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Recognition for sports tourism

THE inaugural Malaysia Sports Tourism Awards for contributions made to the tourism industry will be held at the Palace of the Golden Horses Hotel in Sri Kembangan on Jan 15.

Thirty names of groups and individuals had been submitted for nominations and 20 picked with the help of state tourism councils.

Organised by the Malaysian Sports Tourism Council (MSTC), there will also be award for the top state and one to recognise the contribution of former Prime Minister Tun Dr Mahathir Mohamad.

MSTC president Ahmad Kamil Mohamed says the council plans to propose Kuala Lumpur as a World Sports Tourism City and host for the International Sports Tourism Conference in 2005.

He says sports tourism internationally has been recognised as a high value sector, with one in four visitors a sports tourist.

"When mass sports events are held in many parts of the world, they are aimed at bringing in as many spectators and officials as possible," he says.

For details on the awards, call Ahmad Kamil at Paximej (M), 11A Jalan Sejat 8/10, Seksyen 8, 40000 Shah Alam, Selangor; tel: 55120733 or 55129516, fax 03-55120737; email paxi-mej@hotmail.com or visit www.paximej.20m.com or www.adventurecommunity.com.