



## Tourism for Tomorrow's Green Economy/Sustainable Tourism 9:00 am – 12:30 pm, 18 June 2012

### OVERVIEW

Travel & Tourism accounts for nine percent of global Gross Domestic Product and supports 255 million jobs globally. The industry is set to grow at 4% per annum for the next 10 years. Ensuring this growth is managed sustainably will be critical to the long-term viability of the sector. Sustainability is at the forefront of the international political and business agenda. The Travel & Tourism industry has a vested interest in protecting the natural and cultural resources, which are the core of its business. As a leading world industry, it has the power to spur sustainable development of the communities and countries which it operates, while promoting transformations in sustainable business practice. And must do leveraging collaborations at all levels with governments, communities and the third sector.

The focus of this event is to share Travel & Tourism perspectives of sustainability at all levels: from private to public sector and from destinations. Representatives from leading sectors within the industry will discuss the key challenges and progress that has been and needs to be made by the industry as a whole. The key themes to be discussed will include the business case to sustainability, innovation, community engagement, collaboration, and accountability and responsibility. In addition, local and regional perspectives from Sri Lanka and Malaysia on sustainable tourism will be shared, and examples of policy initiatives that have an impact on the environmental social and economic aspects of sustainability will be provided.

### PROGRAMME

#### Moderators

- Helen Marano, Vice President, Government and Industry Affairs, WTTC
- Suteash Balasubramaniam, UNGC Local Network Representative Sri Lanka
- Dr. Tan Lin Lah, Executive Director UNGC Local Network Malaysia

#### Speakers

- Faith Taylor, Vice President of Sustainability and Innovation, Wyndham Worldwide
- Leilani Latimer, Director of Sustainability, Sabre Holdings
- Paul Steele, Director of Environment, IATA and Executive Director, ATAG
- Marcio Favilla, Executive Director, Competitiveness, External Relations UN world Tourism Organization (UNWTO)

- Sutheash Balasubramaniam, UNGC Local Network Representative Sri Lanka, Director/CEO, Hayleys Business Solutions International
- Anthony Wong, Group Managing Director of The Frangipani Langkawi Resort & Spa and Asian Overland Services Tours & Travel Sdn Bhd (Est. 1976)

## Agenda

9.00am – 9.30am	Welcoming Remarks and Introductions
9.30am – 10.30am	Session 1: Panel Discussion: Tourism for Tomorrow's Green Economy  Panel speakers: As described above (WTTC to take the lead of this session)
10.30am – 11.00am	Coffee break
11.00am – 11.30am	Session 2: Sustainable Tourism  Panel speaker: Sutheash Balasubramaniam, GC Network Sri Lanka
11.30am – 11.45am	Q&A
11.45am – 12.15pm	Session 3: Sustainable Tourism & Innovation in Tropical Resort  Panel speaker: Anthony Wong, GC Network Malaysia Moderator: Dr Tan Lin Lah, GC Network Malaysia
12.15pm – 12.30pm	Q&A



Global Compact Network  
Ceylon



Global Compact Network  
Malaysia



The Frangipani Langkawi  
Resort & Spa