

D313

B E148 AAE  
MAHATHIR-TOURISM  
BM

KUALA LUMPUR, OCT 31 (BERNAMA) -- PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD TODAY RAPPED STATE GOVERNMENTS FOR SPENDING LARGE SUMS OF MONEY TO IMPLEMENT NEW TOURISM PROJECTS OR SENDING TOURISM PROMOTION MISSIONS ABROAD ON AN +AD HOC+ BASIS.

SUCH EFFORTS WOULD NOT YIELD LUCRATIVE RETURNS, HE SAID, ADDING THAT THEY SHOULD INSTEAD USE THE MONEY TO UPGRADE EXISTING TOURISM FACILITIES.

+WHAT IS NEEDED IS BETTER COORDINATION, PROPER MAINTENANCE AND IMPROVEMENT OF THE PRESENT TOURIST CENTRES AND RESORTS AND IF THIS CANNOT BE DONE, IT WOULD BE BEST NOT TO INVEST IN NEW PROJECTS,+ HE SAID WHEN OPENING THE TWO-DAY NATIONAL TOURISM CONFERENCE HERE.

DATUK SERI DR MAHATHIR SAID THE NEW PROJECTS WOULD LIKELY GO THE SAME WAY AS THE EXISTING FACILITIES IF THERE WAS POOR MAINTENANCE AND WOULD RESULT IN LOSSES. -- MORE

1240MST 31 10 86

D315

B E149 AAE  
MAHATHIR-TOURISM 2 KUALA LUMPUR

HOWEVER, HE WAS CONFIDENT THAT MORE TOURISTS WOULD BE DRAWN TO THE COUNTRY IF FACILITIES WERE MAINTAINED PROPERLY, ADDING THAT TOUR OPERATORS WOULD THEN HAVE NO QUALMS ABOUT MENTIONING THE RESORTS IN THEIR ADVERTISEMENTS.

HE ALSO CALLED ON THE STATE GOVERNMENTS TO ALLOCATE FUNDS TO ENSURE THAT TOWNS, ROADS, BEACHES, HOTELS AND EATING SHOPS WERE CLEAN AND WELL-MAINTAINED.

+SUCH EFFORTS WOULD BE MORE EFFECTIVE IN WOOING TOURISTS THAN OPENING NEW RESORTS WHICH END UP BEING POORLY MANAGED,+ HE ADDED.

THE PRIME MINISTER ALSO SPOKE AT LENGTH ON THE ROLE OF LOCAL TOUR OPERATORS AND URGED THEM TO UPGRADE EFFORTS TO ATTRACT MORE FOREIGN TOURISTS TO THE COUNTRY BESIDES PROMOTING LOCAL TOURISM AMONG MALAYSIANS. -- MORE

1248MST 31 10 86

D317

B E151 AAE  
MAHATHIR-TOURISM 3 KUALA LUMPUR

HE SAID THE NUMBER OF FOREIGN TOURISTS VISITING THE COUNTRY WAS STILL SMALL AND THAT MUCH OF THE TRAVEL ARRANGEMENTS WERE MADE BY FOREIGN TOUR OPERATORS.

HE CALLED ON LOCAL TOUR OPERATORS TO COOPERATE WITH THEIR FOREIGN COUNTERPARTS TO ATTRACT MORE TOUR GROUPS TO THE COUNTRY, SAYING +IF WE DO NOT HAVE A HAND IN THIS, THE TOURISTS MAY CHOOSE ANOTHER DESTINATION+.

THE LOCAL TOURISM INDUSTRY SHOULD REALISE THAT MALAYSIA WAS NOT THE ONLY COUNTRY PROMOTING TOURISM BUT HAD TO CONTEND WITH STIFF COMPETITION FROM OTHER COUNTRIES, HE SAID.

+ONE POSITIVE STEP TO GET AHEAD OF THE COMPETITION WOULD BE THROUGH THE PROVISION OF FACILITIES WHICH SUIT THE TASTE AND REQUIREMENTS OF TOURISTS,+ HE ADDED. -- MORE  
1259MST 31 10 86

D319

B E152 AAE  
MAHATHIR-TOURISM 4 KUALA LUMPUR

+WE DON'T REALLY NEED MANY FIVE-STAR HOTELS AS TOURISTS DO NOT COME HERE TO LOOK AT OR BE COOPED UP IN SUCH HOTELS. IF WE REALISE THIS, THEN THE POSSIBILITY OF US SUCCEEDING WILL BE GREATER,+ HE ADDED.

DATUK SERI DR MAHATHIR SAID HE WANTED CLOSER COOPERATION AMONG COMPONENT GROUPS IN THE TOURISM CIRCLE, ESPECIALLY IN WORKING OUT +PACKAGES+ THAT WOULD ATTRACT MORE FOREIGN AS WELL AS LOCAL TOURISTS.

EFFORTS SHOULD ALSO BE MADE TO UPGRADE TOURIST PROMOTION PROGRAMMES, HE SAID, ADDING THAT ADVERTISEMENTS AND PUBLICITY EFFORTS SHOULD BE CONSTANTLY REVISED TO ENSURE MAXIMUM PUBLICITY AT THE LOWEST POSSIBLE COST. -- BERNAMA  
1305MST 31 10 86