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## World Tourism Conference malaysia

*Tourism Futures Reimagined*

28 - 30 Nov. 2022 • Kota Kinabalu, Sabah

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

Organised by:

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







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malaysia

*Tourism Futures Reimagined*

28 - 30 Nov. 2022 • Kota Kinabalu, Sabah



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# INTRODUCTION

Tourism's recovery from the wide-ranging impacts of the global pandemic presents the opportunity for a great reset moment – one which addresses long-standing challenges and their underlying vulnerabilities and inequalities, alongside the lessons learned from the pandemic to ensure a more sustainable trajectory. With the theme of **"Tourism Futures Reimagined"**, the World Tourism Conference (WTC) 2022 aims to provide an interdisciplinary platform for policy makers, experts and world leaders in tourism to present and discuss the most recent innovations, trends, practical challenges and solutions for the future of tourism; and to champion thought leadership on tourism futures and strategies driving tourism's recovery and resilience in a post-pandemic world.

## SESSION 1: DECODING TOURISM FUTURES – FORESIGHT & SCENARIOS

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. 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.

## SESSION 2: DISCOVERING NICHE OPPORTUNITIES FOR GROWTH

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. 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.

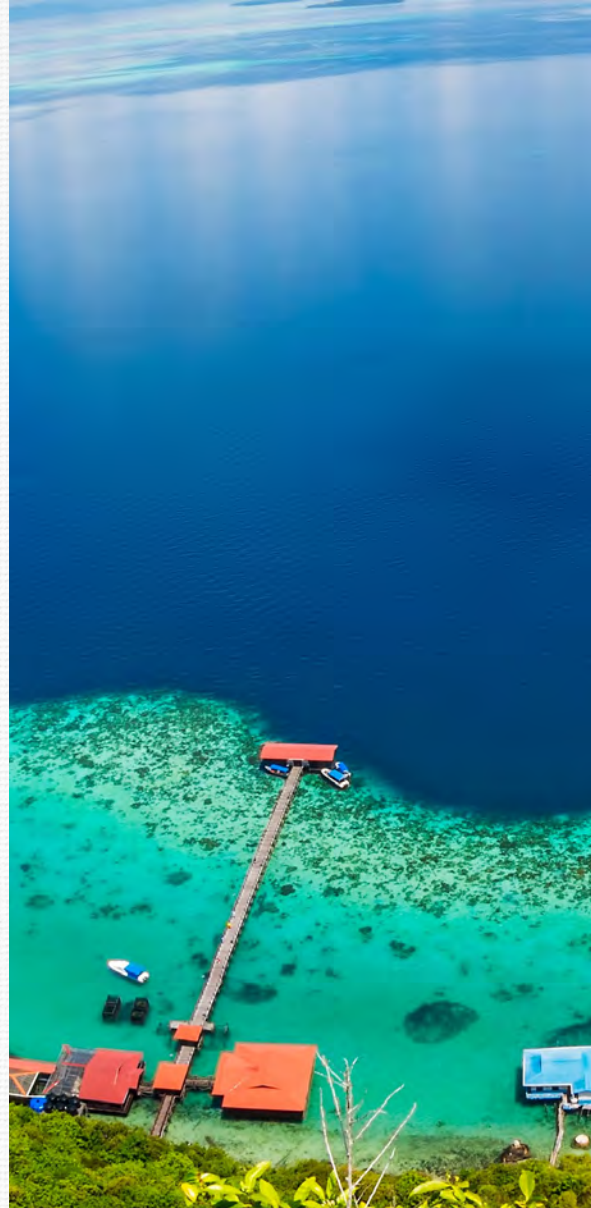


### **SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES**

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. This session will uncover the extraordinary success stories from outstanding tourism leaders and captains of industry for policy makers, industry players and stakeholders to emulate and adopt best practice.

### **SESSION 4: REBUILDING TOURISM RESILIENCE & READINESS**

Moving forward, tourism-related businesses should increasingly look 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. 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.









# FOREWORD

Message from  
Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO)

It is my pleasure to welcome you to the 6th edition of the World Tourism Conference (WTC) in Kota Kinabalu, Sabah.

Since hosting the 2nd WTC 2010 in Kota Kinabalu some 12 years ago, Sabah continues to grow and excel as a world-class travel destination in the Malaysian Borneo. In recent years, the state has greatly nurtured its rural tourism attractions which are anchored by local communities, receiving many accolades for its community-based tourism initiatives, including the inaugural UNWTO Best Tourism Villages award.

In the aftermath of the worldwide pandemic, these are the tourism success stories which continue to inspire our imagination. Therefore, it is entirely fitting that we meet in Kota Kinabalu, Sabah for the WTC 2022, which comes at a time when the international tourism community looks to restart and recover from the impacts of COVID-19.

As tourism suffered from the most historic setback to its growth during the pandemic, it is imperative to devise strategies to make it more resilient to future crisis. This calls for the need to re-imagine tourism and re-assess how our sector can address longstanding challenges so that we do not return to business as usual, but transition into the kind of tourism that can create business models replete with new ideas to boost the resilience of the tourism economy.

It is against this backdrop that the WTC 2022 is being organised under the theme "Tourism Futures Reimagined". Over the next few days, you will discuss the most recent innovations, trends, challenges and practical solutions for the future of tourism as well as strategies driving tourism's recovery and resilience in a post-pandemic world.

On behalf of UNWTO, I wish you all the very best for the Conference. I look forward to learning of the recommendations, insights and ideas that you will certainly produce over the coming days.

**Harry Hwang**





# FOREWORD

Message from  
Chief Minister of Sabah



Selamat Datang.

Sabah, the 'Land Below the Wind', renowned for her natural and cultural diversities welcomes all delegates to the World Tourism Conference (WfC) 2022 in Kota Kinabalu, Sabah.

We are honoured that Sabah is hosting the WTC for the second time since its inception as a premier tourism conference hosted by Malaysia in partnership with UNWTO. In conjunction with this Conference here, Sabah is pleased for the opportunity to organize the Community-Based Tourism Roadshow to showcase the state's rich cultural diversity.

The Conference theme 'Tourism Futures Reimagined' is timely to chart tourism strategies post-pandemic. I hope this Conference featuring a line-up of world-renowned speakers will provide a fruitful discourse for action going forward.

Sabah's five-year development Roadmap, the Hala Tuju Sabah Maju Jaya provides clarity on the state's key focus areas. Tourism is one of the three main thrusts and we are exploring ways to enhance this sector, recognising its importance as an economic catalyst.

I wish you a fruitful Conference.

**Datuk Seri Panglima Haji Hajiji bin Haji Noor**



# FOREWORD

Message from  
Secretary-General, Ministry of Tourism, Arts and Culture Malaysia

Excellencies, Ladies and Gentlemen,

Selamat Datang and Welcome to Malaysia!

On behalf of the Ministry of Tourism, Arts and Culture Malaysia, I am delighted to welcome all delegates from near and far to the 6th World Tourism Conference (WTC) 2022 in Kota Kinabalu, Sabah. It is truly an honour for Malaysia to once again host this prestigious international conference in collaboration with the World Tourism Organization (UNWTO).

As international tourism recovers from the seismic shifts caused by the worldwide pandemic, it is an exciting time for the global tourism community to meet in Malaysia and deliberate on the challenges, opportunities, trends and forecasts shaping the future of the industry. Therefore, the theme "Tourism Futures Reimagined" is chosen to reinforce the usefulness of futures thinking in reassessing the possible future states and their implications on policies and strategies.

Within this context, WTC 2022 will feature world-renowned speakers on insightful topics such as future scenarios and potential pathways of change, emerging niche markets including digital nomads and tourism in the metaverse, as well as Environment, Social and Governance (ESG) and impact investment opportunities for tourism. Delegates will also learn of inspiring comeback stories after the COVID-19 pandemic from some of the world's most successful destinations and innovative companies.

I wish to extend my utmost appreciation to all our esteemed guest speakers and strategic partners, particularly the Sabah State Government and its agencies for their tremendous effort and support in ensuring the success of this Conference.

We hope the programme will be greatly beneficial to all those present and look forward to meeting you in enchanting Sabah 'The Land Below the Wind'.

**Datuk Hajah Saraya binti Arbi**





# CONFERENCE PROGRAMME

## 27 NOVEMBER 2022 – SUNDAY

- 3.00 pm - 8.00 pm **PARTICIPANTS REGISTRATION**  
*Venue: Foyer, Level 3, Sabah International Convention Centre (SICC)*
- 6.00 pm - 8.00 pm **WTC 2022 NETWORKING RECEPTION HOSTED BY THE MINISTRY OF TOURISM,  
CULTURE AND ENVIRONMENT SABAH (By invitation only)**  
*Venue: The Pacific Sutera Hotel*

## DAY 1 | 28 NOVEMBER 2022 – MONDAY

### **WTC 2022 OPENING CEREMONY (GUESTS TO BE SEATED BY 8:50 AM)**

- 9:00 am **Negaraku**, National Anthem and **Sabah Tanah Airku**, State Anthem
- 9:05 am **Overture Performance**
- 9:10 am **Doa Recitation**
- 9:15 am **Welcoming Remarks**  
*Minister of Tourism, Arts and Culture Malaysia (TBC) / Secretary General, Ministry of Tourism, Arts and Culture Malaysia*
- 9:20 am **Welcoming Remarks**  
*The Rt. Hon. Datuk Seri Panglima Haji Hajiji Haji Noor  
Chief Minister of Sabah*
- 9:30 am **Opening Remarks**  
*Mr. Harry Hwang  
Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO)*



- 9:40 am **Launching of WTC 2022**  
*Launched jointly by Regional Director of UNWTO, Chief Minister of Sabah and Minister of Tourism, Arts and Culture Malaysia*
- 10:00 am **Group Photo Session**  
*Guest of Honour, VVIPs, Moderators and Speakers*
- 10:00 am – 10:45 am **WTC 2022 KEYNOTE SESSION**  
 Prof. Dato' ChM. Dr. Mazlin Mokhtar  
*Deputy Head (Research), United Nations Sustainable Development Solutions Network - Asia (SDSN-Asia), Sunway University*
- 10:45 am – 10:50 am **LAUNCH OF COMMUNITY-BASED TOURISM ROADSHOW**  
*Venue: Kinabatangan II, Level 2, SICC*
- 10.50 am **WTC 2022 PRESS CONFERENCE**  
*Venue: Kinabatangan III Foyer, Level 2, SICC*
- 10.45 am - 11.00 am **Morning Coffee Break**  
*Venue: Foyer, Level 4, SICC*
- 11:00 am – 1:00 pm **SESSION 1: DECODING TOURISM FUTURES – FORESIGHTS & SCENARIOS**  
 (DELEGATES TO BE SEATED BY 10:50 AM)
- Moderator:**  
 Ms. Jessy Chahal  
 News Anchor, Bernama News
- Panelists:**
- **Mr. Javier Ruescas**  
*Senior Programme Officer, Tourism Market Intelligence and Competitiveness, UNWTO*
  - **Dr. Wouter Geerts**  
*Head of Research, Skift*
  - **Dr. Johanna Loehr**  
*Postdoctoral Research Fellow, Griffith Institute for Tourism, Australia*
  - **Dr. Ian Yeoman**  
*Professor of Tourism Futures, Victoria University of Wellington, New Zealand*
  - **Ms. Lau Yin May**  
*Group Chief Marketing & Customer Experience Officer, Malaysia Airlines*



1:00 pm – 2:30 pm Lunch hosted by Tourism Malaysia  
Venue: Kinabatangan III, Level 2, SICC

2.30 pm - 4.45 pm **SESSION 2: DISCOVERING NICHE OPPORTUNITIES FOR GROWTH**  
(DELEGATES TO BE SEATED BY 02:20 PM)

**Moderator:**

Ms. Nailah Huda  
Broadcast Journalist and Reporter, Astro Awani

**Panelists:**

- **Ms. Jane Lim**  
*Vice President, Global Markets, Tripadvisor*
- **Ms. Arifah Sharifuddin**  
*Head of Malaysia Digital Nomad Department, Malaysia Digital Economy Corporation (MDEC)*
- **Mr. Yusno Yunos**  
*CEO & Founder, Evenesis*
- **Dr.László Puczkó**  
*CEO & Co-Founder, Health Tourism Worldwide, Hungary*
- **Dr.Amran Hamzah**  
*Professor in Tourism Planning, Universiti Teknologi Malaysia*
- **Dr.MaklarinLakim**  
*Director, Sabah Parks*

4:45 pm – 5:00 pm Afternoon Coffee Break  
Venue: Sipadan, Level 4, SICC

**PREPARATION FOR WTC 2022 DINNER**

7.30 pm – 9:30 pm **WTC 2022 OFFICIAL DINNER HOSTED BY SABAH STATE GOVERNMENT**  
Venue: Grand Ballroom, Magellan Sutera Resort

**END OF DAY 1**



## DAY 2 | 29 NOVEMBER 2022 – T U E S D A Y

8:00 am – 6:00 pm **WTC 2022 EXHIBITION**

10:00 am – 11:00 am **SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES**  
(DELEGATES TO BE SEATED BY 09:50 AM)

### Presenters:

- **Mr. Gary Bowerman**  
*Director, Check-in Asia*
- **Dr. Ahmed Salih**  
*State Minister, Ministry of Tourism, Maldives*
- **Ms. Marta Domènech**  
*Director-General of Tourism, Government of Catalonia, Spain*
- **Mr. Brent Anderson**  
*Regional General Manager, Tourism Australia*

11:00 am – 11:15 am Morning Coffee Break

11.15 am– 12.45 pm **SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES**  
**(Continued)**

### Presenters:

- **Mr. Albert**  
*Co-Founder, Traveloka*
- **Ms. Rachael Lum**  
*Co-Founder, LokaLocal*
- **Ms. Natalie Kidd**  
*Chief People & Purpose Officer, Intrepid Travel*
- **Ms. Jessica Yew**  
*Co-Founder & Director, Sticky Rice Travel*
- **Mr. Ben Owen**  
*Project Manager, Centre Stage Project, UNWTO*

12:45 pm – 2:30 pm Lunch hosted by Tourism Malaysia  
Venue: Kinabatangan III, Level 2, SICC



2:30 pm – 4:45 pm

#### SESSION 4: REBUILDING TOURISM RESILIENCE & READINESS

(DELEGATES TO BE SEATED BY 02:20 PM)

##### Moderator:

**Mr. Philip See**

CEO, Firefly and Radio Presenter, BFM

##### Panellists:

- **Dr. Raymond Rastegar**  
*Researcher and Lecturer, UQ Business School, The University of Queensland, Australia*
- **Ms. Carol Mackenzie**  
*Group Head of Crisis Management & Business Continuity, TUI Group*
- **Mr. HC Chan**  
*CEO, Sunway Malls & Theme Parks*
- **Mr. Andrej Šimatić**  
*Partner, BlueRock Consulting Austria & Croatia*
- **Dr. S. Mostafa Rasoolimanesh**  
*Director of Centre for Research and Innovation in Tourism (CRiT), Taylor's University, Malaysia*
- **Prof. Jafar Jafari**  
*Professor of Hospitality & Tourism, University of Wisconsin-Stout, USA*

4:45 pm – 5:00 pm Afternoon Coffee Break

5:00 pm – 5:30 pm **WTC 2022 CLOSING CEREMONY**

#### END OF DAY 2

#### DAY 3 | 30 NOVEMBER 2022 – W E D N E S D A Y

9:00 am – 5:00 pm

#### TECHNICAL TOUR FOR INTERNATIONAL DELEGATES ONLY

Venue: Kinabalu National Park / Tunku Abdul Rahman Park / Mari Mari Cultural Village

#### END OF DAY 3

#### 1 DECEMBER 2022 – T H U R S D A Y

9:00 am – 11:00 pm Departure of delegates



# TECHNICAL TOUR

**30 NOVEMBER 2022**

9:00 AM – 5:00 PM



Departs from SICC to Kundasang at 7.15am. Enjoy scenic view of the quaint countryside, the majestic Mount Kinabalu, dreamy valleys and colourful roadside farmers' markets as you traverse along the Crocker Range. Short stop at Nabal Market for photo opportunity and to explore the local marketplace. Visit Kinabalu National Park, Malaysia's first World Heritage Site designated by UNESCO in December 2000 for its outstanding universal values and its role as one of the most important biological sites in the world. The park's six vegetation zones are home to a rich assemblage of plants and animal species including 1,000 orchid species, 78 species of Ficus, 60 species of ferns, 90 species of lowland mammal, 22 mammal species in the montane zone and 326 bird species. Many of these animal species are threatened and vulnerable. Will visit the Mountain Garden on a guided walk to see the collection of rare mountain plants and flowers.

After tour, return to hotel in Kota Kinabalu.

**Inclusions** : Transportation, English speaking tour guide, conservation fees, bottled drinking water, lunch buffet

**What to wear** : Short/long sleeve cotton t-shirt/quick dry, long pants, hiking shoes, insect repellent, sun block





Morning transfer to the jetty for a boat ride to the idyllic Tunku Abdul Rahman Marine Park cluster of tropical islands. Geologically, the islands are part of the Crocker Range but became isolated from the massif when sea levels rose after the last ice age. Expect an amazing cavalcade of colour, shape, and sizes of corals, fishes and other marine life in the azure water. May also encounter some of the island's amazing wildlife, birds and insects including the white bellied sea eagle and pied hornbill, a variety of butterflies, long-tailed macaques, monitor lizards and pangolins.

After tour, boat transfer to Kota Kinabalu and transfer to hotel in Kota Kinabalu is provided.

**Inclusions** : Transportation, English speaking tour guide, jetty fee, return boat transfer, conservation fees, mask & snorkel, life jacket, bottled drinking water, and lunch (only normal mask and snorkel are provided. Clients need to bring their own prescription mask)

**Excludes** : Sea sports, personal expenses, beverages, items not stated in the inclusions

**What to wear** : Beach wear & flip flops are recommended

**What to bring** : Insect repellent, swim wear, sun block lotion, cap, towel and drinking water, personal items, plastic bags for wet items





Visit the tribal houses in Mari Mari Cultural Village and learn about the rich cultures of Sabah. Be prepared to teleport back to the times of ancient Borneo through the display of unique ingenious architecture, simulated lives and ritualistic ceremonies. Will be taken to five show houses representing the five largest ethnic groups in Sabah. Watch the demonstration of different activities such as blowpipe making, starting a fire the traditional way and tattoo-making. And may be invited to join some of the activities. Watch a traditional cultural dance performance.

After lunch, return to your hotel in Kota Kinabalu.

**Inclusions** : Transportation by air-conditioned vehicle, entrance fee, house visit and activity, lunch, English speaking guide

**Excludes** : Personal expenses, beverages, items not stated in the inclusions

**What to wear & bring:** Long sleeve cotton t-shirt/quick dry, long pants, walking shoes, insect repellent, sun block



# SPEAKERS PROFILE

## Keynote Session



**Prof. Dato' ChM. Dr. Mazlin Mokhtar**  
Deputy Head (Research), United Nations  
Sustainable Development Solutions Network  
–Asia, Sunway University

Prof. Mazlin was a Senior Professor and Research Fellow at the Universiti Kebangsaan Malaysia (UKM) for 37 years (May 1985 - May 2022). He was the Director and Principal Fellow at the Institute for Environment and Development (LESTARI) UKM 2005-2013 & 2019-2022; and was UKM Deputy Vice Chancellor for Research & Innovation 2014-2017; and UKM's Founding Director of Centre for Public & International Relations (PUSPA) 2001-2004; & Lecturer at UKM Sabah Campus 1988-1996 (Faculty of Science and Natural Resources). Currently he is Chairman of the Environment Committee of Academy of Sciences Malaysia (ASM), and Environmental Quality Act's Appeal Board Member. He was Chairman of Malaysia's Environmental Quality Council 2015-2018, and Chairman of the government appointed committee reviewing the Lynas Rare Earth operations. He was the Chair of the AACB Water Sector Transformation 2040 Task Force under Economic Planning Unit of Prime Minister's Department & Academy of Sciences Malaysia (EPU-ASM); and was the Deputy Chairman of the Bauxite Mining and Exportation SOP Committee appointed by the government of Malaysia. He's the winner of the Langkawi Award 2018 and was the longest serving member of the National Steering Committee of UNDP GEF Small Grants Programme 2000-2018 and Nomination Committee of the Merdeka Awards (Environment Category) 2015-2017 & 2020-2022. He is also on the Advisory Committee of National River Care Fund and a Member of WWF Malaysia's Board of Trustees 2014-2018.



## Session 1: Decoding Tourism Futures – Foresight & Scenarios



### **Mr. Javier Ruescas**

Senior Programme Officer, Tourism Market Intelligence and Competitiveness, World Tourism Organization (UNWTO)

Javier Ruescas is a senior analyst working in the Market Intelligence and Competitiveness Department of the World Tourism Organization (UNWTO). He is responsible for tourism and economic data management and analysis for reports such as the UNWTO World Tourism Barometer and UNWTO Tourism Highlights. He also conducts econometric modelling for tourism forecasts and estimates. Javier has contributed to research publications such as the UNWTO/ GTERC Asia Tourism Trends, 2020 edition and the UNWTO Briefing Notes Tourism in Small Island Developing States (SIDS) and Understanding Domestic Tourism and Seizing its Opportunities. He has been working for UNWTO since 2012. Previously, Javier worked for ING Real Estate Investment Management and DTZ Property Advisors, doing economic, investment fund and property research. He holds a bachelor's degree in Business Studies from the European Business School (Madrid) and a master's degree in Comparative Culture (major in International Business) from Sophia University (Tokyo).





**Dr. Wouter Geerts**  
Head of Research, Skift

In his role as Head of Research, Dr Wouter Geerts leads Skift Research's team of experienced analysts covering the travel industry through data and deep-dive analysis. Before leading the team, he was instrumental in building Skift's data products and delivering research with a focus on the hotel sector, short-term rentals, and travel tech. Wouter completed a PhD on sustainability in the hospitality industry at Royal Holloway, University of London. Wouter further holds a Bachelor's in International Hospitality Management and has worked in different roles in and with the hotel industry. Before joining Skift, Wouter worked as a consultant at Euromonitor International, where he had direct responsibility for the quality of travel data and written analysis.





**Dr. Johanna Loehr**

Postdoctoral Research Fellow, Griffith University, Australia

Dr Johanna Loehr is a Research Fellow at the Griffith Institute for Tourism, Griffith University. Johanna's research focuses on increasing the net benefits tourism creates for the wider system in which it occurs. She conducted her PhD on reducing climate change risk to destinations in Vanuatu holistically and has published on sustainable tourism, tourism and climate change, system change and environmental policy in top-ranked tourism journals. Johanna brings with her years of practical experience working in the field of sustainable tourism. She has undertaken consultancy work in Australia and internationally, including for the Queensland Government, DFAT, GIZ and ADB. Johanna is a contributing author to Chapter 15 of the Intergovernmental Panel on Climate Change (IPCC) Sixth Assessment Report (AR6, WGII).





**Dr. Ian Yeoman**

Professor of Tourism Futures,  
Victoria University of Wellington,  
New Zealand

Dr. Ian Yeoman is a professional crystal ball gazer or futurologist specialising in travel and tourism. Dr. Yeoman is now a resident at TeHerenga Waka—Victoria University of Wellington in New Zealand. Ian learned his trade as the scenario planner for VisitScotland where he established the process of future thinking within the organisation using a variety of techniques including economic modelling, trends analysis and scenario construction. More recently, he has undertaken a series of projects about the future of tourism in the pacific for the Asian Development Bank and the future of work and the future of the eco-system for the New Zealand government. Ian has a PhD in Operations Research from Edinburgh Napier University. He is co-editor of the Journal of Tourism Futures and editor of Channelview's Tourism Futures book series and author and co-editor of over 20 books including 'Science Fiction, Disruption and Tourism' and 'The Future Past of Tourism'. Ian holds Visiting Professorship roles at the European Tourism Futures Institute, Netherlands and Ulster University, United Kingdom. When not doing scenario planning, he is often following his favourite football team, Sunderland AFC.





**Ms. Lau Yin May**

Group Chief Marketing &  
Customer Experience Officer,  
Malaysia Airlines

Lau Yin May was appointed the Group Chief Marketing and Customer Experience Officer (GCMCXO) of Malaysia Airlines Berhad overseeing this newly streamlined division in the Malaysia Aviation Group of companies in April 2019. Yin May joined Malaysia Airlines in May 2018 as Head of Customer Experience bringing with her more than 21 years of leadership and management expertise in business strategy, management consulting, commercial, marketing communications and operations in diversified industries. Yin May is no stranger to the Group having joined the airline in 2004, focusing on project management and turnaround initiatives. She was also part of the pioneer team that set up the new airline, Firefly, and oversaw the setup of the airline's travel arm, Firefly Holidays. An accountant by education, Yin May holds a Bachelor's Degree in Business, majoring in Accounting, from Monash University. She started her career as a management consultant with Accenture, focusing on Financial Services with key projects that included Mergers and Acquisitions, Business Process Reengineering and Corporate Restructuring. She has also held portfolios in the advertising, marketing, and communications field with GroupM, and a few other industries including hospitality, education, property development and retail before joining Malaysia Airlines.





**Ms. Jessie Chahal**

TV Personality and Entrepreneur

**Moderator**

Jessy Chahal is an established TV personality, broadcast journalist, emcee and moderator. As Senior TV Anchor on Malaysia's national news agency channel Bernama TV, she covers breaking news and panel discussions on national interests and current affairs. Jessy engages with leaders and captains of industry to speak on a variety of topics from politics, technology, community well-being, youth, women and other important headlining issues - as seen on her namesake news and current affairs programme, The Brief with Jessy Chahal. Jessy is also the founder & director of Bloom PR MediaCommSdnBhd, a boutique public relations, digital media, communications and soft skills training firm. An entrepreneur, she also dabbles in the F&B industry with her artisan food delivery service, Cheese Platter KL and restaurant, Elli Rocks TTDI & Damansara Heights. She is a Fellow at the Selangor State Government's Asian Women Leaders Network Cohort 2020.



## Session 2: Discovering Niche Opportunities for Growth



**Ms. Jane Lim**

Vice President, Global Markets,  
Tripadvisor

Jane is the head of Tripadvisor's Global Markets operations and is also the lead for the region's Business Operations and Strategy function. Prior to joining Tripadvisor, Jane was with Shopee, a Southeast Asian e-commerce platform, where she held the role of general manager for the Philippines. She played a critical role in scaling the business more than 20 times, from a start-up to becoming the dominant e-commerce player in the Philippines market. Jane has held several strategic advisory roles throughout her career, with in-depth experience as a management consultant in the United States and Asia, as well as in-house roles at Singtel, a telecommunications conglomerate, where she led on strategic and operational initiatives. Jane holds a MBA from INSEAD, as well as a Bachelor of Science from Northwestern University with a major in Industrial Engineering and Economics and a minor in Film & Media Studies. Outside of work, Jane enjoys exploring Singapore by cycling through the island's park connectors.





**Ms. Arifah Sharifuddin**

Head of Malaysia Digital Nomad  
Department, Malaysia Digital  
Economy Corporation (MDEC)

Ms. Arifah Sharifuddin is the Head of Malaysia Digital Nomad Department at the Malaysia Digital Economy Corporation (MDEC), a public company under the purview of the Ministry of Multimedia and Communications Malaysia. A graduate from Massey University, New Zealand, she develops and leads this catalytic Malaysia Digital initiative. Throughout her tenure in MDEC, she has led various initiatives covering Sharing Economy development, digital agriculture adoption and digital government transformation. Prior to joining MDEC, Arifah has gained over 15 years of work experience in various corporate sectors. She is passionate for evidence-based and interdisciplinary approach, recognizing the complementary roles of science, humanities, and arts in the development of digital economy and the nation.





**Mr. Yusno Yunos**  
CEO & Founder, Evenesis

Yusno founded his company, Evenesis with an audacious vision to create a comprehensive event ecosystem that involves event planners, participants and suppliers. He was awarded one of the Most Influential Leaders in MICE Industry at the Global MICE & Luxury Travel Congress and Awards 2020. Yusno began his career in the United States as a web developer at Carnegie Mellon University, before returning to Malaysia to work with Tenaga Nasional Berhad. At TNB, he was involved extensively in solutions development and project management where he played a key role in the development of the corporation's CRM system, mobile field force automation and GIS. Yusno holds a Bachelor's degree in Information Systems and a Master's degree in Management Information Systems from Carnegie Mellon University, USA.





**Dr.László Puczko**

CEO & Founder, Health Tourism Worldwide,  
Hungary

Dr. László is a prominent name in the arena of medical and wellness tourism with 25 years plus experience in the field of travel and health. He is an ingenious engineer, strategist, mentor and trainer, and wellbeing intelligence expert. He is an economist and art & design manager, and holds master degrees, a PhD, and is a Certified Management Consultant. László has been lecturing and running tailor-made trainings and masterclasses in over 40 countries all around the world. He was one of the finalists of the Hall of Wellness Awards (2020) as Global Personality/Influencing the Wellness Industry. He has been actively involved both in industry as well as academic arenas and authored numerous industry reports, specialist books and publications. He was the project lead on the path making report for UNWTO and ETC titled Exploring Health Tourism, as well as a pioneering study for Global Spa Summit titled 'Wellness Tourism and Medical Tourism: Where do spas fit'. László is a hot spring and wellness enthusiast and holds a Diploma in Forest Bathing.





**Dr. Amran Hamzah**

Professor in Tourism Planning,  
Universiti Teknologi Malaysia

Dr Amran Hamzah is a Professor in Tourism Planning at Universiti Teknologi Malaysia, where he has been teaching for 40 years. His areas of specialisation are tourism policy planning and the interface between community-based ecotourism and protected area management. In addition to his academic duties, Prof. Amran has successfully led more than 100 consultancy projects for national and international clients such as the Ministry of Tourism, Arts and Culture Malaysia, Tourism Malaysia, the ASEAN Secretariat, the Ministry of Environment Japan, APEC and IUCN. Among others, he was the lead consultant for Malaysia's National Ecotourism Plan (2016-2025) and the National Tourism Policy (2020-2030). He is also currently serving on the Advisory Board of the UNWTO Best Tourism Villages of the World Initiative. Prof. Amran was elected as an IUCN Regional Councillor for the 2016-2021 term. Currently, he is serving as a Regional Vice Chair for IUCN-WCPA (World Commission on Protected Areas). He is also a prolific speaker, having presented keynote addresses and papers at international and national conferences.





**Dr. Maklarin Lakim**  
Director, Sabah Parks

Dr. Maklarin bin Lakim was born in Semporna, obtained his early education there, and graduated from University Kebangsaan Malaysia in Selangor. He started his working career in 1991, as a Research Assistant at Danum Valley Conservation Area (DVCA), Sabah Foundation. He joined Sabah Parks in June 1992 as a Park Manager, based in Sandakan. Subsequently, he was appointed as a Research Officer, based at Kinabalu Park in 1994. Being a researcher, he pursued and obtained his MSc in Biodiversity Management from University Kebangsaan Malaysia in 1998, and received his Ph.D. in Primate Ecology from University Malaysia Sabah in 2008. He is currently the Director of Sabah Parks since January 2020. He has attended international seminars such as the World Park Congress, Sydney 2014, the World Conservation Congress, Honolulu 2016 and the Asia Conservation Forum, Islamabad 2019 and the Asia Park Congress, Sabah 2022.





**Ms. Nailah Huda**  
Broadcast Journalist and Reporter  
**Moderator**

Nailah is a full-time news anchor and journalist in both broadcasting and digital media platforms. She holds a 1st Class Honours degree in International Relations from Queen Mary University of London, with a particular focus on development, Southeast Asian affairs, labour politics and public policy. Nailah also has experience organizing fundraising events to support disaster and humanitarian relief efforts by MERCY Malaysia.



## Session 3: Redefining Tourism Success – Inspiring Stories



**Mr. Gary Bowerman**  
Director, Check in Asia

Gary Bowerman is an Asia-based travel and consumer trends analyst with 20+ years of experience in the travel industry. He has worked across China, South East Asia and worldwide with hotel groups, tourism boards, OTAs, aviation companies, management consultancies, insurers, banks, retailers, consumer brands and market research firms. He is an Asia Travel Analyst for Phocuswright and provides monthly consumer, travel and technology trends analysis in South East Asia, Japan, Australia and New Zealand for Mintel. Each week, he co-hosts The South East Asia Travel Show podcast and produces a twice-monthly travel industry newsletter, Asia Travel Re: Set. A regular speaker at travel conferences in Singapore, Kuala Lumpur, Beijing, Shanghai, London, Madrid and online, Gary is frequently invited to comment on Asian travel and tourism issues by media outlets, including BBC, CNA, CNN, TRT World, Caixin, China Daily, Straits Times, SCMP, WSJ, Bloomberg, Reuters, Al Jazeera, Skift and Travel Weekly.





**Dr. Ahmed Salih**

State Minister, Ministry of Tourism, Maldives

Ahmed Salih (PhD), Minister of State for Tourism, Government of Maldives joined the Maldives Tourism Administration in 1985. Since then, he has held various positions at the Ministry including Permanent Secretary for 10 years. He is responsible for the overall management and administration of the Ministry, attends to all industry related matters and is responsible for the execution of tourism policies and plans under the guidance of Minister of Tourism. He has represented the Government of Maldives in various national and international forums related to tourism and he specializes in human resources in the tourism industry, tourism policy formulation, tourism planning and development, sustainable tourism development and socio-economic impacts of tourism.

Salih holds a Doctorate Degree, conferred by The Hong Kong Polytechnic University, Hong Kong. His doctoral thesis was based on the aspects of tourism workforce in the Maldives and similar Small Island Developing States (SIDS). He completed Master of Tourism at University of Dunedin, New Zealand and Bachelor's Degree in Tourism Management at University of Queensland, Australia. Salih is a dynamic, results-oriented leader, recognized for his wide ranging expertise and accomplishments in tourism. He always seeks to add value and create opportunities.





**Ms. Marta Domènech**

Director-General of Tourism,  
Government of Catalonia, Spain

Marta holds a degree in Advertising and Public Relations from Ramon Llull University. At present, she serves as Director General of Tourism of the Generalitat de Catalunya, member of the board of directors of the RACC and patron of the Foundation Catalunya La Pedrera. Her former positions include Manager of the Hostal Sport Hotel of Falset, Vice President of PIMEC Tarragona and Executive Member of the Chamber of Commerce of Reus. She was also President of the Federation Association of Hospitality Employers of the Province Tarragona (AEHT) and Mentor on the Start Up programmes run by Tarragona City Council





**Mr. Brent Anderson**  
Regional General Manager,  
Tourism Australia

Brent Anderson is Tourism Australia's Regional General Manager, South & South East Asia (SSEA). He is responsible for the marketing of Australia in a diverse set of source markets throughout the region, focused on deriving economic benefits for Australia from inbound tourism. Brent has over 20 years of experience promoting Australia to international visitors with a key focus on developing partnerships with tourism and non-tourism global organisations. He has led numerous high-impact campaigns, including 'UnDiscover Australia' – the first holistic SSEA campaign that brought together over 40 regional partners and challenged perceptions and stereotypes of Australia's destination offering. Part of the campaign involved showcasing unusual, unfamiliar, and unexpected attractions across the country, including eco-friendly and culturally immersive experiences – with the results accelerating arrivals growth and partner profitability. Motivated by the dynamic industry environment, as well as the SSEA region's culturally diverse consumers and fast-growing potential, Brent is stationed in Singapore and has lived and travelled in Asia for over 15 years.





**Mr. Albert**

Co-Founder, Traveloka

Albert is one of the Co-Founders and the Chief External Relations Officer of Traveloka. As the Chief External Relations Officer, he is responsible for ensuring that Traveloka establishes and maintains strong relationships with external stakeholders, including but not limited to the governments and partners across the region. Albert received his B.S. in Computer Science and Mathematics from Purdue University. After graduation, he worked for Netsuite (a cloud ERP company from Oracle) for 3.5 years before deciding to move back to Indonesia. Albert co-founded Traveloka with the aim to make flight booking easier for people. Under his leadership, Traveloka has gained the trust of consumers with over 100 million app downloads.





**Ms. Rachael Lum**  
Co-Founder, Lokalocal

Rachael Lum is the Co-Founder and Content & Marketing Lead of Lokalocal, a technology platform specialising in Virtual Reality technology, 360° videos and visual storytelling, and a platform for bespoke travel VR content and audio-visual guides. She has 10 years of experience in digital marketing, advertising and journalism. Rachael graduated from University of East Anglia with a Bachelor's degree in English Literature.





**Ms. Natalie Kidd**

Chief People and Purpose Officer,  
Intrepid Travel

Natalie Kidd is the Chief People and Purpose Office of Intrepid Travel, the world's largest provider of adventure travel experiences. Natalie joined Intrepid in 2005 as the founding General Manager of the first vertically integrated DMC, based in Hanoi Vietnam. Over the years she grew this one DMC into a global network of 25 inbound tour operators. In 2020 she moved from the role of Chief Operating Officer to her current role, responsible for the development and implementation of the company's people and sustainability strategies.

Natalie holds a Masters of Business Administration (AGSM), a Master of Asian Studies (UNSW) and a Bachelor of Arts/Asian Studies (USyd). In 2018 she completed the Australian Institute of Company Directors' (AICD) director program and remains a member of the AICD.

Natalie has recently joined the board of GSTC (Global Sustainable Tourism Council) as a director.





**Ms. Jessica Yew**  
Co-founder & Director,  
Sticky Rice Travel

Corporate world drop out, Jessica left the constraints of the corporate desk to head back to her hometown in search of something more. But the journey home was longer than expected, as she made a detour backpacking through Europe, Asia and then residing in Vietnam for a few years as a rock-climbing assistant, before finally making the move home to Kota Kinabalu. Once home, she was quick to plunge into the deep blue becoming a dive master in just 8 months. She has an inescapable itch for the outdoors, but has found a balance by spending half of her time at the Sticky Rice Office and the other out guiding National Geographic Adventure's Indochina destinations. What excites her the most when travelling is the people and culture, the common thread among communities' worlds away.





**Mr. Ben Owen**

Project Manager,  
Centre Stage Project, UNWTO

Ben is a project manager working in UNWTO's Ethics Culture and Social Responsibility department. Having previously coordinated the Global Report on Women in Tourism, Second Edition, Ben spearheaded the development of the Centre Stage project and is responsible for gender equality initiatives within UNWTO. Ben has extensive experience working on equality projects and initiatives affecting a wide range of disadvantaged groups. Before joining UNWTO, Ben worked at the European Parliament on the Transport and Tourism Committee and the Women's Rights and Gender Equality Committee. Ben has a BA Hons in International Relations from the University of Leeds.



## Session 4: Rebuilding Tourism Resilience & Readiness



**Dr Raymond Rastegar**

Researcher and Lecturer,  
The University of Queensland, Australia

Dr Raymond Rastegar has a Master of Environmental Sciences and holds a PhD in tourism management and is a lecturer and researcher in Tourism at the UQ Business School, University of Queensland, Australia. He is also an Adjunct Senior Researcher at the Centre for Research and Innovation in Tourism, Taylor's University, Malaysia. His research focuses on sustainable tourism development in developing countries with a specific interest in local community livelihood, participation, empowerment, and environmental conservation. Recent research projects have investigated the impacts of tourism at the local level and delivered new insights into the tourism phenomenon to advocate a more just and sustainable tourism future for humans and nonhumans. He has been invited to deliver lectures and talks at different international conferences and universities. He was awarded a Fellow of the Higher Education Academy (HEA) in 2019. His research appears in high-quality journals such as the Annals of Tourism Research, Journal of Sustainable Tourism, and Journal of Hospitality and Tourism Management.





**Ms. Carol Mackenzie**

Group Head of Crisis Management &  
Business Continuity, TUI Group

Carol MacKenzie has over 30 years in the travel industry in both Aviation and Tour Operating sectors, with over two decades of delivering and leading global crisis management at operational and board level. Having previously worked for the Thomas Cook Group she joined the TUI Group in March 2020 and was made Group Head of Crisis Management and Business Continuity in August 2020, a role held in her previous company. She has experienced the changing needs of both customers and business over the last 25 years responding to numerous natural disasters, transport accidents, terrorist attacks, natural disaster, government instability, cyber attacks and more recently the collapse of Thomas Cook and the Covid 19 pandemic. Over the last 7 years Carol has also specialised in brand reputational high profile cases offering face to face trauma support for customers, and being a media spokesperson on both BBC and Sky News.





**Mr. HC Chan**

CEO,  
Sunway Malls & Theme Parks

An industry veteran for almost 40 years, HC Chan has seen the rise of Malaysia shopping industry which he terms 'from zero to hero'. Currently serving as the Chief Executive Officer of Sunway Malls and Theme Parks, he oversees the portfolio of seven malls and two theme parks in the country. Mr Chan began his career in Sungei Wang Plaza in 1983 where he spent 11 years with this successful shopping mall before joining Berjaya Starcity (now known as Times Square) as the General Manager principally responsible for the development of this major shopping mall in the heart of Kuala Lumpur from 1994 to 1999. His next career move was to Sunway Pyramid. He is the current Advisor of Malaysia Shopping Malls Association (PPK Malaysia) after serving a two-term presidency in advocating the industry interest at both international and national levels. He also serves as the current Advisor of Council of Asian Shopping Centres (CASC) and sits on the Industry Advisory Board of Sunway University Business School.





**Mr. Andrej Šimatić**

Partner, BlueRock Consulting Austria & Croatia

Mr. Šimatić is an experienced Partner and Head of the Hospitality and Tourism practice in BlueRock Consulting with a strong background supporting leading regional and local companies in developing impactful strategic directions and value-added solutions. His experience spans more than 100 projects in management consulting, hospitality and tourism with focus areas primarily on portfolio strategy and restructuring projects. Previously, he held positions in Horwath Consulting, Price Water house Coopers Consulting, Croatia and BDO Consulting. Mr. Šimatić holds a Master's Degree in Trade from the University of Zagreb, Croatia.





**Dr. S. Mostafa Rasoolimanesh**

Director, Centre for Research and  
Innovation in Tourism (CRIT),  
Taylor's University, Malaysia

S. Mostafa Rasoolimanesh is an Associate Professor and Director of Sustainable Tourism Impact Lab and Centre for Research and Innovation in Tourism (CRIT), for the Faculty of Social Sciences and Leisure Management, at Taylor's University. His research interest areas contain sustainable tourism, heritage tourism, community participation, residents' perceptions, and urban sustainability. He has published more than 120 articles in refereed journals including high-impact journals such as *Tourism Management*, *Journal of Travel Research*, *Journal of Sustainable Tourism*, *International Journal of Contemporaneity Hospitality Management*, *Journal of Cleaner Production*, and *International Journal of Tourism Research* among others. Mostafa is an editorial board member of more than 20 reputed tourism and hospitality journals, and he serves as Associate Editor for the *Journal of Hospitality and Tourism Management*, *Journal of Hospitality and Tourism Technology* and *Journal of Hospitality and Tourism Insights*, and Regional Editor Asia for the *Service Industries Journal* and *International Journal of Tourism Policy*.





**Prof. Jafar Jafari**

Professor of Hospitality & Tourism,  
University of Wisconsin-Stout, USA

Jafar Jafari is Founding Editor, *Annals of Tourism Research*; Chief Editor, *Tourism Social Science Series*; Co-editor, *Bridging Tourism Theory and Practice*; Co-editor, *Encyclopedia of Tourism*; Co-Founding Editor, *Information Technology & Tourism*; Co-Founder, TRINET; Founding President, International Academy for the Study of Tourism; and Founding President, Tourism Intelligence Forum. A cultural anthropologist (PhD, University of Minnesota, USA), with BA (English, University of Isfahan, Iran) and BS and MS (hotel and tourism management, Cornell University, USA), he is the recipient of the 2005 UNWTO Ulysses Prize, with Honorary Doctorates from Universitat de les Illes Balears, Spain, and from Universidad de Las Palmas de Gran Canaria, Spain, Visiting Professor of Sun Yat-sen University (China), Universitat do Algarve (Portugal), University of Isfahan (Iran), Lifetime Honorary Professorship of Bundelkhand University (India), and professor emeritus of University of Wisconsin-Stout (USA).





**Mr. Philip See**

CEO, Firefly and Radio Presenter

Formerly of McKinsey, PEMANDU and Malaysia Airlines, Philip See has two jobs: CEO of the domestic-focused airline Firefly and a presenter with BFM in Kuala Lumpur. Philip was appointed CEO of Firefly, a wholly owned subsidiary of the Malaysia Aviation Group (MAG), in January 2019. Prior to that Philip was the Head of Strategy and Network for Malaysia Airlines. Having previously served in the Turnaround Management Office (TMO) back in 2004, he was responsible for implementing the Business Turnaround Plan and consequently the Business Transformation Plan. Philip left the airline in 2010 and rejoined Malaysia Airlines in 2015 as a Network Planner. Before joining Malaysia Airlines in 2004, Philip was with Deutsche Bank as a Financial Analyst in the London office, looking at equity and mergers and acquisition (M&A) markets in the Asia Pacific region. He was also a consultant with Arthur D. Little, before joining the airline. Philip holds a 1<sup>st</sup> Class Honours degree in Chemical Engineering (MEng) from Imperial College London, UK. With his experience across the different disciplines within finance, strategy and network both in Malaysia and abroad, Philip understands the complexities of the business and brings to Firefly a wide breadth of knowledge.



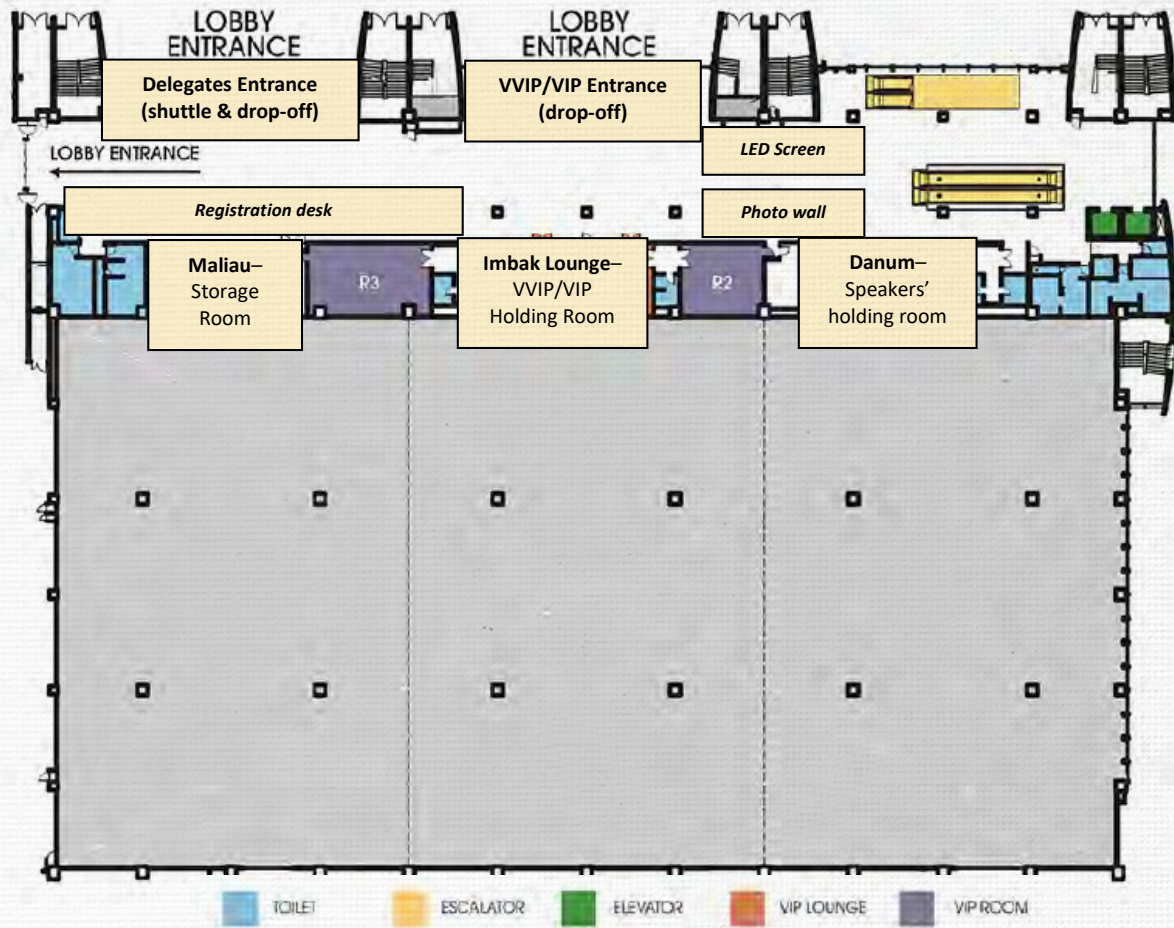
# CONFERENCE LAYOUT

## Level 2, Sabah International Convention Centre (SICC)



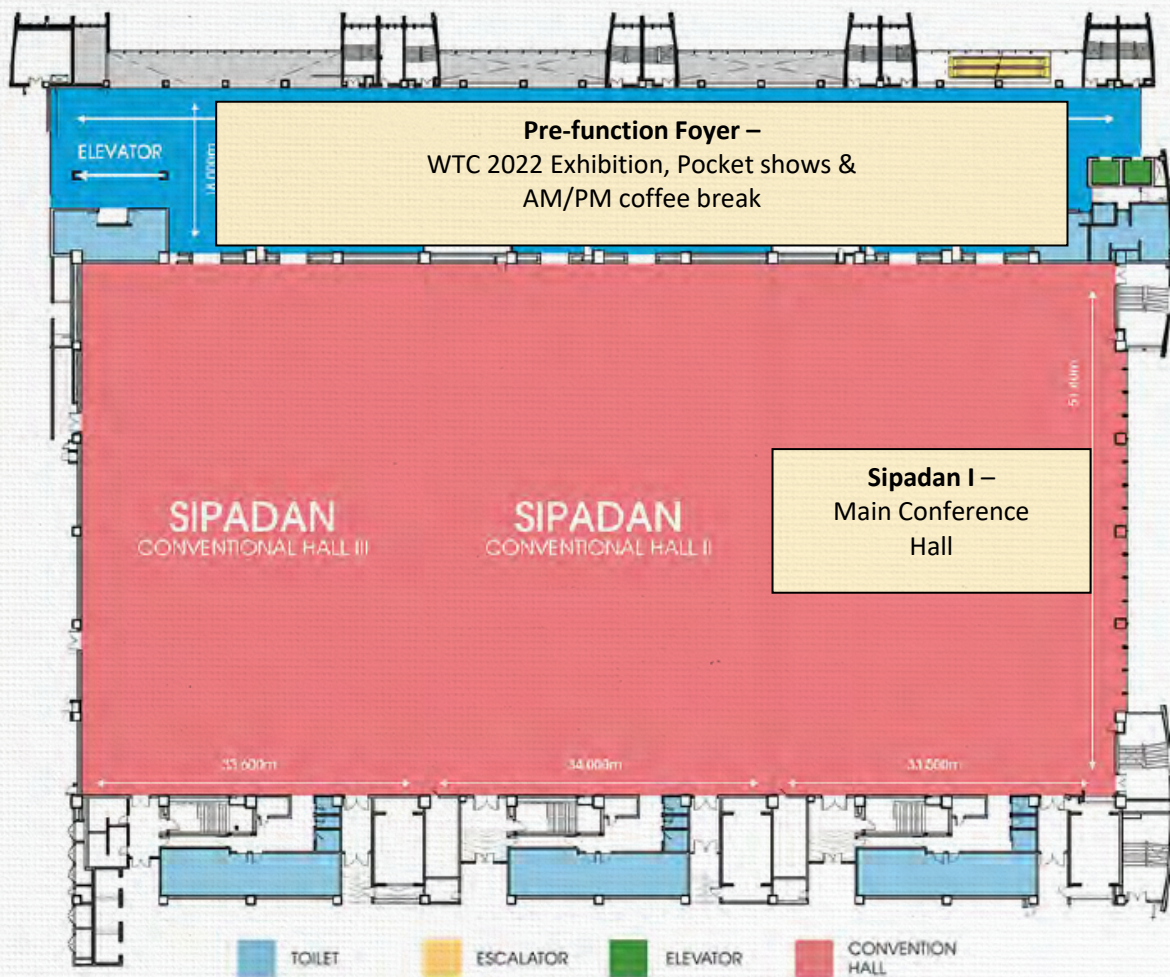


## Level 3, SICC



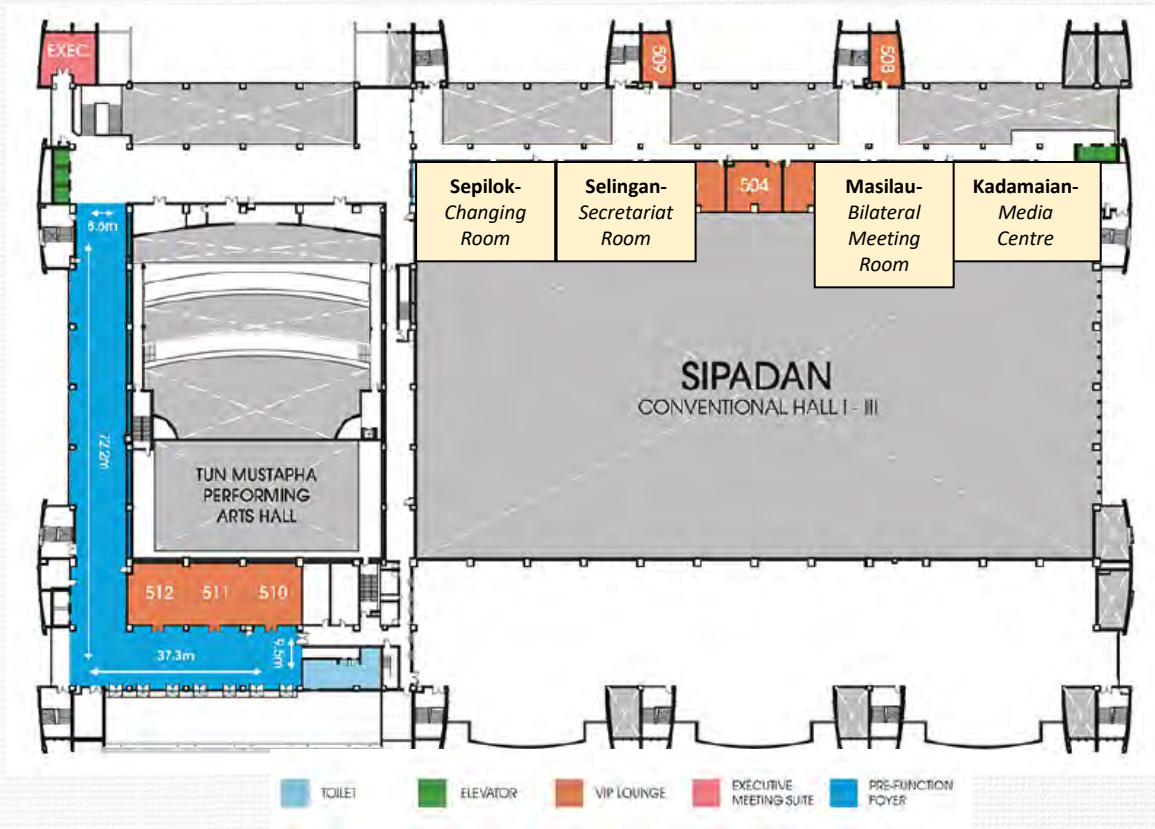


## Level 4, SICC





## Level 5, SICC





# ACKNOWLEDGEMENT & STRATEGIC PARTNERS

The Government of Malaysia, the World Tourism Organization (UNWTO), the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), the Sabah State Government and the people of Malaysia wish to extend sincere appreciation to the expert speakers for their time and thought-provoking presentations, to the presence and participation of local and international delegates, to the tireless contribution of individuals and to the valued support of various organisations in making the World Tourism Conference 2022 a resounding success.

## HOST AGENCIES



## VENUE PARTNER



## OFFICIAL AIRLINE



## OFFICIAL HOTEL





## PARTNER HOTELS



## STRATEGIC PARTNERS







YTL HOTELS















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