



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



6TH GLOBAL SUMMIT ON URBAN TOURISM

“Sustainable and Competitive Tourism on the
New Urban Agenda”

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

PROGRAMME

December 3, 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 6th 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 6th 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.

Media Partner:



Sunday, 3 December 2017

15:00 - 22:00 Registration (Hotel Lobby, Majestic Hotel)

20:00 - 22:00 Welcome Cocktail at Wow KL (by invitation only)

Monday, 4 December 2017

07:00 - 09:00 Registration (Pre Function Area, Level 2 Majestic Hotel)

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

Master of Ceremony: Mr. Rahim Rahman

Welcome Remarks: H.E. Datuk Seri Hj. Mhd. Amin Nordin Abd. Aziz,
Mayor of Kuala Lumpur

Congratulatory Remarks: Dr. Joan Clos, Executive Director, UN–Habitat

Congratulatory Remarks: Mr. Taleb Rifai, Secretary–General, UNWTO

Opening Remarks: Hon. Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister
of Tourism and Culture, Malaysia

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 on the new urban agenda (HABITATIII) and will explore tourism policies and strategies which facilitate economic growth, structural economic transformation and job creation.

Moderator: Ms. Sharanjit Leyl, Presenter for BBC World News

Keynote: Dr. Joan Clos, Executive Director, UN-Habitat

Presentation and debate:

- **Mr. Márcio Favilla,** Executive Director for Operational Programmes and Institutional Relations, UNWTO
- **Dr. Ko Koens,** Associate Professor, Centre of Expertise Leisure, Tourism and Hospitality (CELTH), 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
- **Mr. Akel Biltaji,** Chairperson, Abdali Group, Jordan

Panel Discussion and Q / A

13:00 – 15:00 Lunch

15:00 – 17:00

SESSION 2: Key Factors for Urban Tourism Competitiveness (I)

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

Presentation and debate:

- **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 in Singapore
- **Accessible Tourism: Ms. Mary Chen**, Editor for Challenges Magazine, Kuala Lumpur, Malaysia
- **Sustainability in New Urban Developments: Mr. Stuart Mendel**, Managing Director, Tun Razak Exchange Lifestyle Quarter, Lendlease Development Malaysia

Panel Discussion and Q / A

17:00 – 17:30

Refreshment

20:00 – 22:00

Welcome Dinner hosted by Kuala Lumpur City Hall
Venue: Shangri-La Hotel Kuala Lumpur

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

Presentation and debate:

- **The Asia-Pacific Perspective: Mr. Xu Jing**, Regional Director for Asia and the Pacific, UNWTO
- **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. Li Baochun**, Executive Deputy Secretary General, World Tourism Cities Federation (WTCF), China
- **Aviation Business Intelligence: Mr. Craig Astridge**, Regional Head, Marketing and Commercial Services Asia Pacific, International Air Transport Association (IATA), Singapore

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, Shanghai Normal University, China

Presentation and debate:

- **Mr. Enver Duminy**, CEO, Cape Town Tourism, South Africa
- **Ms. Marcella Gaspardone**, Marketing, Public Relations & Convention Bureau Manager, Turismo Torino e Provincia, Turin, Italy
- **Ms. Maria Laura Pierini**, Operational Manager for Capacity Building, Ente de Turismo de Buenos Aires, Argentina
- **Mr. Hongbin Zhang**, CEO, Hangzhou Tourism Committee, China
- **Mr. Masato Takamatsu**, Managing Director & Chief Research Officer, JTB Tourism Research & Consulting Co., Japan

Panel Discussion and Q / A

13:30 – 15:00

Lunch

15:00 – 16:15

Summary and Conclusions

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

Announcement of the host city of the 7th Global Summit on Urban Tourism 2018

16:15 – 16:30

Closing Ceremony

Local authorities

Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO

16:30 – 17:00

Refreshment

Wednesday, 6 December 2017

09:00 – 17:00

**TECHNICAL TOURS for International Delegates only
(see Information Note)**