

D911

U ED24 AAE
MAHATHIR-ADS
BM

85

AIR KEROH (MELAKA), AUG 31 (BERNAMA) -- ADVERTISERS IN THE COUNTRY CAN PLAY A MAJOR ROLE IN THE DEVELOPMENT OF THE TOURIST INDUSTRY IF ONLY THEY ATTACHED GREATER IMPORTANCE TO NATIONAL INTERESTS, PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD SAID TODAY.

ADVERTISERS SHOULD STRIVE TO HIGHLIGHT THE NATION'S ATTRACTIONS IN THEIR ADVERTISEMENTS, HE SAID.

OFFICIATING AT THE EARTH BREAKING CEREMONY OF THE MELAKA COUNTRY CLUB AND THE AIR KEROH VELLEY CONDOMINIUM PROJECT HERE, HE SAID THERE WERE TIMES WHEN ADVERTISERS ONLY PLACED IMPORTANCE TO THEIR OWN PRODUCTS OR SERVICES.

THEY ONLY ADVERTISED SERVICES WHICH THEY OFFERED TO TOURISTS SUCH AS ACCOMMODATION, HE SAID.

THEY SHOULD INSTEAD HIGHLIGHT THE COUNTRY'S BEAUTY AND HELP ATTRACT TOURISTS TO HISTORICAL PLACES AND NOT MERELY BE CONCERNED WITH ADVERTISING THEIR PRODUCTS, HE SAID. -- MORE

0041MST 31 08 85

MAHATHIR-ADS 2 AIR KEROH (MELAKA)

HE SAID THE BANKS HAD BEEN ALLOCATED \$1 BILLION FOR LOANS TO TOUR OPERATORS.

DATUK SERI DR MAHATHIR SAID THEY SHOULD MAKE USE OF THE CREDIT FACILITIES TO SELL MALAYSIA AS A TOURIST DESTINATION.

MALAYSIA WITH ITS SCENIC BEAUTY AND GREENERY HAD MUCH TO OFFER TO TOURISTS UNLIKE OTHER COUNTRIES.

THE PRIME MINISTER HOPED TREES AND A PERMANENT GREEN BELT WOULD BE MAINTAINED IN HOUSING ESTATES AND IN URBAN AREAS AS GREENERY ADDED TO THE BEAUTY OF THE ENVIRONMENT.

REFERRING TO MELAKA, HE SAID THE STATE HAD MUCH TO OFFER TO TOURISTS.

THE CONDOMINIUM PROJECT COSTING \$90 MILLION WAS SCHEDULED FOR COMPLETION IN SIX YEARS. -- BERNAMA

0044MST 31 08 85