

D393

U E534 AAE
MAHATHIR-TOURISM
BM

EMBARGO: FOR RELEASE AFTER 10.30PM TODAY, SEPT 25

KUALA LUMPUR, SEPT 25 (BERNAMA) -- THE PRIME MINISTER TONIGHT CALLED FOR ALL POSSIBLE EFFORTS TO BE MADE TO ENSURE MALAYSIA REMAINS A TOURISM DESTINATION IN THE LONG TERM.

HE SAID THIS RESPONSIBILITY DID NOT FALL ON THE GOVERNMENT ALONE AS THE PRIVATE SECTOR MUST ALSO PLAY A ROLE, SEEING AS IT WAS THE ONE TO PROFIT FROM TOURISM BOTH DIRECTLY AND INDIRECTLY.

LAUNCHING THE MALAYSIA FEST 87 HERE, DATUK SERI DR MAHATHIR MOHAMAD STRESSED THE SECTOR SHOULD PROVIDE TRANSPORTATION, ACCOMMODATION, FOOD, SHOPPING AND RECREATIONAL FACILITIES AS WELL AS SPORTS ACTIVITIES ON A REASONABLE AND CONTINUOUS BASIS.

THE CULTURE AND TOURISM MINISTRY WHICH WAS DIRECTLY RESPONSIBLE FOR THE LONG-TERM DEVELOPMENT OF THE TOURISM INDUSTRY ALSO NEEDED SUPPORT FROM OTHER AGENCIES AND STATE GOVERNMENTS.

+GOOD TREATMENT OF TOURISTS SHOULD BE THE CONCERN OF NOT JUST THOSE IN THE INDUSTRY BUT EVERYONE BECAUSE THE REVENUE EARNED FROM TOURISM WILL EVENTUALLY BENEFIT ALL THE PEOPLE,+ HE ADDED. -- MORE
1926MST 25 09 87

D407

U E543 AAE
MAHATHIR-TOURISM 2 KUALA LUMPUR (EMBARGO)

DATUK SERI DR MAHATHIR SAID THE TOURISM SECTOR GENERATED REVENUE OF ABOUT \$1.6 BILLION ANNUALLY AND WAS THE FOURTH LARGEST CONTRIBUTOR TO THE COUNTRY'S FOREIGN EXCHANGE EARNINGS.

THERE WAS STILL POTENTIAL FOR IT TO INCREASE THE EARNINGS.

THE GOVERNMENT, HE ADDED, HAD ALSO ALLOCATED \$100 MILLION TO FUND ACTIVITIES DEVELOPING THE INDUSTRY, PARTICULARLY FROM THE ASPECT OF PROMOTION.

MARKETING OF THE COUNTRY AS A TOURISM DESTINATION SHOULD NOT BE TOO DIFFICULT AS THE COUNTRY HAD THE MACHINERY, EXPERTISE AND STRATEGIES FOR THIS.

+WHAT NEEDS TO BE DONE IS TO HAVE A RE-APPRAISAL OF THE MACHINERY, EXPERTISE AND STRATEGIES AS WELL AS OF THE MARKET AND THE PROMOTIONAL TECHNIQUES,+ HE SAID.

IN THIS MATTER, THE PATA 86 CONFERENCE HAD SUCCEEDED IN ACHIEVING POSITIVE RESULTS ENABLING THE HOTEL SECTOR TO RECORD A RISE IN OCCUPANCY RATES DESPITE THE CONSTRUCTION OF MORE ROOMS. --
MORE

1953MST 25 09 87

D409

U E545 AAE

MAHATHIR-TOURISM 3 KUALA LUMPUR (EMBARGO)

DATUK SERI DR MAHATHIR SAID BESIDES MAKING EFFORTS TO EARN MORE FOREIGN EXCHANGE BY ENCOURAGING MORE TOURISTS TO COME TO THE COUNTRY, STEPS TO STEM OUTFLOW OF THE RINGGIT RESULTING FROM MALAYSIANS HOLIDAYING OVERSEAS SHOULD ALSO BE CARRIED OUT.

HOWEVER, THIS DID NOT MEAN THE GOVERNMENT INTENDED TO PREVENT PEOPLE FROM VACATIONING IN OTHER COUNTRIES -- WHAT WAS REQUIRED WAS FOR THE TOURISM INDUSTRY TO MAKE IT MORE ATTRACTIVE FOR MALAYSIANS TO HOLIDAY IN AND SEE THEIR OWN COUNTRY.

THE FACILITIES AND TREATMENT PROVIDED FOR LOCAL TOURISTS SHOULD SUIT THEIR NEEDS AND TASTE AND BE AS GOOD AS THOSE EXTENDED TO FOREIGN VISITORS, HE SAID.

ACCORDING TO HIM, THE HOTEL INDUSTRY SHOULD GIVE SERIOUS ATTENTION TO THE LOW AND MIDDLE INCOME GROUPS AS THE URGE TO TRAVEL WAS NOT CONFINED TO ONLY THE AFFLUENT.

KEEPING LOW THE MANAGEMENT AND OPERATING COSTS OF HOTELS CATERING TO BUDGET TRAVELLERS WOULD ASSURE RETURNS EQUAL TO THE INVESTMENTS MADE IN HOTELS OF INTERNATIONAL STANDARD. -- MORE
1957MST 25 09 87

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U E546 AAE

MAHATHIR-TOURISM 4 KUALA LUMPUR (EMBARGO)

IN THIS CONNECTION, THE GOVERNMENT HAD DECIDED THAT NEW INCENTIVES IN THE TOURISM INDUSTRY SHOULD INCLUDE PROVISION OF TWO TYPES OF MEDIUM CLASS ACCOMMODATION -- THE LODGING HOUSE AND THE REST HOUSE.

SUCH ACCOMMODATION SHOULD MEET ALL THE BASIC NEEDS WITHOUT SACRIFICING CLEANLINESS AND GOOD SERVICE.

DATUK SERI DR MAHATHIR SAID THE GOVERNMENT HOPED BANKS GAVE PRIORITY TO LOANS FOR BUILDING HOTELS PROVIDING LOW AND MEDIUM PRICED ROOMS AND OTHER BASIC AMENITIES. -- BERNAMA
1958MST 25 09 87