



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



TENTATIVE PROGRAMME

NATIONAL CELEBRATION FOR WORLD TOURISM DAY (WTD) 2017, SEPTEMBER 2017

DATE/TIME	EVENT	VENUE
23 SEPTEMBER 2017 SATURDAY		
9:00 pm - 11:30 pm	WTD 2017 Cycling Night Ride (12km) - Participation: 150 pax	Istana Kehakiman, Presint 3, Putrajaya
8:00 pm	<u>Programme:</u> - Arrival of Participants	
8:30 pm	- Arrival of YBhg. Dato' Yean Yean Yoke Heng, Deputy Secretary General (Management), MOTAC	
8:45 pm	- Welcome remarks by VIP/Safety Briefing/Doa	
9:00 pm	- Departure of WTD 2017 Cycling Night Ride (12km)	
10:00 pm	- End of WTD 2017 Cycling Night Ride	
10:30 pm	- Refreshment - <i>End of Programme</i>	
26 SEPTEMBER 2017 TUESDAY		
10.00 am - 5:00 pm	WTD 2017 Mini Tourism Exhibition - MATTA - PPJ - FELDA - Birding Tourism by BirdGroup Taman Negara - Nature Art and Photography by NEST - Cherating Eco-Trail by Legend Cherating Beach Resort - Taylor's University - Limkokwing University - Domestic and Events Division, Tourism Malaysia - Industry Development Division	Galeri, Malaysia Tourism Centre (MaTiC) Jalan Ampang, Kuala Lumpur
27 SEPTEMBER 2017 WEDNESDAY		
8:00 – 9:00 am	Registration	Tunku Abdul Rahman Hall Malaysia Tourism Centre (MaTiC) Jalan Ampang, Kuala Lumpur)
9:00 am - 10:30 am	Launching of the National Celebration for World Tourism Day (WTD) 2017 <u>Programme (TBC):</u> <i>UNWTO IY2017 Video – #travelenjoyrespect</i>	
9:00 am	- Arrival of Participants	
9:30 am	- Arrival of VIPs	
9:40 am	- Arrival of VVIP	
9:45 am	- Cultural Performance - Officiating remarks by YB Datuk Hjh Mas Ermieyati binti Samsudin, Deputy Minister of Tourism and Culture Malaysia - Launching of the national-level World Tourism Day (WTD) 2017 Celebrations - WTD 2017 Video Presentation by Limkokwing University - Photograph Session - Coffee break	



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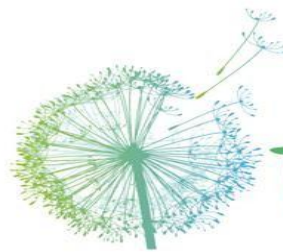
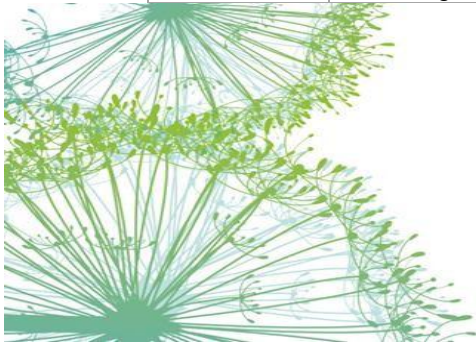
10:30 am	WTD 2017 Press Conference	VIP Room MaTiC
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10.00 am - 5:00 pm	WTD 2017 Mini Tourism Exhibition - MATTA - PPJ - FELDA - Birding Tourism by BirdGroup Taman Negara - Nature Art and Photography by NEST - Cherating Eco-Trail by Legend Cherating Beach Resort - Taylor's University - Limkokwing University - Domestic and Events Division, Tourism Malaysia - Industry Development Division	Malaysia Tourism Centre (MaTiC) Jalan Ampang, Kuala Lumpur
11:00 am - 12:30 pm	Panel Discussion on Sustainable Tourism – a Tool for Development <u>Panellists:</u> - Malaysian Association of Hotels (MAH)- Mr. Anthony Wong - Malaysian Association of Tours and Travel Agents (MATTA) - Taylor's University - Limkokwing University- - Tourism Malaysia <u>Moderator:</u> - YBhg. Tan Sri Dr. Ong Hong Peng, Former Secretary General of MOTAC	Tunku Abdul Rahman Hall Malaysia Tourism Centre (MaTiC) Jalan Ampang, Kuala Lumpur)
12:30 am	Hosted Lunch by MOTAC	WOW KL Jalan Ampang
	<i>End of Programme</i>	



World Tourism Day 27 Sep 2017
**Sustainable
Tourism**
a Tool for Development

Prepared by:
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Tourism Policy and International Affairs Division
Ministry of Tourism and Culture (MOTAC)
19/9/2017