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Govt seeks student tourists from China

SEREMBAN: The Government will encourage students from China to spend their holiday in Malaysia in an attempt to ward off the keen competition from other countries in the region for tourism revenue.

Deputy Culture, Arts and Tourism Minister Datuk Dr Ng Yen Yen said the new strategy would help to promote Malaysia as a tourist destination and encourage students to pursue their tertiary education in the country.

"We have to be creative in packaging our tourism products when competing with other countries in the region," she said after launching a photography exhibition and website by freelance photographer Jeffery Lim at Inti College, Nilai yesterday.

Dr Ng said there was great potential in targeting foreigners as tourists and students as Malaysian private colleges could benefit from enrolling them.

"If the students enjoy their stay here, it is likely they will want to proceed with their higher education here in any of the colleges," she said.

However, she noted that packages for such students would have to be credible and reliable, adding that she was considering up to two colleges for a start to take part in the effort.

She said the students could spend up to four weeks in Malaysia whereby they could learn about Malaysian cultures and traditional sports

News Poll

Universiti Malaya's Dewan Tunku Canselor has been totally destroyed in a fire. What do you think should be the next course of action?

- Be sentimental: Restore and rebuild to its former state.
- Be practical: Get a building up in the shortest time possible.
- Be visionary: Invite new designs and build with future needs in mind.

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