



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

Programme Summary

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 <i>The Heart of Borneo Initiative and its Contribution Towards Ecotourism Development in Brunei Darussalam</i>
11.15 AM	Mr. Muhammad Asfihan Nur Arifin <i>Launching "Visit heart of Borneo (HoB)" and The Implication to Border Spatial Plan of Three neighboring Countries: Brunei Darussalam, Indonesia and Malaysia</i>
11.30 AM	Dr. Shirley Chin Wei Lee <i>Cross-Border Between Brunei and Eastern Malaysia</i>
11.45 AM	Question and Answer Session 1
12.00 – 1.30 PM	Lunch and Prayer Break
Session 2: Innovative Planning/ Strategies for Sustainable Tourism	
1.30 PM	Prof Dr. Ir. Yudi Firmanul Arifin <i>Development of Local Wisdom and Ecotourism in Borneo Island as a Concept Ecological Balance and Forest Conservation</i>
1.45 PM	AP Dr. Md Shafi Noor Islam <i>Heritage Tourism at Kampong Ayer Water Village for Reaching UNESCO World Heritage Status in Brunei Darussalam on the Island of Borneo</i>
2.00 PM	Ms. Christin Dameria, Mr. Roos Akbar & Mr. Petrus N. Indrajati <i>Relationship Between Sense of Place and Tourism Sustainability in Urban Heritage Area</i>
2.15 PM	Question and Answer Session 2
2.30 PM	15 minutes break

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

Day 2 (17 th January, Wednesday) Venue: IHS, UBD	
Session 5: Identity and Heritage Conservation	
9.00 AM	Ms. Amalina Abd Khalid & Dr. Hanafi Hussin <i>Exploring Cityscapes, Celebrations and Identity: A Case Study of the Golden Jubilee in Bandar Seri Begawan, Brunei Darussalam</i>
9.15 AM	Ms. Dalilah Nabilah Bte Laidin <i>Makam Raja Ayang: Landscape and Heritage Tourism</i>
9.30 AM	Professor Wan Zawawi Ibrahim <i>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</i>
9.45 AM	Mr. Adrian Perkasa <i>The Sun and Crescent from The Golden Era of Majapahit: The Heritage of Islam in Trowulan, the Ancient Capital City of Majapahit Empire</i>
10.00 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 <i>Adaptation of Local Communities Towards External Shock: A Case Study in Nanga Talong and Lubok Pantu, Sri Aman, Sarawak</i>
11.00 AM	Dr. Bashir Ahmed Bhuiyan & Abu Mahdinin bin Hj Abdul Wahab <i>Development of a Competitive Tourism Sector in Negara Brunei Darussalam: Application of Lean Thinking and Kaizen Approach as Strategic Option</i>
11.15 AM	Gabriel Y. V. Yong & Dk. Dr. Noor Hasharina Pg. Hj. Hassan <i>Borneo Transport Infrastructure: What is Delaying Development?</i>
11.30 AM	Dr. Sri Endah Nurhidayati, S.Sos, M.Si <i>Opinion Visitors on Sharia Beach (Case Study on Object Tour Island Santen Banyuwangi, Indonesia)</i>
11.45 AM	Question and Answer Session 6
12.00 PM – 1.30PM	Lunch and Prayer Break

Stakeholders Dialogue Session

Day 2 (17 th January, Wednesday) Venue: IHS,UBD	
Trends in Eco-tourism and Cultural Tourism in the Digital Age	
1.30 PM – 3.00 PM	<ul style="list-style-type: none"> • <i>Mr. Hj Mohd Kamarul Dzaman Hj Ajimain</i> Assistant Manager, Creative & Branding, Digital Social Media Division of Bank Islam Brunei Darussalam (BIBD) Social Media Influencer from geekinwhite.com • <i>Mrs. Dk. Kemariah Binti Pg. Haji Duraman</i> Founder of Kunyit7 Lodge, Kampong Ayer • <i>Mr. Leslie Chiang</i> Founder of Brunei-based tour company Borneo Guide and Sumbiling Eco Village • <i>Mrs. Harina Binti Ramlee</i> 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

Campus Map

