



Kasim (first row, third right) officiated the relaunching of BTRC and witnessed by Balvinder (first row, third left) and the research fellows.

## BTRC UMS rebranded with a new vision and mission

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**KOTA KINABALU:** The Faculty of Business, Economics and Accountancy (FBEA) of Universiti Malaysia Sabah relaunched the Borneo Tourism Research Centre (BTRC) recently.

The rebranding exercise was undertaken by a team of researchers led by director of BTRC, Dr Balvinder Kaur Kler.

According to Balvinder, BTRC will strive to ensure destination communities benefit from tourism knowledge.

The revised set of goals aim to guide research that has practical value for communities, industry, and policy, planning and management decisions. The centre has a new logo, vision, and mission statements.

"Research focus areas include

ecotourism, agritourism, rural tourism and several sub-niche markets," she said in a statement here yesterday.

Balvinder explained that rebranding is timely as it has been an unprecedented time for the tourism industry, tourists and destinations.

"A fourth research area is regenerative tourism which could lead to recovery plans where all stakeholders in the tourism value chain assume a shared responsibility to preserve local assets and enable the destination to flourish in a meaningful way.

They are also newly appointed research fellows, including Dr Bamini Kpd Balakrishnan, Associate Professor Dr Caroline Geetha, Dr Chew Tze Cheng @

Nur Alesha Chew, Dr Christie Pei Yee Chin, Dr Mazalan Mifli, Dr Oscar Dousin and Rosle Mohidin.

"Additionally, two external research fellows include Dr Paulin Wong, Quest International University, Perak, and Dr Wong Siao Fui, MODUL School of Tourism and Hospitality Management Nanjing, China.

"Meanwhile, Associate Professor Dr Awangku Hassanah Bahar Pengiran Bagul and Associate Professor Dr Fiffy Hanisdah Saikim had their tenure as research fellows renewed to complete the team," she said.

The ceremony was officiated by the Dean of FBEA, Professor Datuk Dr Hj Kasim Hj Md Mansur.