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Cultural tourism or culture tourism is being promoted actively in this part of the world. The uniqueness of a host country is usually the tourists' main target for sightseeing and experience during their travels. Because of our State's diversity in ethnic groups and inevitably, diversity in culture and tradition; culture tourism is a booming industry. There are, after all, the 40 odd tribes under the Kadazan-dusun umbrella and many others outside of it such as the Bajaus, Irranun, Bisayas, Kedayans, Obians and Bruneians among others. However, there are a lot of room for improvement with many more traditional norms that can be promoted to tourists. Even destinations are in abundance, especially where quaint villages, beautiful rivers and waterfalls are concerned.

Promotions can be especially intensive during this Visit Malaysia Year 2007 (VMY), although tourism promotion is and should be an ongoing exercise.

One of the packages that can be incorporated in cultural tourism is weddings. This can be O-promoted in villages that are actively involved in the

Hosmetay Programme. The weddings should however be purely traditional with no frills for the benefit of tourists. The weddings should be authentic and not staged for the visitors.

Guests who wish to go through a traditional wedding should be catered to, and the tradition should be adhered to. This way the host earn a little money and the tourists enjoy their wedding and stay in an authentic local environment.

It must be mentioned here however that within the Kadazan-

See pages II & III

Traditional wedding... a tourism product

By ANNA VIVIENNE

