

Sabah Govt Aims To Intensify Promotion On Smaller Tourism Products

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SEMPORNA, May 23 (Bernama) -- Sabah's Tourism, Culture and Environment Ministry aims to intensify promotions on smaller tourism products to draw more tourists to the east coast of the state.

Its assistant minister Datuk Pang Yuk Ming said programmes like turtle conservation were among the smaller tourism products that could attract tourists to places like Semporna, Tawau, Kunak and Lahad Datu.

"Turtles are iconic for tourism and can be an added attraction to the diving havens in Sabah which are famous around the world," he said when launching the state-level World Turtles Day 2013 in Pulau Mabul near Semporna, Thursday.

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