



PATA YOUTH SYMPOSIUM 2018

September 12, 2018

Hosted by the Langkawi Development Authority (LADA) and the Alumni Association of UiTM Students' Representative Council (PIMPIN) in collaboration with the PATA Malaysia Chapter, Tourism Malaysia and Langkawi UNESCO Global Geopark

*Theme:
Inspiring Tourism
Leaders of Tomorrow*





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September 12, 2018, 0900-1230

Hosted by the Langkawi Development Authority (LADA) and the Alumni Association of UiTM Students' Representative Council (PIMPIN) in collaboration with the PATA Malaysia Chapter, Tourism Malaysia and Langkawi UNESCO Global Geopark

Venue: Ballroom, Mahsuri International Exhibition Centre (MIEC), Langkawi, Malaysia

Participants: 170 local and 30 international students, faculty members, alumni and industry professionals

0900 Opening Session/Guests Arrive

0900-0910 Welcome by Master of Ceremony

0910-0920 Opening remarks by *Dato Haji Azizan bin Noordin, CEO, Langkawi Development Authority (LADA)*

0920-0930 Opening remarks by *Dr Mario Hardy, CEO, Pacific Asia Travel Association (PATA)*

0930-0940 Opening remarks by *YB Tuan Muhammad Bakhtiar bin Wan Chik, Deputy Minister of Tourism, Arts and Culture*

PATA CEO to present a token of appreciation to LADA, PIMPIN, PATA Malaysia Chapter and Tourism Malaysia

0950-1000 Welcome to the PATA Youth Symposium



Dr Markus Schuckert, Chairman, PATA Human Capital Development, PATA Assistant Professor, School of Hotel & Tourism Mgmt, The Hong Kong Polytechnic University

1000-1020 Keynote Address 1: Inspiring Stories: Bringing Concepts to Reality



Kartini Ariffin, Co-Founder of Dbilique, Malaysia

Kartini tells her inspiring stories to young audience on how to succeed in future career by building a platform of skills and expertise and following dream to reality.

1020-1040 Keynote Address 2: Inspiring Connections: Linking Interests for success in the tourism industry



Professor Martin Barth, President and CEO, World Tourism Forum Lucerne

Prof Barth will highlight the importance of connections and networking in the tourism industry for business and destination development. His talk will empower you to connect the dots on how to succeed and make inspiring contributions to travel and tourism through your own work.

1040-1100 Keynote Address 3: Inspiring Global Experiences for success in the tourism industry



*Dr Neethiahnanthan Ari Ragavan, Executive Dean, Faculty of Hospitality, Food and Leisure Management, Taylor's University
President, ASEAN Tourism Research Association (ATRA)*

Beyond knowledge and skills that students will gain from universities, Dr Neethiahnanthan Ari Ragavan will show students how to gain global experience and how to develop an international, intercultural and global perspective for future success in the travel and tourism industry.

1100-1120 Break

1120-1140 Panel Discussion

Topic: Inspiring Leadership: Groom and Grow into an Industry Leadership Role?

A panel of experts from around the globe will share their perspectives on what it takes to develop leadership in the tourism industry, both from a personal and a sectoral or industry level. The diverse range of experiences and interests represented on the panel include sustainability, global travel trade and hospitality.

Panelists



*Rika Jean-François, Commissioner
ITB Corporate Social Responsibility,
Competence Centre
Travel & Logistics, ITB Berlin*



*Dmitri Cooray,
Manager Operations,
Jetwing Hotels,
Sri Lanka*

Moderator

Dr Markus Schuckert, Chairman, PATA Human Capital Development, PATA

1140-1200 Round Table Session

Question: What inspires you to contribute toward a successful tourism industry?

1200-1210 First Global Essay competition on How Travel and Tourism can Contribute to the UN SDGs



Imtiaz Muqbil, Executive Editor, Travel Impact Newswire, Thailand

1210-1220 The PATA D.N.A. - Empowering you for your future



JC Wong, Young Tourism Professional Ambassador, PATA

Over the past 7 years, travel and tourism sector has created 1 in 5 new jobs. Looking to the next decade, 100 million new jobs could be created by 2028 and 64.5 million of these will be in the Asia Pacific region. As the generation of tomorrow, how can you leverage yourself in this competitive arena?

1220-1230 PATA Youth Symposium Wrap Up

Dr Markus Schuckert, Chairman, PATA Human Capital Development, PATA

1230-1240	Representatives from the host to present certificates to speakers and Group Photo
1240-1345	Lunch (All participants)
1400	City tour
1700	Return to hotels

SPEAKERS BIO



Dato' Haji Azizan Noordin

*Chief Executive Officer of Langkawi Development
Vice Chairman, PATA*

Dato' Haji Azizan Noordin is appointed as Chief Executive Officer of Langkawi Development Authority to oversee operation and management of Langkawi Development Authority with 3 strategic thrusts of tourism, investment and community development.

Dato' Haji Azizan Noordin began his career in the tourism and hospitality industry with Tourist Development Corporation Malaysia, now known as Malaysia Tourism Promotion Board, as Tourist Officer in 1978. He has since served in various leadership roles including heading the Tourism Malaysia overseas offices in Seoul, Korea, and Jeddah, Saudi Arabia.

Dato' Azizan Noordin retired from Malaysia Tourism Promotion Board (Tourism Malaysia) when he was the Deputy Director General (Promotion). He was responsible for overseeing the operations of the organisation and the promotional efforts all 44 Tourism Malaysia overseas offices. He led Tourism Malaysia sales missions overseas and has been a key speaker at many international tourism seminars and conferences.

After 40 years in the civil service, Dato' Azizan is still dedicated in servicing the country and public. His advancement from rank and file for the past 40 years had amassed a wealth of experience and knowledge that is indeed beneficial to the tourism industry.

He is a graduate of the MARA University Institute of Technology in Malaysia, and holds two Master's in business administration (MBA) from Oxford Learning Centre of Excellence and Institute of Technology in Australia



Dr Mario Hardy

Chief Executive Officer

Pacific Asia Travel Association (PATA)

Dr Mario Hardy was appointed as Chief Executive Officer of the Pacific Asia Travel Association (PATA), the not-for-profit membership association that catalyses responsible development of travel and tourism within the Asia Pacific region, in November 2014. He is the past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a focus on the protection of the environment, the conservation of culture and heritage, and support for education.

Dr Hardy has 30 years of experience in specialised aviation businesses focusing on data analytics and technology, coupled with several corporate leadership capacities. He is also the founder of Venture Capital firm MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses in the field of FinTech, Artificial Intelligence, Machine Learning, GreenTech and FMCG, as well as a platform that provides valuable management advice, mentorship and access to a vast network built in corporate development.

He also received an Honorary Doctorate of Letters from Capilano University in 2016 for his philanthropic work in Cambodia where he helped develop a school for underprivileged children and for his support in the development of a Community Based Tourism project in Vietnam. In 2017, Dr. Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a “Global Ambassador of Peace Through Tourism” at World Travel Market by the International Institute for Peace Through Tourism.



Dr Markus Schuckert

Chairman, PATA Human Capital Development Committee

Associate Professor, School of Hotel & Tourism Management

The Hong Kong Polytechnic University, Hong Kong SAR

Markus Schuckert is Associate Professor at the School of Hotel & Tourism Management. Prior to joining SHTM in January 2012, he was Professor for Tourism and Transport Management and Director of the Institute for Tourism and Leisure Research and School of Tourism in Chur, Switzerland. His core industry experience originated from the aviation sector on international level. As an entrepreneur, Markus established a consulting company for tourism market research, product development and change management in tourism organizations and destinations in Europe. As researcher, Markus is a specialist for international marketing, ebusiness and strategic management. He applies this expertise on tourism and hospitality, focusing on airlines, airports, theme parks, resorts and destinations. Markus contributes to top journals in tourism and hospitality, conferences or industry meetings and edits books for education and industry.

As an educator, Markus delivers related subjects at business schools around the world on undergraduate and graduate level. He successfully supervised postgraduate students in Europe, America and Asia. Markus is working at the edge of contemporary teaching technology, integrating learners engaging methods into courses and seminars on-campus and online. Among other committees and boards, he is serving on PolyU’s elearning committees and guided SHTM into the age of online learning and massive open online courses (MOOCs).



Muhammad Bakhtiar bin Wan Chik

Deputy Minister, Tourism, Arts and Culture

Muhammad Bakhtiar bin Wan Chik is a Malaysian politician. He is the current Member of the Parliament of Malaysia for the Balik Pulau constituency in Penang, Malaysia and Deputy Minister of Tourism, Arts and Culture of Malaysia from 2018. Muhammad Bakhtiar is a member of People's Justice Party (PKR), a component of Pakatan Harapan (PH) coalition. He graduated from Arizona State University, Tucson, USA with a Bachelor of Administrative Science.



Kartini Ariffin

Co-Founder of Dbilique, Malaysia

Graduated from the Goldsmiths College, University of London with a Master of Arts in Broadcast Journalism and a Bachelor of Science in Computerised Accountancy from the University of East Anglia, United Kingdom, Kartini was known as for her hosting on 3R (Respek, Relaks, Respon), a young women empowerment TV programs for 10 years. Prior to her stint on TV, she was an associate auditor at Price Waters House Coopers.

In 2006, she joined Media Prima as a radio announcer before she was promoted as the Music Director in 2010. After being with the station for 7 years, Kartini moved to The Cube, Celcom Bhd as the manager of Cube Radio. She was appointed as an Executive Producer at Red Communications Sdn Bhd, where she oversaw various projects for Astro channels and Media Prima Berhad such as Projek 3R, OME, Hijabista and OMG on Diva Universal.

Her leadership capabilities have seen her spearheading prominent organisations such as Media Prima Radio Network, Celcom Berhad, Red Communications Sdn. Bhd and iM4U Radio Sdn. Bhd

Kartini is currently spearheading a few digital projects and is pursuing her Phd in Women Leadership in Media from a local university.

Kartini is the Co-Founder of Dbilique the latest personality digital channel in Malaysia.



Prof Martin Barth

CEO, World Tourism Forum Lucerne

Before joining the travel, tourism and hospitality sector, Martin trained, qualified (admitted to the bar in 1993) and worked as a lawyer for several years. His corporate experience included positions as a business lawyer at law firms in his home country of Switzerland where he provided counsel to a range of diverse companies.

In 1994, Martin joined the Mövenpick Group and spent the next six years in the company. As Secretary General he was responsible for the general secretariat, the law department, coordination of the real estate division, group-wide human resources services, and legal support in connection with trademark rights and acquisitions. Martin also held the role of a Board Member of various Mövenpick Group companies.

Following his experience, Martin got increasingly interested in the tourism and hospitality sector and in 2001 took up a new challenge as Tourism Director responsible for managing the Savognin Tourismus destination. In 2003, Martin was appointed as Chair of “Tourism and Mobility” at the Lucerne University of Applied Sciences and Arts. Today, he is Professor at the Institute of Tourism, where he teaches on service marketing, sustainable development and hotel management.

In 2009, Martin conceived, organised and hosted the first World Tourism Forum Lucerne and since has been at the helm of the organisation promoting tourism globally with heads of state, ministers, chief executives, academia and the next generation on a common platform across the world. He is especially focused on managing and ensuring Tourism has a broader impact on people, places, community and the environment.

As a practitioner turned researcher and professor turned entrepreneur, Martin continues to consult for various professional associations or organizations in the destination promotion tourism and hotel management areas globally. He is an Alumni of the prestigious St. Gallen University in Switzerland.



Dr Neethiahnathan Ari Ragavan

*Executive Dean, Faculty of Hospitality, Food and Leisure Management, Taylor's University
President, ASEAN Tourism Research Association (ATRA)*

Dr. Neethiahnathan Ari Ragavan, has over 24 years of academic experience. Apart from his Bachelor of Laws {LLB (Hons)} from the University of London UK, he also holds a BA (Hons) in Education from Universiti Sains Malaysia; a Master Degree in Education (with Distinction) from Universiti Malaya; and, a Doctor of Philosophy in Sociology from University of Toulouse Jean Jaures, France. He also holds a professional qualification of a Certified Hotel Administrator (CHA).

In November 2013, he initiated the setting-up of the ASEAN Tourism Research Network or now aptly known as ASEAN Tourism Research Association (ATRA), a regional cooperation among Universities in ASEAN countries for greater research and education collaboration on issues related to Hospitality & Tourism. He is presently the President of ASEAN Tourism Research Association (ATRA) and has been active in various International Boards such as the Asia-Pacific Council of Hotel, Restaurant and Educational Institution (ApacCHRIE) and Pacific Asia Travel Association (PATA).

His areas of research include of Higher Education Models and System, Hotel and Tourism Development and Innovation; and, Food and Culture.

The list of his publications, rewards/recognition, affiliations and achievements:
<https://expert.taylors.edu.my/profile/neethia.n>

Presently, he is the Executive Dean, Faculty of Hospitality, Food and Leisure Management at Taylor's University, Malaysia which is ranked Top 21 in the world by QS World University Rankings by Subject and it is internationally benchmarked by the United Nations World Tourism Organisation (UNWTO) TedQual certification.



Rika Jean François

*Commissioner ITB Corporate Social Responsibility
Germany*

Rika holds a Master Degree in Social Anthropology and Iranian Studies with an expertise on ethnic identities, sustainable development and diversity issues from the Free University of Berlin.

She started to work and become fond of tourism as a tour guide in Greece, while studying at the University of Crete and as an incoming agent in Athens. Coming back to Germany she became counselor at the University's International Academic Exchange Office and travelled as a researcher to Iran, Malawi and Haiti.

Ms Jean-François obtained an additional qualification in Quality Management, working on the evaluation of development aid workers' education for the German Development Service. Since 2004 she has been with Messe Berlin and vitally helped developing ITB's Corporate Social Responsibility. As ITB's Commissioner of CSR she is a passionate speaker at sustainable tourism events internationally. It is her aim to help to bring sustainable tourism standards into mainstream tourism. She has also spearheaded ITB's implementation of the LGBT travel segment and became board member of IGLTA (International Gay&Lesbian Travel Association) as well as of the IGLTA Foundation. She is a jury member of international responsible tourism contests as the ITB National Geographic World Legacy Awards, the TO DO! Awards and the Toura d'Or Film Contest for Sustainable Tourism and is member of the PATA (Pacific Asian Travel Association) Sustainability Committee. At ITB, she is also responsible for South Asia (with emphasis on India) and the Pacific region, and is chief coordinator of ITB's Partner Country programme.



Dmitri Cooray
Manager Operations
Jetwing Hotels, Sri Lanka

To say hospitality runs in Dmitri's blood is an understatement. A member of the third generation of Sri Lanka's premier hospitality company - Jetwing, Dmitri confidently says that he always wanted to follow in the footsteps of his father (Hiran) and grandfather (Herbert).

Beyond his cricket-crazy school days at St. Joseph's College in Colombo, Dmitri earned his professional qualifications from the Singapore Hotel and Tourism Education Centre (SHATEC) and Blue Mountains International Hotel Management School in Australia. Equipped with a Diploma in Hotel Management, and a degree in Hotel and Resort Management, Dmitri then began learning the tricks of the trade as a trainee at the Shangri-La Singapore.

Dmitri's intrinsic knack for the industry later took his career in F&B to another Shangri-La in Australia before eventually returning to Sri Lanka as a Management Trainee at Jetwing Blue and Jetwing Beach.

Only after gradually building his career back home did Dmitri move into his current position of Manager - Operations for Jetwing Hotels. Today, he helps maintain high standards across the Jetwing family with not only the occasional input of his F&B expertise, but also the timeless embodiment of his family values that drive all hotel operations.



Imtiaz Muqbil

*Executive Editor,
Travel Impact Newswire, Thailand*

Imtiaz Muqbil is one of the longest serving travel-trade journalists in the Asia Pacific. Imtiaz's career started in Kuwait with local English-language newspapers Kuwait Times, Arab Times and Daily News. Simultaneously, he did freelance work as a stringer for Middle East Economic Digest, Reuters, Newsweek, McGraw-Hill World News, and PetroMoney Report (a Financial Times newsletter). Imtiaz moved to Bangkok in November 1978 and joined the Bangkok Post. He has covered Asia-Pacific travel & tourism industry full-time for Travel Trade Gazette Asia since 1981. Imtiaz has worked as Thailand Bureau Chief and Chief Correspondent, TTG Asia, PATA Travel News and associated publications. Edited Issues & Trends, the monthly publication of the Strategic Intelligence Centre, PATA. He wrote a weekly column, "Travel Monitor", in the Bangkok Post. He has covered dozens of travel industry summits, annual general meetings and conferences.

Imtiaz has been awarded the PATA award for "Outstanding Reporting on the travel industry" in 1997 and the PATA Journalism award for coverage of the tsunami disaster in 2005.



JC Wong

*Young Tourism Professional Ambassador
Pacific Asia Travel Association, PATA*

JC Wong moved to Thailand from Malaysia to explore career opportunities and pursue her passion in Human Capital Development (HCD), which was inspired from her time as the first Chairperson of the PATA Malaysia Taylor's Student Chapter.

Prior to becoming PATA's Young Tourism Professional (YTP) Ambassador, she spent three years in the Communications and Marketing Department for PATA Headquarters where she helped manage the Association's online platforms including its website, Facebook, Twitter and LinkedIn accounts. She is also involved in numerous PATA events throughout the Asia Pacific region, having assisted in drafting and executing several projects, workshops and conference programmes, including the PATA/UNWTO Ministerial Debate.

In relation to her passion towards HCD, JC has initiated various social media platforms to connect the various PATA Student Chapters, brought youthful voices to annual committee meetings, and formed partnerships with several PATA member organisations to empower YTPs in the travel and tourism industry.



Tunku Nashrul Bin Tunku Abaidah
News Presenter and Broadcast Journalist
Media Prima Berhad, Malaysia

Tunku Nashrul Bin Tunku Abaidah, professional News Presenter and Broadcast Journalist. He joined Media Prima Berhad since 2016, he is with TV9 News and Current Affairs Department, where he has been entrusted to manage his own programmes and slots to host.

Prior to this, he was practicing journalism with Astro AWANI from 2012 - 2014 before migrating to United Kingdom. During his time with Astro AWANI, he developed keen interest and sharpened journalistic skills throughout career. He was appointed as News Anchor after 1 year as a broadcast journalist, where he started my journey onto news channels.

As a pre-requisite for an excellent communicator, he is a holder of communication related educational background, of which is a Master Degree in MA International and Online Journalism (minor in Sports Reporting) at University of Salford, Manchester, United Kingdom.

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