



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
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

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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 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 Implication to Border Spatial Plan of Three neighboring Countries: Brunei Darussalam, Indonesia and Malaysia
11.30 AM	Dr. Shirley Chin Wei Lee Cross-Border Between Brunei and Eastern Malaysia
11.45 AM	Ms. Zya Dycna Meutia Conservation Planning and Re-criteria the Designation of Cultural Heritage Area in Context Post-Disaster
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 <i>Development of Local Wisdom and Ecotourism in Borneo Island as a Concept Ecological Balance and Forest Conservation</i>
1.45 PM	AP Ma. Criselda M. Caning <i>Innovating Towards Sustainability in the Agrotourism Sector of the Philippines</i>
2.00 PM	Dr. Josephine F. Cruz <i>Developing the Uplands as an Agritourism Destination: The Organic Agriculture Initiatives in the Uplands of Baa0 Camarines Sur, Philippines</i>
2.15 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>
2.30 PM	Question and Answer Session 2
2.45 PM	15 minutes break

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

Day 2 (17th January, Wednesday) Venue: IHS, UBD	
Session 5: Identity and Heritage Conservation	
9.00 AM	<i>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
9.15 AM	<i>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
9.30 AM	<i>Ms. Dalilah Nabilah Bte Laidin</i> Makam Raja Ayang: Landscape and Heritage Tourism <i>Ms. Dewi Rosmawati & Ms</i>
9.45 AM	<i>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
10.00 AM	<i>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
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	<i>Dr. Wong Swee Kiong</i> Adaptation of Local Communities Towards External Shock: A Case Study in Nanga Talong and Lubok Pantu, Sri Aman, Sarawak
11.00 AM	<i>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
11.15 AM	<i>Gabriel Y. V. Yong & Dk. Dr. Noor Hasharina Pg. Hj. Hassan</i> Borneo Transport Infrastructure: What is Delaying Development?
11.30 AM	<i>Dr. Sri Endah Nurhidayati, S.Sos, M.Si</i> Opinion 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 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