



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## 6<sup>TH</sup> GLOBAL SUMMIT ON URBAN TOURISM

### “Sustainable and Competitive Tourism on the New Urban Agenda”

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

#### PROVISIONAL PROGRAMME

September 20, 2017

##### **Background and objectives:**

- ❖ UNWTO has been addressing “urban tourism” as a significant economic activity with a high potential to provide countries with public and private investments, foreign earnings, jobs and opportunities for social inclusion and regional development. Tourism in urban areas also creates spatial dynamics for transforming the urban landscape through rejuvenation of public space, connectivity, development of local amenities and recreational facilities and hence builds a quality visitor experience while safeguarding the quality of life for the local community.
- ❖ The UN system, through its joint statement to the HABITAT III Conference (October, 2016, Quito, Ecuador) adopted the resolution on the “New Urban Agenda” which addresses a shared vision and list of guiding principles and commitments for sustainable urbanization together with policies, strategies, planning and effective action to facilitate inclusive economic growth, structural transformation, innovation, job creation and the empowerment of the urban stakeholders.
- ❖ Within this context, *sustainable and competitive urban tourism* highly contributes to the commitments of the New Urban Agenda as well as to the SDGs.
- ❖ The 6<sup>th</sup> Summit will provide the participants with an invaluable opportunity to explore the way forward on how to capitalize upon the opportunities for a sustainable and competitive urban tourism by clearly analysing the key factors and parameters for success.
- ❖ The 6<sup>th</sup> Summit will promote a globally shared vision and a strategic approach to re-address the tools to adapt to the new paradigms in urban tourism while achieving coherence among the tourism activities, urban development policies and the economic and social benefits for the local inhabitants through integrated planning, efficient governance, knowledge management and professionalism in operations.
- ❖ The Summit targets participants representing the NTAs, local authorities, urban DMOs, Convention Bureaus, cultural institutions, travel trade, academic institutions, urban planners, architects, transport operators and IT providers.

## Monday, 4 December 2017

07:00 - 09:00 Registration

9:30 – 10:00 **Opening ceremony**  
Venue: The Majestic Ballroom, Level 2

**Master of Ceremony:** (tbc)

**Welcome Remarks by H.E. Datuk Seri Hj. Mhd. Amin Nordin Abd. Aziz,**  
Mayor of Kuala Lumpur (tbc)

**Congratulatory Remarks Dr. Joan Clos,** Executive Director, UN-Habitat (tbc)

**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 Haji Mohammad Najib bin Tun Haji Abdul Razak,** Prime Minister of Malaysia (tbc)

10:00 – 10:30 Coffee break

10:30 – 13:00 **SESSION 1: Tourism and the New Urban Agenda**

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: Mr. Evaldas Gustas,** Special Advisor to the Secretary-General,  
Lithuania (tbc)

**Keynote: Dr. Joan Clos,** Executive Director, UN-Habitat (tbc)

**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
- **Ms. Juliana Cardona,** Deputy Secretary for Tourism, Municipality of Medellin, Colombia (tbc)
- **Mr. Akel Biltaji,** former Mayor of Amman, Jordan (tbc)

**Panel Discussion and Q / A**

13:00 – 15:00 Lunch

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 on:**

- **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
- **Safety and Security: Kuala Lumpur City Hall or Sunway Group (tbc)**

**Panel Discussion and Q / A**

20:00 – 22:00

**Welcome Dinner hosted by the Ministry of Tourism and Culture, Malaysia**  
**Venue: TBC**

**Tuesday, 5 December 2017**

09:00 – 11:00

**SESSION 3: Key Factors for Urban Tourism Competitiveness (II)**

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

**Panellist on:**

- **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 WTTCF, China **(tbc)**

**Panel Discussion and Q / A**

11:00 – 11:30

**Coffee break**

11:30 – 13:30

#### SESSION 4: Success Stories on Urban Tourism Performance

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, Institute of Tourism, China

#### Panellists: (DMO or Tourism Administration)

- **Mr. Enver Duminy**, CEO, Cape Town Tourism, South Africa
- **Ms. Marcella Gaspardone**, Marketing, Public Relations & Convention Bureau Manager, Turismo Torino e Provincia, Turin, Italy
- **Mr. Gonzalo Robredo**, President, Ente Turismo of Buenos Aires, Argentina
- **Mr. Hongbin Zhang**, CEO, Hangzhou Tourism Committee, China
- **Mr. Khairul Anuar Mhd Juri**, General Manager, Kuala Lumpur Tourism Bureau (KLTB), Malaysia (tbc)

#### Panel Discussion and Q / A

13:30 – 15:00

#### Lunch

Venue: Foyer of The Majestic Ballroom, Level 2

15:00 – 16:15

#### Conclusions

Venue: The Majestic Ballroom, Level 2

**Mr. Tony Fernandes**, CEO of AirAsia (tbc)

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

16:15 – 16:30

#### Closing Ceremony

Local authorities

UNWTO Secretariat

### Wednesday, 6 December 2017

09:00 – 17:00

#### TECHNICAL TOUR for International Delegates only

Venue: Kuala Lumpur (tbc)