

Raja Muda Opens Perlis Matta Fair 2012
Bernama
July 19, 2012

KANGAR, July 19 (Bernama) -- The Raja Muda of Perlis, Tuanku Syed Faizuddin Putra Jamalullail is confident that the people's courteous and smiling nature will boost the tourism industry.

"The tourism industry will be smiling if the smiling culture can be further promoted," he said when opening Perlis Matta Fair 2012 at Dataran Datuk Sheikh Ahmad here last night.

He said smiling which does not cost anything has big impact on the tourism industry and reflect the positive values of the people.

Tourism industry players must also be wary of the changing needs of tourists who always want something different for their holiday satisfaction.

Syed Faizuddin hopes tour agencies can be more creative by offering products to help achieve Malaysia's target of 36 million tourist arrivals by 2020.

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Source: <http://www.bernama.com/bernama/v6/newsindex.php?id=681736>

