



# w t c

## World Tourism Conference malaysia

Tourism Futures Reimagined

28 - 30 Nov. 2022 • Kota Kinabalu, Sabah

For more information,  
please scan or visit  
the event website



<https://www.unwto.org/event/6-world-tourism-conference-2022>

## PROVISIONAL PROGRAMME

(As of 18<sup>th</sup> November 2022)

Scan or visit website for registration:

For International Participants



For Malaysian Participants



Organised by:

Ministry of Tourism, Arts and Culture Malaysia in partnership with World Tourism Organization and Sabah State Government



**WORLD TOURISM CONFERENCE 2022 (WTC 2022)**  
**"TOURISM FUTURES REIMAGINED"**  
**Kota Kinabalu, Sabah, Malaysia**  
**28 – 30 November 2022**

DATE / TIME	PROGRAMME
<b>27 NOVEMBER 2022 – S U N D A Y</b>	
03:00 pm – 08:00 pm	<b>PARTICIPANT REGISTRATION</b> <i>Venue: Foyer, Level 3, Sabah International Convention Centre (SICC)</i>
06:00 pm – 08:00 pm	<b>WTC 2022 NETWORKING RECEPTION HOSTED BY MINISTRY OF TOURISM, CULTURE AND ENVIRONMENT SABAH (By invitation only)</b> <i>Venue: The Pacific Sutera Hotel</i>
<b>DAY 1   28 NOVEMBER 2022 – M O N D A Y</b>	
7:30 am – 9:00 am	<b>PARTICIPANT REGISTRATION</b> <i>Venue: Foyer, Level 3, SICC</i>
8:00 am – 6:00 pm	<b>WTC 2022 EXHIBITION</b> <i>Venue: Foyer, Level 4, SICC</i>
9:00 am	<b>WTC 2022 OPENING CEREMONY</b> (GUESTS TO BE SEATED BY 8:50 AM)
9:05 am	<b>Negaraku</b> , National Anthem and <b>Sabah Tanah Airku</b> , State Anthem
9:10 am	<b>Overture Performance</b>
9:15 am	<b>Doa Recitation</b>
9:20 am	<b>Welcoming Remarks</b> <i>Minister of Tourism, Arts and Culture Malaysia (TBC) / Secretary General, Ministry of Tourism, Arts and Culture Malaysia</i>
9:30 am	<b>Welcoming Remarks</b> <i>The Rt. Hon. Datuk Seri Panglima Haji Hajiji Haji Noor Chief Minister of Sabah</i>
9:40 am	<b>Opening Remarks</b> <i>Mr. Harry Hwang Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO)</i>
9:55 am	<b>Officiating Remarks</b> <i>Prime Minister of Malaysia (TBC)</i>
10:00 am	<b>Launching of WTC 2022</b> <i>by Prime Minister of Malaysia and will be joined by Minister of Tourism, Arts and Culture Malaysia, Chief Minister of Sabah and Regional Director of UNWTO</i>
10:05 am – 10:45 am	<b>Group Photo Session</b> <i>Guest of Honour, VVIPs, Moderators and Speakers</i>
10:05 am – 10:45 am	<b>WTC 2022 KEYNOTE SESSION</b> <i>Prof. Dato' ChM. Dr. Mazlin Mokhtar Deputy Head (Research), United Nations Sustainable Development Solutions Network - Asia (SDSN-Asia), Sunway University</i>
10:45 am – 10:50 am	<b>LAUNCH OF COMMUNITY-BASED TOURISM ROADSHOW</b> <i>Venue: Kinabatangan II, Level 2, SICC</i>
10:50 am	<b>WTC 2022 PRESS CONFERENCE</b> <i>Venue: Kinabatangan III Foyer, Level 2, SICC</i>
10:45 am – 11:00 am	Morning Coffee Break <i>Venue: Foyer, Level 4, SICC</i>

**WORLD TOURISM CONFERENCE 2022 (WTC 2022)**  
**“TOURISM FUTURES REIMAGINED”**  
**Kota Kinabalu, Sabah, Malaysia**  
**28 – 30 November 2022**

DATE / TIME	PROGRAMME
11:00 am – 01:00 pm	<p><b>SESSION 1: DECODING TOURISM FUTURES – FORESIGHT &amp; SCENARIOS</b>            (DELEGATES TO BE SEATED BY 10:50 AM)</p> <p>As tourism continues to be presented with challenges and uncertainties, there are multiple futures which the sector may be faced with. A foresight approach helps us envision the potential scenarios and provide a direction for the opportunities and challenges which lie ahead.</p> <p>This session aims to analyse and discuss the future of tourism after the pandemic against the backdrop of a challenging global economic environment. Topics of interest will include global megatrends, country-level scenarios, mobility trends and potential pathways of change with a particular emphasis on the implications for sustainability.</p> <p><b>Moderator:</b>  <b>Ms. Jessy Chahal</b>  <i>News Anchor, Bernama News</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>- <b>Mr. Javier Ruescas</b>  <i>Senior Programme Officer, Tourism Market Intelligence and Competitiveness, UNWTO</i></li> <li>- <b>Dr. Wouter Geerts</b>  <i>Head of Research, Skift</i></li> <li>- <b>Dr. Johanna Loehr</b>  <i>Postdoctoral Research Fellow, Griffith Institute for Tourism, Australia</i></li> <li>- <b>Dr. Ian Yeoman</b>  <i>Professor of Tourism Futures, Victoria University of Wellington, New Zealand</i></li> <li>- <b>Ms. Lau Yin May</b>  <i>Group Chief Marketing &amp; Customer Experience Officer, Malaysia Airlines</i></li> </ul> <p><b>PANEL DISCUSSIONS AND Q&amp;A</b></p>
01:00 pm – 2:30 pm	Hosted lunch by Tourism Malaysia <i>Venue: Kinabatangan III, Level 2, SICC</i>
02:30 pm – 04:45 pm	<p><b>SESSION 2: DISCOVERING NICHE OPPORTUNITIES FOR GROWTH</b>            (DELEGATES TO BE SEATED BY 02:20 PM)</p> <p>According to a post-pandemic UNWTO Panel of Experts survey, the major segments driving tourism recovery include domestic tourism, travel close to home, open-air activities, nature-based products and rural tourism. However, there continues to be considerable debate if these short-term trends can translate into more transformative change for the sector.</p> <p>Using evidence from the pandemic and beyond, this session aims to identify new sources of growth for tourism by looking at key market shifts reshaping consumer demand.</p> <p><b>Moderator:</b>  <b>Ms. Nailah Huda</b>  <i>Broadcast Journalist and Reporter, Astro Awani</i></p>

**WORLD TOURISM CONFERENCE 2022 (WTC 2022)**  
**“TOURISM FUTURES REIMAGINED”**  
**Kota Kinabalu, Sabah, Malaysia**  
**28 – 30 November 2022**

DATE / TIME	PROGRAMME
	<p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>- <b>Ms. Jane Lim</b> <i>Vice President, Global Markets, Tripadvisor</i></li> <li>- <b>Ms. Arifah Sharifuddin</b> <i>Head of Malaysia Digital Nomad Department, Malaysia Digital Economy Corporation (MDEC)</i></li> <li>- <b>Mr. Yusno Yunos</b> <i>CEO &amp; Founder, Evenesis</i></li> <li>- <b>Dr. László Puczko</b> <i>CEO &amp; Co-Founder, Health Tourism Worldwide, Hungary</i></li> <li>- <b>Dr. Amran Hamzah</b> <i>Professor in Tourism Planning, Universiti Teknologi Malaysia</i></li> <li>- <b>Dr. Maklarin Lakim</b> <i>Director, Sabah Parks</i></li> </ul> <p><b>PANEL DISCUSSIONS AND Q&amp;A</b></p>
04:45 pm – 05:00 pm	Afternoon Coffee Break <i>Venue: Sipadan, Level 4, SICC</i>
05:00 pm	Depart for WTC 2022 Official Dinner (TRANSPORT WILL BE PROVIDED BY THE ORGANIZER)
07:30 pm – 09:30 pm	<b>WTC 2022 OFFICIAL DINNER HOSTED BY SABAH STATE GOVERNMENT</b> <i>Venue: Grand Ballroom, Magellan Sutera Resort</i>
09:30 pm	Return to the Hotel (TRANSPORT WILL BE PROVIDED BY THE ORGANIZER)
<b>END OF DAY 1</b>	
<b>DAY 2   29 NOVEMBER 2022 – T U E S D A Y</b>	
08:00 am – 06:00 pm	<b>WTC 2022 EXHIBITION</b>
10:00 am – 11:00 am	<p><b>SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES</b> (DELEGATES TO BE SEATED BY 09:50 AM)</p> <p>Building on strong pent-up demand, post-pandemic tourism successes are a testament to the great flexibility and adaptive capacity of the sector. As proven by most of these inspiring stories, destinations and tourism-related businesses have thrived by deepening existing linkages with interrelated sectors such as transport, cities and human settlement, public health, safety and liveability.</p> <p>This session will uncover the extraordinary success stories from outstanding captains of industry for policy makers, industry players and stakeholders to emulate, replicate and adopt best practice.</p> <p><b>Presenters:</b></p> <ul style="list-style-type: none"> <li>- <b>Mr. Gary Bowerman</b> <i>Director, Check-in Asia</i></li> </ul>

**WORLD TOURISM CONFERENCE 2022 (WTC 2022)**  
**“TOURISM FUTURES REIMAGINED”**  
**Kota Kinabalu, Sabah, Malaysia**  
**28 – 30 November 2022**

DATE / TIME	PROGRAMME
	<ul style="list-style-type: none"> <li>- <b>Dr. Ahmed Salih</b> <i>State Minister, Ministry of Tourism, Maldives</i></li> <li>- <b>Ms. Marta Domènech</b> <i>Director-General of Tourism, Government of Catalonia, Spain</i></li> <li>- <b>Mr. Brent Anderson</b> <i>Regional General Manager, Tourism Australia</i></li> </ul>
11:00 am – 11:15 am	Morning Coffee Break
11.15 am – 12.45 pm	<p><b>SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES (Continued)</b></p> <p><b>Presenters:</b></p> <ul style="list-style-type: none"> <li>- <b>Mr. Albert</b> <i>Co-Founder, Traveloka</i></li> <li>- <b>Ms. Rachael Lum</b> <i>Co-Founder, LokaLocal</i></li> <li>- <b>Ms. Natalie Kidd</b> <i>Chief People &amp; Purpose Officer, Intrepid Travel</i></li> <li>- <b>Ms. Jessica Yew</b> <i>Co-Founder &amp; Director, Sticky Rice Travel</i></li> <li>- <b>Mr. Ben Owen</b> <i>Project Manager, Centre Stage Project, UNWTO</i></li> </ul>
12:45 pm – 02:30 pm	Hosted lunch by Tourism Malaysia <i>Venue: Kinabatangan III, Level 2, SICC</i>
02:30 pm – 04:45 pm	<p><b>SESSION 4: REBUILDING TOURISM RESILIENCE &amp; READINESS</b> (DELEGATES TO BE SEATED BY 02:20 PM)</p> <p>Moving forward, tourism-related businesses should increasingly look outwards to other economic sectors in order to adopt the best business practices and global certification systems which can enhance corporate governance and foster a more progressive ecosystem for investments.</p> <p>This session will discuss topics such as ESG (Environmental, Social and Governance) and sustainability assessment tools, among others, which can help prepare tourism businesses and workers for future crises and discover impact investment opportunities for tourism from an investor’s perspective.</p> <p><b>Moderator:</b>  <b>Mr. Philip See</b>  <i>CEO, Firefly and Radio Presenter, BFM</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>- <b>Dr. Raymond Rastegar</b> <i>Researcher and Lecturer, The University of Queensland, Australia</i></li> <li>- <b>Ms. Carol Mackenzie</b> <i>Group Head of Crisis Management &amp; Business Continuity, TUI Group</i></li> </ul>



**WORLD TOURISM CONFERENCE 2022 (WTC 2022)**  
**"TOURISM FUTURES REIMAGINED"**  
**Kota Kinabalu, Sabah, Malaysia**  
**28 – 30 November 2022**

DATE / TIME	PROGRAMME
	<ul style="list-style-type: none"> <li>- <b>Mr. HC Chan</b> <i>CEO, Sunway Malls &amp; Theme Parks</i></li> <li>- <b>Mr. Andrej Šimatić</b> <i>Partner, BlueRock Consulting Austria &amp; Croatia</i></li> <li>- <b>Dr. S. Mostafa Rasoolimanesh</b> <i>Director of Centre for Research and Innovation in Tourism (CRiT), Taylor's University, Malaysia</i></li> <li>- <b>Prof. Jafar Jafari</b> <i>Professor of Hospitality &amp; Tourism, University of Wisconsin-Stout, USA</i></li> </ul> <p><b>PANEL DISCUSSIONS AND Q&amp;A</b></p>
04:45 pm – 05:00 pm	Afternoon Coffee Break
05:00 pm – 05:30 pm	<b>WTC 2022 CLOSING CEREMONY</b>
<b>END OF DAY 2</b>	
<b>DAY 3   30 NOVEMBER 2022 – W E D N E S D A Y</b>	
09:00 am – 05:00 pm	<b>TECHNICAL TOUR FOR INTERNATIONAL DELEGATES ONLY</b> <i>Venue: Kinabalu National Park / Tunku Abdul Rahman Park / Mari Mari Cultural Village</i>
<b>END OF DAY 3</b>	
<b>1 DECEMBER 2022 – T H U R S D A Y</b>	
09:00 am – 11:00 pm	Departure of delegates
<b>END OF PROGRAMME</b>	