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Tajuk : Offer Travellers Better Products, Services And Experience, Tourism Players Urged.

## Offer travellers better products, services and experience, tourism players urged

**KUCHING:** As the year-end approaches, tourism players need to reflect on the success and challenges faced in the industry so that they can offer better products, services and experience to travellers in the future.

Assistant Tourism Minister Datuk Talib Zulpilip said the state's ongoing success relied on its ability to deliver quality products and services as well as create a memorable and pleasant stay for visitors, beginning from their arrival at the airport right up to their departure.

"We need to ask ourselves 'do we have enough flights? Is the flight connectivity good? Do we create long queues at our Immigration counters? Do we have good airport services at the arrival hall and baggage claim area? Are the services

efficient and our airport facilities clean and safe?"

"Travellers are immediately turned off if they get poor service at the airport," he said at the 7th Anak Sarawak Appreciation Awards here yesterday.

Sarawak Convention Bureau (SCB) initiated the awards in 2006 to acknowledge and honour conference hosts for their outstanding work and commitment in bringing the events to the state.

Themed "The Bidayuh Feast of Triumph: Selanting Kuning and the Dragon King" this year, it was aimed at highlighting a Bidayuh folklore of emerging victorious against all odds.

Talib said Sarawak, known for the nature and adventures it offered, would soon be recognised as a state

open for global business events.

"Since 2006, SCB has successfully secured 276 convention bids that collectively generate over RM269mil in direct delegate expenditure to the state. This is a result of the strong support from local conference hosts, industry partners, as well as Federal and state governments that have worked together to raise Sarawak's profile as a global business event destination," he said.

CPH Travel Agencies was awarded with Best Supplier of the Year honour, Borneo Convention Centre Kuching (Best Venue of the Year), Planet Borneo Tours and Travel Services Sdn Bhd (Best Incentive Programme of the Year) and World Clown Association Convention 2013 (Best Conference of the Year).

The Anak Sarawak Outstanding Achievement Award went to Marianne Yee of Projects Consultant Management Services and Assoc Prof Dr Margaret Chan of Universiti Teknologi Mara (UiTM) Sarawak.

The winners of International Convention Scholarship Award were Assoc Prof Dr Voon Boo Ho and Dr Caesar Dealwis of UiTM Sarawak, Dr Hamrila Abdul Latip of Universiti Malaysia Sarawak, Dr George Ngui Kwang Sing and Brian Loh of Swinburne University of Technology Sarawak Campus, along with Chua Lee Chuan of Batu Lintang Teachers Training Institute.

Meanwhile the Malaysia MICE Journalism Award 2013 – MICE in Sarawak Category went to Sarah Voon of *The Edge*.