



فرسيداغن دان قاميرن قلنچوغن انتارا بئسا

INTERNATIONAL TOURISM CONFERENCE & EXHIBITION

TOURISM AND HERITAGE: *THE ASEAN & BORNEO CONTEXT*

29-30 Rabiulakhir 1439 | 16-17 January 2018
PAPRSB Institute of Health Sciences Extension Building,
Universiti Brunei Darussalam

Supported by



Ministry of Primary
Resources & Tourism



PROGRAMME AND ABSTRACTS

Foreword

Bismillahir Rahmanir Rahim

Greetings and welcome to the International Tourism Conference and Exhibition 2018.

The Borneo Studies Network, comprising all the 12 major universities and research institutions in Borneo and with its secretariat at the Universiti Brunei Darussalam, is proud to be organizing this International Tourism Conference and Exhibition entitled 'Tourism and Heritage: The ASEAN and Borneo Context'. It will be held at the Institute of Health Sciences, UBD.

This event is more than just (another) academic conference targeting only researchers. We have sought to involve and engage with tourism stakeholders: governments, private sector companies, and tourism industry service providers, especially in the dialogue sessions scheduled for Wednesday 17th January, on 'Emerging Trends in Eco-tourism and Cultural Tourism in the Digital Age'.

The Ministry of Primary Resources and Tourism is responsible for the development of tourism in Brunei Darussalam; especially important in this endeavour to support the diversification of the Brunei economy is the promotion of cultural and heritage tourism. Under the banner of 'Brunei, a Kingdom of Unexpected Treasures' and 'The Green Heart of Borneo', a major emphasis in the tourism campaign is the country's rich heritage of cultural and natural resources. Tourism is also an increasingly significant element in the national economic planning and the regional strategies of all the member states of the Association of Southeast Asian Nations. As such we are honoured to welcome Yang Berhormat Dato Seri Setia Awang Haji Ali Bin Haji Apong, Minister of Primary Resources and Tourism, Negara Brunei Darussalam, as the Guest of Honour at the Opening Ceremony on Tuesday 16th January 2018.

The relevance of this conference and exhibition can be seen from two recent newspaper headline reports, appearing on 2nd and 3rd Jan. 2018:

2/1/18: *Tourist arrivals increase by 10% in 2017* - <https://borneobulletin.com.bn/tourist-arrivals-brunei-increase-10pc-2017/>

3/1/18: *Brunei emerging as tourism destination* – MICE (meetings, incentives, conferences and events) - <https://borneobulletin.com.bn/brunei-emerging-as-tourism-destination/>

We have witnessed an astonishing increase in the range of institutional initiatives to encourage regional cooperation. Under the catchline 'Southeast Asia, Feel the Warmth', ASEAN has launched its second Tourism Strategic Plan, 2016-2025 and recently its second Tourism Marketing Strategy, 2017-2020. There was the 'Visit ASEAN@50 Golden Celebration' to mark the fiftieth anniversary of ASEAN's foundation in 1967, and the first 'Visit ASEAN' campaign was held in 1992. These strategic developments are supported by such other organisations as the ASEAN Tourism Forum, an organisation of suppliers and buyers in the tourism industry, which first met in Kuala Lumpur in 1981; its most recent meeting was in Singapore in 2017 under the title 'ASEAN: Sustainable Connectivity, Boundless Prosperity'. Its next gathering will be in Chiang Mai, Thailand in 2018 with the theme of 'Tourism – Towards Peace, Prosperity and Partnership'.

The major principle which guides ASEAN in its deliberations is that tourism provides an excellent vehicle for building regional cooperation and it contributes, especially in the field of culture and heritage, to peace, prosperity, regional and global citizenship, and to an appreciation of the region's 'unity in diversity'. The focus of future developments is to market ASEAN as a 'single destination' and to implement and improve a range

of tourism quality standards region-wide. Among other notable regional attractions are the ASEAN Heritage Parks - Brunei's Tasek Merimbun is one such site, and the region's 38 UNESCO World Heritage Sites.

There has also been a remarkable growth in tourist visitors to the Southeast Asian region, especially with the opening of Vietnam, Cambodia, Laos and Myanmar to the international tourism market. From 20 million visitor arrivals in 1991, this reached 109 million in 2015, and the increase projected in the ASEAN strategic plan for 2025 is 152 million (an increase of over 4 million annually over the 10-year period). These figures, of course, do not take account of the equally rapid expansion in local or domestic tourism as the overall disposable income and the leisure time of the citizens of ASEAN, particularly the middle classes, increase.

A very significant set of statistics is the source countries or regions of international visitors. The most recent figures for 2015 indicate that just over 42% of arrivals are generated within ASEAN and a further 33% of visitors come from neighbouring Asian countries (from the People's Republic of China, the Republic of Korea, Japan, India, Taiwan and Hong Kong). While we tended to think in the past of tourists coming to Southeast Asia to such places as Bali, Penang and Bangkok, mainly from the wealthy West, from Europe, North America, and Australia, the substantial growth of the tourism industry is instead being driven by economic expansion and by social and cultural changes within Asia itself.

In cultural and heritage tourism, and in ecotourism, there is enormous potential in Borneo to build on already established leisure activity. There are regular crossborder movements between the Borneo states for day-trips, overnight excursions, leisure weekendng, shopping, and visiting family and friends. Some tour companies, specialising in ecotourism, for example, offer coordinated cross-border Borneo tours which include Sarawak, Sabah and Brunei. There seems to be much greater scope for the development of this kind of 'adventure' tourism and for the expansion of heritage tours.

It is hoped that this will provide a platform for the further expansion of tourism both here in Brunei, and in the spirit of regional cooperation, in the neighbouring Borneo states as well. This event is possible through the collaboration and support from Ministry of Primary Resources and Tourism, Brunei Tourism Board, Borneo Studies Network and Universiti Brunei Darussalam. Thank you to the Faculty of Arts and Social Sciences as well as Institute of Asian Studies for their continuous contribution and support. Our special thanks to all our sponsors, organizing and working committee members and volunteers, for their diligence, support and dedication in making this event a success..

I wish you all a fruitful discussion and wonderful time in Brunei Darussalam.

Dk Dr Noor Hasharina binti Pg Hj Hassan

Chair of International Tourism Conference & Exhibition:

Tourism and Heritage: The ASEAN & Borneo Context Working Group Committees

Head of Borneo Studies Network Secretariat Office

Universiti Brunei Darussalam

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Opening Ceremony

International Tourism Conference & Exhibition: Tourism and Heritage: The ASEAN & Borneo Context

Tuesday

29 Rabiulakhir 1439 / 16th January 2018

PROGRAMME

- 8.15 am : Arrival of Guests
- 9.00 am : Arrival of Guest of Honour
- Yang Berhormat**
Dato Seri Setia Awang Haji Ali bin Haji Apong
Minister of Primary Resources and Tourism
Deputy Chairman of Universiti Brunei Darussalam Council
- 9.05 am : Recital of Surah Al-Fatihah and Doa Selamat
- : Welcoming Remarks by:
- Yang Mulia**
Dk Dr Noor Hasharina binti Pg Hj Hassan
Chair of International Tourism Conference & Exhibition: Tourism and Heritage: The ASEAN & Borneo Context Working Group Committees
Head of Borneo Studies Network Secretariat Office
Universiti Brunei Darussalam
- : Opening Address and the Launching of the International Tourism Conference & Exhibition by the Guest of Honour
- : Video Presentation
- : Keynote Speech by Professor T. Victor King entitled:
"ASEAN Tourism and Heritage: Issues, Problems and Prospects"
- : Presentation of Souvenirs
- 10.00 am : Light Refreshments & Group Photo session

Day 1 (16th January, Tuesday) | Venue: IHS, UBD

Session 1 : Tourism in the Development Agenda

11.00 AM	Mr. Haji Muhammad Safwan Bin Abdullah Bibi The Heart of Borneo Initiative and its Contribution towards Ecotourism Development in Brunei Darussalam
11.15 AM	Mr. Muhammad Asfihan Nur Arifin Launching "Visit Heart of Borneo (HoB)" and the Implications of the Border Spatial Plan of Three Neighboring Countries: Brunei Darussalam, Indonesia and Malaysia
11.30 AM	Dr. Shirley Chin Wei Lee Cross-Border Tourism Between Brunei and Eastern Malaysia
11.45 AM	Ms. Zya Dycna Meutia Conservation Planning and Re-criteria for the Designation of Cultural Heritage Areas in a Post-Disaster Context
12.00 – 12.15 PM	Question and Answer Session 1
12.15 – 1.30 PM	Lunch and Prayer Break

Session 2: Innovative Planning/ Strategies for Sustainable Tourism

1.30 PM	Prof Dr. Ir. Yudi Firmanul Arifin Development of Local Wisdom and Ecotourism in Borneo Island as a Concept Ecological Balance and Forest Conservation
1.45 PM	AP Ma. Criselda M. Caning Innovating Towards Sustainability in the Agrotourism Sector of the Philippines
2.00 PM	Dr. Josephine F. Cruz Developing the Uplands as an Agritourism Destination: The Organic Agriculture Initiatives in the Uplands of Baao Camarines Sur, Philippines
2.15 PM	Ms. Christin Dameria, Mr. Roos Akbar & Mr. Petrus N. Indrajati Relationship Between Sense of Place and Tourism Sustainability in Urban Heritage Areas
2.30 PM	Question and Answer Session 2
2.45 PM	15 minutes break

Day 1 (16 th January, Tuesday) Venue: IHS, UBD	
Session 3 : Perspective on Tourism Promotion	
3.00 PM	Ms. Maimunah Abd Aziz Conceptualizing a Model of " Mosque Tourism" in the Malaysian Context for Islamic and Spiritual Tourism Purposes
3.15 PM	Dr. Rui Oliveira Lopes A New Pathway for Sustainable Development. The Value of Museums in Cultural and Heritage Tourism in Borneo
3.30 PM	Ms. Dewi Rosmawati & Novi Wulandari The Development of Tourism Potential of Sambisari Temple Through Training and Promotion in English
3.45 PM	Ms. Mizuki Munakata & Dr. F. Merlin Franco Fantasy or Reality? A Critical Analysis of Portrayal of Rainforests and People in Tourism Promotional Videos *3.53pm break for Azan
4.00 PM	Question and Answer Session 3
4.15 PM	15 minutes break
Session 4 : Niche Tourisms	
4.30 PM	Ak. Dr Hassanal Bahar Bin Pg. Bungal Assessing the Potential of Volcano Tourism in Sabah
4.45 PM	Dr. Frank Dhont Remnants of World War II on Borneo: Visiting War Heritage and Memorials
5.00 PM	Dr. Ferdinal, M. A. Quo Vadis Literary Tourism in Padang: Challenges and Opportunities
5.15 PM	Question and Answer Session 4
5.30 PM	Close of Day 1
7.30 PM	Dinner at I-Lotus Restaurant, Jln Tungku

Day 2 (17 th January, Wednesday) Venue: IHS, UBD	
Session 5: Identity and Heritage Conservation	
9.00 AM	AP Dr. Md Shafi Noor Islam Heritage Tourism at Kampong Ayer Water Village for Reaching UNESCO World Heritage Status in Brunei Darussalam on the Island of Borneo
9.15 AM	Ms. Amalina Abd Khalid & Dr. Hanafi Hussin Exploring Cityscapes, Celebrations and Identity: A Case Study of the Golden Jubilee in Bandar Seri Begawan, Brunei Darussalam
9.30 AM	Ms. Dalilah Nabilah Bte Laidin Makam Raja Ayang: Landscape and Heritage Tourism
9.45 AM	Professor Wan Zawawi Ibrahim NADING RHAPSODY as a New Generation Indigenous Cultural Movement: Claiming Identity and Heritage Through Music and Theater Performance in a Nation-state and Global Society
10.00 AM	Mr. Adrian Perkasa The Sun and Crescent from The Golden Era of Majapahit: The Heritage of Islam in Trowulan, the Ancient Capital City of the Majapahit Empire
10.15 AM	Question and Answer Session 5
10.30 AM	15 minutes break
Session 6: Lessons for Tourism Planning and Development	
10.45 AM	Dr. Wong Swee Kiong Adaptation of Local Communities Towards External Shock: A Case Study in Nanga Talong and Lubok Pantu, Sri Aman, Sarawak
11.00 AM	Dr. Bashir Ahmed Bhuiyan & Abu Mahdinin bin Hj Abdul Wahab Development of a Competitive Tourism Sector in Negara Brunei Darussalam: Application of Lean Thinking and Kaizen Approach as Strategic Options
11.15 AM	Gabriel Y. V. Yong & Dk. Dr. Noor Hasharina Pg. Hj. Hassan Borneo Transport Infrastructure: What is Delaying Development?
11.30 AM	Dr. Sri Endah Nurhidayati, S.Sos, M.Si Opinions of Visitors on Sharia Beach (Case Study on Object Tour Island Santen Banyuwangi, Indonesia)
11.45 AM	Question and Answer Session 6
12.00 PM – 1.30PM	Lunch and Prayer Break

Stakeholders Dialogue Session

Day 2 (17th January, Wednesday) | Venue: IHS,UBD

Trends in Eco-tourism and Cultural Tourism in the Digital Age

1.30 –3.00 PM	<ul style="list-style-type: none"> • Mr. Hj Mohd Kamarul Dzaman Hj Ajimain Assistant Manager, Creative & Branding, Digital Social Media Division of Bank Islam Brunei Darussalam (BIBD) Social Media Influencer from geekinwhite.com • Mrs. Dk. Kemariah Binti Pg. Haji Duraman Founder of Kunyit7 Lodge, Kampong Ayer • Mr. Leslie Chiang Founder of Brunei-based tour company Borneo Guide and Sumbiling Eco Village • Mrs. Harina Binti Ramlee Corporate Services Manager of four sections: Human Resources, Communications & CSR, IST and General Services at TOTAL E&P Borneo B.V.
3.00 PM	Summation of Conference: Professor T. Victor King
3.30 PM	Excursion

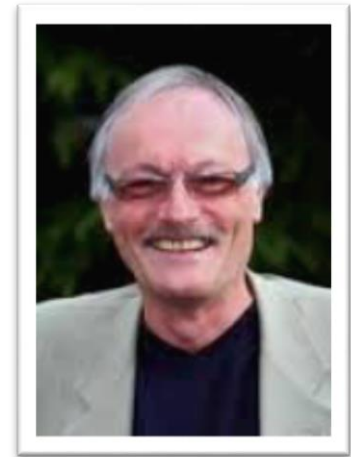
KEYNOTE SPEAKER

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About

Victor T. King is Professor of Borneo Studies, UBD-Institute of Asian Studies. He is a sociologist-anthropologist, and is also Emeritus Professor in the School of Languages, Cultures and Societies, University of Leeds; Professorial Research Associate in the Centre of South East Asian Studies, School of Oriental and African Studies, University of London; and Senior Editorial Advisor in the Research Centre for Sustainable Development, Faculty of Social Sciences, Chiang Mai University, Thailand. During the last six years he has edited/co-edited seven books on topics ranging across tourism in Asia, UNESCO World Heritage Sites in Southeast Asia, ethno-development, Southeast Asian Studies, Borneo Studies, and human insecurities in Southeast Asia.

Research interests

- The rationale of Area Studies and Southeast Asian Studies
- The sociology and anthropology of tourism and heritage
- UNESCO World Heritage Sites in Southeast Asia
- Ethnicity and culture in Southeast Asia
- The sociology, anthropology and history of Borneo
- The anthropology of development

Books

- **King, V.T.** (ed.) (2016) *UNESCO in Southeast Asia: World Heritage Sites in Comparative Perspective*, Copenhagen: NIAS Press.
- Zawawi Ibrahim, **Victor T. King** & Noor Hasharina Hassan (eds.) (2017) *Borneo Studies in History, Society and Culture*, Singapore: Springer, 'Asia in Transition' series, No. 4.
- Ismar Borges de Lima & **Victor T. King** (eds.) (2017) *Tourism and Ethnodevelopment: Inclusion, Empowerment and Self-determination*, London and New York: Routledge, 'Routledge Advances in Tourism and Anthropology'.

Journal Articles

- **King, V.T.** (2017) Identities, Nations and Ethnicities: A Critical Comparative Study from Southeast Asia. *International Journal of Humanities and Social Science Research*, 3, 12-30.

Abstract:

ASEAN and Tourism: The ASEAN and Borneo Context

Victor T. King

Professor of Borneo Studies

Universiti Brunei Darussalam, Institute of Asian Studies

Tourism is seen as an agent and mechanism for promoting regional interconnections, though there are obviously positive and negative consequences of tourism development on a regional basis. Increasing importance is also given by ASEAN governments to sustainable cultural and heritage tourism and ecotourism in national development agendas. ASEAN institutionalisation in the field of tourism development has been significant in the past three decades. But the problem with regional cooperation is that there is also inter-state competition and the desire on the part of the major players in the tourism industry in Southeast Asia to maintain their dominance and to continue to serve as regional hubs (Singapore, Kuala Lumpur, Bangkok, in particular). Inequalities in tourism development will continue and in the examination of regional initiatives we have to re-orient our thinking, research and policies towards domestic tourism and intra-regional, cross-border movements.

The concepts we use are still to do with the construction, 'invention' and transformation of culture, heritage and nature. In this regard we need comparative studies to recognize the complexities of addressing touristic-generated transformations. Comparative studies were very rare up to the 1990s from the birth of tourism studies as a separate field of study in the 1970s-1980s. In the context of ASEAN regionalisation, Southeast Asia is an ideal field for comparative studies. Within Southeast Asia, Borneo at the sub-regional level is even more ideal for the deployment of comparative perspectives, and there is a need to address in more detail and to contextualise tourism development across the three ASEAN nation-states which are represented in Borneo.

Keywords: Tourism, ASEAN, Borneo, regional connections, institutionalisation, comparisons.

PRESENTERS AND ABSTRACTS

Session 1 Theme: Tourism in the Development Agenda

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Ministry Of Primary Resources & Tourism

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**The Heart of Borneo Initiative and its Contribution
Towards Ecotourism Development in Brunei Darussalam**

Since the inception of the Heart of Borneo (HoB) Initiative in 2007, it has established itself as a leading example in the forest and biodiversity conservation initiatives involving multilateral Governments; namely Brunei Darussalam, Indonesia and Malaysia. The “HoB - Three Countries, One Conservation Vision” envisage a greener future for the island of Borneo, for the benefit and welfare of the people that lives within the HoB area, through the effective management of the forest resources and conservation of a network of protected areas, productive forests and other sustainable land-uses. To achieve this endeavor, the HoB Strategic Plan of Action has identified five strategic programmes for implementation, one of which is the programme on Ecotourism Development. This presentation will briefly explain what the HoB Initiative is all about; provide current updates on what had been discussed at the latest trilateral level meeting - especially matters related to ecotourism development in the Heart of Borneo; as well as highlight the importance of this HoB Initiative to Brunei Darussalam - particularly in term of its contribution towards ecotourism development in the Country.

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SAPPK – INSTITUTE OF TECHNOLOGY BANDUNG

Launching “Visit Heart of Borneo (HoB)” and The Implications of the Border Spatial Plan of Three Neighboring Countries: Brunei Darussalam, Indonesia and Malaysia

Heart of Borneo (HoB) is a conservation area with 265,000 km² (26.5 million Ha) divided into three States' territories: Brunei Darussalam, Indonesia and Malaysia. Officially the HoB initiative of three countries' cooperation started in 2007 (Bali), then 2008 (Pontianak) agreed on the *Strategic Plan of Action (SPA) of Heart of Borneo* as a guidance for member countries to develop the *National Strategic Plan of Action (NSPA)*. Last year (October 2017) the 11th HoB Trilateral Meeting (Tarakan) has launched "Visit HoB" as ecotourism, this makes the management plan comprehensive. (Hitchner et al., 2009). Ecotourism as a single ecoregion which is divided into State border regions and neighboring brings the consequences of spatial integration needs. The issue of integration is often constrained by different approaches and planning systems, for instance the land utilization change from protected forest to cultivation activities are quite rigid in Indonesia, as the autonomous nature of the spatial policy product is often blind to what lies outside their jurisdiction (Jacobs, 2016) while HoB implies more open borders.

The agreed-on SPA and NSPA documents previously tended to have a territorial approach, this can be seen on agreement substance mentioned as “guidance” instead of “collaborative” action although the same vision to maintain HoB sustainability. The integration opportunities are potentially the same vision on HoB, however the level of knowledge at all institutional levels is also required in order to enable spatial planning harmonization (Fabbro & Haselsberger, 2009). This paper offers a discussion on the idea of opportunities for joint spatial planning for three neighboring countries to manage HoB as cross-border ecotourism, by adopting a spatial planning harmonization approach (Fabbro & Haselsberger, 2009) This paper contains literature study with contextual area of interest and a technical review of planning theory, border studies and ecological landscape, and it also reviews relevant planning documents and presents empirical study results. The analysis suggests integration of joint spatial plan opportunities, and further results may include joint spatial planning preparation between three countries supporting "Visit HoB" as a cross- border ecotourism.

Keywords: Connectivity and mobility in tourism, Trans Boundary, Spatial Planning

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Cross-border tourism between Brunei and Eastern Malaysia

Borders, or boundaries, set the authorized limits of national sovereignty, or the lines up to which a state may exercise its sovereign authority. Cross-border tourism has becoming an increasingly important tourism activity between Brunei and Eastern Malaysia. This paper represents a work in progress which focuses on factors influencing the frequency of cross- border tourism and investigates the cross-border shopping behavior of Bruneian visitors between Brunei and Eastern Malaysia. The surge in visits to Eastern Malaysia may have profound implications for Brunei’s revenue as high outflows of expenditure are believed to have contributed to the high amount of leakages towards the local economy. The approximate number of people leaving Brunei were recorded as high as 2.4 million at the Sungai Tujoh post in 2016. This paper aims to examine the purchasing patterns of Bruneian visitors as well as their motivating factors. Many motivating factors are alluded to as drivers of cross-border tourism with major reasons which include price benefit, exchange rate as well as non-price factors such as extent of choice availability, border permeability and psychological influences.

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Development (SAPPD),
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**Conservation Planning and Re-criteria for the Designation of Cultural Heritage Areas in a
Post-Disaster Context**

Planning area-based conservation so far only considers the old town area and there is a lack of clarity in terms of the criteria for the designation area of cultural heritage in post-disaster contexts. In fact this approach is needed as a way to maintain assets that make a significant contribution on the establishment of quality parts of cities as a whole especially in the context of the disaster regions. In addition the direction of planning, as part of the mechanism of control, and support of the broad participation of community and stakeholders is a consequence which must be followed up. This paper aims to formulate the concept of conservation planning in Re-criteria for the Designation of Cultural Heritage Areas in the Post-disaster Context of Banda Aceh Region. This paper also examines how the cultural heritage area in Banda Aceh city that was affected by the tsunami disaster such as the PLTD Apung port area and Uleulheu mosque area that have a role as parts of a historical city relating to their potential as sites of civilization, historical values and memory value. Significance of values will be the criteria for the cultural heritage area, although they are not yet 50 years old, and their authenticity has changed. To do this, I borrow from ethnography methods. Moreover, the study takes the stand that critical understanding of the urban context is crucial in designating the protection area, including legal bases, delineation and control mechanisms.

Keywords: Conservation planning, cultural heritage area, post-disaster region, Banda Aceh

Session 2 Theme: Innovative Planning/
Strategies for Sustainable Tourism

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Development of Local Wisdom and Ecotourism in Borneo Island as a Concept Ecological Balance and Forest Conservation

Local wisdom is a noble idea of culture that people have to always appreciate nature and environment. It grows and develops continuously and has become a cultural tradition of hereditary culture in the society. In Borneo was found a lot of local wisdom conducted by the Dayak community from generation to generation, such as shifting cultivation and food security, rubber tapping, rattan garden, home gardens, and so on. In general the purpose of local wisdom is as ecological balance, land conservation, livelihood, food security and socio-culture. These activities can certainly be an attractive alternative for tourists to visit Borneo and as a very interesting research object. In addition the island of Borneo has a forest area of about 40.8 million hectares serving as the lungs of the world due to being green throughout the year. In 2012 the Indonesian Government allocated 45% of Kalimantan as the lungs of the world as an effort to reduce greenhouse gas emissions by 26% in 2020. Borneo's tropical forests are known as tropical rainforest ecosystems with abundant flora and fauna. About 80% of the biodiversity of living things exist in this ecosystem. With this condition of course Borneo Island is a tourist attraction, especially ecotourism. For example: establishment of orangutan ecotourism areas, bekantan ecotourism, wildlife reserve, Dipterocarpaceae ecotourism, and so on. From the above description it can be said that local wisdom and ecotourism can be a very attractive tourist alternative for tourists both local and from foreign countries which until now has not been developed properly. The cooperation between countries in the Borneo Island region is indispensable in the development of local wisdom and ecotourism because each country has similarities in natural and cultural wealth.

Keyword: local wisdom, ecotourism, ecological balance, Borneo

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Innovating Towards Sustainability in the Agritourism Sector of the Philippines

This paper explores the concept of innovation strategies for sustainability among five selected agritourism ventures. Agritourism is a hybrid of two highly complex concepts: agriculture and tourism. Both concepts are important to the economic and cultural development of any community. Sustainability used to be measured predominantly in terms of the economic sphere. However, it can be noticed that business, even the small ones, has been increasingly including an environmental criterion in their measure of success and in business strategies. Such heightened recognition of the environmental criterion has been strongly influenced by the vision of sustainable development. From a more pragmatic business perspective, sustainability offers potential for innovations and related business opportunities in terms of the environmental, social and economic push. Within the elements of sustainability, tourism can be sustainable if it is economically viable, promotes conservation of natural resources, supports preservation of local culture, adopts a long-term perspective and is concerned with the well-being of future generations; promotes equity, which means sharing the benefits and risks of tourism, promotes cooperation and partnerships, responsibility and accountability in behavior and relationships, Is marketed responsibly;, integrated into planning; upholds respect for others; and emphasizes the importance of education, research, and capability building.

Keywords: agritourism, sustainability strategies, innovation, innovation strategies

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**Developing the Uplands as an Agritourism Destination: The Organic Agriculture Initiatives
in the Uplands of Bao Camarines Sur, Philippines**

This project aimed to develop mechanisms that formulate, advocate and implement organic agriculture and livelihood activities in uplands to fast track transformation of exploitative and extractive land use system into a more permanent, carrying capacity enhancing livelihood system. Additionally, it aims to optimize utilization and value of upland areas by using them for organic agriculture to provide food and livelihood opportunities in the community. Furthermore, organic agriculture was the strategy employed to promote agritourism in the locality. Organic production of rice, vegetables and livestock were undertaken by the farmers. The project sites were the rolling and mountainous areas of Barangays Antipolo and Caranday in Baa Camarines Sur, Philippines. Participatory Resource Appraisal was used to gather data for the Situational Analysis which characterized the production system of the sites. Thirty-one farmers participated and they were organized into an association.

Moreover, the community was given learning opportunities to adapt various organic production technologies. Training on the production of organic fertilizer organic upland rice, organic pig and organic chicken were conducted to increase and enhance the knowledge of the farmers. Financial literacy, farm record keeping and agritourism concepts were taught to the farmers to equip them with the proper skills. The farmers prepared individual Farm Plans. Agricultural inputs, like vegetable seeds, upland rice seed, molasses and vermicast for organic fertilizer production and knapsack sprayer were provided. Also, initial stocks of native pig and chicken were provided to the farmers. The project had five components: **Organic Vegetable Production** where 3.25 hectares of land were grown with various vegetables where farmers gained \$2,040.89 income; **Organic Upland Rice Production** where 16.75 hectares of land were planted with various rice varieties achieving about \$4,517.14 income; **Organic Fertilizer Production** which produced concoctions and vermicompost used as natural fertilizers in their farms; **Organic Pig Production** where each farmer was given a native sow and a native boar to every 10-15 farmers which the farmers used to sire the sows; **Organic Chicken Production** where each farmer was given 20 heads. The organic pigs and chicken were not sold so these will form part of their breeder stocks.

To promote agritourism, upland organic farming and showcase farmers' produce, farmers' field day was conducted where local barangay, municipal and provincial officials and residents were invited. A special invitation was accorded to the provincial tourism office. It was noted that youth and children adored the joys of nature in the uplands. To access relevant services and ensure sustainability of the project, linkages were fostered with Department of Agriculture, Philippine Rice Research Institute, Agricultural Training Institute, Local Government Units, Provincial Tourism Office and academics.

ITCE2018

The project was able to identify good practices and establish mechanisms which show the sustainability of upland organic farming as a sustainable and ecofriendly source of livelihood and as a good way of life. Ultimately, the uplands have great potential to be developed as an agritourism destination.

Keywords: Upland organic agriculture, sustainable agriculture, upland agritourism

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and

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Relationship between Sense of Place and Tourism Sustainability in Urban Heritage Areas

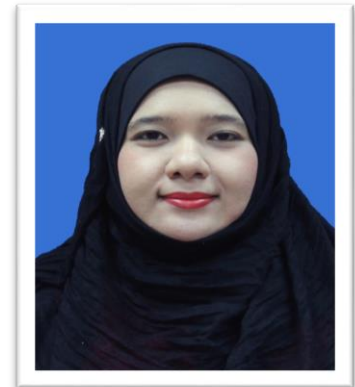
The existence of urban heritage is actually a potential alternative to urban tourism development but tourism activities in this heritage area apparently have contradictory values. On the one hand, the tourism supports the re-living of the area's activities and richness, but on the other hand, tourist activity has negative externalities to the physical, social and cultural environment of the heritage area. The tourism approach in heritage areas is considered only as exploitation merely because of the shifting of market orientation that focuses on heritage products, selected according to criteria of consumer demand and managed through market intervention. The high tourist activity in the heritage area was not able to be balanced by the carrying capacity of the environment causing environmental degradation. Traffic congestion, air and water pollution, also waste issues, are examples of negative externalities of tourism activities in the heritage area. In addition, the pragmatic behavior of tourists who do not care about the fragile condition of the heritage area, including acts of vandalism also became one of the sources of environmental problems in the urban heritage area. As a result of this reality, tourism activities in the heritage area are considered to be exploiting the environment because the commercial benefits of these activities have in fact created an imbalance between conservation and cultural values. This paper is a conceptual paper using systematic review method to synthesize secondary data that has been collected. This paper argues that one important factor to be considered in the sustainability of tourism in the urban heritage area is the ownership of a sense of place by stakeholders involved in tourism activities in this area, especially the tourists. As a conclusion, this paper states that the higher level of sense of place that tourists have, the awareness of the tourists in maintaining the environment in urban heritage will also be higher.

Keywords: Tourism Sustainability, Environment, Sense of Place, Urban Heritage

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**Conceptualizing a Model of ‘Mosque Tourism’ in the Malaysian Context
for Islamic and Spiritual Tourism Purposes**

Tourism is one of the major economic income earners for GDP in Malaysia and more initiatives have been taken to make the industry more competitive, most recently Islamic and Spiritual Tourism. From the media release, tourists’ arrival statistics provided by Tourism Malaysia for 2016 positively show the hike in tourist receipts from ASEAN and Islamic Countries, notably the Middle East. Attempting to become a popular destination for Islamic Tourism, Malaysia is actively promoting more Islamic Tourism destinations such as mosques. Being a country with a majority of Muslim people, Malaysia has numerous mosques in the urban and rural areas, but not all are offered to tourists. Basically, mosques in Malaysia are visited and admired because of their great history and architectural splendour, yet very few tourists respond to their spiritual and educational value. Therefore, the research is aiming at enhancing and conceptualizing mosques as a dominant Islamic Tourism product in Malaysia, not only for leisure visits and sightseeing, but more importantly the research attempts to elevate the role of mosques as destinations of spiritual enlightenment. It is not mainly for preaching, but the main target is to give a better understanding towards Islam and to propose good services, programs, facilities and more information and education to tourists. As such, this conceptual paper will discuss the present status of mosques as tourism destinations in Malaysia, followed by a literature review and case studies about mosques and shrines development in a few countries. Besides, the paper will propose a conceptual framework of the research for the next direction. Thus, the outcome will be issues and problems regarding tourism development in Malaysia, the research aims and objectives, literature review and the research conceptual framework. It is hoped that the study could expand the idea about Islamic Tourism destination development besides providing an early benchmark for ‘mosque tourism’ development in Malaysia, later to be followed by the other countries in the world. The ultimate output of the research would be a comprehensive conceptual model for ‘mosque tourism’.

Keywords: Malaysian Mosque; Islamic Tourism; ‘Mosque Tourism’; Conceptual Idea

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A New Pathway for Sustainable Development.
The Value of Museums in Cultural and Heritage Tourism in Borneo.

Museums are institutions established with the mission to preserve collections of artefacts and objects collected for their historical, artistic, cultural, scientific and natural interest. As a result, museums are naturally a carrier of memory and hold a mnemonic energy that endures through time, and that crystallises knowledge. Having cultural memory as the core substance of its activity, museums play a significant role in the representation of cultural identities and in nurturing the interest visitors have for their collections and exhibitions.

Year after year the volume of tourists visiting museums increases significantly having a significant impact in the economy of a city. Because of the uniqueness and relevance of their collections, the experiences offered, or the outstanding exhibition narratives explored, museums are traditionally among the top tourist attractions all around the world.

This paper discusses the relevance of museums in the context of cultural and heritage tourism by analysing the narrative of permanent and temporary exhibitions, the offer of interactive visitor experiences, and the offer of products and services oriented to tourists. Then, this paper will point to the opportunities and strategic possibilities to enhance cultural and heritage tourism experience in Borneo.

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**The Development of Tourism Potential of Sambisari Temple
Through Training and Promotion in English**

This paper reports the results of a community service program which aims to develop the tourism potential of Sambisari Temple internationally through English training and online-based tourism promotion programs. This program is conducted based on a long-term observation toward problems that happened in the area of the temple as well as problems faced by the society around. Specifically, there are three programs conducted to achieve the goals. First, the team implements the English training program for the youth and the traders around the temple area. Second, they provide information in the form of bilingual signposts, both in Bahasa Indonesia and English, which aims to facilitate both local and international visitors in getting general information related to the temple. Third, they promote Sambisari Temple through blogs and social media (Instagram and Facebook) in order to introduce and attract people's attention in visiting the temple directly. The success of this program is measured from the number of visitors, both online and direct, which increases day by day.

Keywords: Tourism Potential, Sambisari Temple, English Training, Promotion, Bilingual

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Fantasy or Reality?
A Critical Analysis of Portrayal of Rainforests and People
In Tourism Promotional Videos

Tourism promotional videos are known to play an important role in shaping destination image which motivates people to travel to the destination. Since destination images create expectations, marketing videos should ideally promote realistic scenarios which the tourist would experience at the destination. Failure to match the communicated destination image with reality, would only lead to tourist disappointment. Using content analysis, we analyse the Brunei Tourism Promotional Video produced by Brunei Tourism (2012), looking into possible areas where viewers are presented with unrealistic scenarios on Brunei's rainforests and people. We also look into the Biocultural content of the video, to understand how the biological and cultural diversities of the country has been portrayed. The video is compared objectively with other prominent videos from the region to generate a comparative understanding. The results show that tourism promotion videos produced by Brunei Tourism and other prominent tourism boards in the region have high unrealistic content. We argue that such content might lead to visitors' dissatisfaction as well as under-appreciation of the destination's Biocultural Diversity.

Keywords: Biocultural Diversity, Destination Image, Content Analysis

Session 4 Theme: Niche Tourisms

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Assessing the Potential of Volcano Tourism in Sabah

Volcano tourism has grown in popularity and usually integrates recreational activities such as sightseeing, hiking, climbing, camping or even mountaineering. If the volcano tourism site is highly popular, it can be recognized as an independent tourism sector or as a value-added adventure experience under the umbrella of geotourism. While volcano tourism is not a new global phenomenon, it is certainly relatively new in Malaysia. This study explores the potential of volcano tourism in Tawau, Sabah. Located at the South East Coast of Sabah, Tawau features several volcanic attractions such as cinder cone, sulphurous springs, crater, columnar joints and conical sprouts. The method employed for this study is product audit using the 5 A's (Attractions, Activities, Access, Accommodation and Amenities) from the tourism supply point of view. The findings suggest that the volcano tourism has a potential to become the next niche tourism product for Sabah and as a complementary tourism attraction to Sabah's flagship attractions such as Ecotourism and Dive Tourism.

Keywords: tourism development, volcano tourism, geotourism, niche tourism, special interest tourism

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Remnants of World War II on Borneo: Visiting War Heritage and Memorials.

World War II ended in 1945. Borneo saw a battle where Australians fought with the Japanese in the final months of the war. Now, more than 70 years later, these events and remnants of World War II still feature prominently in Borneo. The paper will examine the remnants of World War II in Sabah, Sarawak, Labuan and Brunei, and ask the question how these remnants and memories are now made into prominent features of Borneo heritage that appeals to visitors from all over the world. How do these different areas on Borneo deal with their World War II heritage? The paper will analyze the importance of this heritage for the region and its potential for visitors to the region by comparing Labuan, Brunei, Sabah and Sarawak.

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Quo Vadis Literary Tourism in Padang: Challenges and Opportunities

This paper discusses the relationship between literature and tourism by focusing on the drama *Romeo and Juliet* by William Shakespeare and the novel *Siti Nurbaya* by Marah Rusli. Both of these works serve as a basis for developing their own literary tours in Verona, Italy and Padang, West Sumatra, Indonesia and how the attractions created from these two literary works develop. This paper gives attention to the success of the government of Verona in translating *Romeo and Juliet* as a literary tour and investigates how this tour can be a model for the development of *Siti Nurbaya* literary tourism in the city of Padang. This paper also discusses the steps that need to be taken by the government and people of Padang city to develop this tour and maintain its sustainability.

Keywords: Quo Vadis, literary tourism, Padang, challenges, opportunities

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Heritage Tourism at Kampong Ayer Water Village for Reaching UNESCO World Heritage Status in Brunei Darussalam on the Island of Borneo

Kampong Ayer is an area of Brunei's capital city Bandar Seri Begawan, which is located near to Brunei Bay in Brunei Darussalam. It is a unique element of the human made (cultural) landscape and consists of 42 contiguous stilt villages built along the banks of the Sungai Brunei (Brunei River). There are 24 thousand inhabitants are still living above water in the Kampong Ayer water village and practicing the Malay culture and heritage. Kampong Ayer is culturally and historically the most prestigious, as well as the largest water settlement in the Southeast Asian region. It was formerly the capital of the vast Brunei Empire and was located not only along the river but on the river itself. According to the characteristics of heritage site selection criteria Kampong Ayer is fulfilling some of the criteria. Considering the physical characteristics, traditional buildings and housing pattern, geological processes, cultural and natural activities of Kampong Ayer could be considered as a UNESCO world heritage site. The tangible and intangible cultural heritage of Kampong Ayer has to be a reflection of their exceptional qualities that can be considered to be outstanding universal values.

The present status of tourism in Kampong Ayer is not amazing but there are some chances for rapid development of water tourism. The new hope of Eco-corridor construction within the territorial boundary of the Water Village could increase the new dimension of tourism activities in the Kampong Ayer area. Kampong Ayer water village is losing its natural view and cultural identity as a water landmark of Bandar Seri Begawan, this is the main challenge of tourism development and the inhabitants' livelihood sustainability. Kampong Ayer site could be considered as one of the outstanding national or cultural heritage sites in Brunei Darussalam. The objectives of this paper are to understand and analyze the universal cultural values, heritage status and scenario of tourism activities at the Kampong Ayer site within the guideline framework of UNESCO World Heritage site selection criteria. The significance of culture, heritage and community life style of Kampong Ayer water village should be analyzed and assessed. The study investigates opportunities and challenges of tourism development and better management, conservation and declaration policies of Kampong Ayer water village as UNESCO world cultural heritage site in Bandar Seri Begawan of Brunei Darussalam on the island of Borneo.

Keywords: Kampong Ayer, Water Village, Borneo, Culture, UNESCO, World Heritage, Selection Criteria, Tourism, Prospects, Challenges, Conservation, Management and Declaration.

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**Exploring Cityscapes, Celebrations and Identity: A Case Study of the Golden Jubilee in
Bandar Seri Begawan, Brunei Darussalam**

Bandar Seri Begawan, the capital city of Brunei Darussalam, houses many of the historical and heritage sites. As such, it has been the center of attraction for both locals and foreign tourists alike. Furthermore, the city has been the center of many national celebrations, such as Brunei's national day (23rd February), or the annual Maulidur Rasul processions. One of the more recent celebrations was the Golden Jubilee of His Majesty Sultan Haji Hassanal Bolkiah, which marks His Majesty's fifty years accession to the throne.

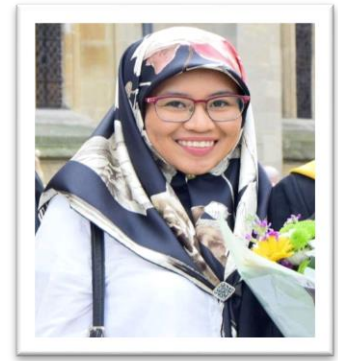
This paper explores the correlation between Bandar Seri Begawan as an evolving city with the Golden Jubilee celebrations in reaffirming Brunei's national philosophy of Malay, Islamic, and Monarchy (MIB). This paper aims to discover both the tangible and intangible aspects of *MIB* as represented throughout the period of the Golden Jubilee held in Bandar Seri Begawan. Participant observation and observations of the programs included in the Golden Jubilee celebrations were conducted. Secondary sources such as published books, magazines, and newspapers related to the events were also analyzed in complementing data gathered.

Findings show that Bandar Seri Begawan, a city of continuous change and developments has managed to maintain its 'identity' due to the locations of other historical buildings, structures, and architectures within its territory, both old and new. Furthermore, the hosting of royal celebrations such as the Golden Jubilee in the city emphasizes aspects of Malay, Islamic and Monarchy values and practices. Various displays, performances, and activities of Brunei's rich traditional material culture in the 21st century setting of Bandar Seri Begawan are important in reaffirming the Sultanate's national philosophy. These displays are not only important for local residents, but for tourists to learn, understand and appreciate Brunei's cultures and traditions.

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Makam Raja Ayang: Landscape and Heritage Tourism

The story of Raja Ayang is an oral tradition passed in through generations, and was never learned in school textbooks. From what was once believed to be a mound prior to Japanese Occupation, to a vernacular memorial hut made out of wood, Makam Raja Ayang had a revamped facelift in 2008. This transformation is part of the government's effort to beautify Bandar Seri Begawan and that both the landscape and the story symbolises Bruneian national identity. As argued by Osborne (2001), "the imaginative use of symbols and myths, and of monuments, commemorations, and performances, have become the stuff of history, tradition, and heritage, all directed towards nurturing some form of identity" (p.65). Hence, with landscape transformations come significance whereby today, Makam Raja Ayang is recognised as part of Bandar Seri Begawan Heritage Trail which contributes to Brunei's status as ASEAN City of Culture in 2016. By adopting concept of landscape as my conceptual framework, I aim to understand how heritage tourism helps legitimise a nation's identity.

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**Nading Rhapsody as a New Generation Indigenous Cultural Movement:
Claiming Identity and Heritage through Music And
Theater Performance in a Nation-State and Global Society**

The paper represents a work in progress which focuses on the analysis of NADING RHAPSODY, a musical ensemble cum theater group consisting of the new generation indigenous youth from Sarawak which has gradually made its presence felt in both the nation-state and global society. Whilst not denying the entertainment objectives of the group, it is also interesting to identify this collective as representing a cultural movement emerging from the new generation of educated, young urban indigenous sections of Sarawak society. Over the last two years, by way of hybridizing their traditional music (which utilizes the distinctively longhouse ‘sape’ instrument) with contemporary form, they have made themselves visible in various festivals held in Sarawak, Peninsular Malaysia and the international playing ground. Based on a detailed analysis of their musical repertoires, the indigenous stories that inspire their theater performance, and their own narrations through storytelling, the paper will argue that this particular collective also represents a cultural movement in the making among young indigenous Sarawakians, in which through their music and theater performance, they are not just entertainers for the consumption of tourism and festivities, but they are also mediating their notions of indigenous identity and heritage in the context of a modern-developmental Malaysian nation-state which continuously subjugates their indigenous citizenry as ‘the Other’

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**The Sun and Crescent from the Golden Era of Majapahit:
The Heritage of Islam in Trowulan, the Ancient Capital City of the Majapahit Empire**

The Majapahit Empire was founded in the late 13th Century by Sanggramawijaya, who also known as Raden Wijaya. After several uprisings and rebellions during his reign and that of the second king, Jayanegara, Majapahit gradually gained stability and expanded its power during the reign of the third ruler, Queen Tribhuwana Tungga Dewi, the daughter of Wijaya. This kingdom reached its heyday in the era of King Hayam Wuruk, the son of Queen Tribhuwana. According to archaeologists, the symbol of this kingdom was the Sun with its beams that symbolized the nine Deities in Hindu belief. Majapahit had many vassal states stretching from Malay Peninsula to eastern part of the archipelago. In economics, trade proved a backbone for the wealth of Majapahit: not only interinsular around the archipelago, but also international trade. It was not difficult to find international traders in Majapahit area because almost of them were located on the north coast of Java and riverside of Brantas and Bengawan Solo, two main rivers in Java. Based on many historical records, the traders mainly came from China, Ayodhyapura, Jambudwipa (North India), Cambodia, Champa (South Vietnam), and Syangka (Thailand). However, this situation indicated that there were many communities with different religious backgrounds who lived in Majapahit including Islam. Currently, there are numerous Islamic heritage sites like Troloyo graveyards and Putri Campa's tomb in Trowulan, the Majapahit former capital city. This paper seeks to elaborate more about the history of the Islamic community in the Majapahit capital city and its heritage that has become a more popular tourist destination than other historical sites in Trowulan.

Keywords: Majapahit Empire, Trowulan, Islamic Community

Session 6 Theme: Lessons for Tourism Planning and Development

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**Adaptation of Local Communities towards External Shock:
A Case Study in Nanga Talong and Lubok Pantu, Sri Aman, Sarawak**

Rural communities are often more resource-dependent. Whenever facing socio-ecological shocks and stresses, strategies would normally be taken by the local communities to adjust, reorganize and adapt themselves sometimes through coping with diversified livelihood strategies to minimize vulnerability for them to retain the same functions, structure, identity and even social dynamics or organization to ensure livelihood security. Blessed with abundant of natural resources surrounding their villages located along the Engkari River which is the upper tributary of Batang Lupar in Sri Aman, Sarawak, villagers at Nanga Talong and Lubok Pantu were highly dependent on wild game, flora in the forest as well as fisheries resources in the river to meet their daily dietary needs and food preference. However after the establishment of Batang Ai National Park and after the nearby area was gazetted into Lanjak Entimau Wildlife Sanctuary, the entitlement of the local communities to access to the natural resources and to obtain food in the adjacent area was disrupted. This paper discusses the extent to which the livelihood of the local communities in Nanga Talong and Lubok Pantu in the interior part of Borneo has been affected by the establishment and gazette of national park and wildlife sanctuary in the vicinity besides highlighting the coping mechanism adopted by the majority Iban communities in the area. Besides field observation, focus group discussion has been carried out with the heads of the household in the two villages in two different sessions to obtain the feedback from the villagers. In addition, researchers were brought by the respective headmen to their farms as well as their “Tagang System” locations to observe directly evidence of alternative livelihood strategies opted for by these communities. The findings of the study provides significant insights on the level of resilience of the villagers in these two remote villages in Nanga Talong and Lubok Pantu when they were undergoing external shocks imposed by institution or government policies to implement conservation measures to turn the nearby area into potential tourism attraction sites.

Keywords: Livelihood strategies, Resiliency, Sri Aman, Iban

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Development of a Competitive Tourism Sector in Negara Brunei Darussalam: Application of Lean Thinking and Kaizen Approach as Strategic Options

Tourism has been considered as one of the promising sectors for development that influences the achievement of sustainable growth through large scale employment generation and other related developmental initiatives. Tourism development requires sagacious plans and its implementation with effective coordination and communication among the tourism players. In the blueprint of World Travel and Tourism Council, 21st century travel plans should bring balance among the government priority, economical aspects, environmental issues and socio-cultural implications (WTTC, 2003). Successful implementation and viability of a sustainable development plan requires collaboration among various stakeholders such people, governments and social institutions innate into the social learning processes to bring positive changes through ecological balance, attainment of economic benefits and integration into the overall societal systems. For framing and implementing sustainable tourism development plan there should be a collaborative and networking nexus between global, national, intermediary level organizations and local host communities. Obtaining competitive and sustainable tourism sectors applying systems approach to change management with effective institutional networks and coordination among the multilevel institutions (Bhuiyan & Alam, 2014) along with total quality management orientation has been considered as one of the prime strategies for tourism development in a country.

The present study aims to explore the prospects of tourism industry in Negara Brunei Darussalam and to harness its utmost potentials how Lean Thinking and Kaizen Approach can be used in its different levels from national policy determination to the operational levels implementation through applying the proper coordination mechanism and systems approach to management. Along with citation method, the methodology in this paper is conducting interviews with some policy experts, government officials in the relevant ministries, tour operators in the field level and some local people in the host destinations. Finally, data collected from the interviews and literature review will be integrated into the final paper.

Having a land area of 5270 sq. km. (2035 sq. miles) its present population is 430639 (according to the United Nations estimates of 14 November 2017), predominantly dependent on crude oil and natural gas, but in the face of dwindling oil and gas reserves, the government is looking to diversify

the economy through innovations in different portfolios of services with high-value tourism (Worldometers, 2017; United Nations, 2017). The culture of Brunei is derived from Old Malay Civilisation with focus on 3M or MIB (Malay, Muslim and Monarchy or Melayu, Islam, Beraja) makes it a distinctive entity with other nations in the ASEAN countries. Brunei has been growing as a unique tourist destination due to different attractions, such as the abundance of flora and fauna in the tropical rain forests extending from coastal plain to hill forest ecosystems including inland waters, lakes and rivers, the famed water village (Kampung Ayer) on the river, a unique lifestyle of the peoples with a distinct combination of the practices of official Islamic religion, long rooted Chinese culture with moderate blending of western cultural practices. It provides natural habitats for a diverse range of wildlife, such as many small animals, tropical birds, reptiles and amphibians living in the rainforests, around 100 non-flying mammals including the Proboscis Monkey, characterised by its very long nose. Preservation and the proliferation of the arts and crafts of the bygone days make Brunei a rich place of artistic heritage with unique combinations of boat making, silver-smithing, bronze tooling, cloth weaving as well as mat and basket weaving. Combinations of some other relics and crafts are Malay weaponry, wood carvings, traditional games and musical instruments, 'silat' (the traditional art of self-defence) and decorative items for women etc. 'Gulintangan', the traditional musical instruments with a wide array of native folk music and dance may also create attractions to the tourist. Brunei is also a rich place for mosque tourism.

However, in spite of having all these attractions, Brunei could not reap expected benefits from the tourism sector; this might be due to gap in the coordination among the various institutions in different levels of tourism management, lack of marketing initiatives especially the promotional measures and last but not least the quality management problems. So, to improve the overall performance of tourism sector and make the sector more competitive and sustainable, the present study suggests applying the Lean thinking and Kaizen approach as strategic options.

Keywords: Sustainable tourism, Competitive, Lean Thinking, Kaizen, Systems approach.

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Borneo Transport Infrastructure: What is holding up its Development?

Comprehensive transport infrastructure is essential to tourism development. As an ancient tropical rainforest and island with a diverse range of environments, flora and fauna, people and culture, Borneo would have significant attraction power as a tourist destination. However, its underdeveloped transport infrastructure has limited tourism development to only a few locations, making travelling around the island problematic. This paper aims to shed light on the state of development of this important infrastructure, as well as the provision of transportation services around Borneo. It will begin with an examination of the current infrastructure coverage, highlighting gaps and issues concerning air, land and water (river) transport around this large island. Current transport services are also characterised and analysed with respect to the context of each place that serves as a node in the transport infrastructure. It will then identify and discuss the key factors that continue to impede infrastructure development, and conclude with some suggestions on how to address them going forward. It is hope that the findings of this study will contribute to policy decisions and actions taken to enhance mobility in Borneo.

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Opinions of Visitors on Sharia Beach
(Case Study on Object Tour Island Santen Banyuwangi, Indonesia)

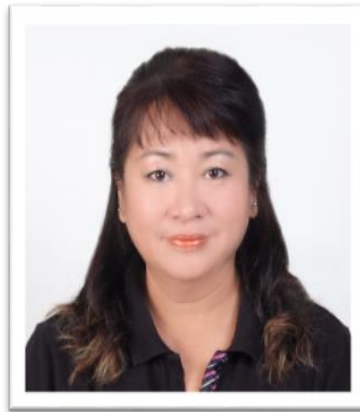
The Indonesian government has established tourism as a core industry. This is reinforced by the targeting of tourists who come to Indonesia: as many as 20 million foreign tourists and 275 million tourists in 2019. To achieve these targets the government set 10 potential destinations that have the potential to be a driver of tourists coming to Indonesia. Another strategic step is to maximize Indonesia's opportunities as the World's Best Halal Tourism Destination. Banyuwangi is one of the areas in East Java Province, Indonesia which supports the government's step by launching Santen Island as a sharia beach. Sharia beach is an alternative tourism destination that is different from the beach in general. The Government of Banyuwangi District implements sharia indicated through the separation of beach area for male and female visitors and special rules in the destination such as dress code and pray time. This article aims to (1) analyze the opinion of visitors about sharia beaches that differ from the beaches in general, and (2) identify the visitor's expectations about the services at sharia beach.

The study is located in Santen Island in Banyuwangi District, East Java Province, Indonesia. The research was conducted with a qualitative descriptive approach which aims to get holistic and deep opinions and visitor's expectations on sharia beach. Data collection using in-depth interviews of the visitors which are determined purposively and through observation at the destination.

Opinion indicates that visitors distrust the sharia indicator that is used in sharia beach on Santen Island Banyuwangi. Some terms used to express it are (1) distrust sharia term, (2) managers do not understand the meaning of sharia, (3) not the real sharia, (4) almost the same as other beaches. Visitors also consider the separation of beach areas for men and women as human rights violations, interaction restrictions, difficult family visitors and unfriendly to non-Muslim visitors, and will restrict incoming visitors to destinations. Visitors' expectations on sharia services are the availability of facilities for Muslim (places of prayer, adequate ablutions, large and clean bathrooms, clean prayer tools), security systems using CCTV cameras, halal food availability, dressing arrangements in special areas, service of male and female staff as needed.

Keywords: sharia beach, destinations, opinions, visitors, tourists.

*STAKEHOLDERS DIALOGUE SESSION
SPEAKERS*



- **Mrs. Dk. Kemariah Binti Pg. Haji Duraman**, founder of Kunyi7 Lodge, Kampong Ayer. The homestay is one of the few accommodations in Brunei registered with AirBnB, a successful online marketplace that enables people to list, find and rent vacation homes. The homestay or the lodge is to promote the culture and traditions of the water village. The place has received excellent reviews from guests. She worked in corporate industry for 28 years in hospitality, training, sales and marketing, human resources and managing people.



- **Mr. Hj Mohd Kamarul Dzaman Hj Ajimain**, Assistant Manager, Creative & Branding, Digital Social Media Division of Bank Islam Brunei Darussalam (BIBD) and Social Media Influencer from geekinwhite.com. His work involves using multiple online platforms to advertise progresses and products offered by BIBD. In his geekinwhite.com, he frequently writes and creates videos of his travel experiences around the world.



- **Mr. Leslie Chiang**, founder and managing director of Sumbiling Eco Village. He envisioned an ecotourism project that serves to promote awareness and cultivate sustainability. His projects involve local community participation which in turn will offer tourists an organic and authentic experience of the local community's way of life.



- **Mrs. Harina Binti Ramlee**
Corporate Services Manager of four sections: Human Resources, Communications & CSR, IST and General Services at TOTAL E&P Borneo B.V. She is the first local HOD in Brunei for TOTAL E&P Borneo B.V.

***INTERNATIONAL TOURISM CONFERENCE AND
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Dr Shirley Chin Wei Lee

Dyg Salinah Binti Haji Mohd Salleh

(Tourism and Development Department, MPRT)

Rapporteur

Dyg Khairunnisa Ibrahim

Dyg Dr Rinni Marliyana bte Hj Amran

Programme Book

Dr James McLellan

Dyg Amalina Abd Khalid

Dyg Ruth Tan Chuan Cheen

Souvenirs

Dyg Hamimah bte Hj Abu Bakar

Accommodation

Dyg Munirah binti Zainal Abidin

Md Khairul Nizam bin Suhaili

Johana binti Jamil

Registration and Lanyards

Dk Hailmyana binti Pg Mohd Yusop

Dyg Ainie Fazilah binti Hamdan

Publicity, Media and Press Release

Dr James McLellan

Mr Kenny Liew Yeh Ping

Dyg Noorul Hasyimah Bazilah binti Haji Muhammad Irwan

Awg Mohd Nasroul Hizam bin Hj Souyono

Awg Ihsan Sabri bin Haronli

Banner, Backdrop Design and Video

Awg Mohammad Arif bin Dr Hj Sablee

Awg Ahmad Azhar bin Ismat

Dyg Amal Lina Nabilah binti Sunadi

Refreshments (VIP Refreshments)

Hjh Arinah binti Hj Md Daud

Invitations

Dyg Nurlila binti Haji Salleh

Dyg Hjh Rosnani binti Hj Adam

Dyg Norain binti Adanan

Dyg Hjh Zatul Karamah binti Hj Yusof

Dyg Mahrinah binti Mohd Zin

Master of Ceremonies

Dyg Nurlila binti Haji Salleh

Protocol and Reception

Dyg Hjh Joana binti Hj Yacob
Dyg Nur Nasuha Amalina binti Tajuddin
Awg Hj Ramli bin Hj Jaafar
Ak Baharudin bin Pg Razak
Mr Ryan Lim Sei Heng
Awg Md Khairul Nizam bin Suhaili
Dk Amey Marlina binti Pg Hj Metassan
Dyg Ainie Fazilah binti Hamdan

Technical, Audio and Visual

Awg Hasnan binti Hj Sawal

Health, Safety and Security

Awg Hazilan bin Hj Ramli

Logistics and Transport

Dyg Zeti Kamela binti Matasan
Awg Muhammad Asra Norazuan bin Abdullah Rabaha

Liaison Officers and Student Ambassadors

Mr Low Kok Wai
Haji Mohd Azwan bin Awang Besar
Mr Ryan Lim Sei Heng
Awg Harris Ar-Rafi bin Mohd Zaini
Awg Ahmad Safwan bin Zaini
Awg Muhammad Hafizuddin bin Abu Hasrah

Cultural Performance

Mr Low Kok Wai
Awg Hj Mohamed Ramli bin Hj Jumat

Finance

Mdm Mah Wai Fong
Awg Hamdi bin Effandi
Dyg Eni Suriati binti Haji Abdul Rahman

Exhibition

Dr Chris Woo

Dyg Norfarahiyah binti Hj Tuah

Dyg Noralipah binti Moham

EXHIBITORS

Akademi Pengajian Brunei

Babakimpo

Brunei Halal Foods

Bank Islam Brunei Darussalam

Brunei River Cruise

Darussalam Holdings Sdn Bhd.

JLN Artwork

Kunyit 7 Lodge

Mahkota Crystal

Nusantara Technologies (B) Sdn Bhd. & Preston Geocem Sdn Bhd.

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