

# Achieving Sabah's full environmental, tourism assets, with digital technologies



Madius (seated 3rd right) together with participants of the conference organised by Universiti Malaysia Sabah (UMS) at Hilton Hotel yesterday.

By MOHD IZHAM HASHIM

KOTA KINABALU: The government is in the process of identifying digital technologies to propel Sabah to realise the full potential of its environmental assets and tourist attractions, according to Deputy Chief Minister Datuk Seri Madius Tangau.

"Sabah, with its rich biodiversity and natural wonders, is becoming a destination of choice for tourists flocking to our state to enjoy its various attractions but we can take this further by utilising digital technologies to monetize the environmental assets that we have," he said.

Speaking to reporters after launching the 6th International Conference on Computational Science and Technology 2019 here yesterday, Madius said the advancements of digital technologies offer new insights and approaches to reduce cost, enhance operational efficiency and improve services and experience of tourists.

"And with increasing numbers of tourist arrivals and better adoption of digital technologies, we can take ecotourism to the next level and not only can it improve efficiency but also ensure safeguards for our priceless biodiversity," said Madius, who is

also Minister of Trade and Industry.

One of the ways digital technologies can be utilised according to Madius, includes putting together a complete inventory of biodiversity in Sabah, noting the ministry is looking into ensuring the industry is supported by proper infrastructure and facilities.

In the same vein, he noted to have sought Universiti Malaysia Sabah (UMS) Tourism Faculty on innovative approaches to enhance the delivery system of the government with digital technology as well as training new talent with the required competencies and skills.