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B E328 AAE
MAHATHIR-HOTEL

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PETALING JAYA, OCT 14 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMAD TODAY URGED HOTELIERS TO UPGRADE THEIR SERVICE TO ATTRACT MORE TOURISTS TO THE COUNTRY.

THE PRIME MINISTER SAID THE NUMEROUS FIRST-CLASS OR LUXURY HOTELS IN THE COUNTRY NEEDED TO GIVE MORE ATTENTION TO THE QUALITY OF THEIR SERVICE.

WITHOUT GOOD SERVICE, THE HOTELIERS WOULD NOT BE ABLE TO CONVINCE TOURISTS TO VISIT THE COUNTRY MORE OFTEN, HE SAID.

TOURISM, HE SAID, WAS AN INDUSTRY CAPABLE OF EARNING MUCH NEEDED FOREIGN EXCHANGE FOR THE COUNTRY FOLLOWING THE DIP IN COMMODITY PRICES.

DATUK SERI DR MAHATHIR WAS LAUNCHING THE NEW MANAGEMENT OF HOTEL DAYANG HERE, EVER EXTRA SDN BHD, A JOINT VENTURE BETWEEN SAHRAIN-BASED CARAVAN HOTELS INTERNATIONAL AND LOCAL INTERESTS. -- MORE

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MAHATHIR-HOTEL 2 PETALING JAYA

HE REMINDED HOTELIERS THAT TOURISM WAS A SERVICE-ORIENTED INDUSTRY AND THAT HOTELS, BEING A TOURIST FACILITY, MUST GIVE PRIORITY TO QUALITY SERVICE.

DATUK SERI DR MAHATHIR SAID VISITORS TO THE COUNTRY DID NOT COME TO ADMIRE THE HOTELS BUT TO TOUR PLACES OF INTEREST.

+WHEN THEY GO BACK TO THEIR HOTEL AFTER SIGHTSEEING AND FIND THEIR ROOM UNTIDY THEY MAY SWITCH HOTELS,+ HE SAID.

TO ENSURE THAT HOTEL GUESTS WERE ACCORDED A HIGH STANDARD OF SERVICE, HE SAID, HOTEL WORKERS AND THE MANAGEMENT MUST MAINTAIN GOOD RELATIONS.

+I KNOW OF CASES WHERE HOTEL WORKERS HAVE PUT SALT IN GUESTS' COFFEE IN RETALIATION AGAINST THE MANAGEMENT OVER DISPUTES,+ HE SAID. -- MORE

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MAHATHIR-HOTEL 3 PETALING JAYA

THE MANAGEMENT MUST TAKE PART OF THE BLAME FOR SUCH INCIDENTS AND MUST MAKE EFFORTS TO HOLD THE WORKERS' RESPECT, HE SAID.

HE SAID THAT WITHOUT THE COOPERATION OF THEIR WORKERS, THE HOTELS WOULD NOT BE ABLE TO PROVIDE GOOD SERVICE AND MIGHT MAKE LOSSES INSTEAD OF PROFITS.

DATUK SERI DR MAHATHIR SAID HOTEL MANagements FAILED MOSTLY BECAUSE OF UNSATISFACTORY SERVICE EVEN THOUGH MUCH MONEY HAD BEEN SPENT ON SETTING UP NICE AND COMFORTABLE ROOMS.

HE ALSO REMINDED HOTEL WORKERS THAT THEY TOO NEEDED TO BE AWARE OF THE IMPORTANCE OF QUALITY SERVICE AS THEIR JOBS DEPENDED ON HOW THE INDUSTRY PROGRESSED.

+TREATING CUSTOMERS WITH RESPECT AND HUMILITY IS NOT DEMEANING, BUT WILL SHOW FOREIGNERS HOW COURTEOUS WE ARE,+ HE SAID. -- MORE

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MAHATHIR-HOTEL 4 PETALING JAYA

DATUK SERI DR MAHATHIR ALSO SPOKE OF THE LITTLE DETAILS BOTH HOTEL MANAGEMENT AND WORKERS MUST GIVE ATTENTION TO FOR THEIR GUESTS' COMFORT, SUCH AS ENSURING THAT AIRCONDITIONERS WORKED.

HE SAID SOME HOTELS PRIDED THEMSELVES ON HAVING SPENT \$300,000 TO FURNISH A ROOM WHILE OTHERS WHO HAD SPENT \$25,000 WERE REAPING THE BENEFITS AS THEY PROVIDED BETTER SERVICE.

+OWNING A LARGE HOTEL BUT NOT MAKING MONEY ONLY SHOWS UP INEFFICIENT MANAGEMENT,+ HE SAID.

HE SAID THE GOVERNMENT HAD NO WISH TO SEE ANY BUSINESS FAIL AS IT HAD AN INTEREST SUCH AS THE TAX IT STOOD TO COLLECT.

DATUK SERI DR MAHATHIR HOPED HOTEL DAYANG'S NEW MANAGEMENT, IN WHICH THE BAHRAIN COMPANY HOLDS A 30 PERCENT STAKE, WOULD FIND SUCCESS AND ENCOURAGE MORE ARAB INVESTORS TO COME TO MALAYSIA. --

BERNAMA

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