

PUBLIC LECTURE: TOURISM MALAYSIA SABAH STATE TOURISM DIRECTOR GIVES TALKS ON MARKETING HOSPITALITY PRODUCTS



Students taking Hospitality Marketing was honored to listen to a public discourse by Tourism Malaysia Sabah Tourism Director, Mr. Iskandar Mirza Mohd. Yusof at DKP-A2 on 20th Sept 2007. The academic disclosure was organized in an informal form as students can openly ask questions and throw their opinions during the 2-hour event. Dr. Jeniffer Chan Kim Lian, who teaches the subject, was very honored to have experienced people from the industry to talk and share experiences about how to set their marketing strategy in the hospitality market. During the lecture, Mr. Iskandar Mirza did mention that tourism industry in Sabah has a very huge potential as Sabah offers natural beauty from Sand and Mountain. Even the Sabah government sees tourism among the main contributors to the economic development of Sabah. Many hotels - budget and star rating hotels has come up drastically to fulfil the demand of visitors and foreign tourists. Therefore, many parties involved in the mainstream should come out with their marketing strategies to attract the tourists to come to Sabah.