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Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia



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National Seminar in Malaysia Truly Asia

*"Destination Development and Marketing for
Tourism & Hospitality – Driving Revenues
through Successful Visitor Attractions"*

PROFESSOR

JOHN LENNON



John is a global expert in the commercial sector of hospitality and tourism. John has undertaken over 700 projects in over 40 nations. He specialises in the fields of; revenue generation, tourism development, destination /product marketing and financial feasibility

19 MARCH 2018

ISTANA HOTEL - KUALA LUMPUR



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National Seminar in Malaysia Truly Asia 2018

"Destination Development and Marketing for Tourism & Hospitality – Driving Revenues through Successful Visitor Attractions "

19 March 2018 – Hotel Istana, Kuala Lumpur

PROGRAMME OVER VIEW

A dynamic programme that considers developments and marketing trends in the competitive world tourism environment with particular relevance to the critical role of visitor attractions.

Successful destinations utilise iconic visitor attractions to catalyse destination awareness and revenue generation.

This programme looks at best practice in a range of destinations to illustrate practical approaches to local application.



PROGRAMME AGENDA

TIME	LEARNING UNIT
8.00 – 8.45	Registration and Networking
9.00 - 9.30	Introductions and Practical Learning approach
9.30 - 11.00	Key Trends and Development in International destinations Understanding contemporary marketing with case analysis and illustrations
11.00 - 11.30	Coffee / Tea and Discussions
11.30 - 1.00	The development and growth of marketing destinations utilising signature and iconic visitor attractions.
1.00 - 2.00	Lunch
2.00 - 3.30	Understanding the difference between product and experience; authenticity and commercial return in built and natural heritage attractions
3.30 - 4.00	Coffee / Tea and Discussions
4.00 - 6.00	Practical applications for local contexts ; maximising revenue yields in visitor attractions Using benchmarking and best practice to inform local application

Learning Outcomes

Upon completion of the seminar, participants will be able to:

- Understand and appreciate the major trends and developments in the competitive marketplace
- Apply examples and contexts for marketing and developing destinations
- Appreciate the centrality of the visitor attraction experience by using international examples of built and natural heritage, themed attractions and new visitor experiences
- Understand the practical value of maximising revenue returns through best practice learning

Target Audience and Level:

- This Seminar is targeted towards Hospitality, Tourism, Government Agencies and Destination Management Organisations
- Very suitable for Hotel Owners and Senior Managers working in Sales and Marketing, Visitor Attraction, Tourism Marketing and Development sectors. Management and senior staff identified by owners and



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Directors as having greatest potential for internal promotion and development.

Teaching Methodology:

A highly visual and interactive programme that illustrates learning objectives with practical and realistic examples of international best practice from a range of worldwide destinations. Delegates will participate in discussion elements and create action plans for implementation and application in their own workplaces and departments.

Expert Faculty

Professor J John Lennon

Director of Research Development and Management | Research Innovation and Enterprise

<https://www.gcu.ac.uk/research/>

Director of Moffat Centre for Travel and Tourism Business Development

<https://www.moffatcentre.com/>

W: [My research profile](#)





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John, managed the service quality training of 3,200 City of Culture Volunteers in the UK in 2017 and is developing further programmes for major cultural events at an international level.

John was the Principal Advisor for the Scottish Government Review of Tourism and is an independent Policy Advisor for VisitScotland. He has authored **five books**, over **80 articles** and **numerous reports** on the global hospitality, travel and tourism industry.

Programme Fee table

INDUSTRY	FEE PER PARTICIPANT (inclusive GST)
Government Agencies and Academia	RM1060.00
MAH Members	RM1060.00 (100% HRDF Claimable)
Others	RM1484.00

Programme fee maybe claimed back under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.

Venue: Hotel Istana, Kuala Lumpur

Closing Date: 2 March 2018





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Payment Details

Payment to be made to: **Universiti Utara Malaysia**

Bank Islam Malaysia Berhad Account Number: **02093010000010**

Kindly email proof of payment to: saharah@uum.edu.my

Contact Details

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Director

Corporate Executive Education and Development

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Registration Form

Details of Registrants (*you may also email the Registrant details*)

Name of Participant:			
IC/Passport#		Contact Number	
Email Address			
Organisation name and Address			
Name of Person In Charge authorised To sign form and Email address			
Total Fee Payment <i>(please refer to Programme Fee Table)</i>			

Cancellation Policy and Postponement of Programme

Because attendance at *this* programme requires significant advance preparation, refunds are not permitted. Invoice once issued can't be cancelled except for exceptional reasons. Registrants who cancel less than **7 days in advance** may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations

