

PM: Be far-sighted in tourism industry

EST - 2 JUL 1990

SEPANG, Sun. — Short-term profit-seekers should stay away from the nation's tourism industry because their efforts will not bring the desired results, Datuk Seri Dr Mahathir Mohamad said.

The Prime Minister advised tourism promoters to plan their ventures carefully because only long-term approaches would develop the industry properly and efficiently.

Launching the Selangor Government's Bagan Lalang beach resort, about 10km from here, Dr Mahathir said the tourism industry must adopt a far-sighted view on development and work towards long-term gains.

Quick-gain plans would not only hamper the industry's growth but would also have adverse multiplying effects in the long run, Dr Mahathir said.

He said the Government had implemented various tourism programmes such as the Visit Malaysia Year to promote tourism for the genuine tour operators and not for short-sighted individuals who wished to make quick gains at the expense of the industry.

He said: "Tourism is a long-term investment and a little of what we earn today should be set aside for tomorrow.

"Courtesy and warm hospitality are vital to ensure that tourists continue to come to this

country. If we treat them a little better, we can get more money from them; let's not put sand in our rice bowl by adopting a narrow and selfish attitude."

The Bagan Lalang beach resort is the latest resort facing the Straits of Malacca, situated between the more popular beach resorts of Morib in Selangor and Port Dickson in Negri Sembilan.

Dr Mahathir said the VMY programme had drawn millions of foreigners to visit the country in a matter of a few months, helping the hotel industry to experience increased business.

This is being passed to the workers in hotels in the form of better salaries and perks. An-

other spin-off is seen among the suppliers of food and facilities to these hotels, building contractors, construction workers and petty traders.

This, in turn, leads to the creation of more job opportunities in these industries and more activities in the economy.

Earlier, Selangor Menteri Besar Tan Sri Muhammad Haji Muhammad Taib said the nation had benefited from the wisdom and vision of the present dynamic Prime Minister.

Tan Sri Muhammad said the Prime Minister had often advised the people to return a strong Government because this was the only way to intensify efforts to bring development to the people.