

# TOURIOSITY®

T R A V E L M A G

*Adventure*  
Touriosity



Scuba Diving around the world  
Hiking and trekking across Japan  
A pre-teen's backpacking adventure  
Exploring the 'End of the World'

*In search  
of the  
Adrenaline  
Rush*

Japan



Argentina



Jordan



Austria



Russia



Estonia





*They say adventure begins at the end of the roads you know. That is such an apt definition of adventure! If you have ever taken that decision to travel beyond the roads known, you know you are an adventurer at heart. And our readers would be glad to know that globally the number of travellers preferring to take that road not travelled, is on the rise. As per a United Nations World Tourism Organisation (UNWTO) report adventure tourism around the world is growing. The love for such kind of tourism transcends barriers of age, gender, income and geographical location.*

*Adventure tourism can be of different types and can range from soft adventure to extreme adventure. The softer version includes activities like connecting with local communities, exploring lesser known places that are off the beaten path, horse riding, road trips, backpacking, cycling, boating and so on. The extreme adventure activities can include activities like rock climbing, hiking, mountaineering, scuba diving, cross-country paragliding, bungee jumping, river rafting and so on. The type and difficulty level that one chooses for adventure largely varies from person to person. While some people may look exclusively for extreme adventure sports for that rush of adrenaline, for some, setting out on the first solo trip, or the first long drive with a 'chai' on the highway might qualify as an adventure to remember.*

*We at Touriosity have regularly brought to our readers articles on different types of adventure tourism in our various issues, even apart from the two past issues themed on adventure tourism. This is because the readers of Touriosity identify it as a magazine that promotes solo trips, backpacking and physical activity, thereby motivating them to increase their level of confidence and to strive to explore new and unknown places and attractions.*

*While I have never been an extreme sports aficionado, I am definitely an adventurer at heart. Keeping in tune with my desire to add new experiences in life, I recently took part in some adventure activities during my recent visit to Brunei. To start with, a solo trip by a female traveller to a country like Brunei raised many eyebrows. But I have always preferred off beat destinations to the more common ones; so I wanted to explore this exotic destination in the Borneo Island. While in Brunei, I discovered the tiny nation to be a paradise for adventure enthusiasts. The virgin rainforests that are home to beautiful waterfalls where you can have a natural fish pedicure and the dense mangroves which are home to the rare long-nosed Proboscis monkeys are things that remain to be explored by the real adventurers at heart. Needless to mention, I loved the narrow longboat rides through the rainforests and the speedboat ride across the mangroves. I also undertook a cross-country road trip there during the course of which I could visit pristine but deserted beaches and quaint towns and countryside as also have a closer look at the lifestyle of the local people. A chance to cook bamboo chicken on wood-fire under the instructions of locals in a tribal village in the interiors of the forests was another experience that I would cherish for a long time to come.*

*In this adventure issue, for a change, we have not included any Indian destination. Instead we dedicated the entire issue to four other corners of the world. The four articles are quite different from one another, and each one brings a unique adventure to our readers. These are stories of all-women scuba diving in the Middle East, a woman's solo hiking across the forests and mountains of Japan in treacherous weather, an artist's trip to the end of the world and a twelve year old girl's backpacking across Europe. All these stories are right from the heart and fresh from experience. I hope our readers will enjoy reading through them. Do send us your feedback at [ttnmag.english@gmail.com](mailto:ttnmag.english@gmail.com)*

*Until then, happy adventuring!*

*Rupanjana De*  
Rupanjana De

## AN APPEAL TO TOURISTS

Being an adventurer at heart is good, but in an attempt to experience the unthinkable, or to earn accolades in instalife, one must not forget the basic safety issues. While going for an adventure activity it is important to take proper precautions as to personal safety, protection gear, reliability of service providers, weather conditions, health and so on. We must remember that prevention is always better than cure. LET'S BE RESPONSIBLE TOURISTS!

# BRUNEI

ABODE OF PEACE



The event was formally inaugurated by His Royal Highness the Crown Prince of Brunei Haji Al-Muhtadee Billah, Senior Minister at the Prime Minister's Office, on 14th January 2020 at the Indera Samudra Grand Hall, at Empire Hotel Brunei. He also launched the new ASEAN Tourism website during the inaugural ceremony. Addressing the delegates and dignitaries during the inaugural ceremony Dato Seri Setia Awang Haji Ali bin Apong, the Minister of Primary Resources and Tourism, Brunei, stated that "This 2020, with Brunei Darussalam hosting the ATF, we welcome you to explore a country where you can trek into unspoilt rainforests and experience the tranquil beauty of our lush greenery, as well as dive amongst abundant coral reefs and historic shipwrecks. Your Bruneian adventure awaits!"

Talking about the increased growth in tourist arrivals to ASEAN region he said that the ASEAN Tourism industry has seen significant growth in the last decade and continues to be an important contributor to socio-economic development in ASEAN. ASEAN welcomed over 133 Million international arrivals in 2019, an increase by 7 percent from 2018, with intra-ASEAN travel comprising 36.7 percent of international arrivals in 2018.



# 2020 BRUNEI BANDAR SERI BEGAWAN

## ASEAN Tourism Forum (ATF) 2020

The ATF 2020 was recently concluded amidst much pomp and fanfare at Bandar Seri Begawan in Brunei. It marked the 39th edition of the annual ASEAN Tourism Forum. The ASEAN Tourism Forum is a platform for the region's Tourism Ministers, Government Officials and travel industry players to come together and discuss ways to grow and enhance tourism opportunities.

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As for Sustainable Tourism Development he pointed out that the increased number of visitor arrivals into ASEAN presents itself with opportunities, in terms of generating economic activities, investment and employment. While the tourism industry has shown significant growth in the number of tourist arrivals, it also faces challenges including, among others, in terms of the carrying capacity of tourist sites, as well as in providing tourism facilities and services expected by different sets of visitor groups in each of the ASEAN Member State.

This year's theme was 'ASEAN – Together Towards a Next Generation of Travel' which Dato Apong said, "reflects the way in which the tourism industry is rapidly progressing. ASEAN Tourism greatly recognizes that innovation and technology brings benefits to the tourism industry, and shapes the way in which governments, key stakeholders and communities embrace the current trend of digital transformation." In this regard he also mentioned that technological





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advancements have provided endless possibilities for businesses to grow into new areas, such as offering augmented and virtual reality experiences, mobile applications that can customize to tourists' personal preferences, and providing smart, as well as easy access in making online reservation and purchases at tourist destinations. This has prompted the ASEAN Tourism to revamp its website to be more user friendly, incorporating the modern needs of rising demand for digital tourism experiences and availability of information whilst reflecting the current trends of today's generation.

TRAVEX is the official Travel Exchange programme organised by ATF every year. Held side by side with official meetings by ASEAN NTO, all of which began on 12th January 2020, the ATF 2020 TRAVEX was a 3-day event that saw the participation of Tourism departments of all the 10 ASEAN countries, sellers and buyers from about 45 countries including the US, Australia, Germany, France, Greece, China, India, South Korea, Sweden, Poland, Russia, Macedonia, Latvia, Azerbaijan and Bangladesh. There was about 100 national and international media that covered the event. Also present were the Tourism Ministers of ASEAN countries, the Deputy-Secretary General of ASEAN, High Commissioners, Ambassadors and Distinguished Heads of National Tourism Organisations (NTOs).

### About ASEAN Tourism Forum

ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination. ATF TRAVEX is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. This annual event involves all the tourism industry sectors of the 10 ASEAN Member Nations: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam.

Each year, the hosting of ATF is rotated among the member countries. Brunei Darussalam hosted the ATF 2020, which was the 39th edition of this event since its inauguration in Malaysia in 1981. The event was held from 12th to 16th January 2020 at the capital city Bandar Seri Begawan. The ATF 2021 edition will be held in Cambodia.



10. His Royal Highness the Crown Prince of Brunei inaugurating the new ASEAN website at the Opening ceremony of ATF 2020 Brunei; 2,3. Cultural performances at the Opening ceremony of ATF 2020 Brunei; 4. Brunei Pavilion at ATF2020 Travex; 5. Bridex International Conference Centre at Jerudong, Brunei all decked up for ATF 2020; 6. Press Conference by Tourism Ministers of all ASEAN NTOs; 7,8,9. Cultural shows and Closing ceremony; 10. Rupanjana De, Editor of Touriosity with Dato Seri Apong, Minister of Primary Resources and Tourism, Brunei at the event.



## BRUNEI – CHINA YEAR OF TOURISM 2020

Her Royal Highness Princess Hajah Masha, Ambassador at Large, Ministry of Foreign Affairs, on 17th January 2020 officiated the launch of Brunei Darussalam – The People's Republic of China Year of Tourism 2020 at Jerudong International School, Arts Centre. Also present on the occasion was Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism of Brunei, Aminuddin Ihsan, Minister of Culture, Youth and Sports of Brunei, His Excellency Mr. Zhang Xu, Vice Minister of Culture and Tourism of People's Republic of China and Her Excellency Madam Yu Hong, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China.

Prior to the launch, Dato Seri Apong, in his welcoming remarks read the Royal Congratulatory Message from His Majesty Sultan Haji Hassanal Bolkiah, Sultan of Negara Brunei Darussalam to His Excellency Xi Jinping, President of the People's Republic of China on the Brunei Darussalam and the People's Republic of China Year of Tourism 2020. His Excellency Mr Zhang Xu also delivered a Welcoming Speech and read the congratulatory message from His Excellency Xi Jinping, President of the People's Republic of China. Her Excellency Madam Yu Hong also delivered her speech. The opening event also showcased a variety of cultural performances from the two countries.

The launch of Brunei Darussalam – The People's of China Year of Tourism 2020 marks the start of a one year event in tourism cooperation between Brunei Darussalam and the People's Republic of China. It aims to provide a platform to strengthen tourism cooperation through people-to-people and cultural exchanges, enhance bilateral cooperation, capacity building and furthering collaboration and partnership between both countries. The year-long event is also an opportunity to build wider business and trade connections in other areas beyond tourism. With this event, and with the two countries' strong network initiatives, coupled with joint Year of Tourism 2020, both countries could further enhance cooperation with a view to increasing two-way tourist visits and promoting greater people-to-people exchanges between Brunei and China.