

PRESS RELEASE

***SPECIAL LECTURE ON INTRODUCTION ON UN TOURISM INSIGHTS AND TOURISM TRENDS  
INCLUDING EDUCATION TOURISM AND SUSTAINABLE TOURISM***

**6 August 2024, Bandar Seri Begawan, Brunei Darussalam**

**FOR IMMEDIATE RELEASE**

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1. **6th August 2024, Bandar Seri Begawan** – Over 200 students and lecturers from higher educational institutions attended the special lecture by UN Tourism this morning at the Pro Chancellor Arts Centre, Universiti Brunei Darussalam (UBD), organised by The Tourism Development Department under the Ministry of Primary Resources and Tourism (MPRT), in collaboration with the Faculty of Arts and Social Sciences (FASS), UBD.
2. The special lecture titled "*Special Lecture on Introduction on UN Tourism Insights and Tourism Trends including Education Tourism and Sustainable Tourism*" was delivered by Mr Harry Hwang, Director of the Regional Department for Asia and the Pacific and Mr Yang Li, Tourism Programme Officer for the UN Tourism and provided invaluable insights into global and present future tourism trends, as well as sustainable tourism practices.
3. During the session, UN Tourism experts shared strategic insights into their ongoing initiatives, emphasizing key projects and priorities relevant to Asia and the Pacific. Attendees gained a comprehensive understanding of future trends in the tourism industry, covering data trends, market research, forecasts, and identifying emerging opportunities, consumer preferences, and technological advancements.
4. The lecture addressed critical challenges facing the tourism sector and offering solutions for sustainable development that covers women's empowerment, measuring sustainability, rural tourism, education for the younger generation, innovation in tourism, and climate change. It explored how to align tourism strategies with specific Sustainable Development Goals (SDGs), showcasing tangible outcomes and progress towards sustainable tourism objectives.
5. The session also included an interactive dialogue, which provided a platform for stakeholders to share challenges and opportunities, fostering actionable insights and committed involvement.
6. By hosting this special lecture in Brunei Darussalam, it can enhance educational growth and global awareness, encouraging networking opportunities, and facilitating cultural exchange. It can notably aid economic development by attracting visitors, while promoting

sustainable tourism practices. Furthermore, it elevates Brunei's international standing as a responsible and progressive travel destination and delivers valuable insights to shape local tourism policies.

7. The special lecture was held in conjunction with Universiti Brunei Darussalam's 36<sup>th</sup> Convocation as one of program highlights.
8. Specific modules under the FASS, UBD explore tourism from different angles, especially in utilising the many resources in Brunei Darussalam not limited to environmental attractions but also more sustainable and viable tourism options and marketing.
9. UBD is committed to fostering a sustainable future. The university recently unveiled its Sustainability Masterplan, outlining comprehensive strategies to reduce its environmental impact and contribute to Brunei Darussalam's sustainability goals. UBD's Botanical Research Centre (BRC) and its Botanical Garden serves as a living laboratory and tourist attraction, showcasing the university's dedication to biodiversity conservation and environmental education. By combining academic research, conservation efforts, and public engagement, the botanical garden exemplifies UBD's role as a leader in sustainable development.
10. The special lecture was attended by UBD undergraduate students from the Geography, Environment, and Development (GED) programme, UBD principal officers, as well as lecturers and students from hospitality and tourism programme at various higher education institutions in Brunei Darussalam.

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Prepared by:

**Tourism Development Department**  
**Ministry of Primary Resources and Tourism**