



# MARIANO MARCOS STATE UNIVERSITY

## SUSTAINABLE MANAGEMENT OF LAND FOR TOURISM

The Mariano Marcos State University (MMSU) has been in the forefront for innovation in health and wellness tourism that seeks to benefit the MMSU community and other stakeholders. Driven by a commitment to community health and economic sustainability, MMSU's health tourism project aims to transform the university into a prime destination for health-focused tourism in the province. This project aligns with the university's goal to promote holistic wellness tourism, emphasizing physical, mental, and spiritual health among MMSU students, faculty and staff. MMSU's initiative seeks to have a healthy and aesthetic environment for all. The green and lush vegetation in the university provides a conducive environment for both learning and tourism.

In doing so, the College of Agriculture, Food and Sustainable Development together with the College of Health and Sciences and College of Medicine are working in full force to ensure the success of this project, with hopes that it can be soon duplicated by other universities, government and non-government agencies in the province. MMSU's health tourism project reflects its commitment in promoting wellness, cultural appreciation, and sustainable development.

Evidence:

More trees planted at MMSU to establish 'health tourism' hub

<https://www.mmsu.edu.ph/news/more-trees-planted-at-mmsu-to-establish-health-tourism-hub>