



UNWTO AFFILIATE MEMBERS ROUNDTABLE: Public-private cooperation at the core of tourism sustainable development

When: Thursday, 15th June 2023

Where: Sokha Phnom Penh Residence, Phnom Penh, Cambodia

OFFICIAL SPEAKERS

Opening Remarks



Mr. Beka Jakeli

Director of External Relations
UNWTO

Moderator



Mr. Michele Pitta

Project Specialist,
UNWTO

Affiliate Members Department

Mr. Michele Pitta joined the UNWTO Affiliate Members Department in 2019, where he holds the position of Project Specialist. He is responsible for the daily dialogue and the implementation of projects and initiatives with the Affiliate Members from the Asia and the Pacific, Africa and the Middle East. Prior to his role at UNWTO, he worked for the Spanish Agency for International Development and Cooperation (AECID) in Jordan, focusing on humanitarian affairs and cooperation projects. He holds two Master's degrees, one from the University of Barcelona in Development Cooperation and Human Rights, and one from the University of Bologna in International Politics and Security. He also earned a Bachelor's degree in Political Sciences from the University of Trieste.

Panelists:



Mr. Christopher Cocker
CEO,
Pacific Tourism Organization

Mr. Cocker hails from the Kingdom of Tonga and is currently the Chief Executive Officer of the Pacific Tourism Organisation (SPTO), a position he has occupied since 2016. Having previously worked for a number of organizations in the past 25 years such as Tonga Visitors Bureau, Tourism Council of the South Pacific, World Wildlife Fund (Pacific), Pacific Trade and Invest (Auckland) Pacific Corporation Foundation (Auckland) and The Pacific Community (SPC), resulting in extensive experience working with Pacific Public and Private sector in the fields of tourism, trade and investment. As a proud Pacific Islander, Chris is a passionate advocate of sustainable tourism development in the region



Ms. Widyasari Listyowulan
Vice President, Public Policy
and Government Relations,
Traveloka

As the Vice President of Public Policy, Government Relations and Sustainability of Traveloka, Ms. Listyowulan is responsible for advancing the company's interaction with the government, regulators, international agencies and communities. Her role also includes creating the sustainability footprint of Traveloka in the region, covering Indonesia, Thailand, Vietnam, and Malaysia. Prior to her role at Traveloka, she worked for leading tech companies, including Amazon Web Services (AWS), Intel Corporation, and Dana Indonesia as well as international organizations like UNDP and US-Indonesia Society (USINDO) in Washington DC.



Mr. Junichi (Jack) Kumada
Senior Advisor to the CEO -
Global Tourism Agenda,
JTB Corp.

Mr. Kumada joined JTB Corp. in 1992, and since then he focused intensively on the Japan Inbound Tour operation, especially for English speaking markets (mainly USA, Canada, New Zealand and Australia), and the JTB Japan Inbound B2C online travel website, of which he is one of the founders. Since 2017, he has also been assigned as Chief of the Research Office at JTB Corp.

From 2014 to 2017, endorsed by the Commissioner of Japan Tourism Agency - Ministry of Land, Infrastructure, Transport and Tourism, he also worked as a Senior Officer at the UNWTO Regional Department for Asia and the Pacific, where he assisted Member States and UNWTO Affiliate Members in Asia and the Pacific region.



Dr. Hiram Ting
Director,
Responsible Borneo

Dr. Hiram is the Director of Responsible Borneo (REBORN) and Chairman of Sarawak Research Society. He is currently attached to UCSI University Sarawak Campus in Malaysia as Associate Professor. He serves as the Editor-in-Chief of the Journal of Responsible Tourism Management (JRTM) and Asian Journal of Business Research (AJBR). Due to his works in mobilizing knowledge into practice as well as empowering youth and communities, he is appointed as the first Ambassador of Emerald Publishing in East Asia. In the last three years, he founded two scholarly-cum-praxis bodies, namely Southeast Asia Research Academy (SEARA) and International Centre for Responsible Tourism in Southeast Asia (ICRT-SEA). He was recently included in the UNWTO Panel of Tourism Experts.



Mr. Luu Meng
President,
Cambodia Tourism Federation

Mr. Luu Meng is born in Cambodia and have worked in the kitchens of five-star hotels belonging to the Sofitel and Sunway groups during his early working years and gained overseas exposure with the chain at its hotels in Singapore, Thailand, and Malaysia. He is also the ambassador to promote and propel Cambodian cuisine into the world stage.

In 2005, he established Malis Restaurant. Malis has been bestowed with the title of the 'Best Cambodian Cuisine' by the Ministry of Tourism of Cambodia and awarded Restaurant of the Year in Cambodia by the International Travel Expo.

Since 2016 he is the President of the Cambodia Tourism Federation, representing the collective interest of the tourism private sector in addressing key issues and challenges of the sector in Cambodia.

Luu Meng is also the Director of Thalias Hospitality Group, President of the Academy of Culinary Arts Cambodia - under the Professional Institute of Excellence - Co-Chairman of Private Sector Tourism Working Group B – Tourism Sector.

Previously he was the Vice President of ASEAN Hotel Association and President of the Cambodian Hotel Association.