

Muhyiddin praises Pata for environmental conservation travel
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KUALA LUMPUR: Tan Sri Muhyiddin Yassin on Saturday praised the Pacific Asia Travel Association (Pata) on its marketing of Pacific travel through social, environmental and cultural conservation.

"As a member of Pata, Malaysia has embraced these same principles and sought to implement them through our national tourism policies.

"In fact, our branding, Malaysia Truly Asia, reflects the spirit of cultural conservation that Pata advocates," he said at the Pata conference here.

Malaysia is hosting the annual conference which coincides with Tourism Malaysia's 40th anniversary with the theme "Building the Business Beyond Profits."

Muhyiddin pointed out that climate change, resulting in rising sea levels, loss of crop yield and extreme weather conditions, would have a direct impact on tourism and its products.

"Perhaps, there is a need to identify new measures and further strengthen existing ones to mitigate the repercussions of climate change on travel and tourism," he said.

He pointed out that with rapid globalisation and development, private entities must understand that nature and the environment "must not be simply sacrificed for the sake of expanding commercial margins".

"I believe that specific conferences such as Pata 2012 assumes an important platform to deliberate and identify specific, viable and effective recommendations," he said.

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