

BEBC keen to promote tourism with UMS research centre

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KOTA KINABALU: BIMP-Eaga Business Council (BEBC) Malaysia is keen to work with the Borneo Tourism Research Centre (BTRC) of Universiti Malaysia Sabah (UMS) to promote tourism within the Eastern Asean Growth Areas.

Towards this end, BEBC Malaysia had a preliminary discussion with the BTRC of the Faculty of Business, Economics and Accountancy of UMS on its

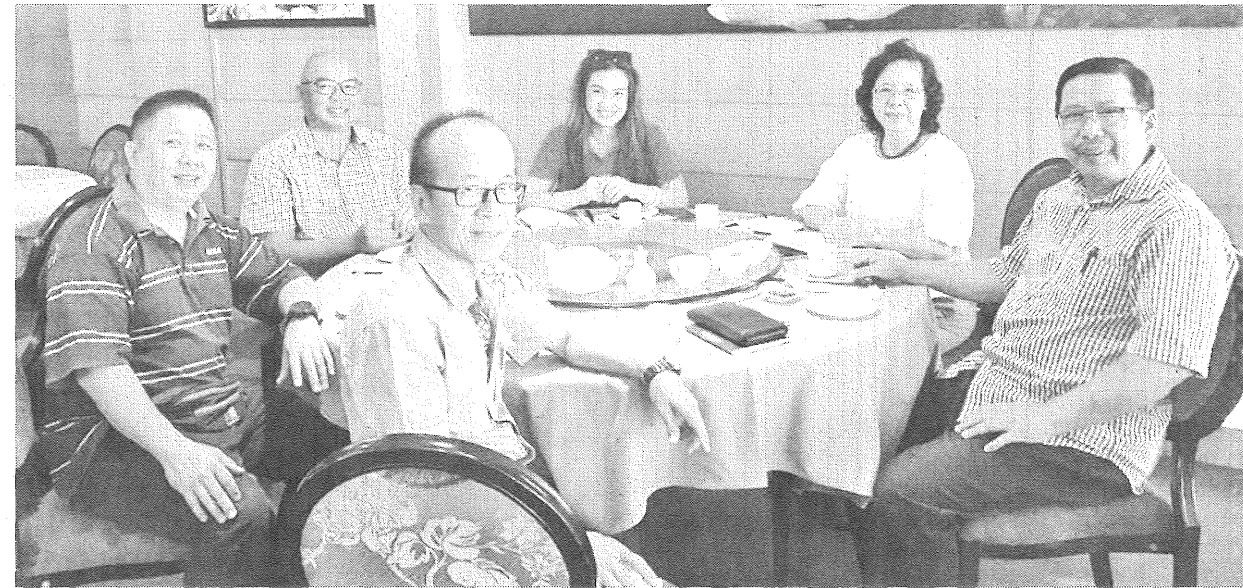
potential in spearheading tourism in the BIMP-Eaga region.

BEBC Malaysia chairman Datuk Roselan Johar Mohamed led his team consisting of Executive Secretary, Junzuenn Basalan, Head of Tourism Cluster for BEBC Sabah, Ben Golimbi and two tour operators Samson Shak of Weston Wildlive and Leslie Lau of Peak Tours to meet with BTRC Director, Prof Dr Jennifer Chan on

Saturday.

Among the issues discussed were on the collaboration between BTRC and BEBC Malaysia in holding talks, seminars, conferences and trainings as well as publications as proposed by Chan.

Chan had also asked BEBC Malaysia if it was interested to collaborate in organising an international sustainable tourism conference to which Ben as Head



Clockwise - Roselan (right), Samson Shak, Leslie Lau, Ben Golimbi, Junzuenn and Prof Dr. Jennifer Chan during the discussion on Saturday.

of Tourism Cluster in BEBC Sabah expressed interest to partake in the collaboration.

The BEBC entourage was briefed by Chan that BTRC of UMS aimed

at becoming the referred tourism research centre within Malaysia and Asian countries.

Another objective of BTRC was to be an accredited as an excellence

tourism centre generating revenue through related training, short courses and tourism packages apart from becoming UMS niche research area.