PROVISIONAL PROGRAMME
(As of 25th November 2022)

For more information, please scan or visit the event website
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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<th>DATE/TIME</th>
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<tr>
<td><strong>27 NOVEMBER 2022 – SUNDAY</strong></td>
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</table>
| 03:00 pm – 08:00 pm | PARTICIPANT REGISTRATION  
Venue: Foyer, Level 3, Sabah International Convention Centre (SICC) |
| 06:00 pm – 08:00 pm | **WTC 2022 NETWORKING RECEPTION HOSTED BY MINISTRY OF TOURISM, CULTURE AND ENVIRONMENT SABAH (By invitation only)**  
Venue: The Pacific Sutera Hotel |
| **DAY 1 | 28 NOVEMBER 2022 – MONDAY** | |
| 7:30 am – 9:00 am | PARTICIPANT REGISTRATION  
Venue: Foyer, Level 3, SICC |
| 8:00 am – 6:00 pm | **WTC 2022 EXHIBITION**  
Venue: Foyer, Level 4, SICC |
| 9:00 am | **WTC 2022 OPENING CEREMONY**  
(GUESTS TO BE SEATED BY 8:50 AM) |
| 9:05 am | **Negaraku**, National Anthem and **Sabah Tanah Airku**, State Anthem |
| 9:10 am | **Overture Performance** |
| 9:15 am | **Doa Recitation** |
| 9:20 am | **Welcoming Remarks**  
Datuk Hajah Saraya Arbi  
*Secretary General, Ministry of Tourism, Arts and Culture Malaysia* |
| 9:30 am | **Welcoming Remarks**  
The Rt. Hon. Datuk Seri Panglima Haji Hajiji Haji Noor  
*Chief Minister of Sabah* |
| 9:40 am | **Opening Remarks**  
Mr. Harry Hwang  
*Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO)* |
| 9:55 am | **Launching of WTC 2022**  
Launched jointly by Regional Director of UNWTO, Chief Minister of Sabah and Secretary-General, Ministry of Tourism, Arts and Culture Malaysia |
| 10:05 am | **Group Photo Session**  
Guest of Honour, VVIPs, Moderators and Speakers |
| 10:05 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 |
SESSION 1: DECODING TOURISM FUTURES – FORESIGHT & SCENARIOS
(DELEGATES TO BE SEATED BY 10:50 AM)

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.

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

PANEL DISCUSSIONS AND Q&A

01:00 pm – 2:30 pm
Hosted lunch by Tourism Malaysia
Venue: Kinabatangan III, Level 2, SICC

SESSION 2: DISCOVERING NICHE OPPORTUNITIES FOR GROWTH
(DELEGATES TO BE SEATED BY 02:20 PM)

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.

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. Maklarin Lakim  
  Director, Sabah Parks

PANEL DISCUSSIONS AND Q&A

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<tr>
<td>04:45 pm</td>
<td>Afternoon Coffee Break</td>
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<tr>
<td>05:00 pm</td>
<td>Depart for WTC 2022 Official Dinner</td>
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<td>05:00 pm</td>
<td>(TRANSPORT WILL BE PROVIDED BY THE ORGANIZER)</td>
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<tr>
<td>07:30 pm</td>
<td>WTC 2022 OFFICIAL DINNER HOSTED BY SABAH STATE GOVERNMENT</td>
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<tr>
<td>09:30 pm</td>
<td>Return to the Hotel</td>
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<td>(TRANSPORT WILL BE PROVIDED BY THE ORGANIZER)</td>
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END OF DAY 1

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

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<tr>
<td>08:00 am</td>
<td>WTC 2022 EXHIBITION</td>
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<td>10:00 am</td>
<td>SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES</td>
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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 captains of industry for policy makers, industry players and stakeholders to emulate, replicate and adopt best practice.

Presenters:
- Mr. Gary Bowerman  
  Director, Check-in Asia
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<td>11:00 am – 11:15 am</td>
<td>Morning Coffee Break</td>
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| 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 |
| 12:45 pm – 02:30 pm | Hosted lunch by Tourism Malaysia  
Venue: Kinabatangan III, Level 2, SICC |
| 02:30 pm – 04:45 pm | SESSION 4: REBUILDING TOURISM RESILIENCE & READINESS  
(DELEGATES TO BE SEATED BY 02:20 PM)  
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.  
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.  
**Moderator:**  
Mr. Philip See  
CEO, Firefly and Radio Presenter, BFM  
**Panelists:**  
- Dr. Raymond Rastegar  
  Researcher and Lecturer, 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 |
### D A T E / T I M E

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| - 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 |

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| 04:45 pm – 05:00 pm  
  Afternoon Coffee Break |

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**END OF DAY 2**

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

| 09:00 am – 05:00 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

| 09:00 am – 11:00 pm  
  Departure of delegates |

**END OF PROGRAMME**