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Lada aims to attract more foreign tourists

LANGKAWI, Sun. - Having laid the foundation for the infrastructure of the island, the Langkawi Development Authority will now focus on attracting more foreign tourists.

Lada general manager Datuk Abdul Halil Mutalib said the authority, which celebrates its 10th anniversary on April 1, would also give priority to social and human resource development.

Speaking at a Press conference to announce details of Lada's 10th anniversary celebrations, he said the authority, set up by Parliament with a 20-year tenure, had achieved its role of being the catalyst for the island's development well ahead of schedule.

"Now we will play a vital role in promoting the island overseas to attract more foreigners while continuing to oversee development projects," he added.

Halil said by organising roadshows and participating in travel marts especially in countries with great potential, the pace of arrival of foreign tourists could be stepped up.

He pointed to the success of last year's roadshow in Australia which has resulted in more tourists from "Down Under".

Halil said Lada would also continue to generate more tourism products besides improving existing ones.

The two main proposed projects are the cable car project from Gunung Macincang to the Oriental Mart and beach project in Pantai Kok.

Halil said a Thai entrepreneur from Bangkok would also be undertaking a Safari Park not far from the beach area. These projects were given the nod by Prime Minister Datuk Seri Dr Mahathir Mohamad who was here yesterday. On criticism that there was no proper jetties for tourists going on island hopping tours, Halil said the authority would build two jetties with toilet facilities in Kuah and Pantai Cenang area.

On the 10th anniversary celebrations from April to June, he said, 17 events had been lined up.

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