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An Initiative By



**#iEmPOWER**  
re-activating.  
**economic**  
opportunities through  
**tourism**

• 15 NOVEMBER 2022 • TUESDAY  
• 11:00AM -12:00PM (UTC +8)





## overview

Tourism is one of the top 10 global industries by employment in 2022 and has become the major driver of economic growth and job creation. Unfortunately, tourism suffered a hard hit during COVID-19 pandemic due to travel restrictions and border closures. This has also affected other industries linked to tourism such as hospitality, retail, manufacturing and transportation, to name a few. The two-year economic slump caused a major halt in arrivals which fell by as much as 84 per cent. Experts predict the tourism industry worldwide will not fully recover until 2024. This impacted many MSMEs linked to the industry. For many developing countries, tourism is not only a large economic contributor to their GDP but also presents many employment opportunities for women within the myriad of sectors connected to it. Solutions and actions to step up its revival and reactivate travel may differ from country to country but two common catalysts that accelerate revival now are tech and collaborations. Besides effective tourism recovery plans, support from governments, private sector, civil society and individuals, are needed to change business models and governance structures that will revive tourism back to its optimum level, including all the industries linked to it, and build their resilience.

## key topics covered

01

Solutions to challenges faced by the many industries connected to tourism.

02

Exploit digitalisation to support industries connected to tourism.

03

How tourism policies are evolving to meet challenges.

04

Create a more sustainable tourism industry.

# programme

TIME	SESSION
11:00 AM - 12:00 PM (UTC +8)	<ul style="list-style-type: none"><li>— Tourism industry to adapt to post-pandemic economy and regulations</li><li>— Tourism and travel in the digital age</li><li>— Steps for sustainable tourism</li><li>— Global guidelines to restart tourism</li><li>— How to forge effective collaborations</li><li>— Preparing tourism for 2023 and beyond</li><li>— Q &amp; A</li></ul>



# role players

## SPEAKER



### **Rohizam Md Yusoff**

President  
Digital Travel Technology  
Association of Malaysia  
(DiTTAM) & Champion  
of Tourism Productivity  
Nexus, Malaysia

**Rohizam Md Yusoff** is a tourism catalyst and has more than 20 years' experience in digital tourism. He used Critical Path Method project modelling technique to develop a travel scheduling and management system that he adapted into a travel booking and management software program. He foresaw how technology will have a massive impact on the travel trade and educated industry players on the importance of embracing technology to ensure their business will be future-ready. His efforts benefitted industry players, travel associations, state tourism bodies, national tourism organisations and other interested parties in making their transition to online technology a painless and fruitful one. Rohizam is the Champion of Tourism Productivity Nexus under the Prime Minister Department. He focuses on rebuilding a resilient tourism industry badly affected by COVID-19 pandemic.



### **Catherine Germier-Hamel**

CEO  
Destination Mekong  
Cambodia

**Catherine Germier-Hamel** is a French social entrepreneur, consultant, and trainer with over 25 years of international experience dedicated to sustainable development and marketing in a variety of sectors including tourism, hospitality, leisure, and environmental utilities. She relocated from France to Korea in 2005 and served as Director of Global Programs at the ST-EP (Sustainable Tourism for Eliminating Poverty) Foundation. She established her own tourism consulting business in Seoul, Millennium Destinations, and co-founded Herost, an online travel guide and toolkit promoting eco-friendly, community-driven tourism experiences. Catherine was appointed as CEO of Destination Mekong, a regional destination management and marketing organisation based in Singapore and Cambodia, aimed at championing the Greater Mekong Sub-region as an attractive and sustainable tourist destination.

# role players

## SPEAKER



**Dr John Paolo R. Rivera**  
Associate Director  
The AIM - Dr Andrew L. Tan  
Center for Tourism  
Philippines

**Dr John Paolo R. Rivera** is an economist with an extensive research portfolio in the areas of tourism development, poverty, remittances and migration, entrepreneurship, international trade, and development economics. This includes his attendance in a succession of both international and local academic conferences, and authorship of numerous scientific and technical publications. He obtained his Doctor of Philosophy in Economics from De La Salle University School of Economics. Dr Rivera is currently the associate director of the Asian Institute of Management – Dr Andrew L. Tan Center for Tourism.

## MODERATOR



**MODERATOR**  
**Hannah Pearson**  
Director  
Pear Anderson  
United Kingdom

**Hannah Pearson** is Director of Pear Anderson, a research and sales representation tourism consultancy specialising in the Southeast Asian and Muslim tourism industry. She is based in Malaysia. She has authored reports and white papers on Muslim tourism and spoken on numerous occasions at prestigious travel conferences such as ITB Asia. She puts together a weekly report tracking the impact of COVID-19 on Southeast Asian tourism industry and co-hosts a podcast, The South East Asia Travel Show. Her work has been featured on *BBC World News*, *Straits Times*, *Forbes Middle East*, *Web in Travel*, *Skift*, *TTG Asia* and *Travel Weekly Asia*. At Pear Anderson, her past and present clients include a variety of travel organisations, from NTOs to attractions and tour operators, with the likes of Visit Britain, the Catalan Tourist Board, London Designer Outlet, Go West, Pilatus-Bahnen and Absolute Asia Travel.

# about

## WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

World Islamic Economic Forum (WIEF) Foundation was established in 2006. It is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics, and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET), Roundtable Series (WRT) and PowerTalk (WPT).



### WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

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# about



## WIEF BUSINESSWOMEN NETWORK (WBN)

WIEF Businesswomen Network (WBN) was introduced at the inaugural World Islamic Economic Forum in 2005. It marked the Foundation's recognition of the importance of women's contribution to economic growth. WBN is aimed at providing a networking platform for women entrepreneurs globally. Thus, creating valuable connections between businesswomen from both Muslim and non-Muslim worlds, as well as empowering their business potential and widening their market reach.

WBN initiatives are designed to equip women entrepreneurs with business know-how, e-commerce capabilities as well as knowledge in business growth and diversification. To this effect, WBN has initiated several entrepreneurship programmes such as WIEF Women Entrepreneurs Workshop, WIEF Regional Online Marketing Workshop, WIEF Entrepreneurial Retreat, WIEF Tea Talk, WIEF Women Entrepreneurs Strategic Workshop, WIEF Social Media Workshop for Women Entrepreneurs, WIEF Businesswomen Forum held in Gangneung, Korea and #iEmPOWER workshop series.

During the COVID-19 pandemic, WBN introduced webinar programmes with various business topics that are relevant to the current situation. The webinar programmes have helped WBN's global participants remain actively engaged in business instead of stagnating.

To date, WBN entrepreneurship programmes have continued to evolve with the times and benefitted more than 1000 women from 60 countries. WBN will continue its efforts in empowering and advancing women in the economic fields at national, regional and international levels.

### **H.E Dato' Dr Norraesah Mohamad**

Chairman, WBN Initiative

### **Nor Azuwa**

Senior Manager, Head of WBN Initiative

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Manager, WBN Initiative

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Social Media Links

📘 [WIEF Businesswoman Network Group](#)

Website

🌐 [www.wbn.wief.org](http://www.wbn.wief.org)