

Diploma course to boost local tourism industry

NEW SARAWAK TRIBUNE PAGE: 4
21/11/2012



JOHARI holding the Sarawak Calendar of Tourism Event 2013 after officiating at the ceremony yesterday as Talib (2nd right) and Gramong (2nd left) look on. PHOTOS: TH LU



"The course will be focusing on the history, geology, forestry, culture and various aspect of the state so that we will be able to produce a guide who knows everything about the state"

BY NORNASHEILA ZAIDI

KUCHING: A Diploma in Tourist Guiding will be introduced in a way to improve the quality and standard of the tourist guide in the state in line with the needs to boost up the local tourism industry.

State Tourism Minister Datuk Amar Abang Johari Tun Openg said that, apart from the basic Sarawak Incentives For Tourist Guide Enhancement (SITE), the introduction of the new diploma course was an effort by the state government to put an added value to the tourism industry.

"The course will be focusing on the history, geology, forestry, culture and various aspect of the state so that we will be able to produce a guide who knows everything about the state," said Johari.

Speaking to the media in a press conference yesterday, Johari also added that the diploma course is however only available for full time session where the students have to fulfil all the 2,000 credit hours.

According to Johari, Universiti Malaysia Sarawak (UNIMAS) will become the pioneer to start the 18-month course in the state.

Earlier yesterday, Johari attended the launching of the 2013 tourism calendar of event for the state and the presentation of certificate for SITE participants hold in a

hotel near here.

"The calendar includes a total of 101 events which comprises cultural events, destination or city events, festive events, sports events and conferences," said the Minister.

Johari also said, one new international standard event for next year is the ASEAN International Films Festival and Award held from 28 to 31 March, 2013.

Next year will also be the Sarawak Visit Year which will be starting from July 2013 to June 2014 and is seen as a better platform to aggressively promote the state.

"Apart from that, we will also celebrating our 50th year of Independence Anniversary next year which will become the additional event for the year," said Johari.

He said positive arrivals into the state during the festivals especially when the festival season is on, has tourism appeal.

For the tourism calendar, he said, the event organisers still can submit their events to the Ministry of Tourism if the event is held at the second half of the year to allow ample time for printing.

Also present at the ceremony yesterday was the Assistant Minister of Tourism Datuk Haji Talib Zulpilip and Datuk Gramong Juna.

JOHARI handing over a certificate to one of the SITE participants who is also the Sarawak Tourist Guide Association chief Abang Azahari Abang Zaidan in the ceremony yesterday.