



جاپتن کما جوان فلنچوغن
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM
NEGARA BRUNEI DARUSSALAM

PRESS RELEASE

Educational Familiarization Trip to Brunei Darussalam by Japan Travel Agencies

- 1. Bandar Seri Begawan, 19th February 2024** – Japan School Trip Bureau (JSTB) and selected Japanese travel agents have successfully concluded their educational familiarization trip (famtrip) to Brunei Darussalam last week with a productive networking session and post-mortem meeting alongside the Tourism Development Department and Brunei Travel Agents.
2. Co-organized by the Tourism Development Department and Embassy of Brunei Darussalam in Japan, in collaboration with ASEAN Japan Centre (AJC), the educational familiarization trip took place for four days from 12 to 16 February 2024 as a result of the participation during the recent Tourism Expo Japan 2023 and networking session held in Japan October 2023, during which Tourism Development Department and representatives from Brunei Darussalam participated in namely Bonasia Holiday Management Services, Freme Travel Services Sdn Bhd, Darussalam Services Sdn Bhd, Pan Bright Travel Service Sdn Bhd, Royal Brunei Airlines, The Empire Brunei and Islamic Calligraphy and Art Study Centre at Yayasan Sultan Haji Hassanal Bolkiah.
3. Over the course of the four-day program in Brunei, the delegations visited various tourism landmarks, historical sites, and educational institutions including the Institute Brunei Technical Education Sultan Saiful Rijal Campus (IBTE) and Universiti Brunei Darussalam (UBD).
4. These visits not only provided them with the chance to explore ecotourism and cultural sites but also embraced hands-on and experiential learning experiences. Participants engaged directly with the rich heritage and unique attractions of the region, gaining insights and understanding through active participation and interaction with the local instructors and the community. The briefings offered by IBTE and UBD provided invaluable insights into the potential educational programs available to Japanese students at these institutions.
5. According to Mitsuhiro Takano, Executive Director of Japan School Trip Bureau, praised the safety, warm hospitality and cleanliness of the country, which left them feeling genuinely welcomed during their brief visit. While Mr. Akira Koganezawa from Hankyu Travel International Co. Ltd emphasized how Japanese delegations have been greatly impressed by their experiences in Brunei Darussalam, particularly by the country's dedication to Sustainable Development Goals (SDG) as a fundamental aspect of its national advancement, further piquing his interest.
6. In terms of education, Mr. Takanobu Iwasaki from ATI Inc expressed the admiration on the widespread use of English as the main language in Brunei Darussalam, especially evident during visits to

educational institutions. He foresees that this adaptability in Brunei will significantly boost its attractiveness as a preferred destination for school groups among Japanese educators.

7. Tourism Development Department also facilitated a one-one-one consultation and networking session between Brunei Darussalam agencies and Japanese delegations at Brunei Hotel over a two-day period. As Japan is one of the primary target markets for educational tourism, the department is devising various strategies to promote Brunei Darussalam for generic tourist and educational groups, including this educational famtrip. Additionally, the trip aims to showcase Brunei Darussalam as an ideal destination for school trips and to increase awareness of the ASEAN Japan Centre (AJC).

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