

OBJECTIVES

- i) To promote Kuala Lumpur, Selangor and *its* vicinity as a desirable tourist destination for both local and foreign tourists by liaising with the relevant Ministries, Governmental Authorities as well as the private sector with *the* aim to foster and develop promotional programmes and activities
- ii) To assist in every way *possible* for the benefit of the tourists, the improvement of accommodation, catering, transportation, environment, entertainment and other amenities in Kuala Lumpur and its vicinity.
- iii) To stimulate the demand for tourism products, merchandise and services which are available in Kuala Lumpur and its vicinity
- iv) To arrange for alliance or affiliation and to co-operate with any Institution, Association or Society with *objectives* similar to those of this Association on such terms and conditions as may be in the interests of the Association.
- v) To print, publish, sell, circulate and distribute badges, handbooks, guide books and publications *designed* to promote Kuala Lumpur, Selangor and Putrajaya