

Think long term,

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not quick gains, PM tells hoteliers

By Manan Osman

KUALA TERENGGANU, Tues. — Prime Minister Datuk Seri Dr Mahathir Mohamad said hoteliers and chalet operators should not think merely of making profits at the expense of their customers, as such an attitude would have negative effects on the industry.

He said they should make long-term plans as short-term-measures would not guarantee a long and stable income.

"Although they will reap huge profits, it won't be for long as those affected will not return and they will also inform others of their unpleasant experience," he said.

When this happens, the industry will suffer because tourists will start going to other countries.

Dr Mahathir also said that good and efficient service is extremely important in the industry. And with reasonably-priced room rates, this would ensure a long and profitable venture.

"If customers are satisfied with the service, they will come more often," he said at the official opening of the Primula Kapas Island Village Resort off Marang today.

He said the desire for quick profits had turned into a disease which has afflicted many people. He cautioned them against this.

The resort, located on an island about six kilometres

from the Marang fishing village and about 20km from the state capital, belongs to the Primula Resorts Management Sdn Bhd, a subsidiary of the State Economic Development Corporation.

He said that in Langkawi, despite everything being exempted from tax, room rates were exorbitant — with some as high as \$1,000 per night.

The Government has therefore decided to build a 1,500-room hotel in Langkawi — the largest in the country — which is expected to be open this month.

The hotel will have all the facilities of a five-star hotel but the room rate will be only \$55 per day inclusive of service tax.

The De Lima Hotel, built

in four months by Woodhouse Sdn Bhd, belongs to the Langkawi Development Authority (Lada).

Dr Mahathir and his wife Datin Seri Dr Siti Hasmah Mohd Ali later visited the chalets before the Prime Minister left to attend a briefing by the SEDC in the afternoon.

Also present were Menteri Besar Tan Sri Wan Mokhtar Ahmad, Cabinet Ministers and State Executive Council members and their wives.

The Primula Kapas Island Village Resort comprising 40 chalets, is Primula Resorts Management's third hotel in the state. It also manages the Primula Beach Resort and the Besut Primula Beach resort.