

How to attract tourists' tip for hoteliers

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KUCHING, Tues. — Prime Minister Datuk Seri **Dr Mahathir Mohamad** today suggested that hoteliers highlight in their advertisements the various tourist attractions in the vicinity of their hotels rather than just the comforts of their bedrooms and lounges.

In this way they will not only attract customers but also indirectly encourage people to visit such attractions.

"When you want to advertise, (include) also the tourist attractions near your hotels, so that when tourists do come they have to stay in the hotels."

Tourists are not particular with the hotel ratings — one, two, three, four or five-star — as long as their basic needs are met.

Hotels are resting places for tourists who are here to see the country.

"Hotels are not really what people travel half-

By **SABRY SHARIF**

way round the world to look at. They all look the same," Dr Mahathir said at the official opening of the \$17 million extension to the Kuching Holiday Inn.

He arrived here this morning for a five-day State visit.

He will visit the State Museum this evening and will attend a dinner hosted by Holiday Inn.

Travellers expect the barest minimum from hotels like a decent bed and clean toilet.

Businessmen should study the minimum comfort concept when building new hotels and this should not be of the international hotel standard.

"There are not many Adnan Khashoggi-type millionaires in this country.

"But occasionally, it would be quite nice to see some five-star hotels."

What appears to be un-

attractive to locals may prove to be a hit with foreigners.

Recalling his experiences during a visit to Finland, he said: "The Finns were surprised that Malaysia has summer all the year round, and 600 miles of sandy beaches on the East Coast."

The all-year-round sunshine Malaysians

seem to have taken for granted can well be the asset to bring in the Finns.

"While certain countries have to create sandy beaches, Malaysia's are natural."

The Prime Minister will open the Barisan Nasional Youth Work Camp and the multi-million ringgit hydro project, both at Batang Ai in the Second Division, about 200km from here, tomorrow morning. He will then open a truck launch-

ing ceremony at the Sarawak Motor Industry Assembly Plant in Bintawa, near here.

Dr Mahathir, accompanied by Datin Seri Dr Siti Hasmah, arrived here this morning to a traditional Sarawak red carpet welcome at the Kuching International Airport.

They were received by Chief Minister Datuk Patinggi Haji Abdul Taib Mahmud, Sarawak Cabinet Ministers and their wives, State Assemblymen, Members of Parliament and Government servants.

Dances

About 6,000 people from youth and voluntary uniformed organisations, ethnic groups and cultural troupes and flag-bearing representatives of Sarawak's four Barisan Nasional component parties — Parti Pesaka Bumiputera Bersatu (PBB), Sarawak United People's Party (SUPP), the Sarawak National Party (SNAP) and Parti Bansa Dayak Sarawak (PBDS).

The Orang Ulu cultural troupe danced the "Ngajat" to the tune of the "sape" (a string instrument) followed by the Iban "ngajat", Bidayuh "belangi", a Malay silat performance, Indian cultural dance and Chinese lion dance.

Datuk Patinggi Taib, accompanied by Dr Mahathir, then drove a Proton Saga from the Kuching airport to the Holiday Inn where the Prime Minister's entourage is staying.

Dr Mahathir and Dr Siti Hasmah later called on the Yang di-Pertua Negeri, Datuk Patinggi Haji Ahmad Zaidi, at the Istana and were entertained to lunch.