

SPEECH BY THE HON'BLE CHIEF MINISTER,
PENANG, AT THE REGIONAL OFFICIAL LAUNCHING OF THE
MASMARA ONE WAY PACKAGE TOUR AT THE E & O HOTEL,
PENANG, ON SATURDAY, 17TH. JULY 1976 @ 3.00 PM

The Directors of MASMARA Travel & Tours,
The Director-General and Deputy Chairman of the
Tourist Development Corporation,
The Director-General and Deputy Chairman of MARA,
Distinguished Guests,
Ladies and Gentlemen.

The Hon'ble Chief Minister, Penang, Dr. Lim Chong Eu,
has asked me to convey his sincere apologies for not being able
to be present today at the Official Launching of Masmara One Way
Package Tour and he has asked me to represent him and read out
his speech.

It gives me great pleasure to be associated with Masmara
Travel & Tours on this happy occasion of the Regional Official
Launching of Masmara One Way Package Tour covering Penang,
Kuala Lumpur and Singapore. I would like to thank the Directors
of Masmara Travel & Tours for their kind invitation to attend
the inauguration of your One Way Package Tour.

2. You have just heard from Encik Sulaiman Osman, the Director-General and Deputy Chairman of MARA a brief and interesting account of the progress of Masmara Travel & Tours, the objectives of the One Way Package Tour covering Penang, Kuala Lumpur and Singapore and the facilities it provides for inbound tourism among our own people. This is in line with the Government's policy through the Tourist Development Corporation, Malaysia, to promote domestic tourism at rates which many of our people can afford and at the same time give our tourists more leisure time to spend at their destination and return to their own homes at their convenience.

3. I am happy to learn that Masmara has steadily built up its facilities to provide new tourist avenues covering Malaysia and to help Bumiputra agencies connected with the travel trade to establish their business on a firm footing.

4. Tourism in one way or another affects the life of everyone in Malaysia. Penang itself thrives on the tourist trade which is experiencing a period of boom throughout the world. Penang

is fortunate in that it possesses natural charm, cultural elements and a way of life which are appealing not only to local but also to international tourists. Our beaches and beach hotels, our rich cultural heritage which is reflected in our temples and kongsi houses, our mosques, our shopping and hotel facilities and our open hospitality have created an impressive image of a romantic, relaxing and certainly exotic tropical island in the sun. And because we are all these, we face the keen challenge of international tourism with confidence.

5. Since tourists do not always enter Malaysia through Penang, it is very important that there must be well organised and reliable tour agencies and operators to cater to this need, and to offer to tourists flexible tour facilities within Malaysia. Tourists should be able to travel to Penang from any other entry point with ease and vice versa.

6. I am glad to note that Masmara has actually been doing this service within Malaysia. As such, Penang looks towards any development of the Company with interest and always hopes that Masmara Travel & Tours will continue to serve the tourist industry in its present efficient manner.

7. It is therefore with sincere and appropriate pleasure that I am here today to officiate the Penang launching of the new Mas-mara One Way Package Tour. The One Way Package Tour is not simply a variation or extension of previous tour patterns but is a new idea in local tour operation. It takes tourists one way to any one of the three great cities of Kuala Lumpur, Singapore and Penang. The tourists then have the option to stay as long as they wish or leave in any direction they desire and by whichever means they find most suitable. This kind of flexibility is an important addition to existing tour plans.

8. However, it must be realized that no particular tour concept is the ultimate functionable one. Tour plans tend to complement each other rather than to compete with each other. Tourists choose their tours according to their individual needs. I should hope therefore that Masmara would maintain and constantly improve on all existing tours while at the same time innovating new ones. This is most important because it is the overall strength of the Masmara tour structure which will ultimately reflect on its character and its prospects for the future well being of tourism in Malaysia.

9. Penang will always welcome all tour agencies as long as they genuinely have the interest of the tourists and the nation at heart. It will always do whatever is necessary to facilitate the entry, stay and exit of the tourists. However, it is necessary for the tourists to respect and upkeep the laws, moral value and good name of the island. This kind of mutual respect and assistance is healthy in any state or country which opens its doors to tourism.

10. To Masmara Travel and Tours then I would wish all the best on behalf of the people of Penang.

11. I now take great pleasure in officially launching the new Masmara One Way Package Tour.

Thank you.