

WORLD TOURISM CONFERENCE 2019 (WTC 2019)
"BEYOND TOURISM – BEYOND EXPECTATION"
Shangri-La Hotel, Kuala Lumpur, Malaysia
26 – 28 August 2019

14/08/2019 9.00am

PROVISIONAL PROGRAMME

DATE/ TIME	PROGRAMME
DAY 1 25 AUGUST 2019 = SUNDAY	
03:00 pm – 10:00 pm	PARTICIPANT REGISTRATION <i>Venue: Lower Lobby, Shangri-La Hotel, Kuala Lumpur</i>
08:00 pm – 10:00 pm	WTC 2019 WELCOME RECEPTION Hosted by the Ministry of Tourism, Arts and Culture Malaysia – (BY INVITATION ONLY) <i>Venue: Shangri-La Hotel, Kuala Lumpur</i>
END OF DAY 1	
DAY 2 26 AUGUST 2019 = MONDAY	
07:00 am – 09:00 am	PARTICIPANT REGISTRATION <i>Venue: Lower Lobby, Shangri-La Hotel, Kuala Lumpur</i>
08:00 am – 06:00 pm	WTC 2019 EXHIBITION <i>Venue: Lower Lobby and Basement II, Shangri-La Hotel, Kuala Lumpur</i>
09:30 am	WTC 2019 OPENING CEREMONY (GUESTS TO BE SEATED BY 9:15 AM)
09:40 am	Overture Performance <i>by National Department for Culture and Arts</i> Opening Remarks Hon. Datuk Mohamaddin Ketapi <i>Minister of Tourism, Arts and Culture Malaysia</i>
09:50 am	Welcome Remarks Mr. Zhu Shanzhong <i>Executive Director of the World Tourism Organization (UNWTO)</i>
10:00 am	Keynote Address Right Hon. Tun Dr. Mahathir Mohamad <i>Prime Minister of Malaysia</i>
10:15 am	Launching of WTC 2019 <i>by Right Hon. PM</i> <i>and will be joined by Hon. Minister of Tourism, Arts and Culture Malaysia and Executive Director of UNWTO</i>
10:20 am	Group Photo Session <i>Guest of Honor, VVIPs, Moderators and Speakers</i>
10:30 am	Walkabout at WTC 2019 Exhibition Space - VVIPs
11:00 am	WTC 2019 PRESS CONFERENCE <i>Venue: Kedah Room, Lower Lobby, Shangri-La Hotel, Kuala Lumpur</i>
10:30 am – 11:00 am	Morning Coffee Break

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11:00 am – 01:30 pm	SESSION 1: FUTURE OF TOURISM – NEW SOURCES OF GROWTH (DELEGATES TO BE SEATED BY 10:50 AM) <i>Tourism is one of the fastest growing industries in the world. In order to maintain this growth momentum, we must understand the economic, social and environmental impacts of technology and innovation in tourism with the view to maximise benefits towards realising a shared and brighter future. This translates to more job opportunities, new businesses, higher tourism income, and improved infrastructure that contribute to overall economic development and better quality of life.</i> <i>This session aims to analyse and discuss the future of tourism from the global perspective, looking at the potential new sources of growth for tourism through the lens which extend beyond the tourism sector, mega trends and the predictions/scenarios on the future of the industry.</i> <u>Moderator:</u> Mr. John Bell <i>BBC Presenter and Travel Writer</i> <u>Panellists:</u> - HE Mr. Ali Waheed <i>Minister of Tourism of the Maldives</i> - HE Ms. Özgül Özkan Yavuz <i>Deputy Minister of Culture and Tourism of Turkey</i> - Dr. Ian Yeoman <i>Tourism Futurologist and Associate Professor, Victoria University of Wellington, New Zealand</i> - Professor Datuk Seri Dr. Victor Wee <i>Professor of School of Hospitality, Tourism and Culinary Arts, Taylor's University</i> - Mr. Wong Soon-Hwa <i>Vice Chairman, PATA</i> - Mr. Xu Jing <i>Regional Director of the Asia and Pacific, UNWTO</i> - Mr. Con Apostolopoulos <i>Senior Vice President, National Geographic Partners for Asia Pacific and the Middle East</i> PANEL DISCUSSIONS AND Q&A
01:30 pm – 02:30 pm	Lunch hosted by the Ministry of Tourism, Arts and Culture Malaysia

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02:30 pm – 04:30 pm	SESSION 2: SMART TOURISM – GREAT EXPECTATIONS (DELEGATES TO BE SEATED BY 02:20 PM) <i>As greater benefits can be further harnessed from the tourism industry, great expectations are placed on tourism to contribute towards generating economic growth, enhancing the experience of tourists, improving productivity and profitability of firms and uplifting the livelihood of communities. Towards this end, how can smart tourism fulfil the expectations of nations, corporations, tourists and communities?</i> <i>This session aims to discuss and feature "smart tourism" which means the use of technology and platforms to augment tourists' experiences. This involves the application of novel ideas, innovative, smart approaches and out-of-the-box formulas that will boost the tourism industry to remain competitive discover new territories of tourism demand and deliver beyond expectations. In this regard, there are increasing investments in smart cities and smart tourism to reap the enormous benefits.</i> Moderator: Tan Sri Ong Hong Peng <i>Former Secretary General, Ministry of Tourism, Arts and Culture Malaysia</i> Panellists: Prof. Dimitrios Buhalis <i>Head of Department Tourism and Hospitality, Bournemouth University, United Kingdom</i> Ms. Lim Huey Chin <i>Travel Head of Travel and Tourism, Google Malaysia</i> Dr. Wouter Geerts <i>Senior Research Analyst, SKIFT</i> Ms. Lau Yin May <i>Group Chief Marketing Officer and Customer Experience Officer Malaysia Airlines Berhad</i> Mr. Victor Chua <i>Founding and Managing Partner, Vynn Capital</i> PANEL DISCUSSIONS AND Q&A
04:30 pm	Afternoon Coffee Break
05:15 pm	Delegates to be ready at Hotel Lower Lobby
05:30 pm	Depart for WTC 2019 Official Dinner (FOR INVITED GUEST ONLY) (TRANSPORT WILL BE PROVIDED BY THE ORGANIZER)
07:15 pm – 10:00 pm	OFFICIAL WELCOME DINNER Hosted by Sarawak Tourism Board (BY INVITATION ONLY) <i>Venue: The Majestic Hotel Kuala Lumpur</i> (GUESTS TO BE SEATED BY 7:00 PM)

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10:00 pm	Return to the Hotel (TRANSPORT WILL BE PROVIDED BY THE ORGANIZER)
END OF DAY 2	
DAYS 3 27 AUGUST 2019 – TUESDAY	
08:00 am	WTC 2019 EXHIBITION
– 06:00 pm	Venue: Lower Lobby and Basement II, Shangri-La Hotel, Kuala Lumpur
09:30 am	SESSION 3: SHARING ECONOMY – A NEW REALITY?
– 12:00 pm	(DELEGATES TO BE SEATED BY 09:20 AM)
	<i>Along with tourism's continued growth in recent years, we have also witnessed a shift in business models and consumer behaviour, mainly as a consequence of advances in technology, the emergence of digital platforms and new business models. Increasing entrepreneurship and the driving role of consumers have taken centre stage with the rise of new platform tourism services, often referred to as the sharing economy.</i> <i>There is an ongoing debate on the emergence of the sharing economy as a new reality! Is the sharing economy a boon or a bane? This session aims to invoke a healthy discussion between the new platform tourism services and the conventional service providers to complement each other in expanding the market space or compete for a limited market size. It will also deliberate useful insights about the new reality of platform tourism services to ensure the healthy growth and development of the tourism industry. Tourism service providers and destination management organisations will gain insights on the challenges and recommendations to ensure an orderly development of the sharing economy.</i> Moderator: Mr. John Bell <i>BBC Presenter and Travel Writer</i> Panellists: - Mr. Rajeev Menon <i>Chief Operations Officer – APEC, Marriott International</i> - Mr. Brent Thomas <i>Director Regional Policy for, APAC, Airbnb</i> - Mr. Cheah Swee Hee <i>Immediate Past President, Malaysian Association of Hotels</i> - Ms. Sarah Matthews <i>Head of Destination Marketing for Asia Pacific, TripAdvisor</i>
11:15 am	PANEL DISCUSSIONS AND Q&A
– 12:00 pm	
	Coffee Available Throughout The Session

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12:00 pm – 02:15 pm	Lunch hosted by the Ministry of Tourism, Arts and Culture, Malaysia
02:15 pm – 04:30 pm	SESSION 4: UNIQUE TOURISM – SUCCESS STORIES (DELEGATES TO BE SEATED BY 02:20 PM) <i>Tourism success stories provide the inspiration and lessons for policy makers, industry players and stakeholders to emulate, replicate and adopt the best practices to excel and grow tourism beyond expectations. What are the unique selling points, big decisions and game changers that transform cities and businesses into winners?</i> <i>This session will share the extraordinary success stories of unique tourism from outstanding tourism leaders and entrepreneurs.</i> Moderator: Prof. Dimitrios Buhalis <i>Head of Department Tourism and Hospitality, Bournemouth University, United Kingdom</i> Panellists: - HE Mr. Blendi Klosi <i>Minister of Tourism and Environment, Albania</i> - HE Mr. Akbar Al Baker <i>CEO, Qatar Airways and Secretary General of Qatar National Tourism Council (To be transferred to another session upon confirmation)</i> - Mr. HC Chan <i>CEO, Sunway Sunway Malls and Theme Parks</i> - Mr. Jonathan Hyong – Joon Kim <i>South Korean Film Producer</i> - Mr. Jukka Punamäki <i>Senior Advisor, City Executive Office, City of Helsinki, European Capitals of Smart Tourism Award Winner</i> - Tan Sri Tony Fernandes <i>CEO, AirAsia Group</i> PANEL DISCUSSIONS AND Q&A
04:30 pm – 04:50 pm	CONCLUSIONS AND WRAP-UP SESSION by WTC 2019 Consultant
04:50 pm – 05:00 pm	CLOSING CEREMONY
05:00 pm	FAREWELL AFTERNOON TEA
END OF DAY 3	
DAY 4 29 AUGUST 2019 – WEDNESDAY	
08:30 am – 05:00 pm	TECHNICAL TOUR FOR INTERNATIONAL DELEGATES ONLY – Hosted by Kuala Lumpur City Hall



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END OF DAY 4	
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