

NO38 (F)  
MAHATHIR-TOURISM

SHAH ALAM, NOV. 27 (BERNAMA) — <sup>(P)</sup>DATUK SERI DR. MAHATHIR MOHAMAD TODAY CALLED FOR MORE +AGGRESSIVE+ EFFORTS TO PROMOTE TOURISM AND FOR THE TARGET TO BE BROADENED TO INCLUDE MANY MORE COUNTRIES.

THE DEPUTY PRIME MINISTER NOTED THAT PROMOTION DRIVES HAD TRADITIONALLY BEEN AIMED AT DRAWING TOURISTS FROM SUCH COUNTRIES AS WEST GERMANY, BRITAIN, THE UNITED STATES, AUSTRALIA AND JAPAN.

MALAYSIA SHOULD NOW ALSO TRY TO ATTRACT TRAVELLERS FROM WEST ASIA AND SOUTH AMERICA AND COUNTRIES LIKE SPAIN AND ITALY AS WELL AS NEIGHBOURING NATIONS. HE ADDED WHEN OPENING A SEMINAR ON +THE CHALLENGES OF THE HOTEL-RESTOURANT AND TOURISM INDUSTRY IN THE EIGHTIES+ AT THE MARA INSTITUTE OF TECHNOLOGY HERE.

HE SAID THAT A MAJOR FACTOR FOR CONSIDERATION WAS THE INCREASING COST OF AIR TRAVEL WHICH WOULD MAKE PEOPLE RELUC- TANT TO GO TO FAR-OFF DESTINATIONS AND PREFER THOSE CLOSER BY.

+AND MALAYSIA, FROM THE POINT OF VIEW OF INTERNATIONAL TOURISM IS A DISTANT DESTINATION,+ HE SAID. +THIS WE MUST ACCEPT AND MAKE PREPARATIONS ACCORDINGLY+. —BERNAMA MORE 1647/BY

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HE SAID THE ADVANTAGE OF LOOKING TOWARDS THE NEIGHBOURING COUNTRIES WAS OBVIOUS ESPECIALLY SINCE THEIR STANDARD OF LIVING WAS IMPROVING.

GREATER ATTENTION MUST BE GIVEN TO FAMILIARISING MALAYSIAN DESTINATIONS TO TOURISTS FROM THESE COUNTRIES AND TO PROVIDING THEM WITH ADEQUATE FACILITIES.

DATUK SERI DR. MAHATHIR ALSO SPOKE ON THE POSSIBILITY OF CO-OPERATION AMONG ASEAN COUNTRIES TO ENSURE MORE EFFICIENT SER- VICES TO TOURISTS FROM EUROPE, AUSTRALIA, THE UNITED STATES AND JAPAN.

ON DOMESTIC TOURISM, HE BELIEVED THAT MORE MALAYSIANS WOULD BE TRAVELLING AROUND THE COUNTRY IN THE EIGHTIES IF THE ECONOMY CONTINUED TO EXPAND AND MORE PEOPLE ENJOYED HIGH INCOMES.

HE SAID THERE WAS NEED TO SPEED UP THE DEVELOPMENT OF NEW TOURIST DESTINATIONS TO BENEFIT PEOPLE IN THE LESS DEVELOPED AREAS. —BERNAMA MORE 1651/BY

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DATUK SERI DR MAHATHIR SAID THE GOVERNMENT HAD FINANCED SEVERAL FEASIBILITY STUDIES FOR DEVELOPING AREAS WHICH HAD TOURISM POTENTIAL.

THESE STUDIES WOULD BE THE BASIS FOR THE GROWTH OF THE TOURIST INDUSTRY IN THE YEARS TO COME, HE ADDED.

HE URGED THE PUBLIC AND PRIVATE SECTORS TO CO-OPERATE IN OVERCOMING THE SHORTAGE OF TRAINED PERSONNEL FOR THE TOURIST INDUSTRY.

HE EXPECTED THE DEMAND FOR SUCH PERSONNEL TO INCREASE IN THE COMING YEARS.

MIT DIRECTOR NIK ABDUL RASHID NIK ABDUL MAJID SAID THE INSTITUTE WOULD INCREASE ITS INTAKE FOR THE HOTEL MANAGEMENT AND FOOD CATERING COURSE FROM 110 TO 190 ANNUALLY IN 1985.

THE INSTITUTE HAD ACQUIRED THE MOLEK INN IN DUNGUN TO TRAIN STUDENTS FOLLOWING THIS COURSE. THE INN WOULD BE OPENED ON JAN. 1.

THE ONE-DAY SEMINAR WAS ORGANISED BY THE MALAYSIAN ASSOCIATION OF HOTELS AND RESTAURANTS (MAHAR) IN CONJUNCTION WITH THE MIT, THE NATIONAL PRODUCTIVITY CENTRE AND THE TOURIST DEVELOPMENT CORPORATION. —BERNAMA 1657/BY