

**Explore New Areas For Tourism – Najib  
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PEKAN, July 31 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak today advised the tourism industry to explore and promote new areas instead of merely focusing on the established attractions.

New areas must be identified and promoted to further develop the industry, he said at the launch of the ground-breaking for a four-star resort here, an event also attended by Pahang Menteri Besar Datuk Seri Adnan Yaakob and UDA Holdings Berhad chairman Datuk Nur Jazlan Mohamed.

Najib said the development of the resort in Pekan, for example, was likely to boost tourism in the royal town.

He also said that a waterfront would be developed on a bank of the Pahang River flowing through the town to boost its tourism potential.

The resort will be developed by UDA Holdings at a cost of RM80 million. It is expected to be completed in 2013.

The resort, boasting a "modern tropical" concept, will be built in the Peramu Jaya area, adjacent to the official residence of the prime minister in Pekan.

Meanwhile, Nur Jazlan said the strategic location of the resort on a bank of the Pahang River would serve as an attraction for tourists.

"I believe the 133-room resort will spur the tourism industry as it changes the landscape of development in Pekan and creates an economic spillover for the local people," he said.

-- BERNAMA