly had positive attitudes toward ecotourism.

	Activity	Information	Interest	Willingness	Willingness
Activity	0.731				
Information	0.528"	0.742			
Interest	0.589"	0.628"	0.771		
Willingness	0.764"	0.571"	0.585"	0.803	
Ecotourism	0.443"	0.532"	0.560"	0.456"	0.843
Mean	3.953	4.076	4.180	3.941	4.118
Standard Deviation	0.514	0.499	0.452	0.541	0.445
Skewness	-0.068	-0.129	0.033	-0.616	-0.198
Kurtosis	-0.939	-0.187	-0.267	1.066	0.499



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GRANT CODE

FRG0302-STWN-1/2011

GRANT PERIOD

FRG0302-STWN-1/2011

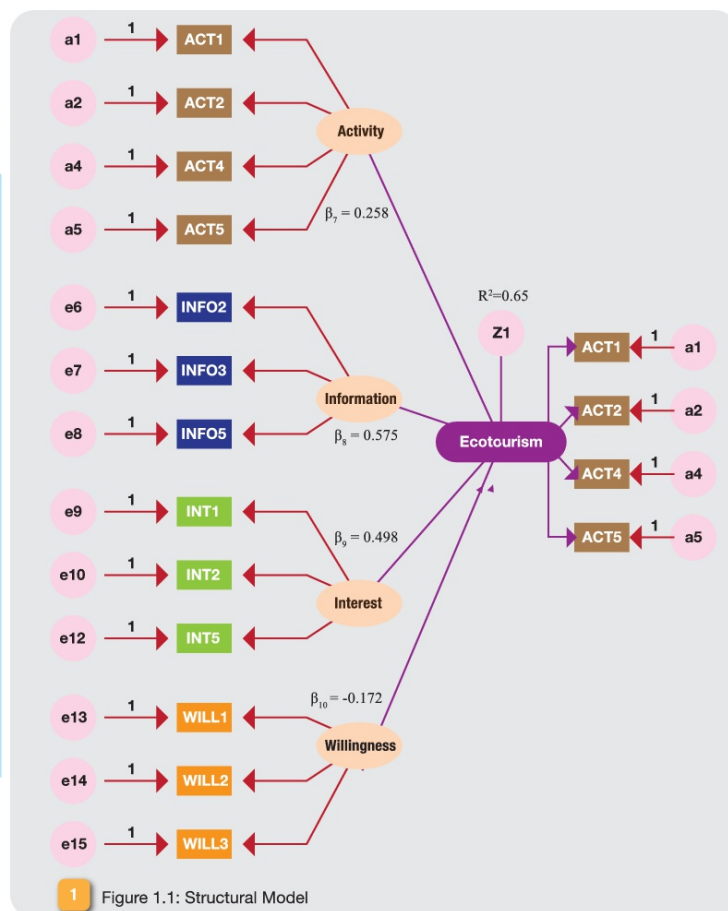


Figure 1.1: Structural Model

Figure 1.1 displays the structural model which appraises the relationships between exogenous variables (Activity, Information, Interest, and Willingness) and the endogenous variable (Ecotourism). Specifically, the SEM analysis divulged that 65% variance of Ecotourism is well expounded by all the four exogenous variables (Activity, Information, Interest, and Willingness).

Table 1.2 displays the relationship of exogenous variables (i.e. Activity, Information, Interest and Willingness) towards endogenous variables (i.e. Ecotourism). Activity factor has significant relationship with Ecotourism with $\beta_7 = -0.258$ with $p < 0.05$, signifying H7 is sustained. Instead, Information factor displays an insignificant effect on Ecotourism with $\beta_8 = 0.575$ with $p = 0.062$. Thus, H8 is rejected. The same phenomenon appeared for Interest factor ($\beta_9 = 0.498$, $p > 0.05$). Likewise, H9 was not maintained. The final factor, Willingness, also

				Estimate	S.E	S.E	<i>p</i>
H7	Activity	→	Ecotourism	-0.258*	0.083	-2.837	0.005
H8	Information	→	Ecotourism	0.575	0.351	1.864	0.062
H9	Interest	→	Ecotourism	0.498	0.090	2.595	0.173
H10	Willingness	→	Ecotourism	-0.172	0.061	4.152	0.126

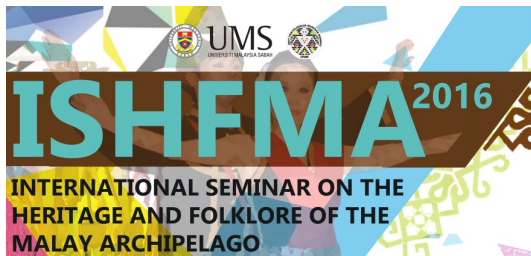
* $p < 0.05$

Table 1.2: Relationship on Ecotourism

has no relationship with Ecotourism ($\beta_{10} = -0.172$), exemplifying that H10 was also disqualified with insignificant p-value ($p > 0.05$).

This research proposes that a cost-effective and efficient means of raising awareness of and appreciation for invertebrates should be

included in existing and future ecotourism activities. In the process some form of value will be applied to them. The inclusion of invertebrates in ecotourism services and products would also enhance the quality of the conservation measurement and the tourism industry and hence their competitiveness.



Seminar On the Heritage and
Folklore on The Malay Archipelago
27-28 October 2016
Kota Kinabalu, Sabah, Malaysia

BORNEO BIOTECH SYMPOSIUM 2016

Biotechnology & National Development

7th and 8th December 2016

Biotechnology Research Institute
Universiti Malaysia Sabah
Kota Kinabalu
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