



# 5<sup>th</sup> UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy

**Brunei Darussalam**

13<sup>th</sup>-16<sup>th</sup> June 2011

## General Information

# Table of Contents

01.	Foreword	3
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## Section I: Executive Training Matters

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02.	5 <sup>th</sup> UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy-Key Contacts	4
03.	Objective	5
04.	Training Date and Venue	5
05.	Schedule	6
06.	Organization of the Training	7
07.	Official Training Document	7
08.	Disclosure Policy	7
09.	Official Language	7
10.	Dress Code	7
11.	Miscellaneous	7

## Section II: Entry into Brunei Darussalam

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12.	Passport and Visa	9
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## Section III: General Information about Brunei Darussalam

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13.	Fast Fact on Brunei Darussalam	11
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## Foreword

The 5<sup>th</sup> UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy is the fifth training program in the series organized by UNWTO aimed at raising the level of understanding and expanding the policy options with regards to tourism development, management and marketing among high ranking tourism officials of Member State.

This document outlines the meeting arrangements and some basic information that is hoped to ease participants' planning process for attending the training. The 5<sup>th</sup> UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategies will be held in Brunei Darussalam from 13<sup>th</sup> to 16<sup>th</sup> June 2011.

## SECTION I: EXECUTIVE TRAINING MATTERS

### 01. 5<sup>th</sup> UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy – Key Contacts

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## 02. Objective

The objectives of the 5<sup>th</sup> UNWTO Asia/Pacific Executive Training Program are:

- To study current tourism policies of each Member State, regarding its initial policy making and implementation; and to evaluate its strengths and weaknesses
- To provide insights and broaden Member State policy options as well as opportunities on tourism policy making
- To formulate a more integrated tourism policy or model which can be utilized internationally by other Member States

## 03. Training Date and Venue

Date: 13<sup>th</sup> to 16<sup>th</sup> June 2011

The official venue for the 5<sup>th</sup> UNWTO Asia/Pacific Executive Training Program is:

### **THE EMPIRE HOTEL AND COUNTRY CLUB**



The Empire Hotel and Country Club  
Jerudong  
Brunei Darussalam  
Tel: +673 241 8888  
Fax: +673 241 8989  
Email: [guest@empirehotel.com](mailto:guest@empirehotel.com)



- Please refer **Annex 1** for the Locality

04. **S**chedule

Date	Program
12 <sup>th</sup> June (SUN)	Arrival and Check-in 19:30 – 21:30 Welcoming Cocktail Reception (hosted by UNWTO) (Venue : Sea View Level 1)
13 <sup>th</sup> June (MON)	<p>09:45 – 10:30 Opening Ceremony</p> <ul style="list-style-type: none"> <li>• Opening Remarks by Mr. XU, Jing, Regional Director for Asia and the Pacific, UNWTO</li> <li>• Welcoming Remarks by the Representative of the Ministry of Industry and Primary Resources, Brunei Darussalam</li> <li>• Congratulatory Remarks by Mr. SHIN, Yong Eon, Director General of Tourism Industry Bureau, Ministry of Culture, Sports and Tourism of the Republic of Korea</li> <li>• Introduction of the 5<sup>th</sup> Asia/Pacific Executive Training by Madam LIM, Narzalina Zaldivar, UNWTO Consultant, Former Secretary (Minister) of the Department of Tourism, Philippines</li> <li>• Photo Session</li> </ul> <p>10:30 – 11:00 Coffee Break</p> <p>11:00 – 11:30 <b>Session 1 : TOURISM AND POVERTY REDUCTION</b> 11:30 – 11:45 Q&amp;A</p> <p>11:45 – 12:45 Presentations by participants / Q&amp;A</p> <p>12:45 – 14:30 Lunch (Venue : Atrium)</p> <p>14:30 – 15:00 <b>Session 2 : RECENT TOURISM TRENDS AND COMPARATIVE ANALYSIS ON THE TOURISM DEVELOPMENT</b></p> <p>15:00 – 15:15 Q&amp;A</p> <p>15:15 – 15:45 Presentation on Tourism Industry in Brunei Darussalam by Mr. Christopher Robles Espinosa, Director of Marketing of Brunei Tourism Board</p> <p>15:45 – 16:00 Wrap-up</p> <p>19:30 – 21:30 Welcoming Dinner (hosted by the Brunei Ministry) (Venue : to be announced)</p>

14 <sup>th</sup> June (TUE)	09:30 – 10:00	<b>Session 3 : OPTIMIZING THE BENEFITS OF REGIONAL AND SUBREGIONAL COOPERATION IN TOURISM</b>
	10:00 – 10:15	Q&A
	10:15 – 10:45	Presentations by participants / Q&A
	10:45 – 11:10	Coffee Break
	11:10 – 12:40	Presentations by participants / Q&A
	12:40 – 14:30	Lunch (Venue : Atrium)
	14:30 – 15:40	Presentations by participants / Q&A
	15:40 – 16:00	Wrap-up
	19:30 – 21:30	Dinner (Venue : Mangrove Paradise Resort)
15 <sup>th</sup> June (WED)	07:00 – 15:30	Technical Tour *Please refer <b>Annex 2</b> for the Itinerary of the tour
	19:30 – 21:30	Dinner (Venue : RMS Port View)
16 <sup>th</sup> June (THU)	09:30 – 11:00	Presentations by participants / Q&A
	11:00 – 11:25	Coffee Break
	11:25 – 11:55	<b>Session 4 : SUCCESS STORY OF WWF'S HEART OF BORNEO PROGRAMME</b>
	11:55 – 12:10	Q&A
	12:10 – 12:40	Presentations by participants / Q&A
	12:40 – 14:30	Lunch (Venue : Atrium)
	14:30 – 15:40	Presentations by participants / Q&A
	15:40 – 16:00	Wrap-up
	16:00 – 16:30	Closing Ceremony & Evaluation
	18:30 – 20:30	Farewell Dinner (hosted by the Brunei Ministry) (Venue : to be announced)
17 <sup>th</sup> June (FRI)	Check-out and Departure	

## 05. Organization of the Training

The training methodology consists of technical presentations by experts to be followed by interactions with the course participants. The program will be orientated towards providing practical strategic options and methodologies rather than theoretical formulations. It also provides the platform for course instructors and participants to share country experiences.

## 06. Official Training Documents

Training documents will be distributed during the seminar.

## 07. Disclosure Policy

All presentation materials are assumed to be public and may be used for other competition advocacy without any modification.

## 08. Official Language of the Training

The whole training will be conducted in English.

## 09. Dress Code

The dress code for all the training session is formal business attire, unless stated otherwise. For the technical visits, casual attire and comfortable shoes are recommended.

## 10. Miscellaneous

- Upon arrival at the Brunei International Airport, participants should find the UNWTO Training sign. Airport transfer for participants to The Empire Hotel and Country Club is provided.
- Participants are required to strictly observe the whole training schedule.
- The secretariat will not be indemnified or liable for any accident, disability or loss of life occurring during the training period.



## SECTION II: ENTRY INTO BRUNEI DARUSSALAM

### 11. Passport and Visa

All foreign nationals entering Brunei Darussalam must have visas obtainable from any Brunei Darussalam diplomatic missions abroad except the following countries with whom Brunei Darussalam has visa arrangements.

Countries which have Visa arrangements with Brunei Darussalam :-

Country	Foreign Nationals entering Brunei Darussalam
Australia*	30 Days (Visa on Arrival)
Austria	30 Days
Bahrain	14 Days (Visa on Arrival)
Belgium	30 Days
Bulgaria	30 Day
Canada	14 Days
Cambodia	14 Days (For Diplomatic and Official Passports only)
China	14 Days (For Diplomatic and Official Passports only) Visa on Arrival (14 Days) Only for genuine tourists handled by Travel Agents while for "Business Visit" need Sponsors or "Counterpart" in Brunei Darussalam.
Cyprus	30 Days
Czech Republic	30 Days
Denmark	30 Days
Egypt	14 Days (For Diplomatic and Official Passports only)
Estonia	30 Days
Finland	30 Days
France	30 Days
Germany	30 Days
Greece	30 Days
Hong Kong	14 Days
Hungary	30 Days
Iceland	30 Days
Indonesia	14 Days
Iran	30 Days (For Diplomatic and Official Passports only)
Ireland	30 Days
Italy	30 Days
Japan	14 Days
Kuwait	30 Days (Visa on Arrival)
Latvia	30 Days
Laos	14 Days

Lithuania	30 Days
Luxembourg	30 Days
Malaysia	30 Days
Maldives	14 Days
Myanmar	14 Days (For Diplomatic and Official Passport only)
Malta	30 Days
Netherlands	30 Days
New Zealand	30 Days
Norway	30 Days
Oman	30 Days
Pakistan	14 Days (For Diplomatic and Official Passport only)
Peru	14 Days
Poland	30 Days
Philippines	14 Days
Portugal	30 Days
Qatar	14 Days (Visa on Arrival)
Russia	14 Days (For Diplomatic and Official Passport only)
Romania	30 Days
Spain	30 Days
Sweden	30 Days
Switzerland	14 Days
Slovenia	30 Days
Singapore	30 Days
Slovakia	30 Days
South Korea	30 Days
Tajikistan	14 Days (For Diplomatic /Official /Service Passport only)
Thailand	14 Days
The Principality of Liechtenstein	14 Days
Ukraine	14 Days (For Diplomatic and Official Passport only )
United Kingdom	30 Days
United States of America	90 Days
United Arab Emirates	30 Days
Vietnam	14 Days

## Note:-

Bruneians travelling to Australia can obtain a twelve (12) months multiple entry visa for business and for visit.  
 \*\* The countries under Schengen Agreement exempted Brunei Nationals 90 days without visa.  
 \*\*\* Countries are required to apply for travel authorization through Electronic System for Travel Authorization (ESTA) at <https://esta.cbp.dhs.gov> to travel to US for business or pleasure for less than 90 days. More details for Visa Waiver Program (VWP) travelers, issued by US Customs and Border Protection, please click [www.cbp.gov/esta](http://www.cbp.gov/esta)

Foreign nationals entering Brunei Darussalam for employment purposes must have the appropriate visa and employment pass prior to their arrival. Their spouses and children under 18 years of age of pass holders are required to obtain dependents' passes.

## SECTION III: GENERAL INFORMATION ABOUT BRUNEI DARUSSALAM

### 12. Fast Fact on Brunei Darussalam

Brunei Darussalam is a small, peaceful, prosperous, oil-rich Kingdom located on the northern shore of the ecologically rich island of Borneo. Per capita, it is one of the world's wealthiest economies, and its people enjoy a high standard of living. Modern and distinctly Asian, Brunei maintains a quiet, contemplative respect for tradition, reflected in its noble Islamic architecture, hospitable people and reverence for its six centuries old monarchy. Brunei's small size means its nature, culture; heritage and contemporary Asian attraction are all within easy reach.

Land Area	:	5,765sq.km
Administrative	:	Four districts (Brunei Muara, Tutong, Belait, Temburung)
Population	:	401,890 (est.2011)
Language	:	Bahasa Melayu (Malay) is the official language but English is widely spoken.
Religion	:	Islam (official): 73%
Race	:	Malay Indigenous, 15% Chinese and others 10%.
Capital City	:	Bandar Seri Begawan
Government	:	Independent sovereign constitutional Sultanate, With his Majesty The Sultan as the supreme executive authority.
Economy	:	With a GDP of around US\$11.928 million and a per capita of around US\$31,070. Oil and Gas is the main export.

**i. Climate / Clothing**

Equatorial climate year round, characterized by temperatures ranging between 23 to 32 degrees Celsius, and an average annual rainfall of 320cm. There is no distinct rainy season, though the period from November to March tends to bring heavier rains. Light clothing is ideal as most of the time it is hot and sunny.

**ii. Currency (1 USD approximately equal to BND 1.40)**

The local currency is the Brunei Dollar (BND). Dollar notes are available in \$1, \$5, \$10, \$50, \$100, \$500 and \$1000 denominations, while coins are in 1, 5, 10, 20 and 50 cent denominations. The Brunei Dollar is pegged to the value of the Singapore Dollar and both currencies can be used. Money changers are available at the Brunei International Airport and in many locations around the main shopping areas. Major credit cards are widely accepted.

**iii. Time**

UTC / GMT +8 Hours and 16 hours ahead of U.S Pacific Standard Time.

**iv. Electricity & Water Supply**

Tap water is generally safe to drink, although some take the precaution of boiling it. Electricity voltage is 220-240 volts AC, 50 cycles.

**v. Business Hours**

Government offices are open from 7.45 am to 12.15pm and from 1.30pm to 4.30pm. They are closed on Fridays and Sundays. Most shopping centers are open daily from 10.00am to 9.30pm. Banking Hours open from 9.00am to 3.00pm weekdays and 9.00am to 11.00am on Saturdays. Most banks handle travellers cheques currency and currency exchange and are government approved for these transactions.

**vi. Airport tax**

B\$ 12.00 tax is imposed on all international flight.

**vii. Others**

**Alcohol**

A non-Muslim over 17 years of age may bring in two bottles of liquor (about 2 litres) and 12 cans of beer for personal consumption, which must be declared to customs upon arrival. Alcoholic drinks are not sold in Brunei.

**Customs**

Arriving passengers over 17 years of age are eligible to bring in the following items for personal consumption / use:

- Cigarettes: 200 sticks
- Tobacco: 60 grams