



UNWTO
World Tourism Conference
malaysia
Tourism Futures Reimagined
28 - 30 Nov. 2022 • Kota Kinabalu, Sabah

Tourism's recovery from the wide-ranging impacts of the global pandemic presents the opportunity for a great reset moment – one which addresses long-standing challenges and their underlying vulnerabilities and inequalities, alongside the lessons learned from the pandemic to ensure a more sustainable trajectory.

Experts have observed that tourism is already in transition to a future state which may be remarkably different, and is unlikely to return to business-as-usual as we knew it prior to the pandemic. Within this context, the usefulness of futures thinking and a foresight methodology enables us to reassess the possible future states and their implications on policies and strategies amid shifting market dynamics and emerging opportunities and risks.

With the theme of "**Tourism Futures Reimagined**", the [World Tourism Conference \(WTC\) 2022](#) aims to provide an interdisciplinary platform which champions thought leadership on tourism futures and strategies driving tourism's recovery and resilience in a post-pandemic world. WTC 2022 will feature a line-up of world-renowned speakers in four sessions:

- Session 1: Decoding Tourism Futures – Foresight and Scenarios;**
- Session 2: Discovering Niche Opportunities for Growth;**
- Session 3: Redefining Tourism Success – Inspiring Stories;**
- Session 4: Rebuilding Tourism Resilience and Readiness.**

EVENT DETAILS

VENUE	DATES	FORMAT
Sabah International Convention Centre Kota Kinabalu, Sabah, MALAYSIA	28-30 November 2022 (Mon – Wed)	Fully in-person

PROGRAMME OVERVIEW

28 November

Conference Day 1 –
Exhibition, Opening Ceremony,
Sessions 1-2, Official Dinner

29 November

Conference Day 2 –
Exhibition, Sessions 3-4,
Closing Ceremony

30 November

Technical Tour for International Delegates
(Kinabalu National Park, Tunku Abdul
Rahman Park, Mari Mari Cultural Village)

GUESTS OF HONOUR



**Hon. Datuk Seri Panglima
Haji Hajiji Haji Noor**
Chief Minister of Sabah



Hon. Dato' Sri Nancy Shukri
Minister of Tourism,
Arts and Culture Malaysia



Ms. Zoritsa Urosevic
UNWTO Executive Director



H.E. Dr. Abdulla Mausoom
Minister of Tourism,
Republic of Maldives



Prof. Jafar Jafari
Professor of Hospitality & Tourism,
University of Wisconsin-Stout



Dr. Wouter Geerts
Head of Research,
Skift



Dr. Ian Yeoman
Professor of Tourism Futures,
Victoria University of Wellington



Ms. Sarah Mathews
Director of Media Partnerships
APAC, TripAdvisor



Dr. László Puczkó
CEO & Co-Founder,
Health Tourism Worldwide



Dr. Amran Hamzah
Professor in Tourism Planning,
Universiti Teknologi Malaysia



Mr. Gary Bowerman
Director, Check-in Asia



Mr. Brent Anderson
Regional General Manager,
Tourism Australia



Ms. Jessica Yew
Co-Founder & Director,
Sticky Rice Travel



Mr. Albert
Co-Founder, Traveloka



Mr. Chin Yoon Khen
Founder & CEO,
LokaLocal



Ms. Carol Mackenzie
Group Head of Crisis Management
& Business Continuity, TUI Group

...AND MORE SPEAKERS TO BE ANNOUNCED SOON