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Asian Strategy & Leadership Institute

*Dedicated To Creating A Better Society*

# Tourism Summit 2017

**“Towards Sustainable and  
Inclusive Growth in the Digital Era”**

**Thursday, 10 August 2017 | Kuala Lumpur**



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# Tourism Summit 2017

## “Towards Sustainable and Inclusive Growth in the Digital Era”

The World Economic Forum has ranked Malaysia the 26th most competitive tourism destination this year. The result is attributed to price competitiveness, strong air connectivity and beautiful natural resources as well as improved ICT readiness, tourism service infrastructure and international openness. To move up the rankings, Malaysia needs to do more to address the issue of sustainability.

Tourism is also one of the National Key Economic Areas (NKEA) under Prime Minister Najib’s National Transformation Plan (NTP) to propel Malaysia towards high-income status. Tourism’s contribution to national GDP is expected to grow from MYR167.5 billion last year to MYR 174.6 billion this year. 2017 should be a good year for tourism, supported by the weaker MYR and various initiatives including relaxing visa requirements, improved air connectivity, new tourist attractions as well as the Visit ASEAN Campaign, rising regional living standards and proximity to mass markets like China and India. Malaysia is targeting 32 million tourist arrivals while ASEAN collectively is targeting 121 million tourist arrivals.

Key issues that will be addressed at this summit include the future of tourism in Malaysia and ASEAN; promoting sustainable tourism and capitalising on technological innovation in tourism. This summit is intended as a timely platform to provide industry updates, expert insights and practical knowledge, and as a conduit for networking, sharing and forming strategic partnerships amongst thought leaders, business owners and senior executives of public and private enterprises involved in tourism and its supporting activities.

### WHO SHOULD ATTEND?

- Businessmen and entrepreneurs interested in the Tourism sector
- Senior Government Officials involved in Tourism and its supporting activities (Finance, Transport, Works etc.)
- Tourism Boards and Agencies
- Tourism Destinations
- Tourism Associations
- Hotels, Resorts and Other Accommodation Operators and Managers
- Airlines and Airports
- Cruise Lines and Ports
- Online and Offline Tour and Travel Agencies
- Shopping Malls and Duty Free Shops
- Food and Beverage Companies
- Technology Providers for the Tourism sector
- Media and PR Companies related to Tourism
- Medical and Health Tourism Operators
- MICE (Meetings, Incentives, Conventions & Exhibitions) Operators
- Attractions (Theme Parks, Museums, National Parks etc.)
- Insurance and Credit Card Companies
- Car Rental Companies
- Academia
- Financiers, Investors, Bankers, Venture Capitalists and Analysts



### WHY ATTEND?

- Participate in the platform for industry, government, civil society and academia to come together to formulate industry-friendly strategies to promote sustainable tourism growth within Malaysia and ASEAN moving forward
- Gain fresh insights on future opportunities and challenges facing the tourism industry to better position your business to thrive
- Learn about technological innovation in relation to tourism and see how innovative solutions can be applied to connect systems, improve security, facilitate passage and enhance service delivery and traveller experience
- Learn from the experts in industry and academia to address tourism related concerns as well as the role you can play as a stakeholder in shaping the industry’s evolution
- Take advantage of opportunities to broaden your network, form partnerships and collaborate with other players in the tourism industry as well as its supporting businesses

# PROGRAMME

8.30 am	Registration of Participants	2.00 pm	<b>SESSION THREE</b> <b>Incorporating Sustainability across the Tourism Value Chain</b> Tourism's potential to be a force for good is massive. It can create quality employment opportunities, protect and restore our planet's biodiversity and build bridges between peoples and cultures. In these respect, a key issue for tourism is sustainability. The United Nation's Sustainable Development Goals has a specific aim for sustainable tourism under Goal 8.9, which is to devise and implement policies to promote sustainable tourism that create jobs and promote local culture and products by 2030. This session examines whether existing policies and practices support sustainable tourism in respect of social, cultural, natural and built resources in terms of safety, security, protection and management. It also explores possible policies and practices to complement or replace existing ones where necessary.
9.00 am	<b>SESSION ONE</b> <b>Tourism Outlook Post-2020: The Medium-Term Game Plan</b> The goals of Malaysia's Tourism Transformation Plan 2020 could be within reach given the current trajectory of growth in the tourism sector. This session looks beyond 2020 through special presentations on the country's medium-term game plan to improve its competitiveness as a tourism destination globally, and on the regional outlook for tourism in the Asia Pacific in general and ASEAN more specifically.		
10.00 am	<b>OPENING PROGRAMME</b> <b>WELCOME REMARKS</b> <b>Tan Sri Dato' Dr. Michael Yeoh</b> Chief Executive Officer, ASLI		
10.10 am	<b>OPENING KEYNOTE ADDRESS</b> <b>YB Dato' Seri Mohamed Nazri bin Abdul Aziz *</b> Minister of Tourism and Culture Malaysia	3.30 pm	<b>SESSION FOUR</b> <b>Taking Advantage of the Technological Revolution in Tourism</b> The 4th Industrial Revolution has boosted the traction of digital technology and connectivity, and we are seeing a rapid increase in services provided through mobile platforms and social media. Mobile travel service bookings as a share of total online bookings worldwide has increased from 9% to 33% in less than 2 years. Mobile technology has enabled travellers to constantly access services and information in real-time as well as connect locals and travellers directly without intermediaries, changing the behaviours and expectations of connected global citizens and thereby necessitating a review of business models. This session delves into how best to optimise the application of technological advancements to take the tourism industry to the next level by connecting systems, improving security, facilitating passage and enhancing service delivery and traveller experience.
10.30 am	Memento Presentation		
10.40 am	Morning Refreshments		
11.00 am	<b>SESSION TWO</b> <b>Visit ASEAN@50: The Opportunities and Challenges in Coming Together as One</b> 2017 marks the 50th anniversary of ASEAN. National tourism organisations across the 10 member states have come together to develop "Visit ASEAN@50: Golden Celebration" to commemorate this milestone and to embrace ASEAN as a single, united tourism destination. Its main objectives are to boost tourist arrivals to 121 million and tourism receipts to USD83 billion while staying aligned to ASEAN's tourism vision for the next decade: "By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of ASEAN people". This session seeks inputs from stakeholders in terms of strategic policy planning, implementation and review towards achieving the objectives of "Visit ASEAN@50: Golden Celebration" and the longer-term vision for ASEAN tourism until 2025.	5.00 pm	End of Forum and Refreshments
12.30	Networking Lunch		

\* To be confirmed

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the Summit and is not responsible for cancellations due to unforeseen circumstances.
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any role-player at the Summit. In addition, the Organiser is not responsible for any copying, republication or redistribution of such statements.
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# REGISTRATION FORM

Tourism Summit 2017  
10 August 2017 • Kuala Lumpur

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## REGISTRATION INFORMATION

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### REGISTRATION

Send/fax this entire form (or a photocopy) to:

#### ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)

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## About ASLI

The Asian Strategy & Leadership Institute (ASLI) is an independent, private and not-for-profit Think Tank headquartered in Malaysia. ASLI is committed to creating a better society and to help organisations enhance their competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, Business Councils and CEO peer groups. With over 20 years' experience, ASLI is the super-connector between Government, Business and Civil Society, having managed high-level business partnerships in Singapore, Indonesia, Philippines, Vietnam, Thailand, Cambodia, Laos, Myanmar, Japan, China, Australia, USA, Canada, Britain, Germany, South Africa and other parts of the world.

Further information of ASLI is available at [www.asli.com.my](http://www.asli.com.my)

### ► REGISTRATION FEES

Registration Fee  
**RM1,800**  
+ 6% GST per delegate

Special Group Discount  
**RM1,600**  
(Minimum 3 delegates)  
+ 6% GST per delegate

Government / NGO  
**RM1,500**  
+ 6% GST per delegate

NOTE: Fee includes lunch, refreshments & conference documentation

### ► PAYMENT METHOD

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on **'space available' basis**. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd**.

BANK TRANSFER  CASH  CHEQUE

Payee name : **Asian Strategy & Leadership Incorporated Sdn Bhd**

Bank account : 3089034201

Bank : Public Bank Bhd

Branch : Bandar Sunway

Bank address : 48 & 50, Jln PJS 11/28A, Bandar Sunway, 46150 Petaling Jaya, Selangor

Swift Code : PBBEMYKL

### FOR PRIVATE SECTOR

The organiser reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees **PRIOR** to the event date.

### FOR GOVERNMENT SECTOR

A Local Order (LO) or letter of approval to participate must be presented before the event.

### SUBSTITUTION/CANCELLATION

Provided the total fee has been paid, substitutions at no extra charge up to **5 days** before the event are allowed. Otherwise all bookings carry a **50%** cancellation liability immediately after a signed sales contract has been received by the organiser. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation.



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