



Asian Strategy & Leadership Institute  
Dedicated To Creating A Better Society



# TOURISM SUMMIT 2015

Connecting and Empowering Stakeholders  
30 July 2015 | Sunway Putra Hotel, Kuala Lumpur

**OPENING KEYNOTE ADDRESS**  
**YB Dato' Seri Mohamed Nazri Abdul Aziz**  
Minister of Tourism and Culture Malaysia

Supporting Organisations

Media Partners



# TOURISM SUMMIT 2015

Asia Pacific is at the forefront of tourism growth and development. The Pacific Asia Travel Association (PATA) statistics showed that collectively the destinations within this region received approximately 520 million international visitor arrivals last year while the World Travel and Tourism Council data showed that travel and tourism receipts accounted for 8.5% of Asia Pacific GDP or USD 3.6 billion.

Tourism is an important foreign exchange earner and contributes substantially towards economic growth and employment generation in many countries, as well as towards regional understanding and cooperation. Therefore, continued growth in a sustainable manner is vital to entrench its resilience and in this, all stakeholders have a role to play as each bears part of the responsibility.

The ASEAN Economic Community recognises the importance of tourism to the economies of its members hence has a specific tourism component to strengthen and promote it. International visitor arrivals to ASEAN reached 74.8 million in 2012, with intra-ASEAN travel accounting for 46% of it. Enhanced air connectivity with the launching of new airlines in the past few years, namely Air Asia Philippines, Scoot, Malindo Airways, Mandala, Thai Smile and Lao Central Airlines came about as a result of the remarkable increase in demand.

Malaysia has named tourism as one of the National Key Economic Areas (NKEA) to drive growth as it is the third biggest income earner for the country. The goal is to draw 36 million visitors by 2020. Malaysia's government is confident of achieving this target despite major safety and security challenges as fellow ASEAN members continue to provide the bulk of Malaysia's inbound visitors. It has also declared 2015 as the Year of Festivals to drive tourism growth. Furthermore, Malaysia has earned various accolades in tourism such as the 9th most visited country in the world and the 2nd best shopping destination in Asia Pacific by Globe Shopper Index.

Key issues that will be addressed at this summit include the future of tourism in Malaysia and ASEAN post AEC 2015; promoting tourism and maximising returns from tourism development; innovation in tourism; collaboration with other industries in niche tourism; as well as the key evergreen issues of connectivity, infrastructure and sustainability. This summit is intended as a timely platform to provide industry updates, expert insights and practical knowledge, and also 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
- 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 and government to come together to formulate industry-friendly strategies to promote tourism growth within Malaysia and ASEAN moving forward
- Gain fresh insights on future opportunities and challenges facing the tourism industry in Malaysia and in ASEAN post AEC 2015 to better position your business for success
- Get tips on maximising your returns on investment in promoting tourism developments locally, regionally and internationally
- Learn about innovation in relation to tourism and see how innovative solutions can be applied to make the industry more sustainable and also to improve processes, build branding, move up the value chain and enhance yield
- Learn from the experts in industry and academia to address tourism related concerns especially in the areas of sustainability, connectivity and infrastructure 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

- 08:30 Arrival and Registration of Participants
- 09:00 Arrival of VIPs
- 09:15 **WELCOMING REMARKS**  
**Tan Sri Dato' Dr Michael Yeoh**  
*Chief Executive Officer & Director, Asian Strategy & Leadership Institute*
- 09:20 **OPENING KEYNOTE ADDRESS**  
**YB Dato' Seri Mohamed Nazri Abdul Aziz**  
*Minister of Tourism and Culture Malaysia*
- 09:40 Morning Refreshments

## SESSION 1

### Malaysia and ASEAN – What the Future Holds for Tourism Post AEC 2015

- 10:00 Tourism contributes substantially towards economic growth and employment generation, as well as towards regional understanding and cooperation. The AEC (ASEAN Economic Community) recognises its importance and has a specific tourism component to strengthen and promote it. At the local level, Malaysia is targeting 36 million visitors and \$52 billion in revenue annually by 2020. It is therefore vital to promote continued growth in a sustainable manner to entrench tourism's resilience. This session looks into the respective roles of government, industry and other stakeholders in addressing tourism's future opportunities and challenges. It is intended as a platform to bring them together to formulate industry-friendly strategies to promote tourism growth within Malaysia and ASEAN post AEC 2015.

## SESSION 2

### Connectivity and Infrastructure – The Lifeblood of Tourism

- 11:30 Connectivity and infrastructure is viewed as the lifeblood of tourism because enabling people to travel safely, securely and efficiently is the key to tourism. Investment in infrastructure development to improve connectivity is therefore essential. This session examines the role of regulators, airlines and airports in facilitating travel and tourism. Key issues include open skies, border security policies and travel facilitation initiatives; enhancing air connectivity as well as airport capacity development and management.
- 12:30 **LUNCHEON TALK**
- 12:45 Networking Lunch

## SESSION 3

### Promotion – Maximising Returns from Tourism Development

- 13:45 To capitalise on the rise of Asian tourism, we need to shift our focus from visitor numbers to include yield. Other forms of returns that must be considered include the engagement of local communities which would address the issues of skills development, poverty alleviation and empowerment; and also environmental protection. It is increasingly important for tourism development bodies, attractions and accommodation providers as well as other stakeholders to pay close attention to these issues in addition to their longer term bottom-line. This session aims to explore how stakeholders can best collaborate to balance the maximisation of economic and social returns in the promotion of tourism developments.

## SESSION 4

### Innovation – Thinking out-of-the-box in Tourism

- 14:45 Technology and mobility are synonymous with innovation in advancing the tourism industry. The impact of innovation on tourism is most widely felt online as more than 90% of business and leisure travellers begin planning their travel using a search engine. Nine out of ten people tend to go online to research for hotels and five out of ten people will book online. This session looks into applying innovative solutions to improve the planning and booking processes for consumers while strengthening businesses' branding to help them move up the value chain and enhance yield, and at the same time contribute towards making the tourism industry more sustainable.

## SESSION 5

### Sustainability – A Joint Responsibility in Greening Tourism

- 15:45 The United Nations Conference on Sustainable Development in its outcome document for 2012 emphasised on the contribution of tourism to sustainable economic (profit), social (people) and environmental (planet) development. This session explores the role of stakeholders in shaping sustainable tourism, also known as green tourism or responsible tourism in terms of furthering its sustainability in the areas mentioned to benefit consumers, businesses and the local people while protecting the environment.

## SESSION 6

### Collaboration with Other Industries – Building Bridges in Niche Tourism

- 16:45 The pace of tourism's evolution towards niche sectors in collaboration with other industries has been quickening since the past decade. Malaysia is now a prominent medical tourism destination. The Malaysia Healthcare Travel Council expected 700,000 medical tourist arrivals generating \$360 million in revenue for 2013. Education tourism is enjoying tremendous growth as the government endeavours to turn Malaysia into a global education hub. Another notable niche is business or MICE tourism, which in Malaysia is spearheaded by Malaysia Convention and Exhibition Bureau (MyCEB). This session examines Malaysia's experience in building her international reputation and broadening market reach to move up the value chain and enhance yield through developing the higher earning niches of medical tourism, education tourism and MICE tourism. Other niche areas such as shopping and special events will also be examined
- 17:45 End of Summit & Afternoon Refreshments

#### Notes:

- ASLI is a PSMB/HRDF training provider
- 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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- Programme as of 3 March 2015

## Tourism Summit 2015

## REGISTRATION FORM

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**1st Delegate**

Dr/Mr/Ms \_\_\_\_\_

Position \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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Human Resource /Training Manager \_\_\_\_\_

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**2nd Delegate**

Dr/Mr/Ms \_\_\_\_\_

Position \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Bankdraft/Cheque No. \_\_\_\_\_

Bank \_\_\_\_\_ Amount \_\_\_\_\_

**3rd Delegate**

Dr/Mr/Ms \_\_\_\_\_

Position \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Please indicate the nature of your business

- Natural Resources  Construction/Engineering  Insurance/Healthcare
- Manufacturing  Communications & IT  Properties
- Service & Retail  Consultancy  Education

Others, Please specify \_\_\_\_\_

No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

- Marketing  Manufacturing  Service  Management
- IT  Finance  Personnel

Others, Please specify \_\_\_\_\_

Organisation's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## REGISTRATION INFORMATION

30 July 2015 | Sunway Putra Hotel, Kuala Lumpur

### REGISTRATION FEES

<b>Normal Registration Fee</b>	<b>RM1800.00 + 6% GST per delegate</b>
<b>Special Group Discount (minimum 3 participants)</b>	<b>RM1600.00 + 6% GST per delegate</b>
<b>Government/NGO</b>	<b>RM1500.00 + 6% GST per delegate</b>

### PAYMENT METHOD

#### PAYMENT

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

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellation, a **refund minus 10% service charge** will be sent to the said delegates if cancellation is received in **WRITING** by **23rd July 2015**. No refund will be made for cancellation received after **23rd July 2015**.

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

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