



# FOREWORD

**Dato' Hamidah Osman**  
State Executive Councillor for Tourism

In spite of the many glitches, which had happened due to errors of commission rather than omission, Visit Perak Year (VPY) 2012 was a success. I base this on a number of determinants, increasing tourist arrivals being a major factor of our achievement despite claims to the contrary. The increment is attributable to the many strategic initiatives taken by Tourism Perak and its affiliates in promoting the state to all and sundry. The many tourism-related events organised within the state throughout the visit year were conducted with a measure of success. I take cognisance of this and wish to thank those concerned, from the very bottom of my heart, for their dedication and hard work. I too wish to congratulate Perak Tourism Sdn Bhd, Tourism Malaysia (Perak), Ministry of Tourism (Perak Chapter), Perak Tourism Association and others for their meaningful contributions. The end of VPY 2012 does not mean that those at the helm of the tourism industry can let their guard down. The upcoming Visit Malaysia Year 2014 looms big on the horizon. Its existence provides us the impetus to bring tourism to a different level in Perak. With this in mind, I have conceptualised a three-year tourism programme for the state, named Discover Perak 2013-2015. The programme is aimed at instilling a new vigour in tourism growth beginning from infancy to maturity. The time frame may look lengthy but three years will come to pass in a blink. One major shortcoming, which I find disturbing, is the absence of detail relating to people and agencies in the tourism industry. This has affected the way tourists view us and the industry, on the whole. To correct this little flaw, the emphasis in this issue on tourism newsletter is information regarding agencies, both public and private, associations and individuals who play a major role in the promotion of tourism in the state. The availability of these seemingly insignificant details will be a good start to my three-year Discover Perak programme. We shall begin with Tourism Perak Sdn Bhd.





## TOURISM INFORMATION

**T**ourism is a major money spinner in Perak. The continued growth of the tourism industry in the state is contingent upon factors conducive to its expansion. Therefore, those who have a role to play in the development of tourism need to be exposed and highlighted, however, insignificant they may be.

The responsibility of tourism propagation in Perak lies entirely with Tourism Perak Sdn Bhd. This entity, formed as a private limited company, was incorporated in 2012. It started as an adjunct to the Perak State Economic Development Corporation (SEDC) co-located with the SEDC building along Jalan Panglima Bukit Gantang Wahab (opposite Royal Ipoh Club).

As its roles and responsibilities expanded over time, the office was moved to the government building in Jelapang. It remained there till mid-2012 when a centralisation exercise, mooted by Dato' Hamidah Osman, Executive Councilor for Tourism, was in place. It is now located on the first floor of the State Secretariat Building, Ipoh.

The company is being helmed by Tuan Haji Musa Dun, the Chief Executive Officer who took over the hot seat in August 2012.

Next in line and in importance is the Ministry of Tourism (Perak Chapter). The office is located at Jalan Medan Istana, Bandar Ipoh Raya, Ipoh. Its role is to act as a conduit between the Ministry of Tourism and the state tourism apparatus. The current director of the Perak chapter is Syahrudin Abdul Hamid.

The Tourism Malaysia (Perak) plays an equally important role in the dissemination of information on tourism. However, it is more international in nature taking its cue from its headquarters in Putrajaya. The office is located across the road from where the Ministry of Tourism (Perak Chapter) is.

The above mentioned are government-related agencies directly involved

in tourism development in Perak. There are a number of private entities whose presence is to complement the roles of the public agencies. They are located in Ipoh and are within striking distance of one another.

Tourism-related non-governmental organisations too, play a role in tourism promotion. Though their contributions may be overshadowed by the major players in the industry, their responsibilities are in no way insignificant. One such entity is the Perak Tourism Association (PTA). The association's office is in Greentown Square along Jalan Dato' Ahmad Said, Ipoh (next to Restoran Simpang Tiga). Tuan Haji Mohd Odzman Abd Kadir is the association's current president.

Of similar importance is the Perak Tourist Guides Association. The association is responsible for the training and conduct of its members whose role in the state's tourism industry is entrenched. Roselyn Lim is the current president and the office is located at Jalan Musa Al Bakri, Ipoh.

Tourist information centres, better known by the abbreviation TIC, have a much larger role to play. They act as front-liners as tourists deal with them almost on a daily basis. There is one in Ipoh, Taiping, Kuala Kangsar and Lumut.

These centres are, essentially, a good source of information, as they provide tourists with little-known facts about the places they are visiting. Most of the centres' staff speak English and can provide the sort of assistance sought by visitors.

The centres in Taiping, Kuala Kangsar and Lumut come equipped with brochures and trail and route maps.

Here are addresses and phone numbers of agencies (public and private), associations, non-governmental organisations and tourism information centres for your convenience:



**Tourism Perak**  
 Aras 1 Bangunan Perak Darul Ridzuan, Jalan Panglima Bukit Gantang Wahab, 30000 Ipoh, Perak Darul Ridzuan.  
 Tel: **05-208 3600** (ask for Tourism Perak)  
 Fax: **05-241 0671**  
 Email: [tourism\\_perak@yahoo.com](mailto:tourism_perak@yahoo.com)  
[www.peraktourism.com](http://www.peraktourism.com)



**Tourism Perak Information Centre (UTC Ipoh)**  
 Add: Pusat Transformasi Bandar, Lot LA12, 2nd Upper Floor, UTC Perak, off Jalan Dato' Onn Jaafar, 30300 Ipoh, Perak.  
 Tel: **05-241 3423 / 241 3424 / 241 3425**  
 Email: [tourismperak@yahoo.com](mailto:tourismperak@yahoo.com)  
 Office hours: 8.30am - 10pm daily (closed on public holidays)



**Tourism Malaysia (Perak)**  
 Add: 12, Medan Istana 2, Bandar Ipoh Raya, 30000 Ipoh, Perak.  
 Tel: **05-255 2772 / 05-255 9962**  
 Fax: **05-253 2194**  
 Email: [mtpbperak@tourism.gov.my](mailto:mtpbperak@tourism.gov.my)  
 Office hours: 8am - 5pm (Mon - Fri)  
[www.tourism.gov.my](http://www.tourism.gov.my)  
 Face Book : Tourism Malaysia Perak



**Perak State Ministry of Tourism Office (Pejabat Kementerian Pelancongan Negeri Perak)**  
 Add: 7 & 9, Jalan Medan Istana 3, Bandar Ipoh Raya, 30000 Ipoh, Perak.  
 Tel: **05-255 0413**  
 Fax: **05-253 6027**  
 Website: <http://www.motour.gov.my/>  
 Office hours: 8am - 5pm (Mon - Fri)  
 Director: Syahrudin bin Abdul Hamid



**Tourist Information Centre (TIC)**  
 Kuala Kangsar  
 Add: 1A, Jalan Kangsar, 33000 Kuala Kangsar, Perak.  
 Tel /Fax: **05-777 7717**  
 Office hours: 9am - 6pm (closed on Monday)



**This publication is wholly financed by the Perak State Government via Tourism Perak Management Bhd in collaboration with the Perak Tourism Association.**

### Editorial Board:

Hj. Musa bin Dun, Fathol Zaman Bukhari, Hj. Mohd Odzman bin Abd Kadir, James Gough, and Emily Lowe.

### Graphics and Photography:

Rosli Mansor

Published by Ipoh Echo Sdn Bhd, A-G-1, No. 1 Persiaran Greentown 2, Greentown Business Centre, 30450 Ipoh.

Printed by Conway Industries Sdn Bhd, Plot 78, Lebuhraya Kampong Jawa, 11900 Bayan Baru, Pulau Pinang.

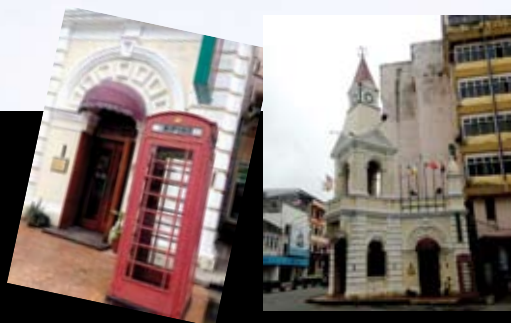




**Tourism Information Counter (TIC) Lumut**  
 Add: Pusat Penerangan Pelancongan, Kompleks Pelancongan Waterfront Lumut, Jalan Titi Panjang, 32200 Lumut, Perak.  
 Tel: **05-683 4057**  
 Fax: **05-683 8443**  
 ticlumut@tourism.gov.my  
 Office hours: 9am - 5.30pm daily



**Tourism Information Counter (TIC)**  
 Ground Floor, Old MBI Office,  
 30000 Jalan Bandar, Ipoh.  
 Tel: **05-208 3155**  
 Fax : **05-208 3150**



**Taiping Visitor Information Centre (TVIC)**  
 Add: Menara Jam J.K.R. 355, Jalan Kota, 34000 Taiping, Perak.  
 Tel: **05-805 3245**  
 Fax: **05-806 3139**  
 Email: tvic5977@gmail.com  
 Facebook: www.facebook.com/taiping.tvic  
 Office hours: 10am - 5pm (Mon - Sat) & 2pm - 6pm (Sun)

**Malaysian Association of Hotels (MAH) Perak Chapter (Persatuan Hotel Negeri Perak)**  
 Add: c/o Syuen Hotel Bhd., 88, Jalan Sultan Abdul Jalil, Greentown, 30300 Ipoh, Perak.  
 Tel: **05-253 8889, 012-521 8339** (Rains Chong)  
 Fax: **05-255 9284**  
 Email: syuenrain@yahoo.com  
 Office hours: 9am - 7pm (Mon - Fri)  
 President: Vincent Ee

**Perak Tourist Association (Persatuan Pelancongan Negeri Perak)**  
 Add: D-5-3, Greentown Square, Jalan Dato' Ahmad Said, 30450 Ipoh, Perak.  
 Tel / Fax: **05-242 4588**  
 Email: ppodzman@hotmail.com  
 Office hours: 9am - 5pm (Mon - Fri)  
 President: Hj. Mohd Odzman Abd Kadir

## TOURISM COUNTER- Perak UTC

A tourism counter catering to visitors to Perak was opened recently by Dato' Hamidah Osman, Executive Councillor for Tourism Perak. The siting of the counter in the newly-opened Perak Urban Tourism Centre (UTC), at the now defunct Super Kinta Shopping Complex, signifies the importance attached to tourism development in the state.

The counter provides visitors with the much-needed information on Perak, especially its numerous attractions. Some of the items available on request are travel brochures, tourism newsletters, travel guides and maps.

It also acts a one-stop counter for those wishing to make Perak their visit destination. The counter is open from 8.30am to 10pm daily (Monday to Sunday) except on public holidays. To get to the counter call UTC's reception at **+605-2413423 /2413424/2413425**



**MATTA- Perak Chapter Secretariat**  
 No. 3A, Medan Istana 3,  
 Bandar Ipoh Raya, 30000 Ipoh,  
 Perak.  
 Tel: **05-241 2802**  
 Fax: **05-241 2802**  
 Email: secretariat.perak@matta.org.my  
 hranjit@matta.org.my  
 Chairman: Mr Ranjit Singh

**Perak Tourist Guides Association (Persatuan Pemandu Pelancong Negeri Perak)**  
 2nd Floor, No. 75-77, Jalan Mustapha Al-Bakri, 30000 Ipoh, Perak.  
 Tel: **05-242 0897**  
 Fax: **05-243 0897**  
 Email: roselynlm@hotmail.com  
 Office hours: 9am - 6pm (Mon - Fri)  
 President: Roselyn Lim

## TOURISM CALENDAR March-April 2013

1. February 28 - March 3 – Pesta Laut Pangkor-Lumut 2013 by Tourism Perak.  
Tel No: **05-208 3600**. Website: [www.peraktourism.com.my](http://www.peraktourism.com.my).
2. March 16 – STREET Concert, Family and God - Taiping by Tourism Perak.  
Tel No: **05-208 3600**. Website: [www.peraktourism.com.my](http://www.peraktourism.com.my).
3. April 3-5 – Kembara Cuti-Cuti Malaysia by Gaya Travel / Tourism Perak.
4. April 6-7 – GP Fishing Competition - Teluk Senangin, Lumut By Tourism Perak / Berita Harian / Majlis Perbandaran Manjung. Harian. Tel No : **605-208 3600**. Fax No: **605-241 0671**. Website: [www.peraktourism.com.my](http://www.peraktourism.com.my).





## ROYAL BELUM WORLD DRUMS FESTIVAL 2013

**H**eavy downpour did not dampen the spirit of the Royal Belum World Drums Festival 2013, as the beat of drums and percussion reverberated from Dataran MBI on Sunday, February 24. The annual fest, the second in a row, was attended by thousands of locals and foreigners and was graced by the acting Sultan of Perak Raja Dr Nazrin Shah, who officially closed the event. He was accompanied by his consort, HRH Raja Puan Besar of Perak Tuanku Zara Salim.

Perak Menteri Besar Dato' Seri DiRaja Dr Zambry Abdul Kadir, State Executive Councillors, Heads of Departments and other dignitaries were also in attendance.

A total of 11 cultural groups from eight countries across four continents put up an astounding performance that brought the audience to their feet. They were Harubee (Republic of Maldives), Nakhonsawan Rajabhat University and Absolutely Thai (Thailand), Egyptian Nile Folkloric Musical Troupe (Egypt), Wicked Aura (Singapore), Tataloe Percussion (Indonesia), Pancasura (Indonesia), Wild Marmalade (Australia) and Natiq Rhythm Group (Azerbaijan). Malaysia was represented by home-grown talents, Purkusi Gatra, Aswara Percussion Ensemble and Rhythm of Malaysia.

Rhythm of Malaysia, comprising students from Universiti Pendidikan Sultan Idris, won the national-level Royal Belum Perak Drums and Percussion Challenge held at Mydin Hypermarket, Agromall RTC in Gopeng earlier. They walked away with a cash prize of RM18,000.

Of particular interest were the Egyptian Nile Folkloric Musical Troupe, which incorporated the tanoura folk dance; the two-men Wild Marmalade with Matt Ledge at the drums and Simon Mullumby at the didgeridoo; and Tataloe Percussion, who created music out of recycled items such as pots and pans, brooms, bottles and even water tanks.

A day earlier, at the Gerik airstrip, the opening show for Royal Belum World Drums Festival was held. Launched by the state Executive Councillor for Tourism, Dato' Hamidah Osman, it was attended by over 10,000 people.

This drum fest, along with a number of pocket shows held over a couple of weekends in February, certainly drummed up interest and support for this annual musical extravaganza. Perakeans, in particular, got to enjoy and experience first-hand world-class music live.

The success of the musical festival confirms the event's popularity as a premier tourist attraction.

