

**Asia Pacific University of Technology and Innovation (APU) Malaysia
International Institute of Knowledge Management (TIKM) Sri Lanka**

Global Hospitality and Tourism Forum 2025
Redefining Tourism Industry Towards a Sustainable Future
25 July 2025, Kuala Lumpur, Malaysia
Website: <https://new.apu.edu.my/ghtf>
Organizing Body: APU- Malaysia

11th International Conference on Hospitality and Tourism 2025
Redefining Tourism Industry Towards a Sustainable Future
25-26 July 2025, Kuala Lumpur, Malaysia
Website: <https://tourismconference.co>
Organizing Body: TIKM-Sri Lanka

Conference Programme

Day 1 - 25 July 2025 - GHTF and ICOHT 2025		Venue
Time	Programme	APU AUD 2 (Level 6)
08.30	Forum and Conference Registration	
09.30	<p>Opening Ceremony</p> <p>Welcome Address</p> <p>Prof. Dr. Ho Chin Kuan <i>Vice Chancellor</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Mr. Isanka Gamage <i>Co-Founder and Managing Director</i> <i>The International Institute of Knowledge Management, Sri Lanka</i></p> <p>Prof. Dr. Silva DAC Suranga <i>Co-Chair, ICOHT</i> <i>University of Colombo, Sri Lanka</i></p> <p>Prof. Dr. Kashif Hussain <i>Chairperson, GHTF and ICOHT</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Officiated by (Keynote Speech): Malaysia MADANI in Motion: Steering Tourism Policy for People, Planet, and Prosperity</p> <p>YBrs. Encik Chua Choon Hwa <i>Deputy Secretary General (Tourism)</i> <i>Ministry of Tourism, Arts and Culture Malaysia</i></p> <p>GHTF: Global Hospitality and Tourism Forum 2025 ICOHT: 11th International Conference on Hospitality and Tourism (ICOHT) 2025</p> <p>Visit Malaysia 2026 Video “Surreal Experiences” Sri Lanka Tourism Promotional Video</p>	
10:00	<p>Keynote Address Paradigm Shift in Hospitality and Tourism Education: Bridging Theory and Practice</p> <p>Prof. Emeritus Dr. Jafar Jafari <i>University of Wisconsin-Stout, USA</i></p>	
10:30	<p>Launch of the APU and HTMi Switzerland - Kuala Lumpur Centre at Asia Pacific University of Technology and Innovation, Malaysia</p> <p>Launch by (Speech):</p> <p>Prof. Dr. Ho Chin Kuan <i>Vice Chancellor</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p>	

	<p>Mr. Ian Larmour <i>Chief Executive Officer</i> <i>Hotel and Tourism Management Institute, Switzerland</i></p> <p>Accompanied by: Mr. Charles Hains <i>Co-Chair, GHTF and Vice President of Global Academics</i> <i>Hotel and Tourism Management Institute, Switzerland</i> Prof. Dr. Kashif Hussain <i>Senior Head, School of Business and School of Global Hospitality and Tourism</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i> Mr. Vinoth Prakas <i>Vice President of Global Partnerships</i> <i>Hotel and Tourism Management Institute, Switzerland</i></p>
10:50	<p>Launch of Asian Hotelier Partnership AsianHotelier.Org and Asia Pacific University of Technology and Innovation, Malaysia</p> <p>Launch by: Prof. Dr. Ho Chin Kuan <i>Vice Chancellor</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i> Mr. Reginald T. Pereiras <i>President and CEO</i> <i>Aariana Hospitality International, Malaysia</i></p> <p>Accompanied by: Prof. Dr. Kashif Hussain <i>Chairperson, GHTF and ICOHT</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i> Mr. Kumaresu Murugasu <i>Academic Leader</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p>
11.00	Coffee Break
11:30	<p>Distinguished Industry Panel New Service Standards with the Rise of Artificial Intelligence in Hospitality and Tourism Industry</p> <p>Dato' Thangavelu Kuppusamy <i>Chairman, Grandlotus Travel Agencies Sdn Bhd, Malaysia</i> Mr. Reginald T. Pereira <i>President and CEO, Aariana Hospitality International, Malaysia</i> Mr. Vasudevan Suppiah <i>HR Practitioner, Industry Patron, Malaysia</i> Mr. Bernard Sebastian <i>General Manager, Parkroyal Serviced Suites KL, Malaysia</i> Mr. Charles Hains (Moderator) <i>Vice President of Global Academics, Hotel and Tourism Management Institute, Switzerland</i></p>
12:30	Lunch Break
	APU Dining Room
14.00	<p>Distinguished Academia Panel Growing Importance of Hospitality and Tourism Education for International Accreditations and Global Rankings</p> <p>Prof. Dr. Neethiahnanthan Ari Ragavan <i>Taylor's University, Malaysia</i> Ms. Ma. Christina G. Aquino <i>Lyceum of the Philippines University, Philippines</i></p>

	<p>Mr. Ts. Nur Zahdi Mohd Nor Aldin <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Prof. Dr. Silva DAC Suranga <i>University of Colombo, Sri Lanka</i></p> <p>Prof. Dr. Amitabh Upadhya <i>The Woolwich Institute, Dubai</i></p> <p>Prof. Ts. Dr. Murali Raman (Moderator) <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p>
15:00	<p>Keynote Address (Online Session) Technological Advancements in Sustainable Tourism for Green Practices</p> <p>Prof. Dr. Dogan Gursoy <i>Washington State University, USA</i></p>
15:30	<p>Distinguished Speaker Session Beyond Compliance: Embedding Sustainability and ESG into the DNA of Business</p> <p>Prof. Ir. Eur. Ing. Ts. Dr. Vinesh Thiruchelvam <i>Chief Innovation & Enterprise Officer, Asia Pacific University of Technology and Innovation, Malaysia</i></p>
15:45	<p>Special Awards Ceremony for Hospitality and Tourism Profession</p> <ul style="list-style-type: none"> • Outstanding Practitioner Awards for Industry Professionals • Outstanding Literary Awards for Social Scientists • Lifetime Achievement Awards for Global Hospitality and Tourism Gurus <p>Presented by: Prof. Ts. Dr. Murali Raman <i>Conference Advisor, GHTF and ICOHT</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Accompanied by: Prof. Dr. Silva DAC Suranga <i>Co-Chair, ICOHT</i> <i>University of Colombo, Sri Lanka</i></p> <p>Assoc. Prof. Dr. Ahmad Rasmi Suleiman Albattat <i>Conference Programme Co-Chair</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Visit Malaysia 2026 Video "Surreal Experiences" Sri Lanka Tourism Promotional Video</p>
16:00	Coffee Break
16:30	<p>Distinguished Research Panel Meeting the Editors of Scopus Indexed Journals: The Legends and Rising Stars</p> <p>Prof. Emeritus Dr. Jafar Jafari <i>University of Wisconsin-Stout, USA</i></p> <p>Prof. Dr. Mohammad Falahat Nejadmahani <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Assoc. Prof. Dr. Faizan Ali <i>University of South Florida Sarasota Manatee, USA</i></p> <p>Dr. Puvaneswaran Kunasekaran <i>Universiti Putra Malaysia, Malaysia</i></p> <p>Prof. Dr. Mohd Hafiz Mohd Hanafiah (Moderator) <i>Universiti Teknologi MARA, Malaysia</i></p> <p>Special Announcement (Online Appearance): Dr. Reena George from Amity University, UAE</p>

17:30	<p>Research Workshops (Parallel Sessions)</p> <ul style="list-style-type: none"> Systematic Literature Review Prof. Dr. Angelina Yee <i>Asia Pacific University of Technology and Innovation, Malaysia</i> Advance Qualitative Research Dr. Samuel Folorunso Adeyinka-Ojo <i>Curtin University, Malaysia</i> Multivariate Data Analysis Assoc. Prof. Dr. Faizan Ali <i>University of South Florida Sarasota Manatee, USA</i> 	<p>Tech Lab 4-02</p> <p>A-04-04</p> <p>A-05-05</p>
18:30	END	
18:40	The bus service will leave at 6:40 pm for conference dinner after the research workshops.	
20:00	<p>Conference Dinner</p> <p>Welcome Remarks Prof. Ts. Dr. Murali Raman <i>Conference Advisor</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Mr. Isanka Gamage <i>Co-Founder and Managing Director</i> <i>The International Institute of Knowledge Management, Sri Lanka</i></p> <p>Officiated by (Keynote Speech): Redefining Tourism Industry Towards a Sustainable Future</p> <p>Datuk Manoharan Periasamy <i>Director General of Tourism Malaysia</i> <i>Ministry of Tourism, Arts and Culture Malaysia</i></p> <p>Visit Malaysia 2026 Video "Surreal Experiences" Sri Lanka Tourism Promotional Video National Cultural Performances</p>	<p>Grand Ballroom 2 Renaissance Hotel Kuala Lumpur</p>
22:00	END	
Day 2 - 26 July 2025 - ICOHT 2025		Venue
Time	Programme	APU AUD 3 (Level 3)
08.30	Conference Registration	
09:30	<p>Welcome Remarks Mr. Isanka Gamage <i>Co-Founder and Managing Director</i> <i>The International Institute of Knowledge Management, Sri Lanka</i></p> <p>Prof. Dr. Kashif Hussain <i>Chairperson, GHTF and ICOHT</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>ICOHT: 11th International Conference on Hospitality and Tourism (ICOHT) 2025</p> <p>Visit Malaysia 2026 Video "Surreal Experiences" Sri Lanka Tourism Promotional Video</p>	
10:00	<p>Distinguished Speakers Panel Envisioning the Importance of Sustainable Tourism and Industry Response in 2050</p> <p>Prof. Dr. Atif Hassan <i>Beaconhouse National University, Pakistan</i></p>	

	<p>Prof. Dr. Ahmad Puad Mat Som <i>Universiti Sultan Zainal Abidin, Malaysia</i></p> <p>Dr. Kiran Shinde <i>La Trobe University, Australia</i></p> <p>Prof. Dr. Vikneswaran Nair <i>Wawasan Open University and Cornell Leadership Academy, Malaysia</i></p> <p>Assoc. Prof. Dr. Ahmad Rasmi Suleiman Albattat (Moderator) <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p>	
11:00	Coffee Break	
11.30	Session 1: Paper Presentations	Download the Programme from Website
12.30	Session 2: Paper Presentations	
13:30	Lunch Break	
15.00	Session 3: Paper Presentations	Download the Programme from Website
16:00	Session 4: Paper Presentations	
17:00	Coffee Break	
17:30	<p>Distinguished Speaker Session The Role of AI and Technology in Transforming Hospitality and Tourism</p> <p>Prof. Dr. Cihan Cobanoglu <i>Virscend University, USA</i></p>	
18:00	<p>Conference Awards Ceremony</p> <ul style="list-style-type: none"> • Best Paper Presentation Awards: Gold, Silver and Bronze for Delegates and Students • Recognition of Session Chairs and Organizing Committee <p>Presented by: Mr. Isanka Gamage <i>Co-Founder and Managing Director</i> <i>The International Institute of Knowledge Management, Sri Lanka</i></p> <p>Accompanied By: Prof. Dr. Silva DAC Suranga <i>Co-Chair, ICOHT</i> <i>University of Colombo, Sri Lanka</i></p> <p>Prof. Dr. Mohd Hafiz Mohd Hanafiah <i>Universiti Teknologi MARA, Malaysia</i></p> <p>Assoc. Prof. Dr. Jugindar Singh <i>Conference Coordinator</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Dr. Ravindra Kumar Perumal <i>Conference Coordinator</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p> <p>Visit Malaysia 2026 Video “Surreal Experiences” Sri Lanka Tourism Promotional Video</p> <p>Closing Remarks Mr. Isanka Gamage <i>Co-Founder and Managing Director</i> <i>The International Institute of Knowledge Management, Sri Lanka</i></p> <p>Prof. Dr. Kashif Hussain <i>Chairperson, GHTF and ICOHT</i> <i>Asia Pacific University of Technology and Innovation, Malaysia</i></p>	
18:30	END	