

PRESS RELEASE (19th June 2025)

Tourism Development Department Launches New Tourist Guide Vests to Elevate Professionalism and Visitor Experience

1. As part of continued efforts to strengthen the professionalism of Tourist Guides in Brunei Darussalam, the Tourism Development Department, Ministry of Primary Resources and Tourism announced the official launched of the new Tourist Guide Vests, marking a significant milestone in Brunei Darussalam's ongoing commitment to elevate professionalism and enhance the visitor experience within its burgeoning tourism sector.
2. The launched was officiated by Yang Mulia Hajah Tutiatty binti Haji Abdul Wahab, Permanent Secretary at the Ministry of Primary Resources and Tourism, at the Auditorium, Balai Khazanah Islam Sultan Haji Hassanal Bolkiah. Also present was Yang Mulia Haji Yusree bin Haji Junaidi, Deputy Permanent Secretary I at the Ministry of Primary Resources and Tourism. The launch was attended by thirty inbound agents.
3. This launched served as formal recognition of the significant contributions made by Tourist Guides who act as essential as ambassadors and frontliners in welcoming visitors to the country. In today's evolving tourism landscape, a professional appearance and clear identity are vital for fostering visitor confidence and cultivating a positive perception of Brunei's tourism service quality.
4. The introduction of these standardized vests aims to achieve several key objectives:
 - **Enhance visibility and identification of tourist guides:** The vest makes guides easily recognizable to tourists, simplifying the process for tourists to connect with their guides, identification by tourism operators and relevant authorities;
 - **Improve professionalism and image of tourist guides:** A uniform vest can create a more professional, organized and credible image to both tourists and the public, thereby elevating the perception of guiding profession;
 - **Increase tourist confidence and safety:** Especially in crowded areas, the vests will improve the visibility of guides, contributing significantly to the safety and security of both the guides and the tourists they lead;
 - **Promote Brand Consistency:** These vests establish a consistent and recognizable brand image for Brunei's tourist guides, fostering a stronger sense of unity and pride within the guiding community;
 - **Standardize guide attire:** The vest can create a sense of uniformity and ensure that all guides meet a certain standard of appearance;



- **Provide practical benefits:** Designed with functionality in mind, these vests offer a practical and comfortable way for guides to carry essential items, enhancing their efficiency and overall tour experience;
5. "This initiative directly supports our broader goals of improving service quality and competitiveness across Brunei's tourism industry," said Hjh Nur Fariza Munyati binti Hj Abd Aji, Acting Director of Tourism Development Department. "By investing in the professional image of our tourist guides, we are investing in the overall quality of our tourism product, making Brunei an even more attractive destination for global travelers".
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6. The Tourism Development Department urges all tour operators to ensure their guides adopt these new vests, embracing this crucial step towards a more professional and unified guiding community. This collaborative effort is essential to continue raising the bar for tourism excellence in Brunei Darussalam.
7. The Tourism Development Department remains committed to enhancing efficiency and professionalism within the tourism sector through various capacity-building initiatives. The provision of these vests represents an important step towards formal recognition and the empowerment of Tourist Guides as vital assets in the advancement of the nation's tourism industry.
8. Currently, Brunei Darussalam has 241 registered tourist guides who play a vital role as the nation's frontline ambassadors. For individuals interested in pursuing a rewarding career as a tourist guide, the next Basic Tourist Guide Course is scheduled from 20th to 30th October 2025. More information can be obtained by contacting Laksamana College of Business.

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PREPARED BY:
Competency Unit
RSCE
Tourism Development Department

