



**PELAN STRATEGIK
JABATAN KEMAJUAN PELANCONGAN
(2016-2020)
KEMENTERIAN SUMBER-SUMBER UTAMA DAN PELANCONGAN**



Prakata

Penyediaan Pelan Strategik Jabatan Kemajuan Pelancongan lima (5) tahun (2016-2020) adalah sebagai panduan rujukan bagi merealisasikan sumbangan industri pelancongan ke arah Keluaran Dalam Negara Kasar (KDNK) melalui langkah-langkah strategik Jabatan yang telah dikenalpasti serta mengukuhkan dan meningkatkan profil sektor pelancongan di Negara Brunei Darussalam.

Pada tahun 2015, sektor pelancongan menyumbang 1% kepada KDNK dengan jumlah pelancong seramai 218,213 pelancong dengan hasil pendapatan sebanyak B\$70 juta dan mendokong sebanyak 2,862 pekerjaan. Sektor pelancongan menasaskan jumlah pelancong seramai 450,000 pelancong dengan hasil pendapatan sebanyak B\$335 juta dan menjana peluang pekerjaan sebanyak 3,397 orang pada tahun 2020.

Antara strategi-strategi Jabatan Kemajuan Pelancongan yang diberi tumpuan adalah mengukuhkan produk-produk pelancongan yang berpotensi untuk menarik lebih ramai pelancong; peningkatan kemudahan-kemudahan asas pelancong; peningkatan produk pelancongan “*emerging*”; peningkatan kualiti perkhidmatan pelancongan melalui kerjasama dengan termasuk Kementerian-Kementerian, ejen-ejen pelancongan, pemandu pelancong, *stakeholders* syarikat penerbangan, pengangkutan serta pengusaha penginapan dan mengemaskini perundangan, piawaian, garis panduan, pelaksanaan program-program latihan dan lain-lain; dan menggunakan kaedah *Public-Private Partnership (PPP)* di mana bersesuaian supaya lebih berkesan sambil membantu mengurangkan beban perbelanjaan Kerajaan

Jabatan Kemajuan Pelancongan akan terus meningkatkan usaha dalam melaksanakan projek-projek yang telah dirancang untuk dilaksanakan di sepanjang tempoh lima (5) tahun ini bagi memastikan jumlah pelancong antarabangsa yang datang berkunjung untuk melancong di Negara Brunei Darussalam serta pendapatan pelancongan (*tourism receipt*) bagi industri pelancongan, akan dapat terus ditingkatkan bagi memastikan industri-industri di bawah pengurusan dan kendalian Kementerian ini akan dapat terus menyumbang secara signifikan kepada usaha untuk meningkatkan Keluaran Dalam Negara Kasar (KDNK).

Wassalam

Haji Md Zamree Bin Haji Junaidi

Pengarah Kemajuan Pelancongan

KANDUNGAN

1. Pengenalan
2. Visi dan Misi
3. Matlamat Strategik
4. Status Masa Kini
5. Isu dan Cabaran
6. Langkah Pembaikan Utama
7. Sasaran dan Halatuju 2016-2020
 - i. Sasaran dan Trajektori
 - ii. Pelan Pelaksanaan
8. Struktur Organisasi



PENGENALAN, VISI DAN MISI

PENGENALAN

Industri pelancongan merupakan sektor yang dikenalpasti berpotensi untuk dimajukan bagi menyumbang ke arah pertumbuhan dan kepelbagaian ekonomi; menjana peluang pekerjaan dan Perusahaan Kecil dan Sederhana (PKS) serta mengurangkan aliran perbelanjaan keluar Negara.

Pada tahun 2015, sektor pelancongan telah menyumbangkan kira-kira sebanyak 1% kepada Keluaran Dalam Negara Kasar (KDNK).

VISI

Kearah pertumbuhan jumlah pelancong yang berterusan dan berdayatahan yang menyumbang secara signifikan kepada pertumbuhan aktiviti-aktiviti ekonomi yang berkaitan dengan pelancongan.

MISI

Meningkatkan pertumbuhan jumlah pelancong dengan memberikan tumpuan kepada pengukuhan daya tarikan dan kepelbagaian produk-produk pelancongan serta meningkatkan kualiti perkhidmatan pelancongan.

MATLAMAT STRATEGIK

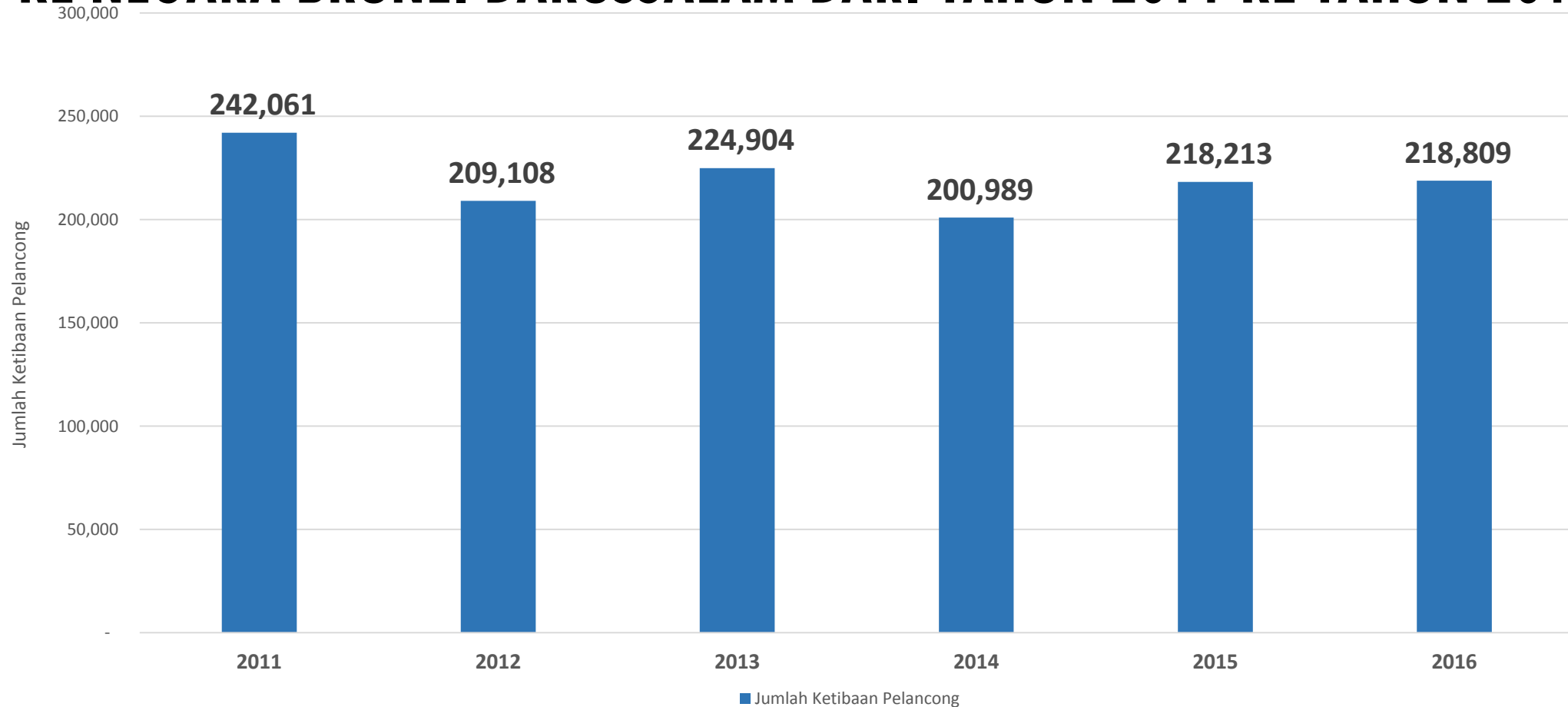
MATLAMAT STRATEGIK JABATAN KEMAJUAN PELANCONGAN



1. Menggandakan jumlah ketibaan pelancong (Dari 218,000 pelancong pada tahun 2015 kepada 450,000 pelancong pada tahun 2020) dan pertumbuhan perkhidmatan yang berkaitan dengan pelancongan di Negara Brunei Darussalam supaya dapat menyumbang secara signifikan kepada pertumbuhan Keluaran Dalam Negara Kasar (KDNK);
2. Untuk mengukuhkan “Temburong, Kampong Ayer dan Bandar Seri Begawan” sebagai produk pelancongan primer dan destinasi tarikan utama pelancongan di rantau ini dan di peringkat antarabangsa;
3. Memperkembangkan produk-produk baru (*Emerging products*) yang berpotensi lagi menarik sama ada berbentuk destinasi seperti Sungai Basong atau yang berbentuk aktiviti seperti *Bird Watching, Diving, Summer School, Pesta Kikik, Pest Buah-buahan* dan lain-lain;
4. Untuk meningkatkan kualiti perkhidmatan pelancongan ini melalui kerjasama dengan termasuk Kementerian-Kementerian, ejen-ejen pelancongan, pemandu pelancong, *stakeholders* syarikat penerbangan, pengangkutan serta pengusaha penginapan dan mengemaskini perundangan, piawaian, garis panduan, pelaksanaan program-program latihan dan lain-lain; dan
5. Menggunakan kaedah *Public-Private Partnership (PPP)* di mana bersesuaian supaya lebih berkesan sambil membantu mengurangkan beban perbelanjaan Kerajaan.

STATUS MASA KINI

KETIBAAN PELANCONG ANTARABANGSA MELALUI UDARA KE NEGARA BRUNEI DARUSSALAM DARI TAHUN 2011 KE TAHUN 2016



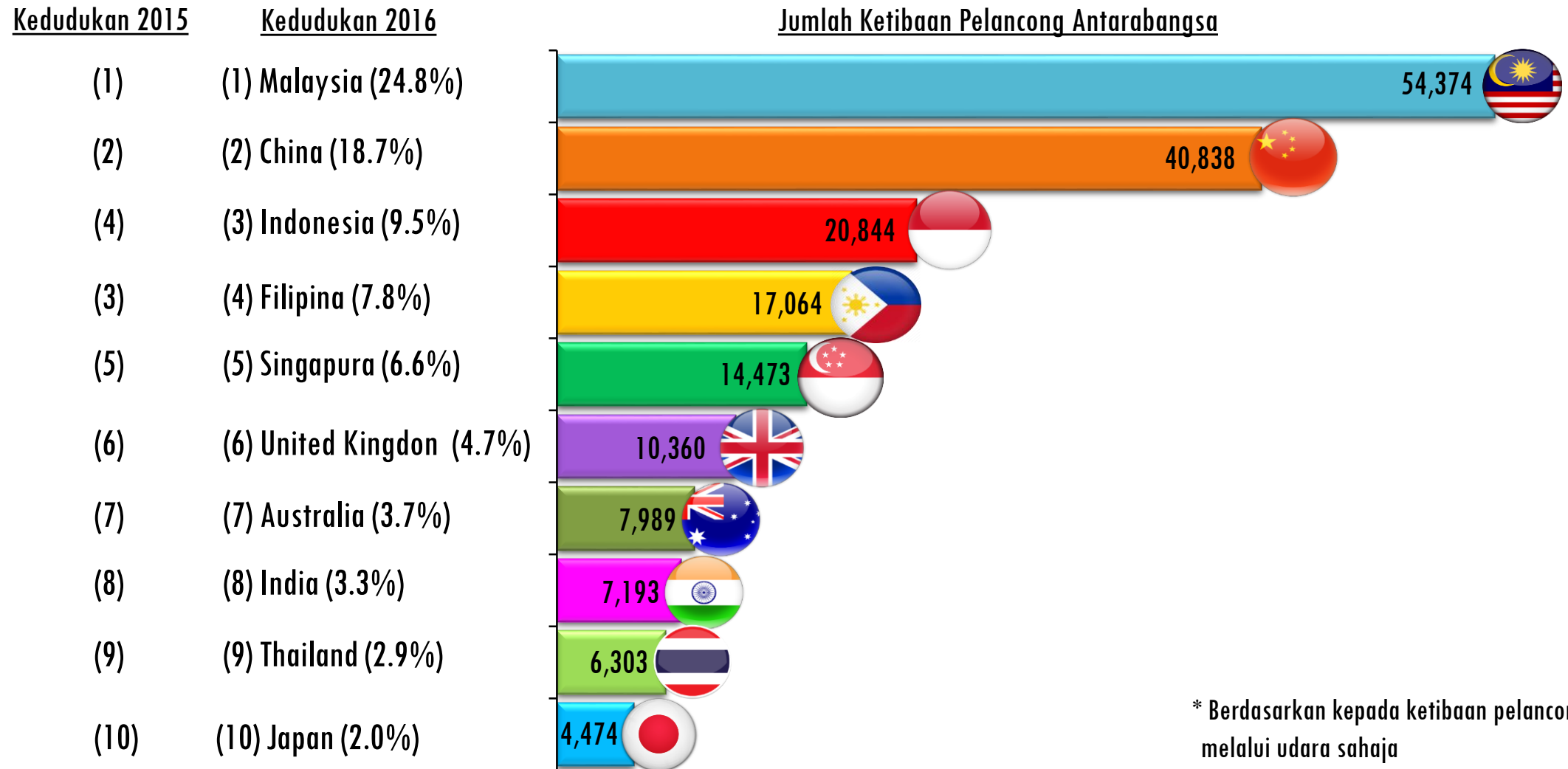
Nota:

Ketibaan pelancong melalui Lapangan Terbang Antarabangsa Brunei telah menunjukkan penurunan *Compound Annual Growth Rate (CAGR)* sebanyak -2% dari tahun 2011-2016.

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan
Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri

Kemaskini: 24hb April 2017

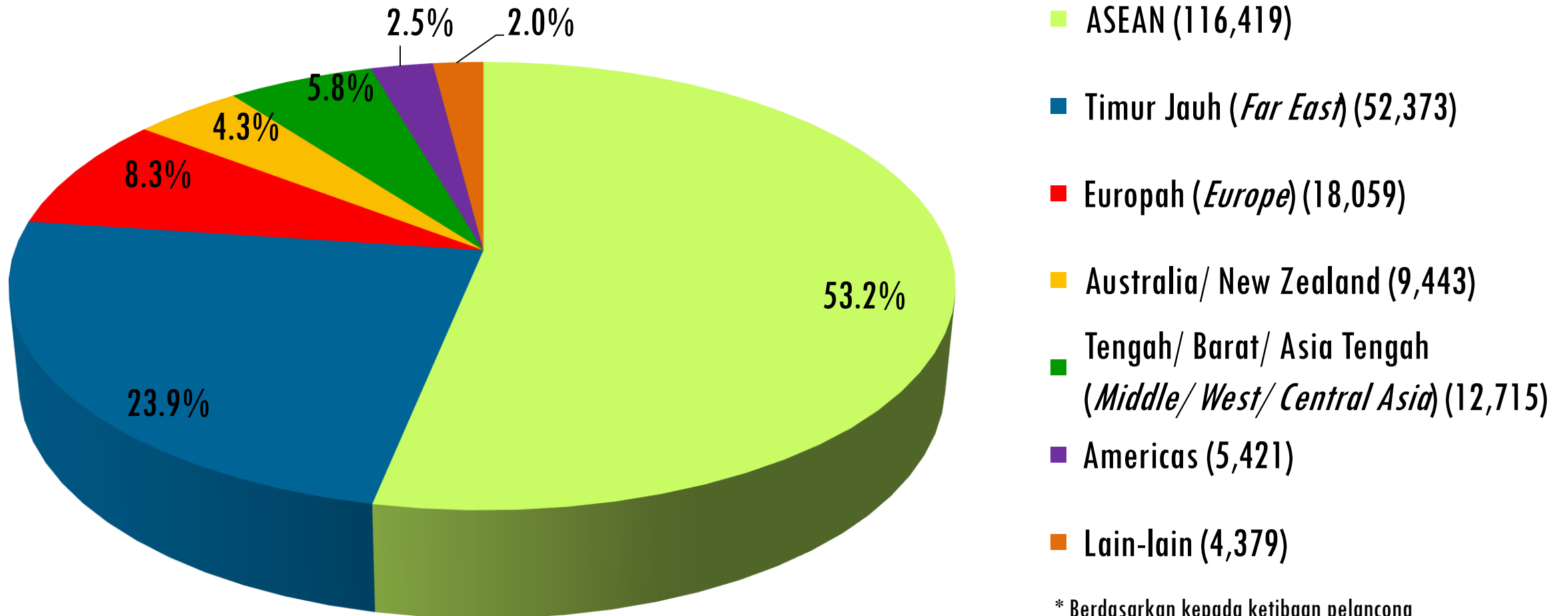
KETIBAAN PELANCONG ANTARABANGSA KE NEGARA BRUNEI DARUSSALAM MENGIKUT NEGARA ASAL PADA TAHUN 2016



* Berdasarkan kepada ketibaan pelancong melalui udara sahaja

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan
Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri

KETIBAAN PELANCONG KE NEGARA BRUNEI DARUSSALAM DARI NEGARA ASAL MENGIKUT RANTAU PADA TAHUN 2016



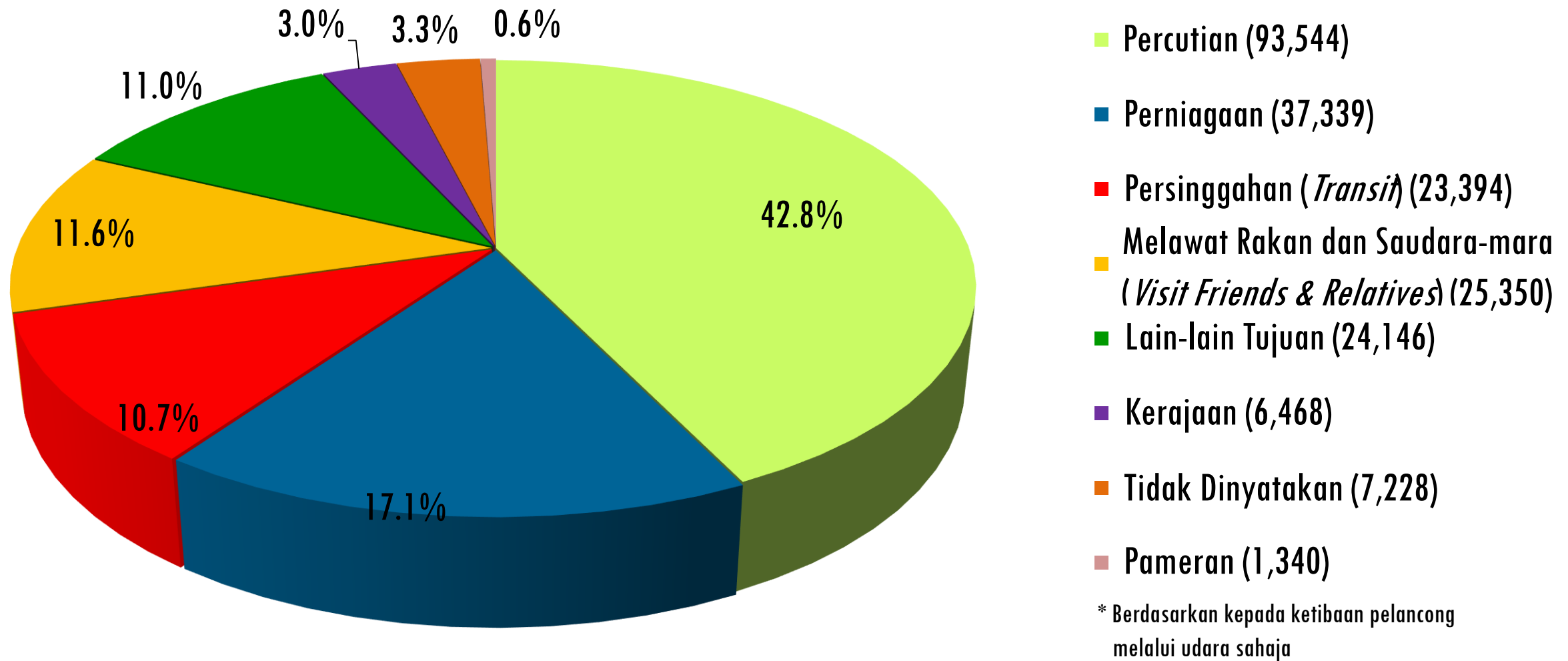
- ASEAN (116,419)
- Timur Jauh (*Far East*) (52,373)
- Europah (*Europe*) (18,059)
- Australia/ New Zealand (9,443)
- Tengah/ Barat/ Asia Tengah (*Middle/ West/ Central Asia*) (12,715)
- Americas (5,421)
- Lain-lain (4,379)

* Berdasarkan kepada ketibaan pelancong melalui udara sahaja

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri

Kemaskini: 24hb April 2017

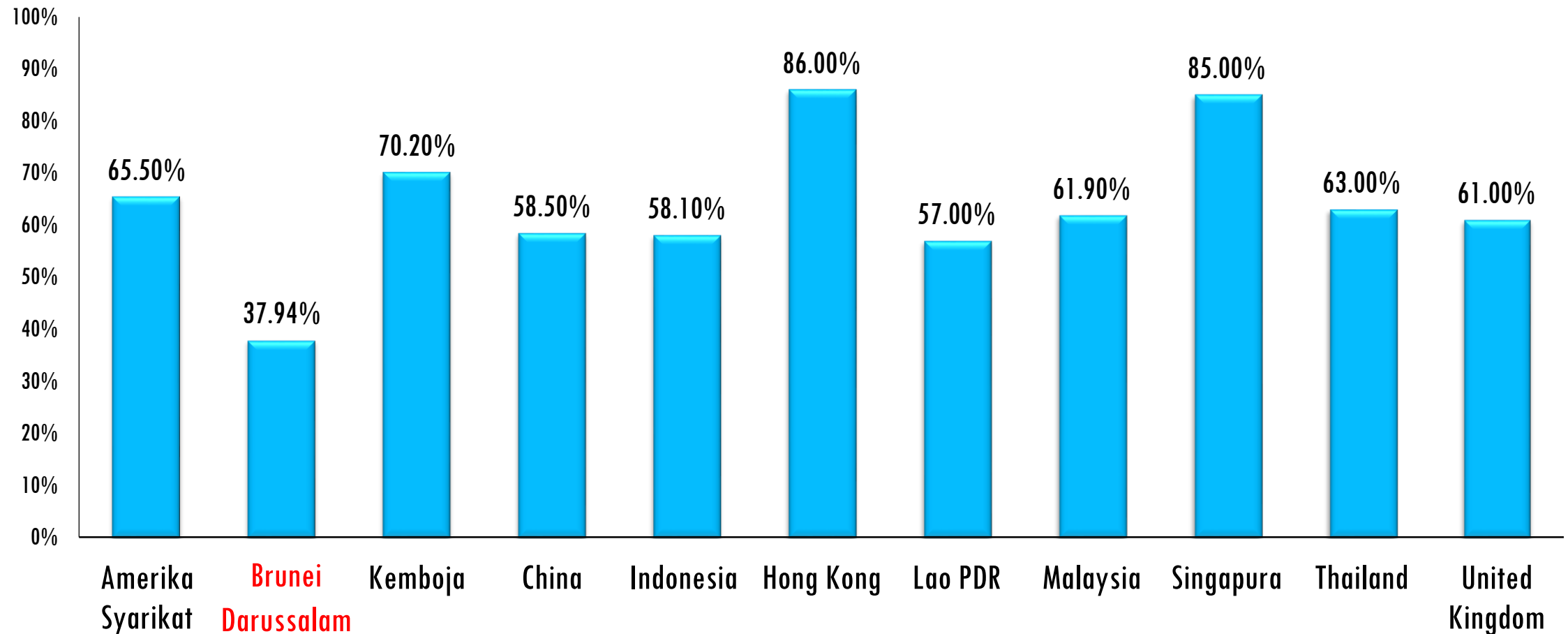
KETIBAAN PELANCONG KE NEGARA BRUNEI DARUSSALAM MENGIKUT *PURPOSE OF VISIT* PADA TAHUN 2016



Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan
Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri

Kemaskini: 24hb April 2017

PURATA KADAR PENGINAPAN (*AVERAGE OCCUPANCY RATE*) NEGARA BRUNEI DARUSSALAM DAN NEGARA-NEGARA LAIN PADA TAHUN 2015

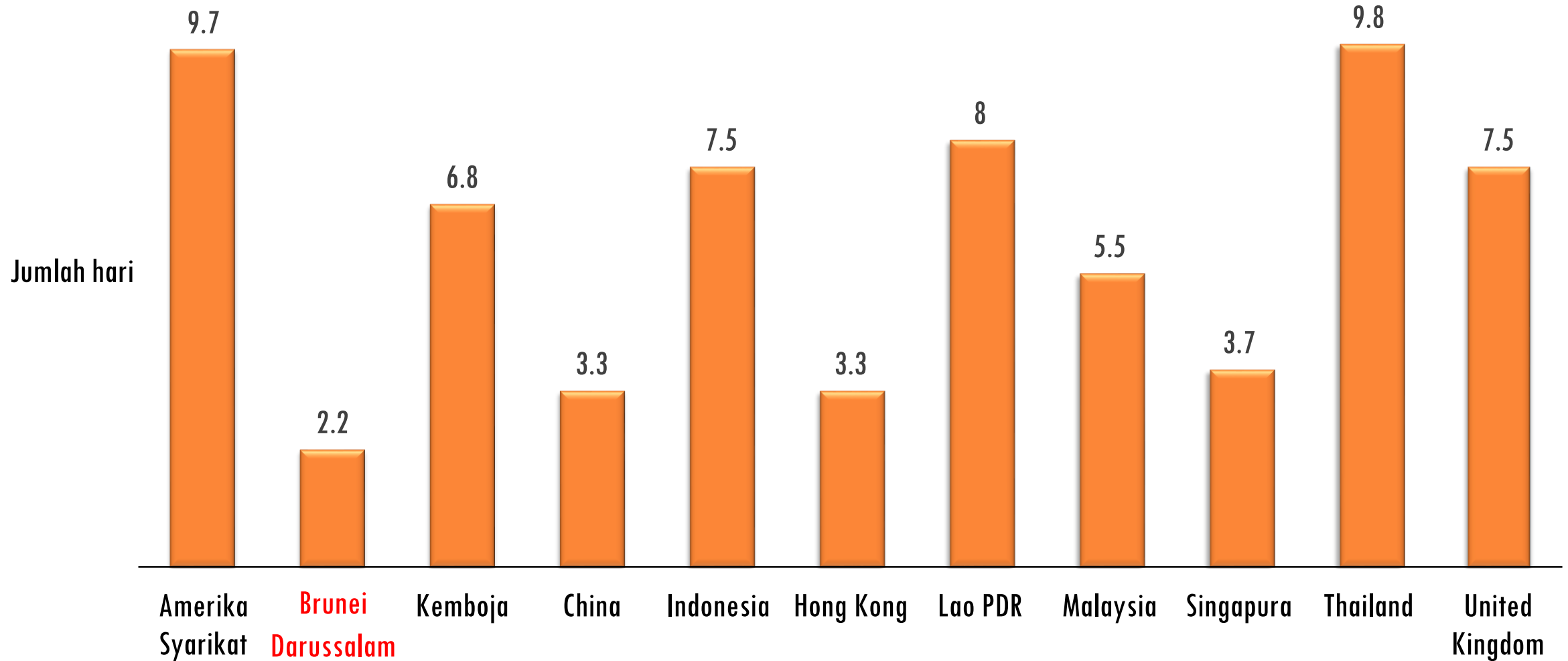


Nota:

1. Hanya 33 dari 74 tempat penginapan di Negara Brunei Darussalam telah menyumbang kepada purata kadar penginapan pada tahun 2015; dan
2. Jumlah ketibaan pelancong adalah berdasarkan melalui udara sahaja.

Sumber: Tempat-Tempat Penginapan di Negara Brunei Darussalam dan Negara-Negara lain

PURATA TEMPOH PENGINAPAN (*AVERAGE LENGTH OF STAY*) DARI HOTEL-HOTEL DI NEGARA BRUNEI DARUSSALAM DAN NEGARA-NEGARA LAIN PADA TAHUN 2015



Sumber: Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri, dan Tempat-tempat penginapan di Negara Brunei Darussalam dan Negara-Negara lain

ISU DAN CABARAN

ISU DAN CABARAN

- Produk-produk pelancongan yang masih boleh diperbaiki;
- Kualiti perkhidmatan dan tahap hospitaliti pelancongan yang masih boleh ditingkatkan;
- Ketinggian nilai mata wang Negara Brunei Darussalam berbanding dengan nilai matawang Negara-negara jiran;
- Persaingan dengan Negara-negara jiran yang telah lama memberi penekanan kepada aktiviti-aktiviti pelancongan seperti Indonesia (Bali), Thailand (Phuket), Malaysia (Langkawi), Singapura dan lain-lain; dan
- Penduduk dan residen tempatan yang sudah sekian lama terbiasa dengan perancangan melancong keluar Negara pada setiap musim percutian panjang.

LANGKAH PEMBAIKAN UTAMA

LANGKAH PEMBAIKAN UTAMA

- 1. Mengukuhkan produk-produk pelancongan yang berpotensi menarik lebih ramai lagi pelancong dalam dan luar Negara:-**
 - Pakej Percutian Destinasi Temburong; dan
 - Pakej Pelancongan Bandar Seri Begawan dan Kampong Ayer Warisan Negara.
- 2. Meningkatkan kualiti kemudahan pelancongan bagi memberikan keselesaan kepada pengunjung-pengunjung melalui aktiviti-aktiviti seperti berikut:-**
 - Mengukuhkan tahap keselamatan bagi pengunjung-pengunjung dan memastikan aspek keselamatan di destinasi-destinasi pelancongan terjamin seperti taklimat keselamatan, penyediaan papantanda keselamatan, perlindungan insuran, pengauditan terhadap keselamatan, pemeliharaan infrastruktur, peralatan dan kemudahan secara berjadual dan berterusan;
 - Meningkatkan sistem perkhidmatan pengangkutan awam seperti menambah bilangan dan perkhidmatan teksi, bas awam dan perahu tambang; dan
 - Meningkatkan piawaian prasarana.

LANGKAH PEMBAIKAN UTAMA

3. Meningkatkan kursus dan program hospitaliti;

- Mewujudkan program latihan dengan institusi yang menyediakan hospitaliti pelancongan dan latihan. Jabatan Kemajuan Pelancongan akan memantau kandungan subjek yang disediakan berdasarkan keperluan industri pelancongan di Negara Brunei Darussalam.
- Kolaborasi di antara Kementerian Sumber-Sumber Utama dan Pelancongan dan Laksamana College of Business (LCB) telah diwujudkan bagi melatih pemandu-pemandu pelancong ke arah mengukuhkan pengetahuan dan perkhidmatan agensi-agensi pelancongan; dan
- Peningkatan tahap perkhidmatan yang diberikan oleh penyedia perkhidmatan seperti kakitangan galeri, muzium, pengusaha hotel-hotel dan *Homestay* serta pengendali pengangkutan.

4. Penubuhan Lembaga Pelancongan Brunei (BTB);

- Penubuhan ini telah ditadbirkan di bawah enakmen Perintah Pelancongan 2016 yang diperkenankan oleh Kebawah Duli Yang Maha Mulia Paduka Seri Baginda Sultan bertarikh pada 26 Oktober 2016. Objektif utama bagi penubuhan BTB ini adalah untuk bertindak sebagai arahan dasar mengenai aktiviti-aktiviti yang berkaitan dengan pelancongan dan menyediakan platform bagi dialog antara sektor swasta dan Kerajaan dalam isu-isu yang berkaitan dengan pelancongan.

LANGKAH PEMBAIKAN UTAMA

5. Meningkatkan Promosi dan Pemasaran;

- Meningkatkan keberkesanan promosi pelancongan melalui e-Pemasaran, penggunaan teknologi info-komunikasi (ICT) dan lain-lain aktiviti bagi menarik lebih ramai *In-bound tourists* ke Negara Brunei Darussalam.

6. Mengwujudkan Dasar dan Strategi Pelancongan Kebangsaan;

- Menggubal dasar dan strategi pelancongan kebangsaan dengan kerjasama agensi-agensi yang berkepentingan bagi menangani senario pelancongan global yang sentiasa berubah lagi kompetitif.

7. Meningkatkan maklumat pelancongan mengenai Negara Brunei Darussalam di Lapangan Terbang Antarabangsa Brunei;

- Meningkatkan kemudahan untuk para pelancong seperti penyediaan tempat maklumat pelancongan, serta kemudahan-kemudahan lain seperti penginapan, kedai 24 jam dan kedai-kedai membeli-belah.

8. Kemudahan pemberian Visa;

- Pelaksanaan *visa on arrival* dengan tatacara baru bagi pemegang paspot biasa bagi warga Negara seperti berikut (dengan kerjasama Kementerian Hal Ehwal Luar Negeri dan Perdagangan serta Kementerian Hal Ehwal Dalam Negeri):-
 - Republik Rakyat China;
 - Russia; dan
 - Turki
- Permohonan visa secara *online*, *visa on arrival* dan di Kedutaan NBD di luar Negara.

9. Skim Pengkelasan Premis Penginapan Pelancongan;

- Untuk memastikan semua tempat penginapan pelancongan mematuhi keperluan-keperluan yang mandatori dari segi standard dan garis panduan klasifikasi penginapan dari Jabatan Kemajuan Pelancongan.

10. Dialog secara berterusan bersama stakeholders dalam industri pelancongan;

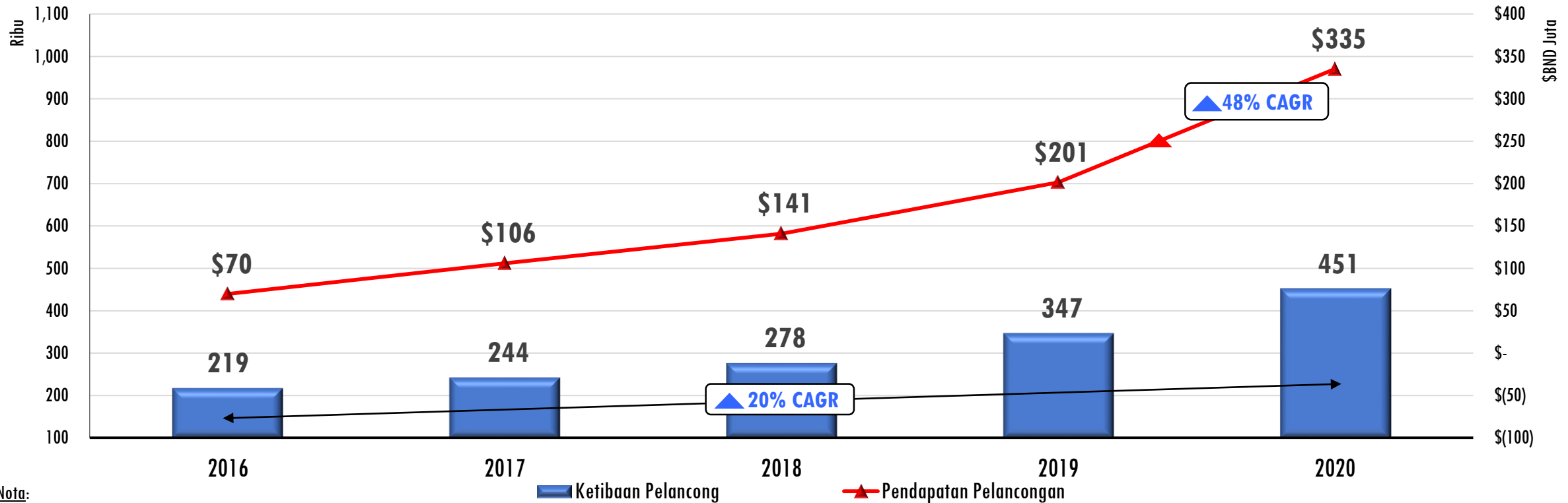
- Bagi mendapat maklum balas daripada stakeholders mengenai isu-isu semasa dan cabaran-cabaran dalam industri pelancongan serta mendapatkan cara-cara untuk mengatasi isu-isu tersebut.

SASARAN DAN TRAJEKTORI 2016-2020

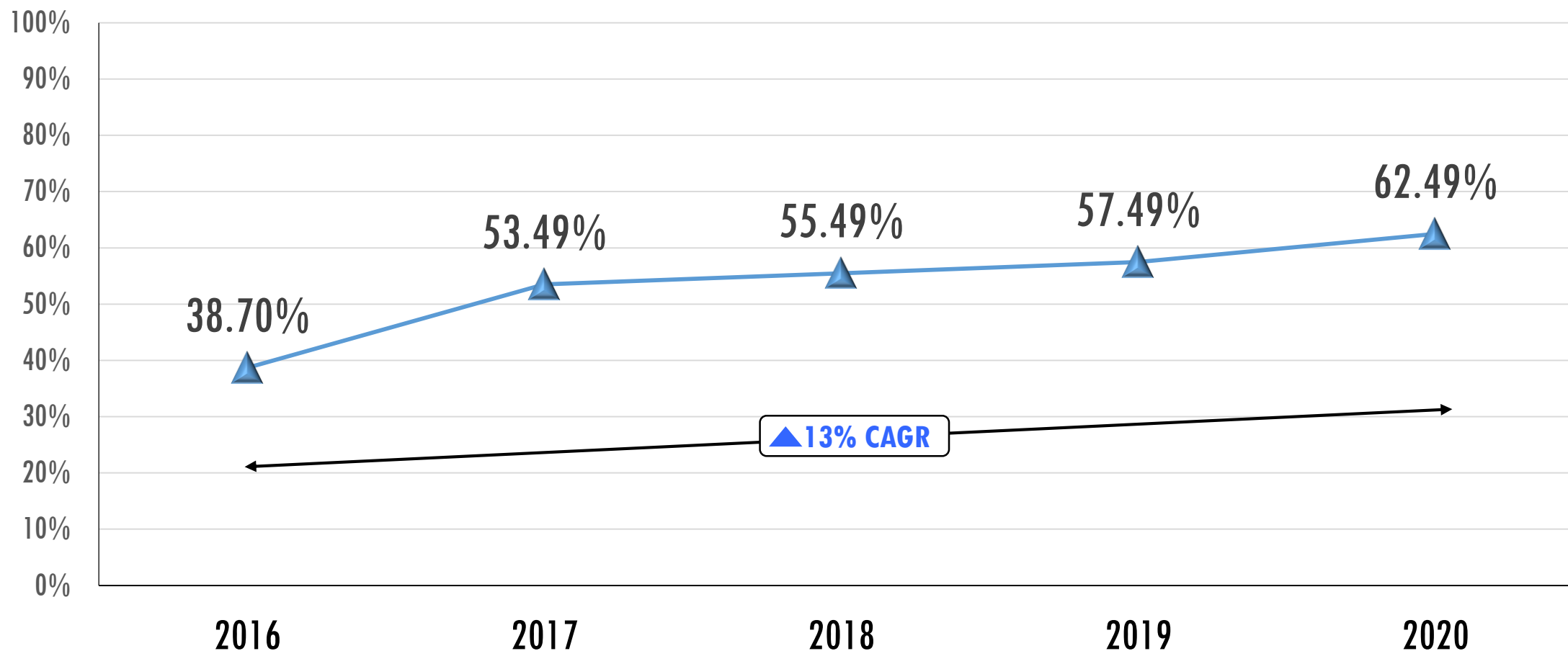
TRAJEKTORI INDUSTRI PELANCONGAN

1. Ketibaan Pelancong dan Pendapatan Pelancongan (melalui udara); dan
2. Purata Kadar Penginapan Bagi Perhotelan.

PENINGKATAN PERTUMBUHAN TAHUNAN SEBANYAK 20% TELAH DIJANGKAKAN BAGI JUMLAH KETIBAAN PELANCONG (MELALUI UDARA) DARI TAHUN 2016 HINGGA TAHUN 2020



SASARAN PURATA KADAR PENGINAPAN (*AVERAGE OCCUPANCY RATE*) BAGI HOTEL-HOTEL UTAMA DI NEGARA BRUNEI DARUSSALAM DARI TAHUN 2016 KE TAHUN 2020



Nota:

1. Jumlah purata kadar penginapan bagi tahun 2016 adalah jumlah bilangan yang sebenar; dan
2. *CAGR* = *Compound Annual Growth Rate*.

PELAN PELAKSANAAN 2016-2020

PRODUK-PRODUK PELANCONGAN

1. Produk-Produk Primer

- i. **Temburong:** Bangar, Batang Duri, Taman Negara Ulu Temburong;
- ii. **Kampong Ayer:** Persekitaran Kampong Ayer, Galeri Kebudayaan dan Pelancongan Kampong Ayer, Jong Batu, *Proboscis Monkey*; dan
- iii. **Bandar Seri Begawan:** Masjid Omar Ali Saifuddien, Jame Asr Hassanil Bolkiah, Muzium Maritim, Bangunan Alat-alat Kebesaran Di Raja, Bangunan Lapau, Istana Nurul Iman, Tamu Kianggeh, Pasar Malam dan lain-lain.

2. Produk-Produk *Emerging*

- i. **Pantai-Pantai** (Serasa, Muara, Berakas, Seri Kenangan dan Meragang);
- ii. **Taman-Taman** Rekreasi Hutan (Taman Rekreasi Sg. Basong, Taman Rekreasi Hutan Simpan Berakas dan Taman Rekreasi Bukit Shahbandar); dan
- iii. **Lain-lain** (Luagan Lalak, Tasek Merimbun dan Teraja).

3. **Lain-Lain produk adalah berupa aktiviti** seperti *bird watching, Islamic tourism, medical tourism, cruise tourism, sport tourism, education tourism, Meetings, Incentives, Conventions & Exhibitions/Events (MICE), adventure, diving, homestay activities, culture and community-based tourism.*



PAKEJ PERCUTIAN DESTINASI TEMBURONG

Jenis Pakej-Pakej Percutian Destinasi Temburong (3 hari 2 malam):

1. *Tropical Retreat* (\$222)
2. *Camp Site Experience* (\$225)
3. *Cultural Experience* (\$235)
4. *Temburong Splendour* (\$243)
5. *Discover Nature* (\$282)
6. *Sumbiling Ulu Special* (\$282)
7. *Expedition Temburong* (\$272)
8. *Fun in Temburong* (\$300)



3D/2N
AT FREME
RAINFOREST
LODGE AND
AZ BACK TO
NATURE

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

CAMP SITE EXPERIENCE

Package rate starts at **BND 225 per adult***

• • **12 noon** Lunch on local dishes such as Bamboo Chicken and Chicken Curry.

• • **2pm** Check out and depart by longboat to Batang Duri Jetty and transfer to the Sibut Modern Longhouse, before exploring Bangar Town.

• • **3.30pm** – Depart by water taxi to BSB.



Add-on Tour Packages:

Culture Show, Traditional Music, Proboscis monkey/ fireflies/night safari on the mangroves, Handicraft making, Malay traditional cake demo, Kayaking or Rafting at the Ulu National Park, Flying Fox at Freme Rainforest Lodge, Car Rental for exploration around Bangar Town.

CONTA

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Discover Brunei
@azbacktonatureourservice

DAY 03

• • **4.30am** Enjoy light refreshments of wajid, bananas and fritters.

• • **5.30am** Depart by longboat to the Ulu National Park. Cross the Keruing Hanging Bridge with a beautiful view over the Temburong River, walk up wooden walkways and to the top of the Canopy Bridge to view a spectacular sunrise.

• • **8.30am** Enjoy breakfast choices of fried rice, fried noodles and eggs at the camp site before playing traditional games like congkak, blowpipe, turmpak and gasing.
Optional: Do some painting using forest materials or go fishing.

• • **10am** Visit another waterfall, and then float downstream back to the AZB2N campsite on a rubber tube.

ITINERARY

DAY 01

• • **12.30 noon** Meet at the Kianggeh Jetty and board a speedboat to Temburong. Arrive and take a walking tour of Bangar Town that includes stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.

• • **2pm** Transfer to Freme Rainforest Lodge to check in and enjoy an Afternoon Tea of local cakes and banana fritters or spring rolls.

• • **4.15pm** Fun at the Adventure Park with activities like the Short Jungle Trail, Crow's Nest, Flying Fox or Rock Climbing, Abseiling or Jacob's Ladder at the Multi-Activity Tower.

Optional: Learn how to cook a traditional Bamboo Rice and Bamboo Chicken meal.

• • **7pm** Enjoy a BBQ Dinner of barbecued chicken wings, lamb, fish and more at the lodge.

• • **8.30pm** Take a Night Walk on the Freme Trail.

DAY 02

• • **1pm** Board a longboat to the AZB2N Rainforest Nature Camp. Arrive and enjoy a light refreshment of wajid, bananas and fritters before afternoon activities: jungle trekking to discover local flora and fauna and visiting the "Fish Spa" Waterfall.

• • **7pm** A BBQ Dinner of barbecued chicken, fish and other choices is served at the AZB2N Rainforest Lantern Bugs double decker platform before night activities: travel by longboat to take a Nature Night Walk and then upstream to the Ulu National park in a Night River Cruise.



3D/2N
AT SUMBILING ECO VILLAGE AND IBAN LONGHOUSE

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

CULTURAL EXPERIENCE

Package rate starts at **BND 235 per adult***

- 2pm Choose an option of taking a walk through the village, river tubing or handicraft making at Sumbiling Eco Village.
- 7pm Enjoy a "Kampong Night" dinner theme where guests will sit on a mat on the floor while tucking into their meal of local delights such as Udang Galah, Fried Local Fish and local fruits.

DAY 03

- 8am Enjoy local breakfast choices of fried noodles, steamed sweet potatoes and steamed bananas.

Optional: Water tubing down the river, free access to the indoor activities at Balai Gajah, stone painting, fishing or simply relaxing on a hammock by the river while enjoying the peaceful tranquility of the rainforest.

- 10am Check-out and depart to Bangar Jetty.
- 11am Depart from Bangar Jetty for BSB.



3D/2N
AT ULU-ULU RESORT AND STONEVILLE HOTEL

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

DISCOVER NATURE

Package rate starts at **BND 282 per adult***

three varieties of local cakes at Local Café.

- 6.30pm Try a hand at Udang Galah Fishing at the riverside.
- 8pm Enjoy a seafood steamboat dinner* at Local Café. *Optional at own expenses.

DAY 03

- 8am Check-out and enjoy breakfast* at a local restaurant. *Optional at own expenses.
- 9.30am Take a Bangar Town Tour with stops at the Duck Farm, Ambulong Factory and Labu Estate (Open Site Museum).
- 12 noon Check out the local eateries for lunch* while enjoying the calm serenity of Bangar Town. *Optional at own expenses.
- 1pm Witness a Live Demonstration of the Making of Local Kuch, including local delicacies such as Wajid Tembung, Pulut Panggang, Kuch Lenggang, Penyaram and Cendol Temburong.
- 3pm Transfer to Bangar Jetty to travel back to BSB.



3D/2N
AT SUMBILING ECO VILLAGE AND ULU-ULU RESORT

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*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
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SUMBILING ULU SPECIAL

Package rate starts at **BND 282 per adult***

- 8pm Take a Night Jungle Walk. Optional: Walk down the Night Frog Trail and Night Resort Trail; free access to the Game Room and board games in the Club Lounge; Movie Night at the Cinema Room; Traditional Prawn Catching at Two River Center.

DAY 03

- 4.30am Wake-up call and light morning tea before trekking to the top of the Canopy Tower to witness a beautiful sunrise.
- 7am Return to Valley Café for Western, Asian and Local choices of breakfast.
- 8.30am Enjoy outdoor activities such as kayaking, water tubing, short trekking to the "Fish Spa" Waterfall, stone painting, wood craft or free access to the game room.
- 11.30am Return to the resort for check-out and lunch on local delights such as Pakis Masak Belacan.
- 1pm Depart for Batang Duri Jetty by longboat.

ITINERARY

DAY 01

- 1.30pm Meet at the Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 3pm Arrive at the Bangar Terminal Jetty and begin a walking tour of Bangar Town, with stops at popular spots such as Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 4pm Depart for Iban Longhouse where there are three options of longhouses to visit: Amo B, Kg Sumbiling Lama or Tanjung Bunga (depending on availability).
- 4.30pm Arrive at the Longhouse and enjoy a welcome drink of Lemongrass or Moringa Green Tea. The tour guide will show the types of facilities offered at the longhouse before checking in and freshening up.
- 5.30pm Gather for a cooking class on Bamboo Chicken, a local traditional dish, with a local villager.
- 7pm Back to the longhouse to enjoy a simple dinner of local delights such as Bamboo Chicken and Wild Vegetables is served.
- 8pm Activity time at the longhouse! Learn basket making & weaving with the local villagers at the longhouse.
- 7.30am Wake up and enjoy a delicious and filling local breakfast of steamed ubi kayu, ubi manis and bananas.
- 8.30am Check out of the Longhouse and proceed to Sumbiling Eco Village for check-in.
- 9.30am After checking in, proceed for the Rainforest Discovery Trek with an Iban villager as your guide, where you will learn about unique flora and fauna on the trail, learn how villagers hunt in the past, different types of edible plants, what to avoid in the jungle and basic jungle survival skills.
- 12 noon Back to Sumbiling Eco Village and enjoy a lunch of local delights like Ayam Masak Merah and Sweet & Sour Fish.

DAY 02

- 7.30am Wake up and

CONTACT

BORNEOGUIDE (HASA INCENTIVES)

(673) 718 7138/242 6923
sales@borneoguide.com
www.borneoguide.com
Sumbiling Eco Village
@borneoguide

ITINERARY

DAY 01

- 12.45pm Meet at the Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 2.15pm Arrive and begin walking tour of Bangar Town with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 3.30pm Depart for Batang Duri Jetty. Board a longboat and travel upriver to Ulu-Ulu Resort at the Ulu Temburong National Park.
- 5pm Arrive at Ulu-Ulu Resort and enjoy a welcome drink.
- 5.30pm Watch a slide show presentation about the resort.

Optional: Take a guided walk around the resort or have a swim and enjoy the tranquility of the rainforest.

- 7pm A BBQ dinner with choices like fish, chicken and sweet potato is served.
- 8pm Take a Night Jungle Walk. Optional: Walk down the Night Frog Trail and Night Resort Trail; free access to the Game Room and board games in the Club Lounge; Movie Night at the Cinema Room; Traditional Prawn Catching at Two River Center.
- 11.30am Return to the resort for check-out and enjoy a lunch of local delights such as Pakis Masak Belacan.
- 1.30pm Depart downstream by longboat before transferring to Stoneville Hotel.
- 3.30pm Visit the Murut Village to learn about their way of living and their cultural heritage.
- 4.30pm Enjoy a hi-tea of

DAY 02

- 4.30am Wake-up call and light morning tea before trekking to the top of the Canopy Tower to witness a beautiful sunrise.
- 7am Return to Valley Café for Western, Asian and Local choices of breakfast.
- 8.30am Enjoy outdoor activities like kayaking, water tubing, short trekking to the "Fish Spa" Waterfall, stone painting, wood craft or free access to the Game Room.
- 11.30am Return to the resort for check-out and enjoy a lunch of local delights such as Pakis Masak Belacan.
- 1.30pm Depart downstream by longboat before transferring to Stoneville Hotel.
- 3.30pm Visit the Murut Village to learn about their way of living and their cultural heritage.
- 4.30pm Enjoy a hi-tea of

CONTACT

SUNSHINE BORNEO TOURS

(673) 446 2812
sales@uluuluresort.com
brunaborneo.com
Ulu Ulu Resort
@uluuluresort

ITINERARY

DAY 01

- 1.30pm Meet at the Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 3pm Arrive at Bangar Terminal Jetty and begin walking tour of Bangar Town with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 4pm Transfer to Sumbiling Eco Village.
- 4.30pm Register at Sumbiling Eco Village where the guide will show what type of facilities is on offer. Check into rooms and freshen up.
- 5.30pm Take a walk about

the organic garden. Optional: Swim and enjoy the tranquility of the rainforest.

- 7pm Dinner of local delights such as Udang Galah, Ayam Penyet and local vegetables is served at Balai Gajah. Optional: Try your skill on a Blow Pipe; play a traditional musical instrument; learn a local Iban dance; weaving or rock painting; board games
- 12 noon Back to Sumbiling Eco Village to check-out and lunch on local delights such as Ayam Masak Merah before travelling upriver to Ulu-Ulu Resort.
- 4pm Arrive at Ulu-Ulu Resort and enjoy a welcome drink.
- 5.30pm Watch a slide show presentation about the resort. Optional: Take a guided walk around the resort or have a swim and enjoy the tranquility of the rainforest.
- 7pm A BBQ dinner of choices like fish, chicken and sweet potato is served.

DAY 02

- 7.30am Enjoy local breakfast choices of fried noodles, steamed sweet potatoes and steamed bananas.
- 8.30am Take the Rainforest Discovery Trek with an Iban villager as a guide, and learn about unique flora and fauna on the trail. Optional: Water tubing down the river; free access to the

indoor activities at Balai Gajah; stone painting; fishing; relaxing on a hammock by the river.

CONTACT

BORNEOGUIDE (HASA INCENTIVES)

(673) 718 7138/242 6923
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3D/2N
AT ULU-ULU
RESORT
AND FREME
RAINFOREST
LODGE

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

Package rate starts at **BND 272 per adult**

EXPEDITION TEMBURONG

Crow's Nest, Flying Fox or Rock Climbing, Aseeling or Jacob's Ladder at the Multi-Activity Tower.
Optional: Learn how to cook a traditional Bamboo Rice and Bamboo Chicken meal.

- 7pm Enjoy a BBQ dinner of chicken wings, fish and more at the lodge.
- 8.30pm Take a Night Walk on the Freme Trail.

DAY 03

- 5am *Optional: Sunrise Hike.*
- 7am Enjoy local breakfast choices such as Nasi Lemak and local cakes before wall climbing and water activities.
- 10.30am Check-out and depart for the Bangar Heritage Tour, which includes a visit to a decommissioned Labu Estate Rubber Plantation and a stop by a local Iban Longhouse.
- 1.45pm Stop by "Kedai Kampung" for souvenir shopping.
- 3pm Depart for Bangar Jetty to travel back to BSB.

ITINERARY

DAY 01

- 12.45pm Meet at the Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 14.15pm Arrive at Bangar Jetty and take a walking tour of Bangar Town, with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 3.30pm Depart for Batang Duri Jetty. Board a longboat and travel upriver to Ulu-Ulu Resort at the Ulu Temburong National Park.
- 5pm Arrive at Ulu-Ulu Resort and enjoy a welcome drink at the Club Lounge.
- 5.30pm Watch a slide show presentation about the resort.

Optional: Take a guided walk around the resort or have a swim and enjoy the tranquility of the rainforest.

- 7pm A BBQ dinner of fish, chicken and sweet potato is served at the Vally Cafe.
- 8pm Take a Night Jungle Walk.

Optional: Walk down the Night Frog Trail and Night Resort Trail; free access to the Game Room and board games in the Club Lounge; Movie Night at the Cinema Room; Traditional Prawn Catching at Two River Center.

DAY 02

- 4.30am Wake-up call and light morning tea before trekking to the top of the Canopy Tower to witness a beautiful sunrise.
- 7am Return to Valley Café for Western, Asian and Local choices of breakfast.
- 8.30am Enjoy outdoor activities like kayaking, water tubing, trekking to the "Fish Spa" Waterfall, stone painting or wood craft, or enjoy free access to the Game Room.
- 11.30am Check-out and enjoy a lunch of local delights such as Umbut Masak Santan.
- 1.30pm Depart downstream by longboat and transfer to Freme Rainforest Lodge for check-in.
- 3.30pm Enjoy an Afternoon Tea of local cakes and banana fritters or spring rolls.
- 4.15pm Fun at the Adventure Park with activities like the Short Jungle Trail.

CONTACT

FREME TRAVEL SERVICES (INBOUND)

(673) 223 4289
fremeir@brunet.bn
www.freme.com
Freme Travel Services
@freme_holdings

Glamping at Sumbiling Eco Village

3D/2N
AT SUMBILING
ECO VILLAGE
AND ULU-ULU
RESORT

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

Package rate starts at **BND 282 per adult**

SUMBILING ULU SPECIAL

ITINERARY

DAY 01

- 1.30pm Meet at the Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 3pm Arrive at Bangar Terminal Jetty and begin walking tour of Bangar Town with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 4pm Transfer to Sumbiling Eco Village.
- 4.30pm Register at Sumbiling Eco Village where the guide will show what type of facilities is on offer. Check into rooms and freshen up.
- 5.30pm Take a walk about the organic garden.

Optional: Swim and enjoy the tranquility of the rainforest.

- 7pm Dinner of local delights such as Udang Galah, Ayam Penyet and local vegetables is served at Balai Gajah.
- Optional: Try your skill on a Blow Pipe; play a traditional musical instrument; learn a local Iban dance; weaving or rock painting; board games*
- 7.30am Enjoy local breakfast choices of fried noodles, steamed sweet potatoes and steamed bananas.
- 8.30am Take the Rainforest Discovery Trek with an Iban villager as a guide, and learn about unique flora and fauna on the trail.
- Optional: Water tubing down the river; free access to the indoor activities at Balai Gajah; stone painting; fishing; relaxing on a hammock by the river.*
- 12 noon Back to Sumbiling Eco Village to check-out and lunch on local delights such as Ayam Masak Merah before travelling upriver to Ulu-Ulu Resort.
- 4pm Arrive at Ulu-Ulu Resort and enjoy a welcome drink.
- 5.30pm Watch a slide show presentation about the resort.
- Optional: Take a guided walk around the resort or have a swim and enjoy the tranquility of the rainforest.*
- 7pm A BBQ dinner of choices like fish, chicken and sweet potato is served.

DAY 02

- 8pm Take a Night Jungle Walk.
- Optional: Walk down the Night Frog Trail and Night Resort Trail; free access to the Game Room and board games in the Club Lounge; Movie Night at the Cinema Room; Traditional Prawn Catching at Two River Center.*
- 4.30am Wake-up call and light morning tea before trekking to the top of the Canopy Tower to witness a beautiful sunrise.
- 7am Return to Valley Café for Western, Asian and Local choices of breakfast.
- 8.30am Enjoy outdoor activities such as kayaking, water tubing, short trekking to the "Fish Spa" Waterfall, stone painting, wood craft or free access to the game room.
- 11.30am Return to the resort for check-out and lunch on local delights such as Pakis Masak Belacan.
- 1pm Depart for Batang Duri Jetty by longboat.

CONTACT

BORNEOGUIDE (HASA INCENTIVES)

(673) 718 7138 / 242 6823
sales@borneoguide.com
www.borneoguide.com
Sumbiling Eco Village
@borneoguide

3D/2N
AT SUMBILING
ECO VILLAGE
AND STONEVILLE
HOTEL

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

Package rate starts at **BND 300 per adult**

FUN IN TEMBURONG

ITINERARY

DAY 01

- 12 noon Meet at hotel/airport.
- 1.45pm Meet at Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 3pm Arrive and take a walking tour of Bangar Town with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 4pm Transfer to Sumbiling Eco Village to check-in and enjoy a welcome drink.
- 5.30pm Gather for a walk about the organic garden.
- Optional: Take a swim and enjoy the tranquility of the rainforest.*
- 7pm Enjoy a "Kampung Night" themed dinner where guests will sit on a mat on the floor while tucking into a meal of local delights such as Udang Galah, Ayam Penyet, Fried Local Fish and a selection of local fruits.
- 9pm Take a Night Jungle Walk.
- Optional: Try your skill on a Blow Pipe; play a traditional musical instrument; learn a local Iban dance; weaving or rock painting or board games.*
- 7.30am Enjoy local breakfast choices of fried noodles and steamed bananas.
- 8.30am Proceed for the Rainforest Discovery Trek together with an Iban villager as your guide, where you will learn about unique flora and fauna on the trail, learn how villagers hunt in the past, types of edible plants, what to avoid and basic jungle survival skills.
- 12 noon Back for a lunch of local delights such as Ayam Masak Merah and Sweet & Sour Fish.
- Optional: Water tubing down the river; free access to the indoor activities at Balai Gajah; stone painting; fishing or simply relaxing on a hammock by the river.*
- 1.15pm Check-out and transfer to Bangar. Check-in to Stoneville Hotel.
- 2.30 Take a leisurely walk around Bangar Town and discover local eateries and shops.

DAY 02

- 6pm Enjoy a steamboat dinner at a local restaurant with a view of the Temburong River.
- 7am Breakfast at Stoneville Hotel.
- 10am Visit the Noodle Processing Plant at Kampong Senukoh**.
- 11am Return to hotel.
- 12 noon Check out and transfer to Bangar Jetty.
- 1pm Depart to BSB.

ADD-ON TOUR PACKAGES:

Senukoh & Selapton Tour @ BND30 per adult/ BND15 per child - Swim at Kg Selapton recreational area and have a BBQ lunch or
Belais Tour @ BND50 per adult/ BND30 per child - Boat cruise along the Belais River, fish at Belais Fish Breeding and go lime picking.

CONTACT

BORNEO TREKKER

(673) 522 2338
info@borneotrekker.com
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Borneo Trekker | Brunei
@borneotrekkerbrunei



3D/2N
AT STONEVILLE
HOTEL AND
FREME
RAINFOREST
LODGE

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

Package rate starts at **BND 243** per adult*

TEMBURONG SPLENDOR

ITINERARY

DAY 01

- 12.30pm Meet at the Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
 - 2pm Arrive at Bangar Jetty and begin walking tour of Bangar Town with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
 - 3pm Check into Stoneville Hotel and take a leisurely walk around Bangar Town.
- *Dinner arrangements are optional at add-on rates.
- ### DAY 02
- 7am Breakfast at Stoneville.

- 8am Check-out and depart for Freme Rainforest Lodge.
- 8.30am Arrive at Freme Rainforest Lodge and enjoy morning tea.
- 9am Board a longboat and journey upriver to the Ulu Temburong National Park Canopy Towers.
- 10am Hike up to the Canopy Towers and enjoy the spectacular view of the rainforest at the top.
- 12 noon Stop by the "Fish Spa" Waterfall.
- 1pm Lunch of local delights such as Beef Rendang

- and Chicken Curry is served at the lodge.
- 3.30pm Enjoy an Afternoon Tea of local cakes and banana fritters or spring rolls.
- 4pm Fun at the Adventure Park with activities like the Short Jungle Trail, Crow's Nest, Flying Fox or Rock Climbing, Abseiling or Jacob's Ladder at the Multi-Activity Tower.
- 7pm Enjoy a BBQ dinner of chicken wings, lamb and fish and other choices.
- 8.30pm Take a Night Walk on the Freme Trail.



CONTACT

FREME TRAVE SERVICES (INBOUND)

- ☎ (673) 233 4280
- ✉ fremein@brunei.b
- 🌐 www.freme.com
- 📍 Freme Travel Services
- 📱 @freme_holidays

DAY 03

- 5am *Optional: Sunrise Hike.*
- 7am Enjoy local breakfast choices such as Nasi Lemak and local cakes before enjoying water activities such as tubing, kayaking or swimming by the river.
- 10.30am Visit the Lubok Batu Mas Longhouse to experience the true hospitality of the Iban culture.
- 12 noon Lunch* at a local restaurant in Bangar Town.
- 1.45pm Stop by "Kedai Kampung" for souvenir shopping.
- 3pm Depart for Bangar Jetty to travel back to BSB.
- 4pm Arrive in BSB.



3D/2N
AT ULU-ULU
RESORT AND
TRANDIE MARINA
RESORTS

*Rates are applicable for local residents of Brunei Darussalam only
*Activities & meals listed are based on the full package rate
*Travel period: 1-30 Dec 2016
*Terms & conditions apply

Package rate starts at **BND 222** per adult*

TROPICAL RETREAT

ITINERARY

DAY 01

- 12.45pm Meet at Kianggeh Jetty for a speedboat ride along mangrove-fringed waterways to Temburong.
- 2.15pm Arrive and begin walking tour of Bangar Town with stops at Tugu Peringatan, Cultural and Heritage Gallery and Tamu Bangar.
- 3.30pm Depart for Batang Duri Jetty to board a longboat and travel upriver to Ulu-Ulu Resort at the Ulu Temburong National Park.
- 5pm Arrive at Ulu-Ulu Resort to register and enjoy a welcome drink, and gather for a slide show presentation about the resort.

around the resort or swim and enjoy the tranquility of the rainforest.

- 7pm A BBQ Dinner of choices like seafood and chicken is served.
- 8pm Take a Night Jungle Walk.

DAY 02

- 4.30am Wake up call and light morning tea before trekking to the top of the Canopy Tower to witness a beautiful sunrise.
- 7am Return to Valley Café for Western, Asian and Local choices of breakfast.

- 8.30am Enjoy outdoor activities like kayaking, water tubing, short trekking to the "Fish Spa" Waterfall, stone painting, wood craft or free access to the Game Room.
- 11.30am Return to the resort to check-out and enjoy a lunch of local delights like Tenggiri masak Ayam Kunyit.

- 1pm Depart by longboat and arrive at Trandie Marina Resorts for a welcome drink and a coffee/tea break of Wajid and Cucur Pisang.
- 4pm Activity time! Zipline across the river with the 8-meter high Two-Way Flying Fox and take a walk on the 10-meter high Skywalk.



CONTACT

TRANDIE MARINA RESORTS

- ☎ (673) 223 1570
- ✉ stay@trandiemarinareorts.com
- 🌐 trandiemarinareorts.com
- 📍 TMRBrunei
- 📱 @trandiebrunei

an 8-meter high Abseiling Platform at treetop height.

- 5pm Take a cool and refreshing shower in the river or go rafting, canoeing or tubing (for pre-booking only).
- 6pm Explore Trandie's compound: discover orchids, locate (but don't touch!) two pet snakes, observe butterflies at Butterfly Garden or watch the sunset at the treetop platform.
- 7pm Enjoy a dinner of local delights such as Sweet & Sour Undang Calah.

• 8pm Go on a Night Hike.

DAY 03

- 8am Enjoy a choice of Western or Eastern style breakfast and check-out.
- 9.30am Refer to Add-on menu for additional tour packages.
- 12 noon Have lunch* at a local restaurant in Bangar Town and take a walk around before departing to BSB.

*Optional at own expenses.

PAKEJ PELANCONGAN BANDAR SERI BEGAWAN DAN KAMPONG AYER WARISAN NEGARA

Jenis Pakej	Harga
<i>Full Day City And Water Village Tour</i>	\$70
<i>Half Day City Tour</i>	\$45
<i>Kampong Ayer</i>	\$36
<i>Sunset River Safari</i>	\$60
<i>Night City Tour</i>	\$40
<i>Heritage Trail</i>	\$50
<i>Bandar Seri Begawan Walking Tour</i>	(FOC)
<i>Proboscis Monkey Tour</i>	\$60



STRATEGI DAN PROGRAM : PRODUK-PRODUK PELANCONGAN PRIMER (TEMBURONG)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Pengukuhan produk pelancongan Temburong	Jumlah pelawat	10,646	24,000	Pembangunan Batang Duri - <i>River Centre</i> <ul style="list-style-type: none"> <i>Resort style accommodation</i> <i>Restaurant and café</i> <i>Retail/shop/souvenir</i> 		<ul style="list-style-type: none"> Pewartaan Tapak Penyediaan pengangkutan awam yang mencukupi, selesa, selamat dan teratur Penyediaan pakej-pakej pelancongan yang menarik
				Pembangunan <i>River Resort</i> <ul style="list-style-type: none"> <i>Resort style accommodation</i> <i>Restaurant and café</i> <i>Retail/shop/souvenir</i> 		
				Penswastaaan Temburong <i>Resthouse</i> dan sekitarnya <ul style="list-style-type: none"> <i>Cultural and Heritage Museum</i> <i>Retail/shop/souvenir</i> <i>Beauty and spa</i> <i>Restaurant and café</i> 		
				Penswastaaan <i>Temburong Cultural and Heritage Gallery</i> <ul style="list-style-type: none"> <i>Gallery on Temburong ethnic cultures and heritage</i> <i>Retail/shop/souvenir</i> <i>Food and beverage</i> 		
				Aktiviti-aktiviti Tambahan: <ul style="list-style-type: none"> Temburong Marathon; Acara Mountain Bike; dan <i>Pesta Kikik</i> 		

STRATEGI DAN PROGRAM : PRODUK-PRODUK PELANCONGAN PRIMER (KAMPONG AYER)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Penguksahan produk pelancongan Kampong Ayer	Jumlah pelawat	15,628	30,000	Menaik taraf Galeri Kebudayaan dan Pelancongan Kampong Ayer dan persekitarannya	15hb September 2016	<ul style="list-style-type: none"> • Pengeluaran RFP Kampong Ayer • Penyediaan pengangkutan air yang selesa, selamat dan teratur • Penyediaan pakej-pakej pelancongan yang menarik <ul style="list-style-type: none"> ➤ <i>Kg Ayer River Cruise Tour</i> ➤ <i>Evening River Cruise Tour</i> ➤ <i>Proboscis Monkey and Wildlife Spotting Tour</i> ➤ <i>Calligraphy Corner</i> ➤ <i>Photo Corner (Instant Print with Specialised PhotoFolder / Frame)</i> • Retail/ Restoran • Kraftangan
				River Cruise Heritage Trail (Jong Batu, Lumut Lunting, Gasing Awang Semaun, Pulau Chermin dan lain-lain)		<ul style="list-style-type: none"> • Penyediaan signages/papan tanda maklumat tempat-tempat bersejarah di Sungai Brunei
				Aktiviti-aktiviti Tambahan: <ul style="list-style-type: none"> • <i>Cultural show;</i> • <i>Food festival;</i> dan • Aktiviti-aktiviti mengikut acara tahunan seperti acara-acara pada Hari Kebangsaan dan lain-lain 		

STRATEGI DAN PROGRAM : PRODUK-PRODUK PELANCONGAN PRIMER (BSB)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Pengukuhan produk pelancongan Bandar Seri Begawan	Jumlah pelawat	116,331	236,000	Pembangunan Tamu Selera <ul style="list-style-type: none"> • <i>Food And Beverage outlets</i> • <i>Retail/shop/ souvenirs</i> • <i>Playground</i> 		<ul style="list-style-type: none"> • RFP • Pewartaan Tapak • Penyediaan pengangkutan awam yang mencukupi, selesa, selamat dan teratur • Penyediaan pakej-pakej pelancongan yang menarik
				Memajukan Kawasan Bangunan Dermaga Diraja (Galeri Seni) <ul style="list-style-type: none"> • Pembangunan Pusat Maklumat Pelancongan • Aktibiti hujung minggu (kesenian dan penjualan kraftangan) 		<ul style="list-style-type: none"> • Menyediakan perkhidmatan informasi kepada pelancong • Menyediakan tempat-tempat penjualan di luar dan di dalam galeri
				<i>Heritage Trail</i> (Bangunan Dermaga DiRaja, Gerbang Perpustakaan, Masjid Omar Ali Saifuddin, Istana Darussalam, Kubah Makam DiRaja, Batu Tersilah, Jambatan Rangas, Bangunan Alat-Alat Kebesaran Di Raja, Bangunan Sekretariat, Makam Raja Ayang, Tugu Jam, Bangunan Lapau, Lapau Lama, Taman Haji Sir Muda Omar Ali Saifuddin, Pusat Kesenian dan Petukangan Tangan, Makam Sultan Bolkuah, Tapak Arkeologi Kota Batu, Makam Sultan Sharif Ali dan lain-lain.)		<ul style="list-style-type: none"> • Penyediaan <i>signages</i> dan papan tanda maklumat mengenai tempat-tempat bersejarah • Kerjasama dengan agensi pelancongan dan pemandu pelancong bagi mempromosi <i>Heritage Trail</i>.

STRATEGI DAN PROGRAM : PRODUK-PRODUK PELANCONGAN BARU (*EMERGING PRODUCTS*) (2)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Meningkatkan Produk Pelancongan “ <i>Emerging</i> ” Pantai-Pantai dan Taman-Taman Rekeasi		NA	N.A	Pembangunan Ekopelancongan Sibonghutan di Kg Tanah Jambu		<ul style="list-style-type: none"> • Penswastaaan aktiviti-aktiviti riadah, pantai, rekreasi, penyediaan ruang-ruang kedai dan tempat makan • Penyediaan pakej-pakej pelancongan seperti <i>Green Camp, Marine Life Centre dan lain-lain.</i> • Penyediaan dan penswastaaan <i>Eco Resort.</i>

STRATEGI DAN PROGRAM : PRODUK-PRODUK PELANCONGAN BARU (*EMERGING PRODUCTS*)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Meningkatkan Produk Pelancongan “ <i>Emerging</i> ” Pantai-Pantai dan Taman-Taman Rekeasi		NA	25,000	Pembangunan Taman Rekreasi Hutan Simpan Berakas		<ul style="list-style-type: none"> • Penswastaan aktiviti-aktiviti riadah, pantai, rekreasi, penyediaan ruang-ruang kedai dan tempat makan • Penyediaan pakej-pakej pelancongan seperti <i>Mountain Biking</i>, <i>All Terrain Vehicle (ATV)</i> dan <i>Jungle Trekking</i>. • Penyediaan dan penswastaan <i>Chalet</i>
		NA	NA	Pembangunan Taman Rekreasi Sungai Basong/Pantai Seri Kenangan, Tutong		<ul style="list-style-type: none"> • Penswastaan aktiviti-aktiviti riadah, pantai, rekreasi, penyediaan ruang-ruang kedai dan tempat makan

STRATEGI DAN PROGRAM : KUALITI PERKHIDMATAN DAN FASILITI PRODUK PELANCONGAN (1)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Peningkatan kualiti perkhidmatan dan fasiliti produk pelancongan	Jumlah pemandu pelancong yang berlesen	NA	120	Program Peningkatan Kemahiran Agensi Pelancongan		<ul style="list-style-type: none"> • Penyediaan Institusi Pengendali Latihan bagi Skim Latihan Pemandu Pelancong • Penyediaan Skim Pembiayaan Latihan • Pengiktirafan kurikulum Pemandu Pelancong mengikut keperluan World Federation Tour Guide Association.
	Jumlah institusi menawarkan kursus dalam bidang pelancongan	NA	5	Program Peningkatan Kemahiran Sektor Penginapan		<ul style="list-style-type: none"> • Mewujudkan dan mengenalpasti kursus-kursus latihan keperluan kualiti industri pelancongan • Kerjasama dengan institusi-institusi yang berpotensi untuk melaksanakan skim latihan yang di luluskan oleh Jabatan Kemajuan Pelancongan • Penilaian institut latihan industri pelancongan

STRATEGI DAN PROGRAM : KUALITI PERKHIDMATAN DAN FASILITI PRODUK PELANCONGAN (2)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Peningkatan kualiti perkhidmatan dan fasiliti produk pelancongan	Jumlah deraf <i>standard</i> pelancongan	NA	8	<ul style="list-style-type: none"> • <i>Standard Homestay</i> • <i>Standard Pemandu Pelancong</i> • <i>Standard Tandas Awam</i> • <i>Standard Operasi Penyelaman</i> • <i>Standard Bandar Pelancongan Bersih</i> • <i>Standard “Community Based Tourism”</i> • <i>Standard Pelancongan Islam</i> • <i>Standard Meeting, Incentives, Convention, Exhibition (MICE)</i> • <i>Standard Perkhidmatan Spa</i> • <i>Standard Pengangkutan</i> 		<ul style="list-style-type: none"> • Penubuhan Komiti <i>Standard</i> bagi Pelancongan • Penubuhan Komiti Teknikal mengikut bidang • Penyelidikan dan kajian • Membangunkan Deraf <i>Standard</i> • Outreach program – program kesedaran dan pengenalan <i>standard</i> kebangsaan baru melalui bengkel dan seminar kepada pengguna dan stakeholder
	Jumlah klasifikasi penginapan premis pelancongan yang tepat	NA	90	Klasifikasi Penginapan		<ul style="list-style-type: none"> • Menyediakan garispandu klasifikasi penginapan mengikut keperluan antarabangsa • <i>Outreach program</i> – program kesedaran dan pengenalan kepada pengusaha penginapan pelancongan mengenai garispandu

STRATEGI DAN PROGRAM : KUALITI PERKHIDMATAN DAN FASILITI PRODUK PELANCONGAN (3)

PROGRAMMES	KPI	SASARAN		INISIATIF	JANGKAAN KELUARAN	AKTIVITI UTAMA
		Sebenar 2016	Sasaran 2020			
Peningkatan kualiti perkhidmatan dan fasiliti produk pelancongan	Jumlah bidang persijilan diperkenalkan	NA	5	Program Pengiktirafan dan pensijilan		<ul style="list-style-type: none"> • Melaksanakan penyelidikan dan kajian ke atas keperluan persijilan • Menyediakan prosedur, kriteria dan SOP bagi setiap bidang persijilan • Outreach program – program kesedaran kepada dan pengenalan ke atas bidang – bidang persijilan yang di tawarkan oleh Jabatan.

HERITAGE TRAIL BUS & WALK TOUR

KEY

- Bus Route
- Walking Route
- Bus Stop
- Walking Tour Start Point
- Information Centre
- Bus Tour Start and End Point

GUIDED WALKING TOURS

BUS TOUR

IMPORTANT INFORMATION

JERUDONG INTERNATIONAL SCHOOL, Brunei

SUMMER CAMP

20th JULY - 16th AUGUST

MULTIPLE SPORTS, DAY TRIPS, TEAM BUILDING, FAL AND LOTS OF FUN!! US\$1000 PER WEEK

INTERNATIONAL SPORTS COACHES INCLUDING

- ★ Terry Butcher former England Football Captain.
- ★ James Goddard 3 time Olympic Swimming Finalist.
- ★ Rachel Downie TV Sports Presenter.

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2nd Edition

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COMPLIMENTARY COPY JUNE 2016 EDITION

BRUNEI GASTRONOMY week

LOCAL FLAVOURS TANTALIZING TASTES

22-26 February 2017

PARTICIPANTS:
 Radisson Hotel Brunei, Orchid Garden Hotel Brunei, Royal Brunei Airlines, Seasons Restaurant, The Rizqun International Hotel, Tarindak d'Seni, Tarindak d'Polo, D'Anggerek Serviced Apartment, Keoja Hotel, The Empire Hotel and Country Club, V-Plaza Hotel, The Brunei Hotel, The Coffee Bean & Tea Leaf, Charcoal BBQ & Grill Restaurant, MyTown Restaurant, URBN Kitchen

Projek-Projek Yang Akan Dilaksanakan



Pesta Buah-buahan



Aktibiti Marathon dan *Fun Run*



Pesta Kikik



Aktibiti Berbasikal

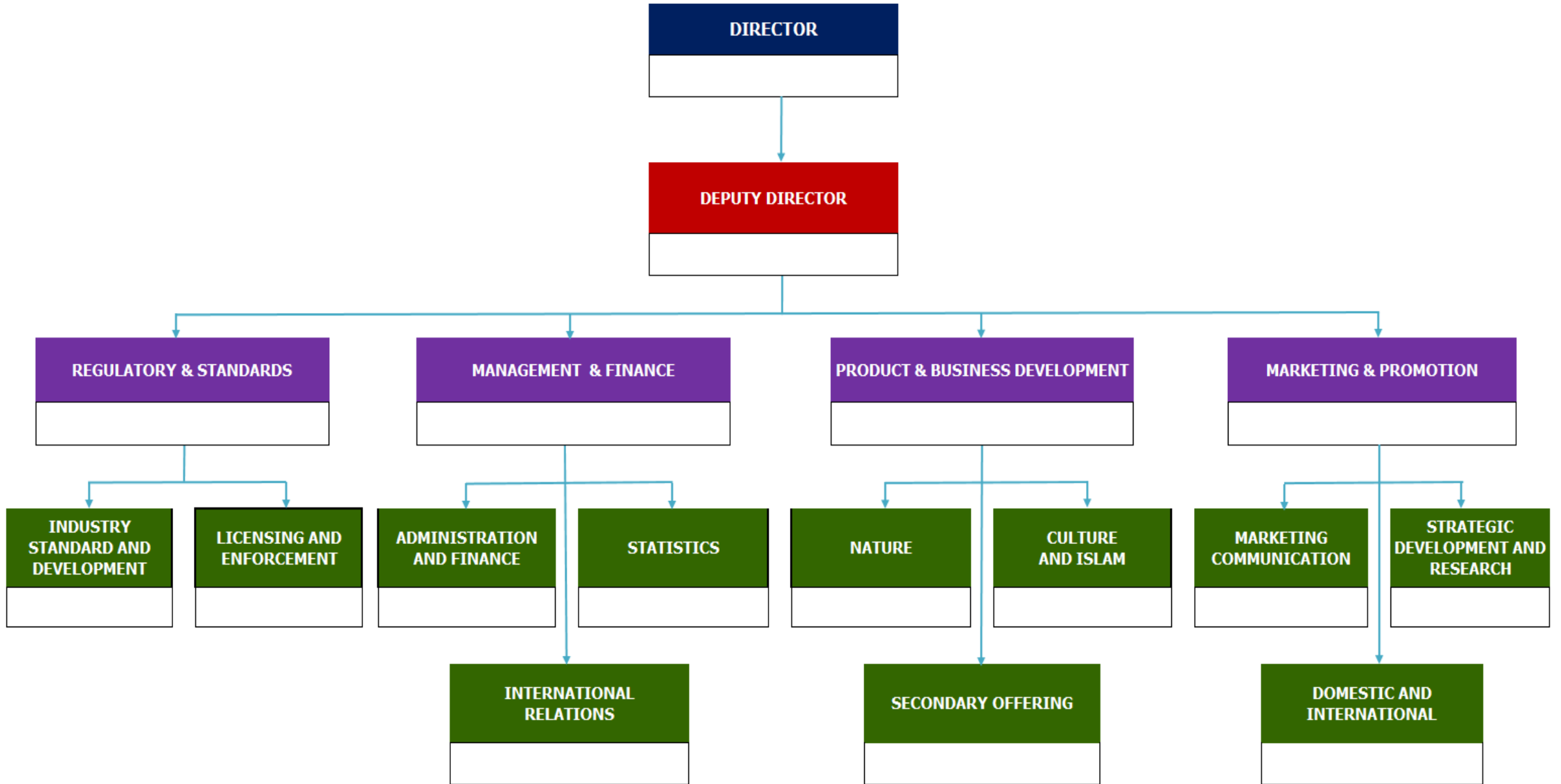


Aktibiti Regatta



Aktibiti Menyelam

STRUKTUR ORGANISASI





کمنتريِن سومبر۲ اوتام دان قلنجوئن
MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM

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