

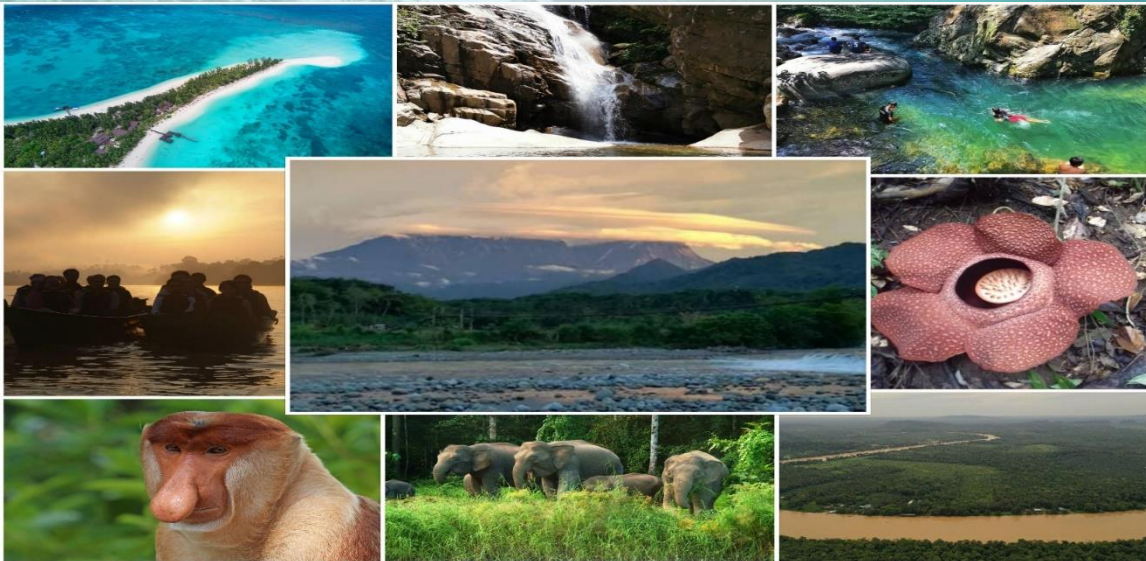


UMS
UNIVERSITI MALAYSIA SABAH



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

PROGRAMME BOOK



17 - 18 October 2019
Hilton Hotel, Kota Kinabalu, Sabah, Malaysia

Supported, Endorsed and Sponsored by:



Ministry of Tourism, Culture and Environment, Sabah

In Collaboration with:



ASIAN ECOTOURISM NETWORK



Global Sustainable Tourism Council

Sponsored and Supported by:



MATAA MALAYSIAN ASSOCIATION OF TOUR & TRAVEL AGENTS
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Website:

<https://sites.google.com/ums.edu.my/greentourism>



Transforming Ideas into Reality

UNIVERSITY 4.0
Transforming Ideas into Reality



Ministry of Tourism, Culture and Environment, Sabah

What We Do:

- Develop and provide policy and guidelines for sustainable tourism development for Sabah in line with national policies
- Provide input on suitability/appropriateness of tourism development project if it involves:
 - Application of state land, and appropriateness
 - Private land, to ensure it is in line with state policies, legal requirements, zoning, marketing and promotional efforts
- If the project is viable and developers show capacity to carry out the project successfully according to state and federal policy and guidelines, the Ministry may provide appropriate letters of support and recommendations for the applicant and developers to secure the necessary financial support/loans from commercial banks.

Vision:

- Sabah, a premier eco-tourism destination.
- A clean, healthy and safe environment.
- A well-conserved cultural and natural heritage.

Mission:

- The tourism industry as the main and consistent contributor towards the state as well as the national economy.
- The protection and conservation of the environment for a clean, healthy and safe living.
- The conservation of natural and cultural heritage (both tangible and intangible) for posterity.

OBJECTIVES

To gain greater awareness about global baseline standards for sustainable travel and tourism from international recognised standards and accreditation council

To adopt sustainable travel and tourism standards and gain accreditation and certifications

To learn the practices of standards for sustainable travel and tourism through international cases and lessons from experts

To comply or adopt practices of standards for sustainable travel and tourism in tourism business operation and management

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 aimed to enhance quality tourism products and services in tourism businesses and operations

SEMINAR OUTCOMES

- 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.



MESSAGE

YB Datuk Christina Liew Chin Jin
DEPUTY CHIEF MINISTER
**MINISTER OF TOURISM, CULTURE &
ENVIRONMENT OF SABAH**

Salam Sejahtera and very good morning to all guests, organizing committee, ladies and gentlemen.

I am very pleased to be here today for the opening of this Seminar on Enhancing Profitability through Sustainable Growth and Practices in Travel and Tourism: Embracing the Global Sustainable Standards. I also would like to thank the organizing committee for inviting me to officiate this seminar cum workshop.

The number of tourist arrival in Malaysia has increased steadily and it contributed significantly to the income of the government. The increase in the number of tourists shows that Malaysia's tourism industry continues to grow, and Malaysia becomes one of the most popular countries in Asia and is able to compete with other global tourist destinations.

As we know, under the Malaysia Tourism Transformation Plan, it launches a campaign Visit Malaysia Year for the year 2020. With this campaign, the government is optimistic that this campaign would increase the number of tourist arrivals to 30 million.

Therefore, the government will always continue to support any activities that could enhance our tourism industry and further improve its standing in the international ranking.

Enhancing the tourism industry is not only the responsibility of the government, but it is everyone's responsibility. The strong holistic collaboration between the government, industry, private sector, people, professionals, and academicians is paramount to ensure sustainable growth in the tourism industry in Malaysia.

As one of the world's largest and fastest-growing industries, a balance between the growth in tourism and environmental protection is vital. Every each of us should have a social responsibility and a strong commitment to nature because the natural heritage belongs to all of us. And we must protect such assets for future generations.

In order to achieve sustainable development in the tourism industry in Malaysia, the government has emphasized the importance of preserving natural environment and also our beautiful cultural heritage.

To manage sustainable tourism, policies alone are not enough. The harmonious relationship among local communities, the private sectors who are directly and indirectly involved in tourism and the governments are the main essence in the developmental practices to protect that natural, built and cultural environment while being compatible with economic growth.

I really hope that this seminar will achieve its objectives and serve as a one step forward to transform Sabah as a green destination.

I would like to take this opportunity to congratulate Borneo Tourism Research Centre, University Malaysia Sabah led by Professor Dr. Jennifer Chan for organizing this Seminar. I am confident that this Seminar will provide ideas and knowledge that would benefit all of us.

Thank you.



MESSAGE

Prof. Datuk ChM. Dr. Taufiq Yap Yun Hin

Vice Chancellor

Universiti Malaysia Sabah

Bismillahirrahmannirrahim
Assalamualaikum Warahmatullahi Wabarakatuh

Salam Sejahtera

First and foremost, I would like to take this opportunity to bid everyone a warm welcome to today's Seminar & Workshop on "Enhancing Profitability Through Sustainable Growth and Practices in Travel and Tourism". I also extend my appreciation to the Borneo Tourism Research Centre (BTRC) and the Faculty of Business, Economics and Accountancy (FBEA), Universiti Malaysia Sabah for all their hard work in organizing this event. And not forgetting, I would also like to express my gratitude to the Ministry of Tourism, Culture and Environment, Sabah for their unwavering support to this initiative.

UMS is also very honored to welcome our distinguished speakers, Mr. Masaru Takayama and Dr. Mihee Kang, esteemed members of the Asian Ecotourism Network and the Global Sustainable Tourism Council, to our beautiful city and State. Thank you for your support and participation. I am confident that through sharing of experiences by all participants in this seminar, we would be able to identify, discuss issues and provide workable solutions to overcome barriers pertaining to sustainable practices in tourism development.

As a higher learning institution, it is important for UMS to play a significant role in promoting and strengthening education in all fields. At UMS, we pride ourselves as being an institution that can provide an effective platform for nurturing young hearts and minds, and producing quality human resources through holistic education practices. Hence, it is important that we focus on matters that need to be addressed in a timely manner in the face of a rapidly changing business and economic landscape. One of the ways of staying relevant is through the exchanging of ideas, with business practitioners and public agencies, in events such as this.

Education can act as the key to creating opportunities, as well as to unlocking the many barriers that this region may be facing. I do believe that through education, we can create greater understanding and achieve social and economic growth for all members of society. We must work together to generate a more people-centered and socially responsible community. Thus, it is my hope that through our discussions in this inaugural seminar, we can adopt the right path to commit our expertise and resources to prosper together.

Greatness is not born from isolation. Diversity creates uniqueness. If Diversity can be accompanied by integration, our world could be a more colorful and beautiful place. Integration and cooperation among all stakeholders can assist with the preserving, safeguarding and promoting of the important values that make up our national identity. The key to harnessing the greatness of our travel and tourism industry lies in the collaborative efforts of many entities – such as, learning institutions, hoteliers, tourism associations, government bodies and private businesses, – working together for the betterment of our overall economic growth. Therefore, I believe that the topics discussed in the next two days are significant for all stakeholders, as we are now at a time of major change in the world.

In line with this idea, UMS has set a high standard for itself to impart high quality education to the local and global community of students and scholars. UMS can be characterized with 3 keywords that define what it stands for, which are: Innovative, Relevant and Sustainable. We believe in introducing new ideas and methods for doing something different but worthwhile. Ever since its establishment, UMS has made consistent efforts to develop modern infrastructures and mechanisms, and a capable academic faculty supported by efficient management to provide quality education. Our teaching modules and niche areas of research are designed to impart knowledge of current issues and perspectives, relevant nationally and internationally.

For example, we believe that the establishment of the UMS EcoCampus Tourism is an innovative way to transform UMS into a sustainable university that is recognized nationally and internationally. UMS, as an EcoCampus, incorporates due environmental considerations in its planning and activities by being innovative, relevant and sustainable towards sustainable development in collaboration with its stakeholders. In supporting these values, UMS is also committed in green investment and reducing carbon footprint within and the immediate surrounding of the campus.

Please allow me to call upon all participants of this seminar and workshop to focus on the issues of sustainability and discuss workable strategies for achieving the global Sustainable Development Goals (under the United Nations), as well as for the Sabah Development Agenda. Let us work together towards a better understanding of the principles and framework pertaining to responsible and sustainable tourism.

Sustainable development at the national level would be achieved if the best implementation methods were identified and then shared with policymakers. Researchers can play an important role in the national development stage, by getting their ideas and voices heard, through publications, conferences, seminars and workshops such as this.

Before I conclude my speech, I would like to thank the organizing committee for their hard work and dedication in ensuring the success of this two-day seminar and workshop. Let us begin the journey to achieving our goals and objectives of sustainable growth and business practices. I know with our collective spirit, knowledge and skills, we will achieve success.



MESSAGE

Prof. Dr. Jennifer Chan Kim Lian

*Director of Borneo Tourism Research Centre
Universiti Malaysia Sabah*

Salam sejahtera, salam hormat and a very good morning to our guest of honour, invited guests, speakers, tourism players, participants and ladies and gentlemen.

It is with great pleasure and grateful heart, I welcome everyone to this distinctive and meaningful seminar and workshop: Enhancing Profitability through Sustainable Growth and Practices in Travel and Tourism: Embracing the Global Sustainable Standard. The title of the seminar reflects the needs and relevancy to Sabah tourism industry.

Sabah is blessed with a wide range of quality natural and cultural resources, pristine environment and landscape. In making Sabah a premier and quality ecotourism destination, it requires a sound and relevant sustainable management framework and responsible consumption practices. Adopting sustainable tourism development and responsible consumption are vital in transforming Sabah as a green destination, and thus becoming a global competitive sustainable tourist destination. This is also aligned with the UNTWO17 sustainable development goals.

This seminar and workshop is an impeccable and valuable learning opportunity, and is a very significant and meaningful one to everyone here as "Profitability through sustainable growth and practices" is pertinent to all tourism players in particular within Sabah context. Sabah is endowed with diverse natural and cultural resources and pristine environment, thus to ensure sustainable growth and be competitive globally, awareness and acceptance of sustainable tourism and development practices in line with international standards and practices can no longer be ignored.

The two prominent international expert from GSTC and AEN and five local related tourism experts as speakers serve an essential and effective platform for participants to gain an insightful understanding of the international sustainable practices, sustainable contextual issues in Sabah as well as setting vision and clear direction to transform Sabah into a green destination. With this move towards sustainable growth by embracing relevant sustainable practices and standards, profitable will be sustained and enhanced for the tourism businesses, tourism nature resources will be well conserved and preserved and the well being of communities will be enhanced.

The seminar and workshop mark as an initiation in transforming Sabah as a green destination. It 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. Subsequently, sustainable training sessions will be conducted for the tourism players and follow by auditing and accreditation process.

The outcomes of the seminar and workshop include greater awareness and acceptance of sustainable practices and standards among the tourism players, identify and 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. The seminar and workshops also promote Green Destination in holistic approaches to ensure long term growth, setting strategic directions and key performance indicators for Sabah as Green destination.

Efforts in transforming Sabah as a green destination require concerted efforts from various tourism stakeholders –government agencies, private sectors, and high learning institution are vital, simply each play significance roles and responsibilities in the context of transforming Sabah as a green destination. Regardless of the locations being urban or rural areas and the size of business operations, everyone in the tourism industry and here needs to take sustainable development and practices seriously.

This seminar showcases an excellent collaborative and partnership endeavour between public and private sectors championing tourism current issues. Borneo Tourism Research Centre, UMS is indeed very honoured and grateful to the Ministry of Tourism, Culture and Environment for the support and endorsement of this auspicious seminar; and vital support and partnerships from Malaysia Association of Tour and Travel (MATTa), Kinabatangan Corridor of Life Tourism Association (KiTA), Global Sustainable Tourism Council (GSTC) and Asian Ecotourism Networks (AEN).

Most importantly my deepest gratitude to all our sponsors - Ministry of Tourism, Culture and Environment , Malaysia Association of Tour and Travel (MATTa), Kinabatangan Corridor of Life Tourism Association, Traverse and Tours, Klias River Cruise, and TS Wong Hospitality for your generous financial contributions and much -needed support and assistance to realise this auspicious seminar.

My special thanks to our guest of honour and invited guests for taking off from your valuable time to be here with us. I would like to record my deepest appreciation to the participants who are here to support and acknowledge the importance of sustainable practices.

Likewise, this seminar would not have been possible without a dedicated and committed organizing committee members who have contributed their valuable times, support and assistance to ensure the success of the seminar. A big thanks to everyone from the bottom of my heart, and well done everyone!

Finally, I wish everyone fruitful learning and discussion and moving toward sustainable practices.



Speaker's Profile

Dr. Mihee Kang

Director Asia-Pacific

Global Sustainable Tourism Council

Dr. Mihee Kang is the Director Asia-Pacific at Global Sustainable Tourism Council as well as serving GSTC as Country Representative for Republic of Korea, Trainer, and Accreditation Panel member.

She had worked for Seoul National University, researching topics related to protected areas management and sustainable tourism. She received her Ph.D. degree at Seoul National University in 1999 and became the first Ph.D. in the field of ecotourism in South Korea.

She serves a number of key positions in both domestic and international organizational: Member, the Korean Ecotourism Consulting Committee; Member, Korean Geoparks Committee; Member, Korean UNESCO MAB Committee; Founding board member, Asian Ecotourism Network. She has been also involved in UNEP 10YFP Sustainable Tourism Programme on behalf of Korea Ecotourism Society as a MAC member during 2015-2016 and board member of Partners since 2017.

In 2015 she co-founded Playforest, a cooperative of sustainable travel business designed to benefit local communities and local activists dedicated to the conservation of their forests and to provide genuine community-based natural tourism experiences to the visitors.

She has actively participated in numerous ecotourism and protected area projects in Korea and abroad such as Australia, China, Indonesia, Vietnam, Paraguay, etc. She has published many articles and books including the first ecotourism book in Korea titled "Ecotourism: Guidebook for Alternative Development and management of Ecologically Sensitive Local Area" and the recent one titled "Opportunities and challenges of ecotourism in ASEAN Countries". She was also the winner of 'UNESCO 2000 Young Scientists Award'.



Speaker's Profile

Mr. Masaru Takayama

Chair

Asian Ecotourism Network

Mr. Masaru Takayama founded Japan Ecolodge Association (ECOLA 2006–2018), Asian Ecotourism Network (AEN 2015), and Japan Alliance of Responsible Tourism Agencies (JARTA 2018) to promote true ecotourism and practice responsible tourism in the region by creating a networking platform for ecotourism fraternity. The environmentally-friendly accommodations standard originally developed by ECOLA now under the property of AEN is recognized by Global Sustainable Tourism Council to bottom up the industry standards in the Asian marketplace. Working as a community-based ecotourism consultant, ecolodge advisor, and the president of an ecoluxury travel agency 'Spirit of Japan Travel' in Kyoto with more than 20 years of working experience, Masaru also serves a number of key positions in the organizations both home and abroad pertinent to ecotourism and sustainable tourism.

His latest achievement is demonstrated by a new platform for ecotourism industry established in Asia in June 2015. Asian Ecotourism Network (AEN) headquarter is in Bangkok and comprises of 18 Asia and Pacific member countries with four satellite offices in the region.

Masaru actively promotes SDGs and advances them into political commitment and actions as a multi-stakeholder advisory committee member of UN 10YFP Sustainable Tourism Programme (STP) including Japan's first declaration on sustainable tourism by Senboku city mayor followed by 3 city mayors of Shimabara, Minamishimabara, and Unzen in Nagasaki.



Speaker's Profile

Mr. Albert Teo Chin Kion

Managing Director
Borneo Eco Tours

A graduate in Economics (Honours) from the University of London in 1977, Albert Teo has been in the tourism industry for the last thirty nine years since 1977. In October 2006, he was appointed Adjunct Lecturer by Edith Cowan University ECU, Australia, for his contribution to the ecotourism industry, and in 2012, conferred a Fellow of the University for his work with the university as well as his philanthropy, community and social work. In March 2016 he was appointed an Adjunct Professor of University Malaysia Sabah UMS.

His companies, Borneo Eco Tours and Sukau Rainforest Lodge, have won numerous international ecotourism awards including Asia's Leading Green Hotel at the 17th World Travel Award 2010; the 2012 SKAL International Sustainable Development in Tourism Award for Tour Operators, awarded at the 73rd SKAL International Congress in Korea; the 2014 Wild Asia Responsible Awards - Best in Community Engagement and Development, the 2015 1st Place Honoree of ETC, USA (Educational Travel Community) Responsible Tourism Showcase. In 2013 BEST Society received the UNWTO Ulysses Award for excellence and innovation in tourism in the NGO category in Madrid, Spain.

Albert has served in various capacity in the tourism industry including: Sabah Chapter Chairman of Malaysian Association of Tours and Travel Agents (MATTA) 1996/2001; Chairman of the Sabah Tourist Association 1985/86; Board of Advisors to The International Ecotourism Society (TIES) 2010/15, USA; Marketing Committee, Sabah Tourism Board 1996/2017. Albert was also a member of the finalist selection committee for the Tourism for Tomorrow Awards of the World Travel and Tourism Council (WTTC) for five years. Albert is presently the Charter Member / Vice Chair of Asian Ecotourism Network AEN and board member of Global Ecotourism Network GEN.



Speaker's Profile

Mr. Augustine Tuuga

Director

Sabah Wildlife Department

Graduated with Bachelor's degree in Zoology from UKM, Mr. Augustine Tuuga started his career as Junior Game Warden at Wildlife Section of the Sabah Forest Department in 1987. He was then appointed as Wildlife officer following the upgrading of Wildlife Section to full departmental status as Wildlife Department in January 1988 under then the Ministry of Tourism and Environmental Development. Intermittently posted to Lahad Datu district between 1989 and 2001 as Wildlife Officer, he was responsible for Sumatran rhinoceros capture, wildlife translocation operations and many other tasks. He was appointed as deputy director in 2008 then to the director of Sabah Wildlife Department beginning September 2016.



Speaker's Profile

Mr. Ludi Apin

Park Manager
Sabah Parks

Mr. Ludi Apin is the Principal Assistant Director and Head of International Relations Division, Sabah Parks. He graduated with a Bachelor Degree in Forestry Science from Universiti Putra Malaysia and Master Degree in Sustainable Development Practices from Universiti Sains Malaysia.

Sabah Parks is a conservation-based statutory body since 1962 and is under the Ministry of Tourism, Culture and Environment. Sabah Parks' objective is to preserve areas in Sabah that contain outstanding natural values as a heritage for the benefit of the people, now and in the future.

Mr. Ludi's responsibility is to coordinate, implement and monitor international based programme, plans and activities and administer external stakeholder and community engagement. This includes to maintain UNESCO Recognition and declaration such as Kinabalu Park, a World Heritage Site, and Crocker Range Park as the core zone of Crocker Range Biosphere Reserves. He has been working with Sabah Parks for more than 22 years.



Speaker's Profile

Mr. Julinus Jeffrey Jimit

Senior Manager

Sabah Tourism Board

- Chartered Accountant by profession
- A Member of Malaysian Institute of Accountant
- A member of Malaysian Institute of Internal Auditors
- A member of Malaysia Institute of Management

Mr. Julinus Jeffrey Jimit is currently the Senior Product Manager at Product Division, Sabah Tourism Board. He has been with Sabah Tourism Board for 10 years, previously the Head of Internal Audit Division and currently Head of Product Division. His main task is to develop rural and community based tourism in Sabah, working closely with the relevant stakeholders to use tourism to empower the local communities.

Prior to joining Sabah Tourism Board, he was with the big four audit firms namely Arthur Andersen and Ernst & Young which are located in Kuala Lumpur. He spent 17 working years with these giant audit firms. Among the big projects he was involved with were the Corporatization of Sabah Water Department and establishment of the Sabah Corporate Governance Code.



Speaker's Profile

Miss Linda Pecoraro

General Manager

Hilton Hotel Kota Kinabalu

Originally from Brisbane, Australia of Italian descent, Pecoraro has a strong background in hotel management with more than 20 years' experience in the industry with international hotel chains, much of this time served with Hilton and throughout various locations increasing revenue and driving innovation across the globe.

In 2012, Pecoraro joined Hilton Hotels & Resorts as director of operations at Hilton Petaling Jaya before moving up the ranks in 2014 at DoubleTree by Hilton in Cairns, Australia as the hotel manager for approximately two years. She returned to Malaysia with a posting at Hilton Kuala Lumpur in the same capacity prior to her appointment at Hilton Kota Kinabalu in 2018.

The appointment of Pecoraro complements the already existing female leadership at Hilton Hotels & Resorts which emphasizes the significance of women leadership and their role in leading the development of both social and professional growth in Hilton who have a long history of supporting a diverse and inclusive workplace. Pecoraro is also the champion of Travel with Purpose - the hotel group's corporate responsibility arm to drive positive social and environmental change on a global scale for Hilton Hotels in Malaysia.

Hilton is committed to cutting its environmental footprint in half and doubling its social impact investment by 2030. With this commitment, Hilton plans to reduce water usage by 50 percent and is committed to removing plastic straws from all of its 650 managed hotels globally. Hilton will save an estimated 35 million straws per year from potentially ending up in the ocean. The company will also double the amount it spends with local and minority-owned suppliers, and double its investment in programs to help women and youth around the world. These goals are part of Hilton's Travel with Purpose corporate responsibility strategy to further the United Nation's 2030 Sustainable Development Agenda.

PROGRAMME SCHEDULE

DAY 1: 17th October 2019

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

Time	Programme
07:00am	Participants registration
08:00am	Arrival of invited guests and speakers
08:15am	Speaker 1 – Dr. Mihee Kang: <i>What is GSTC and why sustainable standard and practices?</i>
09:00am	Coffee break
09:30am	Speaker 2 – Mr. Masaru Takayama: <i>What is AEN and benefits to travel and tourism stakeholders</i>
10:10am	Arrival of YB Datuk Christina Liew Chin Jin Deputy Chief Minister, Minister of Tourism, Culture and Environment of Sabah
10:15am	Opening remarks by Prof. Dr. Jennifer Chan Kim Lian, Chairperson
10:20am	Welcoming address by Prof. Datuk ChM. Dr. Taufiq Yap Yun Hin, Vice Chancellor of Universiti Malaysia Sabah
10:30am	Officiating Speech by YB Datuk Christina Liew Chin Jin Deputy Chief Minister, Minister of Tourism, Culture and Environment of Sabah
10:45am	Montage of GSTC and AEN
10:50am	Group Photo session
11:30am	Presentation by Mr. Julinus Jeffrey Jimit of Sabah Tourism Board - <i>Vision and directions towards Sustainability in travel and tourism and Positioning Sabah as a Green Destination.</i>
12:15pm	Presentation by Miss Linda Pecoraro of Hilton Kota Kinabalu - <i>Sustainable standards and practices in accommodation sector.</i>
12:45pm	Lunch
02:00pm	Presentation by Mr. Ludi Apin of Sabah Parks - <i>State or National Parks System's Contribution to Sustainability and Profitability in Tourism.</i>
02:45pm	Presentation by Mr. Augustine Tuuga of Sabah Wildlife Department – <i>Contribution of Sabah Wildlife Department to Eco-tourism Development.</i>
03:30pm	Questions, discussions and concluding remarks
04:30pm	Coffee Break
05:00pm	End of Day 1 program

PROGRAMME SCHEDULE

DAY 2: 18th October 2019

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

Time	Programme
08:00am	Participants registration
08:30am	Drawing from Tourism Practitioners and Sabah context – Mr. Albert Teo Chin Kion of Borneo Eco Tours: <i>Building your brand for sustainability as a Nature Lodge</i>
09:30am	Coffee break
10:00am	<ul style="list-style-type: none">• Speakers – Dr. Mihee Kang & Mr. Masaru Takayama: <i>Drawing from international perspectives and international cases - a Green destination from holistic perspective and the roles of key tourism players in embracing sustainable standards</i>• Speakers, Dr. Mihee Kang & Mr. Masaru Takayama to lead the discussion on Learning outcome No 4-6 and break the participants into groups discussion and presentation based on No 4-6 inputs from speakers (Group Discussion)
11.30am	Lunch break and Friday prayer
02:00pm	Group discussion and presentations
03:45pm	Concluding remarks: The way forward: Sabah as Green Destination
04:45pm	Certificate Presentation and end of Program
05:00pm	Coffee Break

LIST OF COMMITTEES

Committee	Name	
Patron	Prof. Datuk ChM. Dr. Taufiq Yap Yun Hin Vice Chancellor of UMS	
Advisor 1	Assoc. Prof. Ts Dr. Ramzah Dambul Deputy Vice Chancellor (Research and Innovation)	
Advisor 2	Assoc. Prof. Dr. Raman Noordin Dean of Faculty of Business, Economics and Accountancy	
Chairperson	Prof. Dr. Jennifer Chan Kim Lian Director of Borneo Tourism Research Centre	
Head of Operational Secretariat	Dr. Rini Suryati Sulong Deputy Dean (Research and Innovation)	
Treasurer	Sartinah Ramli	
Hotel and Venue Preparation	Prof. Dr. Jennifer Chan Kim Lian Dr. Juliana Langgat Andi Tamsang Andi Kele	Marry Tracy Pawan Sartinah Ramli Priscilla Bosimin
Invitation, Welcoming & Registration	Dr. Juliana Langgat – Head Dr. Rini Suryati Sulong Dr. Tini Maizura Mohtar Dr. Fiffy Hanisdah Saikim Dr. Borhan Abdullah	Andi Tamsang Andi Kele Marry Tracy Pawan Sartinah Ramli Priscilla Bosimin
Souvenir	Dr. Rini Suryati Sulong Dr. Debbra Toria Nipo	
Speech Texts and Programme Book	Dr. Saizal Bin Pinjaman Dr. Borhan Abdullah Dr. Debbra Toria Nipo Rostika Petrus Boroh	
Publicity and Media	Dr. Debbra Toria Nipo - Head Kamarul Mizal Marzuki Dr. Fiffy Hanisdah Saikim Mr Albert Teo (Borneo Eco Tours)	Mr Alexander Yee (KiTA) Sabah Tourism Board
Multimedia	Kamarul Mizal Marzuki Ak Hazrin Pg Apong	
Transportation and Logistic	Harmizie Hj Sabudin Ak Hazrin Pg Apong	
Emcee	Datu Razali Datu Eranza	
<i>Rapporteur</i> and Report	Dr. Saizal Pinjaman - Head Dr. Fiffy Hanisdah Saikim (IBTP) Dr. Tini Maizura Mohtar Andi Tamsang Andi Kele Kamarul Mizal Marzuki	Dr. Debbra Toria Nipo Marry Tracy Pawan Alrina Shye Vui Chian Priscilla Bosimin
Sponsorship	Prof. Dr. Jennifer Chan Kim Lian Dr. Jaratin Lily	

ACKNOWLEDGEMENT AND APPRECIATION

The organizer of the seminar would like to express special thanks and acknowledgement to the sponsors



Ministry of Tourism, Culture and Environment, Sabah

The Malaysian Association of Tour and Travel Agents (MATTA)



Kinabatangan Corridor of Life Tourism Operators Association (KiTA)



Traverse and Tours Sdn. Bhd



Klias River Cruise



MYXY Hidden Hotel





KiTA The Kinabatangan-Corridor of Life Tourism Operators Association

The tourism industry in the Kinabatangan-Corridor of Life (K-CoL) is entirely dependent on both the environment and wildlife along the Kinabatangan River. This has been the prime conservation focus of K-CoL ever since it was identified. However, without proper protection, a wide variety of flora & fauna will cease to exist and perish. With this purpose in mind, KiTA was established in 2008 by K-CoL Tour Operators and WWF-Malaysia jointly and launched by the Tourism, Culture and Environment Minister of Sabah.

At present, the association has 11 members consisting of 11 lodges and 4 home stay. Members are contributing Conservation Levy of RM5 from their guests who are staying at their accommodations. This fee is to ensure a self-sustaining financing mechanism to support conservation efforts in K-CoL.

Objectives:

- To promote a credible advocacy platform to stakeholders.
- To safeguard tourism natural assets.
- To develop and implement better management practices that ensure sustainable development of the tourism industry in K-CoL.
- To develop and implement a global brand name for tourism in K-CoL.

Visions:

- To create a forest corridor along the Kinabatangan River.
- To establish a floodplain that supports a thriving and diverse economy.
- To introduce and implement good environment management of natural capital on which all partners depend on.
- To preserve a landscape in which agriculture, people and nature conservation is united by their common source of vitality – water.

Mission:

- To promote and implement a globally recognized sustainable tourism industry within the Kinabatangan-Corridor of Life that is beneficial for People, Planet and Profit.



Today, MATA boasts a membership of over 3,500 members and increasing, comprising local tour and travel organizations as well as numerous overseas affiliations. It is also the national umbrella representative body for the entire travel industry in the country. With a full time secretariat in Kuala Lumpur, its headquarters, MATA has state chapters in Kedah, Penang, Perak, Federal Territory of Kuala Lumpur, Putrajaya, Melaka, Negeri Sembilan, Pahang, Terengganu, Kelantan, Selangor, Johor, Sabah, Sarawak and Labuan.

Objective:

MATA's objective is to promote the interests of the travel and tour industry in Malaysia. MATA works closely with the Ministry of Tourism and Culture as well as Malaysia Tourism Promotion Board (MTPB), help organise fairs, seminars, convention and workshops both to create public awareness of the tourism industry as well as to benefit its members. Beautiful beaches, world-class diving spots, scenic forests, picturesque landscapes, misty mountaintops, fantastic biodiversity; Sabah is a land of unsurpassed natural beauty with unique treasures.

Vision:

Not surprisingly, tourists from around the world keep flocking to the country. Last year alone nearly 27 million visitors came to Malaysia, generating MR82 billion in tourism income for the country. Plenty of those tourists, many of whom came from China, were drawn, at least in part, by the natural wonders of Malaysia. From January to June 2019, Sabah received 2,016,680 visitors. This is 6.6% higher compared in the same period in 2018. And so ecotourism plays an important part in the country's economy, especially in biodiverse states like Sabah and Sarawak. We need to protect, restore and enhance environmental quality towards good public health, environmental integrity and economic viability.

Mission:

Ensuring that all the ecotourism sites around the country are indeed managed well and sustainably. Ecotourism must not become just another excuse for a money grab by turning the nation's natural heritage into nothing more than overstressed tourist attractions.

**Borneo Tourism Research Centre (BTRC)
Faculty of Business, Economics and Accountancy
Universiti Malaysia Sabah**

Aims:

- To spearhead UMS NICHE RESEARCH AREA-TOURISM
- To be the referred tourism research centre within Malaysia and the Asian countries

Mission:

- To research , initiate, develop, and support increased knowledge development and professionalization within the tourism field.

**BTRC Strategic Directions in supporting
UMS Strategic Plan:**

- UMS-KRA2: Enhancing excellence in research and innovation
- UMS-KRA 3: Enhancing international visibility and reputation in tourism
- UMS-KRA 6: Intensifying community and industry engagement



MATTA

**MALAYSIAN ASSOCIATION OF
TOUR & TRAVEL AGENTS**

The National Travel Association

MATTA

The Malaysian Association of
Tour and Travel Agents