

Organizers:



## 6th GLOBAL SUMMIT ON URBAN TOURISM « Sustainable and Competitive Tourism on the New Urban Agenda »

4 - 6 December 2017, Majestic Hotel Kuala Lumpur (Malaysia)

### Sunday, 3 December 2017

15:00 – 20:00	Registration of participants (Hotel Lobby, Majestic Hotel)
20:00 - 22:00	Welcome Cocktail at WoW KL (by invitation only)

### Monday, 4 December 2017

**Venue :** Majestic Hotel Kuala Lumpur, The Majestic Ballroom, Level 2




07:00 – 09:00	Registration of participants (Pre Function Area, Level 2 Majestic Hotel)
09:30– 10:00	<b>Opening Ceremony</b>
	<b>Master of Ceremony: Mr. Rahim Rahman</b> <ul style="list-style-type: none"><li>• Welcome Remarks by H.E. Datuk Seri Hj. Mhd. Amin Nordin Abd. Aziz, Mayor of Kuala Lumpur</li><li>• Congratulatory Remarks by Dr. Joan Clos, Executive Director, UN-Habitat</li><li>• Congratulatory Remarks by Mr. Taleb Rifai, Secretary-General, UNWTO</li><li>• Opening Remarks by the Hon. Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture, Malaysia</li></ul>
10:00 – 10:30	<b>Press Conference</b>
10:30– 13:00	<b>SESSION 1: Tourism and the New Urban Agenda</b>
	<b>Moderador:</b> Ms. Sharanjit Leyl, Presenter for BBC World News <b>Keynote:</b> Dr. Joan Clos, Executive Director, UN-Habitat <b>Presentation and debate:</b>

	<ul style="list-style-type: none"> <li>• <b>Mr. Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO</b></li> <li>• <b>Dr. Ko Koens</b>, Associate Professor, Centre of Expertise Leisure, Tourism and Hospitality (CELTH), NHTV Breda University of Applied Sciences, Netherlands</li> <li>• <b>H.E. Dr. Samouth Neb</b>, Director General of Tourism, Cambodia (tbc)</li> <li>• <b>Mr. Rassul Ilimbayev</b>, Head of International Cooperation Department, Astana Convention Bureau of the Mayor`s Office of Astana, Kazakhstan</li> <li>• <b>Mr. Akel Biltaji</b>, Chairperson, Abdali Group, Jordan</li> </ul>
<b>13:00 – 15:00</b>	<b>Lunch</b>
<b>15:00–17:00</b>	<b>SESSION 2: Key Factors for Urban Tourism Competitiveness (I)</b>
	<p><b>Moderator: Prof. Jafar Jafari</b>, University of Wisconsin-Stout, USA</p> <p><b>Presentation and debate:</b></p> <ul style="list-style-type: none"> <li>• <b>Urban Tourism Governance: Mr. Noel Scott</b>, Professor and Deputy Director of the Griffith Institute for Tourism, Brisbane, Australia</li> <li>• <b>Vertical Integration of Governance Structure : Mr. Hoy Yuen Chun</b>, Director Marketing &amp; Sales ASEAN, German National Tourist Office in Singapore</li> <li>• <b>Accessible Tourism: Ms. Mary Chen</b>, Editor for Challenges Magazine, Kuala Lumpur, Malaysia</li> <li>• <b>Sustainability in New Urban Developments: Mr. Stuart Mendel</b>, Managing Director, Tun Razak Exchange Lifestyle Quarter, Lendlease Development Malaysia</li> </ul> <p><b>Q&amp;A</b>  <a href="#">Top</a></p>
<b>17:00 - 17:30</b>	<b>Refreshment</b>
<b>20:00-22:00</b>	<b>Welcome Dinner hosted by Kuala Lumpur City Hall Venue: Shangri-La Hotel Kuala Lumpur</b>

## Tuesday, 5 December 2017

**Venue: Majestic Hotel Kuala Lumpur, The Majestic Ballroom, Level 2**

<b>9:00–11:00</b>	<b>SESSION 3: Key Factors for Urban Tourism Competitiveness (II)</b>
	<p><b>Keynote Adress and Moderator: Mr. Rafat Ali</b>, CEO of SKIFT, New York, USA</p> <p><b>Presentation and debate:</b></p> <ul style="list-style-type: none"> <li>• <b>The Asia-Pacific Perspective: Mr. Xu Jing</b>, Regional Director for Asia and the Pacific, UNWTO</li> <li>• <b>Authenticity &amp; Cultural Identity: Mr. Danny Law Heng Kiang</b>, Chairman, State Tourism Development and Culture Committee Penang, Malaysia</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Place/Branding: Mr. Ahn Joon Ho</b>, General Director of the Tourism and Sports Bureau, Seoul Metropolitan Government, Republic of Korea</li> <li>• <b>Connectivity: Mr. Li Baochun</b>, Executive Deputy Secretary General, World Tourism Cities Federation (WTCF), China</li> <li>• <b>Aviation Business Intelligence: Mr. Craig Astridge</b>, Regional Head, Marketing and Commercial Services Asia Pacific, International Air Transport Association (IATA)</li> </ul> <p><b>Q&amp;A</b>  <a href="#">Top</a></p>
<b>11:00 – 11:30</b>	<b>Coffee Break</b>
<b>11:30–13:30</b>	<b>SESSION 4: Success Stories on Urban Tourism Performance</b>
	<p><b>Keynote: Ms. Esencan Terzibasoglu</b>, Director, Programme for Destination Management &amp; Quality, UNWTO</p> <p><b>Moderator: Dr. Xiang Feng</b>, Tourism expert and Associate Professor at the Shanghai Institute of Tourism, Shanghai Normal University, China</p> <p><b>Presentation and debate:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Enver Duminy</b>, CEO, Cape Town Tourism, South Africa</li> <li>• <b>Ms. Marcella Gaspardone</b>, Marketing, Public Relations &amp; Convention Bureau Manager, Turismo Torino e Provincia, Turin, Italy</li> <li>• <b>Ms. Maria Laura Pierini</b>, Operational Manager for Capacity Building, Ente de Turismo de Buenos Aires, Argentina</li> <li>• <b>Mr. Hongbin Zhang</b>, CEO, Hangzhou Tourism Committee Hangzhou, China</li> <li>• <b>Mr. Masato Takamatsu</b>, Managing Director &amp; Chief Research Officer, JTB Tourism Research &amp; Consulting Co., Japan</li> </ul> <p><b>Q&amp;A</b>  <a href="#">Top</a></p>
<b>13:30 – 15:00</b>	<b>Lunch</b>
<b>15:00–16:30</b>	<b>Conclusions and Closing Ceremony</b>
	<p><b>Technical conclusions : Ms. Esencan Terzibasoglu</b>, Director, Programme for Destination Management &amp; Quality, UNWTO</p> <p><b>Announcement of the host city of the 7th Global Summit on Urban Tourism (2018)</b></p> <p><b>Closing remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Local authorities</b></li> <li>• <b>Mr. Xu Jing</b>, Regional Director for Asia and the Pacific, UNWTO</li> </ul> <p><b>Q&amp;A</b>  <a href="#">Top</a></p>
<b>16:30 – 17:00</b>	<b>Refreshment</b>

**Wednesday, 6 December 2017**

**08:00–17:00**

**Technical Tour for International Delegates only**