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Mahathir-Tourism

BEAUTY, PROSPERITY AND CULTURE ARE THE NATION'S TOURISM ASSETS

KUALA LUMPUR, Dec 27 (Bernama) -- The country's beauty, prosperity and peace and the cultures and lifestyle of its people are valuable assets in developing its tourism industry, Prime Minister Datuk Seri Dr Mahathir Mohamad said.

Hence, they should be fully exploited in the interest of the national economy, he said in his foreword in the souvenir programme for the launch of the Sports and Recreation Year 1998 programme.

He said the customs and cultures of the multiracial society could serve as a strong attraction to foreign tourists.

"Our beautiful country has natural attractions that are most appealing," he said.

He said the keen competition in the international tourism market now demanded that Malaysia launch aggressive strategies to continue to shine.

The prime minister said although Malaysia was now known internationally, efforts to woo foreign tourists must continue to be stepped up.

He believed that the Sports and Recreation Year 1998 programme would be an effective marketing strategy to bring excellence to the tourism industry in the country.

The programme, launched by Culture, Arts, Tourism Minister Datuk Sabbaruddin Chik tonight, offers sports and recreational activities and international events to tourists and local sports fans. -- BERNAMA

WNZ JK