

ENHANCING PROFITABILITY THROUGH SUSTAINABLE GROWTH AND PRACTICES IN TRAVEL AND TOURISM: EMBRACING THE GLOBAL SUSTAINABLE STANDARDS

Date: 17 – 18 October 2019

Venue: Hilton, Kota Kinabalu



About the Seminar and Workshop

This seminar and workshop mark as an initiation in transforming Sabah as a green destination. The seminar cum workshop as the first phase aims to expose and nurtures the key tourism players the importance of embracing global sustainable standards and practices in the respective tourism operations and management.

PHASES

- 1 Awareness and acceptance stage: October 2019 - Seminar and workshop on awareness and embracing sustainable standards and practices
- 2 Implementation stage: January to June 2020 - Sustainable Destination Workshops and Training
- 3 Auditing and Monitoring: July to December 2020

SPONSORED AND SUPPORTED BY



ORGANIZED BY



SUPPORTED, ENDORSED AND SPONSORED BY



MINISTRY OF TOURISM, CULTURE AND ENVIRONMENT, SABAH

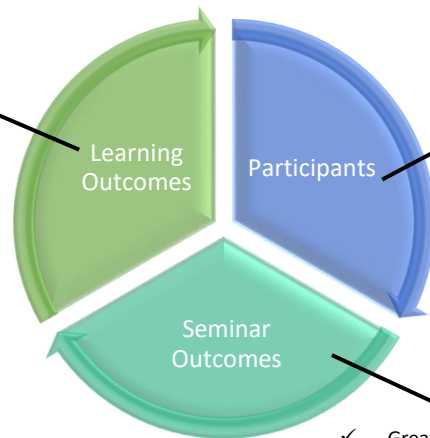
IN COLLABORATION WITH

Enhancing Profitability Through Sustainable Growth and Practices in Travel and Tourism: Embracing the Global Sustainable Standards

About the Seminar

Learning Outcomes

- To gain greater awareness about global baseline standards for sustainable travel and tourism from international recognised standards and accreditation council;
- To learn the practices of standards for sustainable travel and tourism through international cases and lessons from experts;
- To discuss the relevance and approaches of adopting international standards for sustainable practices in travel and tourism;
- To identify pertinent key areas for implementing sustainable practices aim to enhance quality tourism products and services in tourism businesses and operations;
- To comply or adopt practices of standards for sustainable travel and tourism in tourism business operation and management;
- To adopt sustainable travel and tourism standards and gain accreditation and certifications.



Target Participants

- ❖ Tourism industry players
- ❖ Tourism and Trade Associations
- ❖ Sabah Tourism Board and government related agencies/departments
- ❖ NGOs and researchers
- ❖ Universities lecturers and students in Tourism and Hospitality Management

Seminar Outcomes and Output

- ✓ Greater awareness and acceptance of sustainable practices and standards among the tourism players
- ✓ Selection of tourism sites and participation of tourism organizations to implement sustainable practices
- ✓ Improvement of quality tourism experiences in Sabah and become a globally competitive destination
- ✓ Promoting Green Destination in holistic approaches to ensure long term growth
- ✓ Strategic directions and key performance indicators for Sabah as Green destination
- ✓ Report and milestones: The way forward: Sabah as Green Destination

Our International Speakers from GSTC & AEN



Mr Masaru
Takayama



Dr. Mihee
Kang



Five local speakers from Sabah Tourism Industry:

- Sabah Tourism Board
- Hotel
- Lodges
- Homestay
- Tourism destination

TENTATIVE PROGRAM

Day 1: International speakers on Global Sustainable Standards and Practices and Strategic Directions for Sabah

- | | | |
|----------|---|---|
| 07.30 am | - | Participants registration |
| 08.15 am | - | Arrival of invited guests and speakers |
| 08:25am | - | Speaker 1 – GSTC / AEN: What are GSTC and AEN and why sustainable standard and practices |
| 09.25 am | - | Coffee break |
| 10.10 am | - | Arrival of the Minister |
| 10.15 am | - | Opening remarks and welcoming speech |
| 10.45 am | - | Montage of GSTC and AEN |
| 11.00 am | - | Speaker 2 – GSTC / AEN: Benefits to travel and tourism stakeholders |
| 12.30 am | - | Lunch |
| 02.00 pm | - | Presentation – Sabah Tourism Board: Vision and directions towards sustainability in travel and tourism and positioning Sabah as Green Destination |
| 03.30 pm | - | Coffee break |
| 03.50 pm | - | Sustainable standards and practices in the Accommodation sector |
| | - | Questions, discussions and concluding remarks |
| 05.00 pm | - | End of program |

Day 2: International and local cases sharing and the way forward for Sabah as green destination

- | | | |
|----------|---|---|
| 08.00 am | - | Participants registration |
| 08.30 am | - | Speakers from AEN and GSTC: Drawing from international perspectives and international cases - Green destination from holistic perspective and the roles of key tourism players in embracing sustainable standards |
| | - | Coffee break |
| 10.00 am | - | Drawing from Tourism Practitioners and Sabah context: Lodges, wildlife and islands |
| 10.30 am | - | Speakers from GSTC/AEN to lead the discussion on Learning Outcome No. 4-6 and break the participants into groups. Discussion and presentation based on Learning Outcome No. 4-6 inputs from GSTC/AEN speakers |
| 11:00 am | - | Lunch break & Friday prayer |
| 12.00 pm | - | Group discussion and presentations |
| 02.00 pm | - | Coffee Break |
| 03.45 pm | - | Concluding remarks: The way forward: Sabah as Green Destination. |
| 04.00 pm | - | Group photos and end of Program |

**20 seats are available to the public on
a first-come, first-serve basis**

**Deadline for Registration:
29 September 2019**

Fees:

Normal Price : **RM400.00**

Early Bird : **RM300.00 (Confirmation
and payment by September 18, 2019)**

For further enquiries, please contact us:



Transformation towards
**UNIVERSITY
INDUSTRY 4.0**



+6088 320 000
Ext 1629/1527



+6088 320 471



btrc@ums.edu.my