Presenters:

1. ASSOC. PROF. DR. MUHAMMAD NAIM KAMARI (KUTPM)
   - Interpretation Of Heritage Tourism

2. DR. VIKNESWARAN NAIR (Taylor’s College)
   - Guiding The Industry Towards Responsible Tourism

3. DR. AHMAD PUAD MAT SOM
   - Sustainable Tourism Planning Approaches

4. MR JAMIL JUSOH
   - Tioman As Duty Free: Is It Sustainable?

DAY & DATE : MONDAY, 31 JULY 2006
TIME : 2.00 pm- 5.00 pm
VENUE : Conference Room, Building E49
17 July 2006

Dr. Vikneswaran Nair  
Co-Director, ERITA-Asia  
Taylor’s College, School of Hospitality & Tourism,  
Block C, Leisure Commerce Square,  
No. 9, Jalan PJS 8/9,  
46150 Petaling Jaya,  
Selangor

Dear Dr. Nair,

TOURISM SYMPOSIUM 2006 – ‘Sustainability in Tourism’

I am pleased to announce that Tourism Research Circle (TRC), which is based at the School of Housing, Building and Planning (HBP), Universiti Sains Malaysia, Penang, will be organizing a half-day symposium on 31st July 2006, Monday, 2.00-5.00 p.m. The symposium’s main theme is ‘Sustainability in Tourism’, and its main objective is to exchange ideas, knowledge and experience among different parties on how best to plan and develop sustainable tourism in our country.

On behalf of the organizing committee, I am deeply honoured to extend this invitation for you to participate and speak at our symposium. The event will be held at the Main Conference Room, E-49 Building, School of HBP, USM.

We look forward to your valuable participation, and we would like to thank you for your support and commitment. Kindly contact our secretariat for further information or enquiry.

Yours sincerely

Dr. Ahmad Puad Mat Som  
Organizing Committee Chairperson  
Tourism Symposium 2006

Symposium Secretariat  
Room 114, Block C  
School of HBP, USM  
Tel: 04 6533888 ext. 3314  
(Cik Shida and Cik Deyana)
GUIDING THE INDUSTRY TOWARDS RESPONSIBLE TOURISM: A WILD ASIA & TAYLOR'S COLLEGE INITIATIVE

Dr. Vikneswaran Nair
Head, Research & Development
Co-Director of ERITA-Asia
(Centre for Inter-disciplinary Research in Hospitality, Tourism & Food)

"Tourism Symposium"
31st July 2006
USM, Penang

Sustainable tourism is about ...

People
- Respect host culture
- Conserve built and living cultural heritage
- Promote inter-cultural understanding and tolerance

Planet
- Optimal use of resources
- Maintain ecological processes
- Help conserve natural heritage

Profits
- Long-term business viability
- Provide socio-econ benefits to all stakeholders
- Support stable employment opportunities and social services
- Contribution to poverty alleviation