

05 JAN 1997

Tourism

KEDAH INTENSIFIES PROMOTION OF TOURISM

LANGKAWI, Jan 5 (Bernama) -- Kedah will intensify tourism promotion, including overseas, by promoting historical sites as well as new destinations in the state.

State Tourism Committee chairman Datuk Syed Razak Syed Zain told reporters here today that the promotion would be through distribution of pamphlets, magazines, advertisements and the Internet.

Besides promoting Langkawi as a holiday destination, Kedah would promote attractive places like the Pedu Dam, Agricultural Park in Baling, Safari Park in Sik and the history of the coming of Islam and the Kedah Malay Sultanate which is the oldest in Asia.

The government had also beautified the house where Prime Minister Datuk Seri Dr Mahathir Mohamad was born in Lorong Kilang Ais, Alor Setar, as a tourism attraction. To date more than 80,000 people have visited it.

Syed Razak said the state government would improve and beautify "Rumah Pelamin", the house where the first Prime Minister, the late Tunku Abdul Rahman Putra was born. The house, behind Balai Besar, Alor Setar, would be promoted as a new tourism product.

An international convention on the history and tourism in the state would be held soon, he said.

He said the Langkawi shopping carnival which began on Dec 1 had received good response with sales increasing by as much as 30 per cent and visitors enjoying cheap prices for goods and services.

Syed Razak, who is also chairman of the Langkawi committee on stabilising goods prices and service charges, said the committee would take steps to ensure a stable supply of goods and services during festive seasons and the Langkawi International Maritime Aerospace (Lima) exhibition in December. -- BERNAMA

ZI MTA JK