



MEDIA RELEASE

WORKSHOP ON ENHANCING VALUE THROUGH NATURE TOURISM: DESIGNING SUSTAINABLE TOURISM PRODUCT BY THE TOURISM DEVELOPMENT DEPARTMENT, MINISTRY OF PRIMARY RESOURCES AND TOURISM

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THE INSTITUTE FOR LEADERSHIP, INNOVATION AND ADVANCEMENT BUILDING
UNIVERSITY BRUNEI DARUSSALAM

FOR IMMEDIATE RELEASE

1. **Bandar Seri Begawan, Brunei Darussalam, 23rd August 2025** - The Ministry of Primary Resources and Tourism, through the Tourism Development Department, today held a two-day capacity-building workshop titled “Enhancing Value Through Nature Tourism: Designing Sustainable Tourism Products.” This initiative highlights Brunei’s commitment to fostering tourism that is environmentally responsible, community-driven, and aligned with the principles of sustainability.
2. A total of 30 participants took part in the workshop, comprising tourism service providers, travel agents and tour guides. The workshop is facilitated by experienced trainers from the Institute for Tropical Biodiversity and Sustainable Development, Universiti Malaysia Sabah (UMS), Kota Kinabalu, Sabah, Malaysia. The facilitators bring relevant experiences in biodiversity and ecotourism and have contributed to a range of programmes and activities supporting nature-based tourism products.
3. In her welcoming remarks, Dayang Salinah Binti Haji Mohd Salleh, Acting Director of Tourism Development Department emphasised the importance of developing a tourism sector that is not only economically viable but also inclusive and environmentally sustainable. She said, *“In recent years, nature tourism has emerged as more than just a travel trend—it is a growing movement reflecting our shared responsibility to protect the natural environment while creating meaningful visitor experiences”*.
4. The workshop is aimed at equipping participants with practical tools, insights, and field-based experiences to develop tourism products that deliver value—not just in economic terms, but also contributing to long-term sustainability, conservation, and community wellbeing.
5. A key component of the workshop is a field-based learning session at the University Brunei Darussalam’s Botanical Research Centre, where participants will engage directly with the natural environment to listen, observe and learn to create tourism product offerings that are that are authentic and value-driven.
6. This workshop is part of Tourism Development Department’s broader efforts to develop a tourism sector that balances environmental conservation, meaningful visitor engagement, and sustainable economic growth.

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Prepared by:
Product and Business Development Division
Tourism Development Department
Ministry of Primary Resources and Tourism