



كمنترين سومبر ٢ اوتام دان قلنچوغن

**MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM**

***MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM***

***PROMOTION OF DOMESTIC TOURISM CAMPAIGN &
ISLAMIC VALUES IN TOURISM SERVICES***

***SETIA PAHLAWAN HALL
MINISTRY OF PRIMARY RESOURCES AND TOURISM***

4TH NOVEMBER 2020, WEDNESDAY



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***PROMOTION OF DOMESTIC TOURISM CAMPAIGN &
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1. The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong officiated the new Domestic Tourism Campaign, ***“SELERA BRUNEIKU”*** and Islamic Values in Tourism Services at the Ministry of Primary Resources and Tourism, initiated by the Ministry of Primary Resources and Tourism and the Brunei Tourism Board through the Tourism Development Department. Present at the event were Members of the Brunei Tourism Board, Foreign Dignitaries, District Officers, Senior Government Officials and Partners of Domestic Tourism Campaign.

Domestic Tourism Campaign, “SELERA BRUNEIKU”

2. ***“SELERA BRUNEIKU”*** or ***“A Taste of Brunei”***, focuses on attracting **locals and residents** on a domestic **food journey** whilst experiencing local product offerings and activities to stimulate the domestic tourism growth.
3. The food journey refers to enjoying the special delicacies at participating restaurants and destinations in all four districts in Brunei Darussalam, while also experiencing various cultural and sports activities such as learning how to make handicrafts, trekking, cycling, river cruising and many more.

Support and Cooperation of Hotels, Local Travel Agents and Local Tourism Service Operators in Promoting Domestic Tourism Packages.

4. The campaign is a collaboration between the Tourism Development Department with hotels, local travel agents, tourism service providers, Village Consultative Council (MPK) and relevant government agencies such as District Offices. To date, a total of twelve (12) Tourism Agencies, ten (10) hotels and twenty-six (26) Tourism Service providers are offering domestic tourism packages. Some of the packages consists of river cruising on the Brunei River, participating in the Parang Making Workshop in

Kampong Lamunin, Tutong District, and a visit to Mendaram Besar and Teraja Longhouse located in Mukim Labi, Belait.

5. The campaign is also prepared timely for upcoming school holidays this December as it is expected that locals will spend their holidays visiting interesting places in the country with their families

Employment and Business Opportunities for Local Residents

6. Domestic tourism provides opportunities for employment and businesses in the local tourism industry as new products or bespoke travel packages are being created. According to statistics received by the Tourism Development Department, more than 100 local personnel have been given employment opportunities with this domestic tourism packages.

Compliance to the Guidelines of COVID-19

7. Yang Berhormat Dato stated in his speech that the Ministry of Primary Resources and Tourism in collaboration with other Government agencies and travel agents are continuously working closely to ensure that measures to prevent the spread of the COVID-19 are adhered to whilst promoting domestic tourism activities; this includes body temperature checks, hand washing and social or physical distancing. The level of safety, cleanliness and comfort of visitors is also emphasized when handling the tourism activities.

Comfort, Safety, and Hygiene Factors are emphasized

8. To ensure the health and safety standards of our tourism offerings are observed at all times, the Tourism Development Department, conducts inspections and spot checks to several facilities such as restaurants, public toilets, places of interest as well as monitoring its quality of services.

Customer Service Training Through the Application of Islamic Values

9. Customer service plays an important role in the tourism industry in serving the guests. Yang Berhormat Dato highlighted in his speech that in accordance to the Malay Islamic Monarchy concept, the Ministry of Primary Resources and Tourism has incorporated Islamic values as part of the customer service training in ways to treat the guests as customers and tourists visiting the country.
10. Several training program sessions and talks on customer service were held by the Tourism Development Department in collaboration with educational training institutions such as SEAMEO VOCTECH and Seri Begawan University College of Religious Studies (KUPUSB). Among the participants who attended the training were the owners, managers, and supervisors of hotels, restaurants.

11. The training program was participated by six (6) restaurants that are often visited by tourists were selected, to participate in the training. The next phase of the training will be extended to hotel staff, Royal Customs and Excise Department, Immigration and National Registration Department, places of interest in the country such as museums, mosques which are often visited by tourists from within and outside the country, Tourism service providers as well as travel agency staff especially tour guides.
12. Members of the Brunei Tourism Board and guests were also treated to a showcase on some of the activities and packages offered by the partners of the domestic tourism campaign.

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