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 MAHATHIR-HOTEL

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(P)

KUCHING, AUG 20 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMAD -- TODAY CALLED ON HOTELIERS IN THE COUNTRY TO ADVERTISE NOT ONLY THE COMFORT OF THEIR HOTELS BUT ALSO THE BEAUTY OF THE SURROUNDING AREAS.

IN THIS WAY, HE SAID, THEY WOULD NOT ONLY ATTRACT CUSTOMERS BUT ALSO INDIRECTLY ENCOURAGE PEOPLE TO VISIT SUCH AREAS.

OPENING THE \$70 MILLION NEW WING OF THE HOLIDAY INN HERE, HE NOTED THAT HOTELS NORMALLY ADVERTISED THE COMFORT OF THEIR BEDROOMS AND LOUNGES BUT NOT THE BEAUTY OF THE SURROUNDING COUNTRYSIDE.

THEY SHOULD DISCARD THIS STYLE OF ADVERTISEMENT IF THEY WANTED TO ATTRACT TOURISTS AND HELP THE GOVERNMENT DEVELOP THE TOURISM INDUSTRY, HE SAID.

DATUK SERI DR. MAHATHIR SAID MALAYSIA HAD A LOT OF UNIQUE PLACES OF INTEREST WHICH COULD HELP BUILD THE INDUSTRY INTO ONE OF THE NATION'S MAJOR REVENUE EARNING SECTORS. -- MORE.

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MAHATHIR-HOTEL 2 KUALA LUMPUR

TO ILLUSTRATE THE POINT, HE RECALLED HIS VISIT TO HONG KONG AND MACAU RECENTLY IN WHICH HE WAS TAKEN TO A CHINESE TEMPLE WHICH TO HIM WAS JUST AN ORDINARY PLACE. BUT FOREIGN TOURISTS IN HIS GROUP WERE VERY IMPRESSED WITH THE STRUCTURE.

+THIS SHOWS THAT MALAYSIA WHICH HAS SEVERAL SUCH ATTRACTIONS AND OTHER UNIQUENESS CAN EASILY ATTRACT FOREIGN TOURISTS + HE SAID.

HE OFFERED EXAMPLES OF HOW MALAYSIA COULD ATTRACT FOREIGN TOURISTS SUCH AS THE JAPANESE, ARABS AND FINNS.

IN A LIGHTER VEIN, HE OUTLINED THE DIFFERENT TASTES OF THESE DIFFERENT TOURISTS AND HOW THEY WERE MET BY FACILITIES ALREADY EXISTING IN MALAYSIA. HE SAID THE JAPANESE FOR EXAMPLE LIKED TO PLAY GOLF, THE ARABS LIKED LOTS OF RAIN, RIVERS AND STREAMS AND THE FINNS, ALL-YEAR ROUND SUN AND SANDY BEACHES

DATUK SERI DR MAHATHIR ALSO SAID THAT ALTHOUGH THE CONSTRUCTION OF FIVE-STAR HOTELS WAS VERY WELCOME, HOTELIERS SHOULD REMEMBER THAT FEW PEOPLE TRAVELLED ROUND THE WORLD JUST TO SEE SUCH HOTELS.

HOTELS BUILT IN THE COUNTRY SHOULD CATER FOR OTHERS APART FROM THOSE WHO HAD A LOT OF MONEY OF SPEND. THERE SHOULD ALSO BE MORE OF THE ONE OR TWO STAR HOTELS TO CATER FOR THE LOW BUDGET TRAVELLERS.

-- MORE

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MAHATHIR-HOTEL 3 KUCHING

THE PRIME MINISTER, HOWEVER, WAS HAPPY TO NOTE THAT HOTELS SUCH AS THE HOLIDAY INN HERE WERE NOW AWARE OF THE POTENTIAL OF ATTRACTING AND CATERING FOR THE NEEDS OF ALL TYPE OF TOURISTS.

SARAWAK CHIEF MINISTER DATUK PATINGGI HAJI ABDUL TAIB MAHMUD, IN HIS SPEECH, SAID SEVERAL HOTELS, WITH A TOTAL OF ABOUT 1,000 ROOMS, WOULD BE BUILT IN SARAWAK IN THE NEXT FIVE YEARS.

HE SAID THE STATE HAD HUGE POTENTIAL OF BECOMING A MAJOR TOURIST AREA IN THE COUNTRY WITH ITS UNIQUENESS SUCH AS THE LONGHOUSES AND BIG CAVES WHICH OFFERED TOURISTS FROM INDUSTRIALISED COUNTRIES A DIFFERENT EXPERIENCE.

THE CHAIRMAN OF THE KUCHING HOTELS SDN BHD, DATUK HAJI BUJANG MOHAMED NOR, SAID THE HOLIDAY INN PLANNED TO REDUCE ITS ROOM RATES BY 10 TO 15 PERCENT FOR BUSINESSMEN AND 30 PERCENT FOR TOURISTS. --

BERNAMA

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