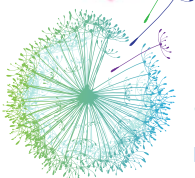




6th Global Summit on Urban Tourism

“Sustainable and Competitive
Tourism on the New
Urban Agenda”

4-6 December 2017
Majestic Hotel
Kuala Lumpur, Malaysia



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



PROGRAMME

MONDAY, 4 DECEMBER 2017

07:00 – 09:00 Registration

09:30 – 10:00 Opening ceremony
Venue: The Majestic Ballroom, Level 2

Master of Ceremony: Mr. Rahim Rahman

Welcome Remarks by H.E. Tan Sri Hj. Mhd. Amin Nordin Abd. Aziz, Mayor of Kuala Lumpur

Congratulatory Remarks by Dr. Joan Clos, Executive Director, UN-Habitat

Congratulatory Remarks by H.E. Mr. Taleb Rifai, Secretary – General, UNWTO

Opening Remarks by the Hon. Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia

Keynote Address by the Hon. Dato' Sri Mohd Najib bin Tun Abdul Razak, Prime Minister of Malaysia (TBC)

10:00 – 10:30 Coffee break • Venue: Foyer of The Majestic Ballroom, Level 2

10:30 – 13:00 **SESSION 1: Tourism and the New Urban Agenda**
Venue: The Majestic Ballroom, Level 2

This session will provide a global insight into the positioning of sustainable and competitive tourism in the new urban agenda (HABITATIII) and will explore tourism policies and strategies which facilitate economic growth, structural economic transformation and job creation.

Moderator: (TBA)

Keynote: Dr. Joan Clos, Executive Director, UN-Habitat

Panellists:

- Cultural Tourism: Thailand
- Dr. Ko Koens, Assistant Professor, NHTV Breda University of Applied Sciences, Netherlands
- Mr. Rassul Ilimbayev, Head of International Cooperation Department, Astana Convention Bureau of the Mayor's Office of Astana, Kazakhstan
- Mr. Santiago Gómez, Secretary of the Government of Medellín, Colombia (TBC)
- Mr. Akel Biltaji, former Mayor of Amman, Jordan (TBC)

Panel Discussion and Q / A

13:00 – 15:00 Lunch • Venue: Foyer of The Majestic Ballroom, Level 2

15:00 – 17:00 **SESSION 2: Key Factors for Urban Tourism Competitiveness (I)**
Venue: The Majestic Ballroom, Level 2

This session will focus on some of the key factors that explain the competitiveness in urban destinations. The discussions will highlight relevant qualitative parameters related to governance, management and inclusiveness.

Moderator: Prof. Jafar Jafari, Department of Hospitality and Tourism, University of Wisconsin-Stout, USA

Panellists:

- Urban Tourism Governance: Mr. Noel Scott, Professor and Deputy Director of the Griffith Institute for Tourism, Brisbane, Australia
- Vertical Integration of Governance Structure : Mr. Hoy Yuen Chun, Director Marketing & Sales ASEAN, German National Tourist Office
- Accessible Tourism: Ms. Mary Chen, Editor for Challenges Magazine, Kuala Lumpur, Malaysia
- Sustainability in New Urban Developments: Mr. Stuart Mendel, Managing Director, Tun Razak Exchange, Lifestyle Quarter, Lendlease, Australia

Panel Discussion and Q / A

17:00 – 17:30 Refreshment • Venue: Foyer of The Majestic Ballroom, Level 2

20:00 – 22:00 Welcome Dinner hosted by Kuala Lumpur City Hall • Venue: Shangri-La Hotel Kuala Lumpur

TUESDAY, 5 DECEMBER 2017

09:00 – 11:00 **SESSION 3: Key Factors for Urban Tourism Competitiveness (II)**
Venue: The Majestic Ballroom, Level 2

This session will continue discussing the remaining key factors for urban tourism competitiveness.

Moderator and Keynote: Mr. Rafat Ali, CEO of SKIFT, New York, USA

Panellists:

- Authenticity & Cultural Identity: Mr. Danny Law Heng Kiang, Chairman, State Tourism Development and Culture Committee Penang, Malaysia
- Place/Branding: Mr. Ahn Joon Ho, General Director of the Tourism and Sports Bureau, Seoul Metropolitan Government, Republic of Korea
- Connectivity: Mr. Song Yu, Chairman of Beijing Municipal Commission of Tourism Development and Secretary-General of WTCF, China
- The Asia-Pacific Perspective: Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO

Panel Discussion and Q / A

11:00 – 11:30 Coffee break • Venue: Foyer of The Majestic Ballroom, Level 2

11:30 – 13:30 **SESSION 4: Success Stories on Urban Tourism Performance**
Venue: The Majestic Ballroom, Level 2

The session will highlight the results of the UNWTO – WTCF Joint Initiative on City Tourism Performance Research. The main focus will lie on the Key Performance Areas the involved cities have showcased.

Keynote: Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

Moderator: Dr. Xiang Feng, Tourism expert and Associate Professor at the Shanghai Normal University, Institute of Tourism, China

Panellists: (DMO or Tourism Administration)

- Mr. Enver Duminy, CEO, Cape Town Tourism, South Africa
- Ms. Marcella Gasparone, Marketing, Public Relations & Convention Bureau Manager, Turismo Torino e Provincia, Turin, Italy
- Buenos Aires (TBC)
- Mr. Hongbin Zhang, CEO, Hangzhou Tourism Committee, China

Panel Discussion and Q / A

13:30 – 15:00 Lunch • Venue: Foyer of The Majestic Ballroom, Level 2

15:00 – 16:15 Closing Keynote and Conclusions
Venue: The Majestic Ballroom, Level 2

Closing Keynote: Mr. Tony Fernandes, CEO of AirAsia (TBC)

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

Prof. Jafar Jafari, Department of Hospitality and Tourism, University of Wisconsin-Stout, USA

16:15 – 16:30 Closing Ceremony
Venue: The Majestic Ballroom, Level 2

Local authorities
UNWTO Secretariat

16:30 – 17:00 Refreshment • Venue: Foyer of The Majestic Ballroom, Level 2

WEDNESDAY, 6 DECEMBER 2017

09:00 – 17:00 TECHNICAL TOUR for International Delegates only
Venue: Kuala Lumpur

Registration Link: <http://destination.unwto.org/webform/registration-urban-tourism-summit>

Programme is correct at the time of printing.