

Media Encouraged To Give New Ideas To Promote Tourism
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MELAKA, Feb 3 (Bernama) -- The media have been encouraged to give new ideas to promote the tourism industry, particularly in Malacca which banks on heritage and culture.

Chief Minister Datuk Seri Mohd Ali Rustam said their views were important for they could help attract more tourists as well as preserve national heritage for future generations.

"Efforts to uphold national heritage are important for the benefits of future generations, and the thrust of the historic city of Melaka's heritage management is preserving heritage sites in the interest of preservation and protection of its legacy," he said.

He was speaking at a dinner in conjunction with the All Ladies Treasure Hunt organised by the Association of Women and Wives of Bernama Employees (Benita) at Bayview Hotel here last night.

Bernama acting general manager Datuk Yong Soo Heong was present.

Two hundred women travelling in 50 cars took part in the hunt from Kuala Lumpur to Melaka, yesterday.

The contestants vied for prizes, including RM10,000 cash, and diamond and pearl pendants worth RM2,000 from Habib Jewels.

Mohd Ali said the state government would give priority to preservation and protection of its historical heritage sites in line with the recognition accorded by Unesco on July 7, 2008.

He also urged stakeholders, including building owners and residents, to help preserve the state's heritage and culture.

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