



GLOBAL TOURISM CITIES CONFERENCE 2016



10 - 11 MAY 2016



**PULLMAN
BANGSAR,
KUALA LUMPUR
MALAYSIA**



**“ INNOVATION & MARKET DRIVEN STRATEGIES:
KEYS TO SUSTAINABLE GROWTH ”**

www.globaltourismcitiesconference.com

Co-organised by:



OVERVIEW

The **Global Tourism Cities Conference 2016** is an international conference conceptualised to provide a conduit for the pan-Asian **Urban Tourism Infrastructure and Tourism Products Planning and Development** stakeholders to gather and discuss on pertinent issues and strategies in planning and developing a sustainable tourism city.

This conference, themed '**Innovation & Market Driven Strategies: Keys to Sustainable Growth**' will create the climate for city development experts, government leaders, policy makers and captains of industry to converge to share knowledge, expertise and experiences in tourism city planning and development, to share integrated urban solutions and discuss opportunities, challenges and strategies relating to the development and sustainability of tourism cities. GTCC 2016 will also create a platform for networking and opportunities for interactive exchanges of contacts and establish business collaborations.

THE OBJECTIVES OF GLOBAL TOURISM CITIES CONFERENCE 2016

- To provide a conduit for the pan-Asian regulatory authorities and commercial players to exchange knowledge on planning and development of
- To review and examine performances of the regional industry players and establish strategies in developing tourism cities
- To discuss on sustainable issues underpinning Tourism Cities planning and development
- To share and exchange experiences in successful marketing and branding of cities
- To facilitate the dissemination of information and subsequently opening up new turfs of business opportunities amongst the participants, industry stakeholders and players

BENEFITS OF ATTENDING GLOBAL TOURISM CITIES CONFERENCE

- Network and exchange of ideas with key regulators and captains of the industry
- Exchanging ideas on the planning and development of sustainable urban tourism products
- Sharing knowledge and experiences on the sustainability of global tourism cities
- Explore current and emerging strategic development plans and opportunity of urban tourism
- Explore new opportunities for business expansion
- Take away practical knowledge about effective tourism product development strategies
- Participate in supporting industry strategic forums and be informed of the latest developments
- Gain insights into the latest trends and technological application advances impacting urban tourism

WHO SHOULD ATTEND?

- Academia of Urban Planning, Economic Development and Tourism
- Airline and Airports Operators
- City Hall, Local Council, Governors and Mayors
- City Landscaping Architects and Operators
- City Solutions Providers
- Climate Change and Environmental Management Researchers
- Construction & Engineering Companies
- Culinary & Gastronomy Tourism Providers and Operators
- Government Economic, Housing, Industrial and Public Works Officials
- Government Tourism Authorities and Officials
- Hospitality Schools
- Hotels and Hospitality Managers and Operators
- Medical Tourism and Health Centre Operators
- Parks & Themeparks Designers and Operators
- Ports, Airports and Roads Infrastructure Providers and Operators
- Smart Cities Solutions Providers
- Tourism Boards and Agencies
- Tourism Destinations Managers and Operators
- Tourism Destinations Marketing & Promotion Agencies
- Travel & Tour Operators
- Urban Planners and Developers

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ISOCARP
Knowledge for better Cities



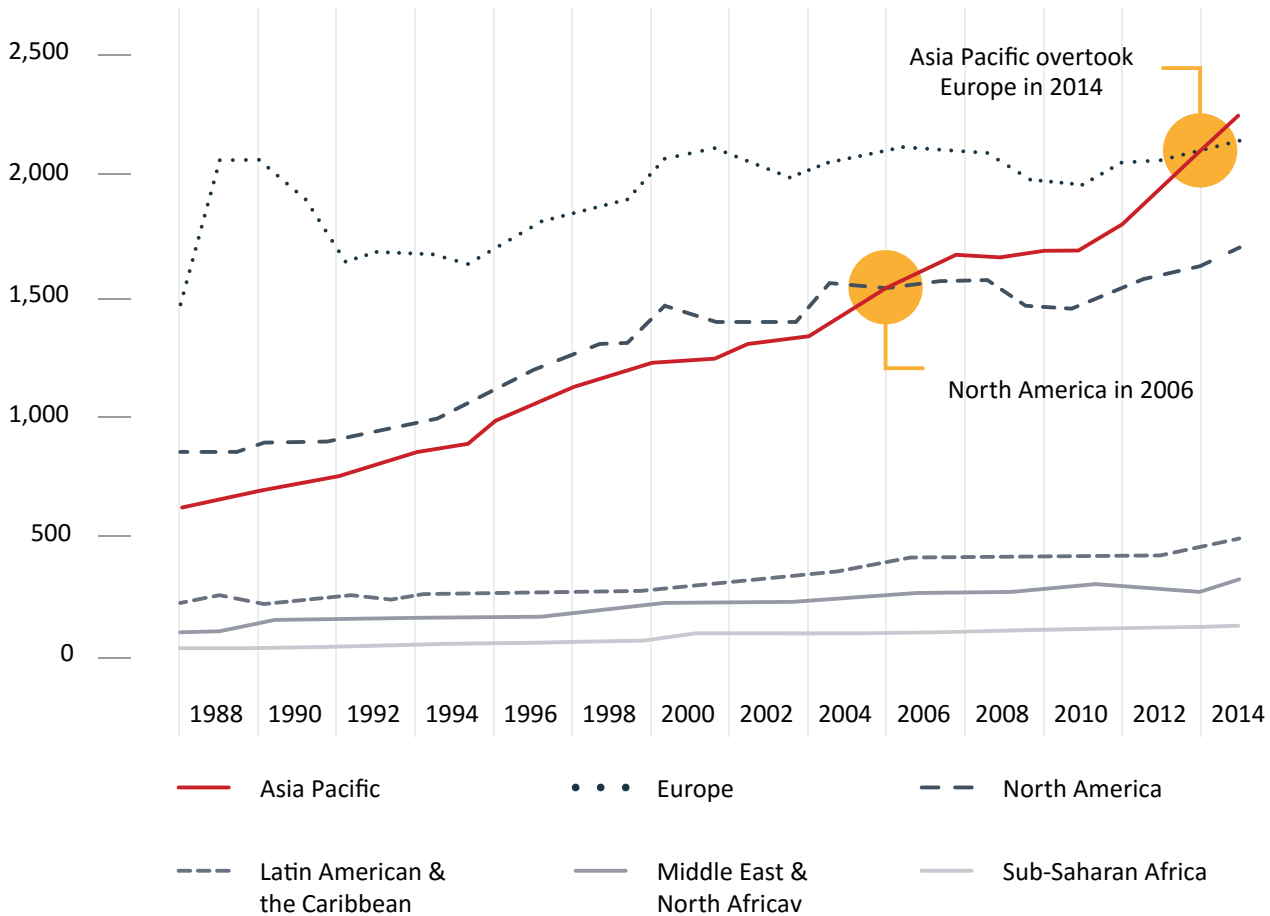
Sabah Housing and Real Estate Developers Association

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MARKET UPDATES

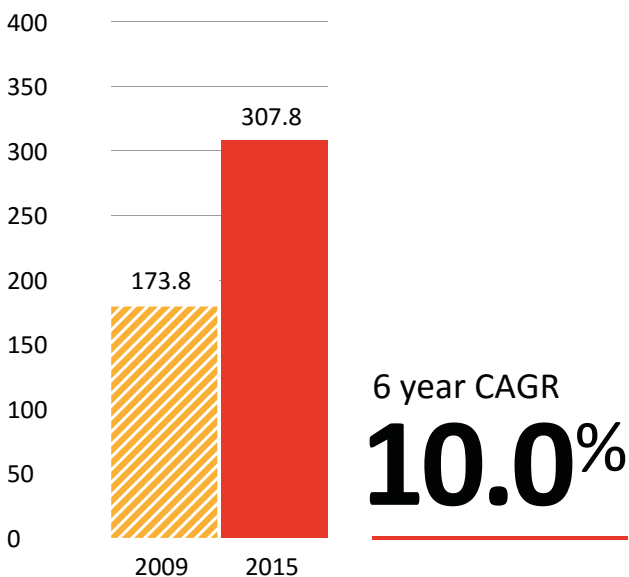
TRAVEL AND TOURISM TOTAL CONTRIBUTION TO GDP (US\$ BN)



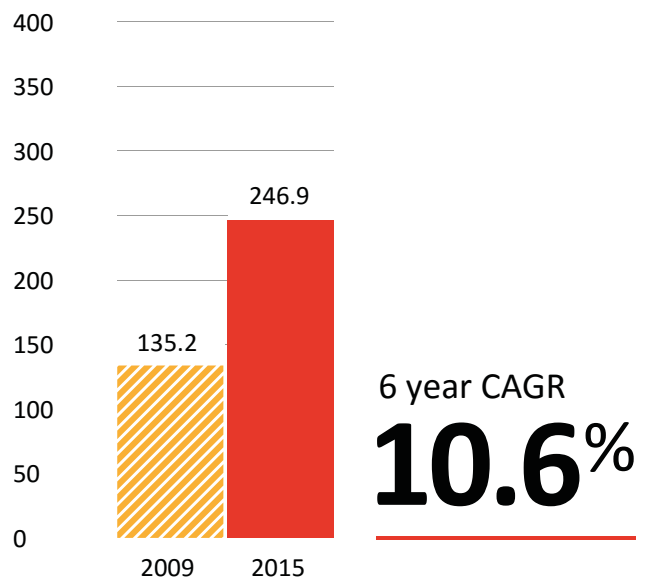
Tourism made up 9.3% of Asia Pacific's GDP in 2015 which equivalent to US\$2.27 trillion

GROWTH OF TOURISM IN ASIA PACIFIC

OVERNIGHT ARRIVALS (MN)























EXPENDITURE (US\$ BN)



Tourism expenditure in Asia Pacific has increased more than 80% which equivalent to US\$246.9billion in comparison to 2009





















MARKET UPDATES

ASIA PACIFIC TOP 20 DESTINATIONS BY INTERNATIONAL OVERNIGHTS ARRIVALS

| Rank by Arrivals | Destination | Arrivals (mns) | |
|------------------|--------------------------------|----------------|---|
| 1 | Bangkok | 21.9 |  |
| 2 | Singapore | 11.8 |  |
| 3 | Tokyo | 11.8 |  |
| 4 | Kuala Lumpur | 11.3 |  |
| 5 | Phuket | 9.3 |  |
| 6 | Seoul | 9.2 |  |
| 7 | Hong Kong | 8.3 |  |
| 8 | Pattaya | 8.1 |  |
| 9 | Bali | 7.2 |  |
| 10 | Osaka | 6.5 |  |
| 11 | Taipei | 6.4 |  |
| 12 | Shanghai | 5.5 |  |
| 13 | Siem Reap | 4.8 |  |
| 14 | Hokkaido | 4.7 |  |
| 15 | Mumbai | 4.6 |  |
| 16 | Chennai | 4.5 |  |
| 17 | Chiba | 4.2 |  |
| 18 | Beijing | 4.0 |  |
| 19 | Guangdong (excl. major cities) | 3.9 |  |
| 20 | Phnom Penh | 3.7 |  |

There are no ties in rank as all apparent ties are due to 1 decimal rounding.

ASIA PACIFIC TOP 20 DESTINATIONS BY TOTAL EXPENDITURE BY INTERNATIONAL TOURISTS

| Rank by Nights | Destination | Nights (mns) | |
|----------------|--------------|--------------|---|
| 1 | Bangkok | 107.0 |  |
| 2 | Sydney | 83.0 |  |
| 3 | Kuala Lumpur | 68.5 |  |
| 4 | Tokyo | 67.8 |  |
| 5 | Bali | 65.2 |  |
| 6 | Seoul | 55.6 |  |
| 7 | Singapore | 55.3 |  |
| 8 | Melbourne | 53.3 |  |
| 9 | Brisbane | 52.3 |  |
| 10 | Taipei | 42.3 |  |
| 11 | Phuket | 40.8 |  |
| 12 | Osaka | 31.2 |  |
| 13 | Perth | 30.2 |  |
| 14 | Hong Kong | 27.8 |  |
| 15 | Pattaya | 27.2 |  |
| 16 | Mumbai | 25.5 |  |
| 17 | Chennai | 22.7 |  |
| 18 | Penang | 21.4 |  |
| 19 | Auckland | 20.1 |  |
| 20 | Hokkaido | 18.9 |  |

PROGRAM

DAY ONE: 10 MAY 2016, TUESDAY

| | |
|--------|---|
| 8:30AM | Global Tourism Cities Conference 2016 Registration Venue: Foyer of Pullman Ballroom 2, Pullman Kuala Lumpur Bangsar |
| 8:30AM | Delegates to be seated at the Conference Hall Venue: Pullman Ballroom 2, Pullman Kuala Lumpur Bangsar |
| 8:40AM | Arrival of Distinguished Guests |
| 8:45AM | Arrival of Guest of Honor |

OPENING CEREMONY

| | |
|--------|--|
| 9:00AM | WELCOME ADDRESS Datuk Dr. Abdul Aziz S.A. Kadir, Chairman, Confexhub Group |
| 9:10AM | INAUGURAL ADDRESS AND LAUNCH OF GLOBAL TOURISM CITIES CONFERENCE 2016 |
| 9:30AM | Networking & Refreshments Break |

PLENARY SESSION

| | |
|---------|---|
| 10:00AM | KEYNOTE SPEECH 1: An Analysis on International Visitors Arrivals and Spending Trend in Asia Pacific Destinations |
| 10:40AM | KEYNOTE SPEECH 2: Innovation & Market Driven Strategies: Keys to Sustainable Growth |
| 11:20AM | KEYNOTE SPEECH 3: The Importance of Airlines Connectivity on Sustainable Regional Tourism Cities Development |
| 12:00PM | Luncheon for Guest Speakers and Delegates |

SESSION ONE:

Enhancing Destinations Competitiveness through Smart Tourism Destinations Framework

| | |
|--------|---|
| 1:00PM | Paper 1: Smart Tourism Destination (STD) Framework: Exploring Tourism Applications in Destination |
| 1:30PM | Paper 2: Enhancing Destination Attractiveness through Smart Mobility Safety & Security |
| 2:00PM | Paper 3: The Use of ICT as A Predictive Tool to Implement Smarter Management of Tourism Destinations |
| 2:30PM | Open Forum: Comments, Questions and Answers |
| 2:45PM | Networking & Refreshments Break |

SESSION TWO:

Tourism Place Making through Culinary Tourism

| | |
|--------|--|
| 3:15PM | Paper 4: Transforming Street Food to Food Districts in Urbanspace – The Catalyst for Tourism Growth |
| 3:45PM | Paper 5: Increasing Gastronomy Attractiveness of A City through Thematic Restaurant |
| 4:15PM | Paper 6: Creating Mobile Attractions with Mobile Food Trucks |
| 4:45PM | Open Forum: Comments, Questions and Answers |
| 5:00PM | CONFERENCE DAY 1 ENDS |

PROGRAM

DAY TWO: 11 MAY 2016, WEDNESDAY

SESSION THREE: Maximising Mega-Events for Urban Regeneration

| | |
|---------|---|
| 9:00AM | Paper 7: Strategic Use of Sport Events to Revitalise Cities |
| 9:30AM | Paper 8: Integrate Unique Festivals and Recreational Facilities in Urban Master Plan |
| 10:00AM | Paper 9: Business Tourism and Its Significance for Destination Development |
| 10:30AM | Open Forum: Comments, Questions and Answers |
| 10:45AM | Networking & Refreshments Break |

SESSION FOUR: Medical Tourism As Urban Tourism Catalyst

| | |
|---------|--|
| 11:15AM | Paper 10: Medical Tourism Market: Trend, Analysis and Statistics |
| 11:45AM | Paper 11: World's Best Hospital for Medical Tourists – The MTQUA Criteria |
| 12:15PM | Paper 12: Urban World Healing Hotels: Delivering Holistic Health and Wellbeing Environment and Services |
| 12:45PM | Open Forum: Comments, Questions and Answers |
| 12:45PM | Luncheon for Guest Speakers and Delegates |

SESSION FIVE: Urban Agriculture and Tourism for Sustainable Urban Development

| | |
|--------|---|
| 2:00PM | Paper 13: Creating Tourism Destination through Urban Rooftop Farming |
| 2:30PM | Paper 14: Roof Gardens - The Relaxing & Contemporary Tourism Place |
| 3:00PM | Paper 15: Bringing Farmstay to the City: Reality or Utopia? |
| 3:30PM | Open Forum: Comments, Questions and Answers |
| 3:45PM | TOURISM INDUSTRY CATALYST FORUM |
| 4:45PM | GLOBAL TOURISM CITIES CONFERENCE 2016 ENDS |

*Invited and awaiting confirmation

**This Program is subjected to change and for updated program, please logon to www.globaltourismcitiesconference.com
Program @ 4 March 2016

ADVISORY COMMITTEE



Prof. Dr. Walter Jamieson

Director of the Service Innovation Program, College of Innovation Thammasat University, Thailand

Director of the Service Innovation Program at Thammasat University and Distinguished Fellow in Urban Design, Faculty of Architecture and Planning, Thammasat University. Formerly Dean of the School of Travel Industry Management at the University of Hawai'i. His consultancy activities include assignments with the World Tourism Organization, ADB, ESCAP and UNESCO. Over 150 international research and consultancy projects with over 250 publications, papers and presentations. In 2012, he was Elected to the College of Fellow of the Canadian Institute of Planners. His latest urban related publications are *Managing Tourism in Metropolitan Areas – An Asian Perspective*, United Nations World Tourism Organization and *The Design and Development of Sustainable Cities: International and Thai Perspectives on Urban Design in the 21st Century*.



Dato Shamsul Falak

President, Kuala Lumpur Tourism Association

Dato Shamsul Falak currently leads the FAL Group which is involved in various tourism and hospitality businesses that ranges from resort development and management, timeshare vacation, travel and tour agency and consultancy services, to event management and marketing. He is recognized as one of the captains and leaders of the tourism industry having actively played many roles in the development and promotion of tourism in Malaysia. He is involved in many trade Associations and is currently the President of the National Tourism Council of Malaysia (NTCM), President of the Kuala Lumpur Tourism Association (KLTA) and a board member of PATA Malaysia Chapter. He has also served in various panels related to the industry which includes the Malaysian Qualification Agency (MQA) as well as the National and State Tourism Awards. He has acted as adviser/organizing chairman in many tourism and hospitality events that includes exhibitions, conventions and conferences. Dato Shamsul was conferred the award Darjah Indera Mahkota Pahang, which carries the title 'Dato', by the Sultan of Pahang for his contributions to the industry and community in 1997. A qualified Engineer by profession, he is also a Member of the Malaysian Institute of Management (MMIM), an Honorary Fellow of the Institute of Hospitality Management (Hon FIHM) and an Honorary Fellow of the Institute of General Management (Hon FIGM). Besides being active in his businesses and serving in various roles in the tourism industry, Dato Shamsul is also very much involved in community services and active in the social circle. He is a past President of Rotary Club of Damansara, a Paul Harris Fellow (Rotary International), has also served as a member of General Committees and other capacities in some of the premier clubs such as the Royal Lake Club and Royal Commonwealth Club and other Associations.



Datuk Dr. Abdul Aziz S.A. Kadir

Chairman, Confexhub Group

Datuk Dr. Abdul Aziz S.A. Kadir is the Chairman of Confexhub Group a thought leader network solutions provider of thought leader conferences and exhibitions. The objectives of the of the thought leader conferences and exhibitions business are to aid the growth and development of the Asian economies through the flow of reliable and quality researched business analytics and industry information from various industry platforms created for business leaders, industry experts and policy makers. Prior to joining Confexhub, he has spent more than 35 years in the Natural Rubber industry, having served the Rubber Research Institute of Malaysia in different capacities including 12 years as its Director before being appointed as the first Director-General of the Malaysian Rubber Board.



Mr. Christopher Khoo

Managing Director, MasterConsult Services Pte Ltd

Christopher Khoo is owner and managing director of MasterConsult Services since 2002, Singapore's leading specialist tourism consultancy. Prior to this, he was Asia Pacific Director at PricewaterhouseCoopers Consulting (Hospitality and Leisure). He spent fifteen years at Singapore Tourism Board, which included ten years overseeing their European operations. Christopher has worked extensively with property developers, tourism/leisure organisations and government authorities from Abu Dhabi, India, China, Nepal, Russia, Malaysia and Singapore. He graduated with a degree in Production Engineering from West Germany and obtained his MBA from City University Business School in London, United Kingdom. MasterConsult Services offers all tourism services including tourism master planning, MICE development, market/feasibility studies, capacity building programmes and destination development plans for public and private sector clients, including major donor agencies and international associations like the World Bank, Japanese Investment Cooperation Agency, the Commonwealth Secretariat and the Caribbean Tourism Organization. His most recent projects include developing leisure clusters of attractions for private developers in China and Malaysia and destination development plans for Nepal. He also provides customised tourism training courses and has trained hundreds of travel and tourism professionals from over 50 countries.

ADVISORY COMMITTEE



Ms. Khathijah Md Jaafar
Associate Director, DPZ Asia

Ms. Khathijah was trained in City and Regional Planning at California Polytechnic University (Cal Poly, SLO) where she worked in the local planning firms during her student and after graduation years. Though her training focuses on physical planning and urban design, she has throughout her 25 years of consultancy been exposed to regional planning, strategic planning, rural development, socio economic and tourism planning. In more than half of the master plans and studies, Khathijah was involved in project management and coordination. Her scope of work and experience includes the United States, Brunei, Indonesia, Vietnam and the Middle East. She has experience in undertaking short term technical assistance projects with the Asian Development Bank. Having spent time in East Malaysia, she is very well versed with Sarawak, Sabah and the Federal Territory of Labuan especially with regards to regional, strategic, rural and tourism planning and development. Khathijah's involvement with corporate management and strategic business development was significant during her tenancy as a consultant advisor to PPES Works (a subsidiary of the public listed Cahya Mata Sarawak). She now spends more time residing in Sarawak although she commutes between her homes in Kuching and KL regularly. Besides professional work, Khathijah is an active participant in the areas of community development and poverty eradication. She was appointed as EXCO member of YAKIN, established under Sarawak Foundation specifically to tackle poverty in the State of Sarawak. Khathijah has now put a footstep in becoming an ecotourism player through her beach homestay, beach cafe and river cruise. She leads an active lifestyle by engaging in hiking, mountain climbing and jungle trekking. Being a licenced PADI diver, she is always keen to explore the underwater world during her travel and leisure time. She is married to Dr Nasrudin Salleh and blessed with six children.



Mr. Wonwhee Kim
Partner, Director Asia, Pro Forma Advisors LLC, US

Mr. Kim specializes in the analysis and valuation of leisure oriented land uses. His work has primarily been in the economics of theme parks, casinos, resorts, mixed use centers, and infrastructure developments. His clientele has included conglomerates, real estate developers, gaming operators, international movie studios, and various local governments. Mr. Kim began his career at a real estate brokerage and private equity fund specializing in the investment of retail centers and offices in the Western United States, and began his practice with the consulting firm Economics Research Associates (ERA). Mr. Kim is a co-founder of Pro Forma Advisors. Wonwhee is a graduate of the Wharton School and College of Arts and Sciences of the University of Pennsylvania, and holds an MBA from Berkeley-Haas. Wonwhee speaks Korean and Mandarin.

SPONSORSHIP / EXHIBITION AT A GLANCE

INCREASE YOUR ORGANISATION'S VISIBILITY WITH KEY DECISION MAKERS BEFORE, DURING AND AFTER THE EVENT.

| | Titanium | Platinum | Gold | Silver | Cocktail | Luncheon | Refreshment | Conference Speaker | Conference Session | Conference Bag | Conference Kit | Lanyard |
|---------------------------------|----------|----------|-------|--------|----------|----------|-------------|--------------------|--------------------|----------------|----------------|---------|
| Logo on Collateral | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on A&P Material | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Backdrop & Signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Booth | 12 sqm | 6 sqm | 6 sqm | 6 sqm | | | | | | | | |
| Bag insertion | ✓ | ✓ | | | | | | | | | | |
| Token by GOH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Special Recognition from Podium | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Conference Pass | 5 | 3 | 2 | 2 | 2 | 2 | | | | 2 | | |
| Exhibitor Pass | 2 | 2 | | | | | | | | | | |
| Speaking Slot | ✓ | ✓ | | | ✓ | | | ✓ | ✓ | | | |
| Ad in Program Book | ✓ | ✓ | ✓ | | ✓ | | | | | ✓ | ✓ | |
| Logo on Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo & Profile in Program Book | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Web banner on www.confexhub.com | ✓ | ✓ | ✓ | | ✓ | | | | | | | |

Contact Mr. Paul Yeo @ +603 2771 1668 or email: conference@confexhub.com for your customised sponsor partnership packages

REGISTRATION FORM



Title Mr. Mrs. Ms. Dr. Others (specify) : _____

Name (as per passport) _____

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Passport No. _____ Date of Issue D D / M M / Y Y Y Y

Country of Issue _____ Expiry Date D D / M M / Y Y Y Y

Job Title _____

Company _____

Address _____

City/State _____ Postcode _____

Country _____

Telephone* _____ Fax* _____

*(Please include country and area code)

Fee per Delegate

1-2 Delegates

3 & Above

Early Bird Rate

(registration with FULL payment received before 1 April 2016)

RM1800

RM1650

Normal Bird Rate

(registration with FULL payment received before 1 May 2016)

RM2100

RM1950

Walk-in Fee

(registration with FULL payment received After 1 May 2016)

RM2800

PAYMENT

- Full payment is required with your Registration Form before the Summit day. Tax-Receipt will only be issued upon receipt of full payment.
- Summit registration fee includes lunch and refreshments. The Summit registration fee, however, does not include travel, accommodation and incidental costs.
- All payments should be made in USD (\$) or MYR (RM) by bank draft, telegraphic transfer or cash only.
- All registrations by fax or post MUST reach us before 1 May 2016, after which late registrations will be considered as "WALK-INS" and subjected to "WALK-IN" fee.

PARTICIPATION TERMS & CONDITIONS

- Delegates may be substituted at any time, in writing, at NO extra charge.
- Cancellations received in writing before before 1 May 2016 will be refunded, less a MYR 300 administrative fee. Cancellations received thereafter are not refundable.
- Confexhub reserves the right to reschedule or cancel the conference, exhibition, cocktail reception, due to circumstances beyond their control and reserves the right to make changes to the conference program or speakers without prior notice.
- Should the event and all its related activities be cancelled, curtailed or adversely affected by any cause not within the reasonable control of Confexhub including but not limited to war, fire, national emergency, labor dispute, strike, lock-out, civil disturbance, Act of God, or non-availability of premises for any reason, Confexhub shall be under no obligation to refund all or part of the sums paid by the delegate in respect of his/her participation in the workshop. Confexhub shall be under no liability to the delegate or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate as the result thereof.

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