Bio Data of Moderator and Panel Speakers

April 12 (Tuesday), 2011
11:00 to 12:30
Plenary Four: Growing with Tourism

Session Moderator:

Peter Semone
Chief Technical Advisor, Agency for Luxembourg Development Cooperation Project

Peter Semone currently serves as Chief Technical Advisor of an Agency for Luxembourg Development Cooperation Project in Vientiane, Laos.

Prior to his current engagement, Peter served as Team Leader of the Asian Development Bank (ADB) funded Mekong Tourism Development Project (MTDP) in Vietnam.

Peter has served as Vice President of the Pacific Asia Travel Association (PATA) where he was responsible for directing PATA’s regional offices in Europe, the Americas, the Pacific and China and providing strategic leadership to PATA’s many regional and global initiatives. During his tenure at PATA, Peter was instrumental in responding to the Bali Bomb, SARS and Tsunami crises and in nurturing cooperation among the seven Greater Mekong Sub-region destinations.

Early in his career, Peter founded a destination management company, which managed shore logistics for major cruise ship visits to ports in Indonesia.

Peter is a frequent lecturer on topics ranging from Tourism Economics, Strategic Management and Destination Marketing at numerous Asia Pacific tourism colleges and at professional tourism conferences.
Peter holds an undergraduate degree from the University of Pennsylvania’s College of Arts and Sciences and Wharton School of Business as well as a master’s degree from Cornell University’s School of Hospitality Management.

**Lead Presenter:**

**Geoffrey Lipman**  
Director, greenearth.travel  
Managing Director, beyond tourism

Professor Geoffrey Lipman is currently Director of greenearth.travel and MD of “beyond tourism”: He is Advisor to the Secretary General of the World Tourism Organization (UNWTO): Advisor to the World Economic Forum and Vice Chair of its Global Agenda Council (Aviation, Travel & Tourism): Adjunct Professor at Victoria University Australia and Senior Tourism Research Fellow at George Washington University US. He is a Board Member of STDI and Dragon Trail, as well as the Live The Deal campaign and a Principal at Schuman Associates.

From 2006 to 2010 Lipman was Assistant Secretary General and Spokesperson of UNWTO, the World Tourism Organization and prior to that acted as Advisor to the Secretary General. He was the first President of WTTC (World Travel & Tourism Council) 1990 to 99: Chair of Green Globe 2000-07 and Executive Director IATA (International Air Transport Association) where he worked from 1966 - 85 as well as a founding partner in Global Aviation Associates, specialising in aviation government relations and competition.

Lipman has written and lectured around the world on tourism strategy, sustainability and airline liberalization, co-authored books on opening up European Aviation, established a Think Tank on Free Trade in the Air and led a major study on EU airline merger policy.
Andrew Chan is the CEO of TMS Asia Pacific (TMS) and is responsible for the company's presence, operations and strategic direction. He joined TMS in 2005 and has previously served as Managing Director – Asia before being appointed to his current role.

He has worked in many facets of the industry commencing his career as a Travel Agent in Australia and subsequently joining the airline industry, working with Cathay Pacific Airways and Singapore Airlines in customer service and business development roles. In 2001, Andrew furthered his career by entering the hospitality sector working for brands such as the Stamford Hotels and Resorts and the Carlton Hotel Group where he was Regional Marketing Manager. He later joined Hospitality Marketing Concepts (HMC) as their Director of Business Development, where he oversaw all sales and marketing functions in Australia, New Zealand and Asia.

A polished and engaging presenter, Andrew is frequently invited to address audiences at travel and hospitality conferences, events, trade shows, as well as educational institutions. He also regularly contributes his expertise on recruitment and HR best practices in industry publications and roundtables. Andrew is an active member of several travel associations including PATA, HSMAI, ACTE and SKAL Singapore. He holds a MBA from the University of South Australia and is the current Singapore Chapter-President of HSMAI.
Brian Deeson
2011 PATA Life Member

Brian Deeson has had over 40 years’ experience in the management and marketing of hotels and resorts with major international hotel chains. After studying Hotel Management in the United Kingdom, Brian Deeson worked with Hilton International in London, Hong Kong and Bangkok before joining Hyatt International in 1971. He held the positions of General Manager for Hyatt hotels in Sydney and Manila. After assisting in Hyatt’s major expansion in Asia, he then moved to Hyatt International’s headquarters in Chicago as Vice President Sales and Marketing in early 1979. Brian Deeson was responsible for the establishment of Hyatt International’s worldwide sales and marketing organisation which included setting up a global reservations network handling Hyatt hotels in 25 countries. In 1982, he moved to become Hyatt International’s Area Director for Thailand, India and Malaysia and in 1985, assumed the position of Area Director of the Middle East and North Africa.

In 1987, he left Hyatt and set up Radisson Hotels Pty Ltd, based in Sydney, where he was responsible for Radisson’s major expansion to 16 hotels in Australia and Asia regions. In 1989, Brian Deeson moved to Hong Kong to set up Century International Hotels (CIH) and was responsible for the overall corporate management and operation of the company. CIH then expanded rapidly, developing hotels and resorts in Hong Kong SAR, China, Vietnam, Indonesia, Malaysia and Philippines. In 2004 he took up the position of Managing Director – Greater China for Accor based in Shanghai, which he held until late 2007 when he returned to Australia.

In the 1970’s he was the founding Chairman of the Sydney Convention and Visitors’ Bureau. He was also a member of the Tourism Task Force set up by the Hong Kong Government and was a member of the Tourism Strategy Group set up by Hong Kong’s Tourism Commissioner in July 1999 to establish new directions for Hong Kong’s tourism.

Brian has long been actively involved with PATA and in 2007/2008 served as its Chairman.
Dr. Chuck Yim Gee  
Regent, University of Hawaii  
PATA Life Member

Dr. Chuck Yim Gee is a Regent of the University of Hawaii. Prior to his formal retirement in 2000, he served as Dean of the UH School of Travel Industry Management (TIM) from 1976-2000 and concurrently as interim Dean of the UH College of Business Administration from 1998-2000. Under his leadership the TIM School gained an international reputation throughout the USA and the Pacific-Asia region. He is a recognized authority and consultant on tourism development and tourism/hospitality education, training and research, as well as a published author of widely adopted textbooks in the field, including The Travel Industry (3 editions), International Tourism: A Global Perspective, International Hotels: Development & Management (2 eds.), World of Resorts: From Development to Management (3 eds.).

Gee has frequently served on government advisory bodies at state, national and international levels, including chairmanship of the Hawaii Tourism Policy Council and chair of the State Tourism Training Council under three previous state governors and the former USTTA under three US Administrations. He was involved with the UNWTO on behalf of the US government, assisting in the drafting of the Declaration of Manila concerning the universal right to freedom of travel, the Declaration of Male for sustainable tourism, the Macao Resolution on tourism human resource development, among others.

Upon the advent of new millennium, the then Honolulu Star Bulletin named Chuck Gee on the list of 100 individuals who “made a difference” for the State of Hawaii during the 20th Century. His other awards and honors include the Award of Excellence for Tourism Education conferred by China National Tourism Adm. (1992), the PATA Grand Award for Individual Accomplishment (1991), PATA Life Member (1990), PATA Presidential Award (1986), NOAH Award given by the Academy of Tourism Organizations (1987), Travel Industry Leaders Award given by the Travel Industry Association of America (1988), Hawaii State Manager of the Year (1995) et. al. In recognition of his lifelong public contributions, the University of Denver conferred the Hon. Doctorate of Public Service (1991).
Tunku Iskandar
PATA Life Member
Group Managing Director, The Melewar Group

TUNKU DATO SERI ISKANDAR BIN TUNKU ABDULLAH has, over the past 30+ years, led a number of national and international travel and tourism associations in various capacities including:

• Pacific Asia Travel Association (PATA) – Chairman / Board Member;
• ASEAN Tourism Association (ASEANTA) – President / Chairman, Intra-ASEAN Travel Committee;
• Federation of ASEAN Travel Association (FATA) - President;
• United Federation of Travel Agents’ Associations (UFTAA) – Deputy Director;
• Indian Ocean Tourism Organisation (IOTO) - Chairman;
• National Tourism Council of Malaysia (NTCM) - Founder Chairman;
• Malaysian Association of Tour and Travel Agents (MATA) - President

He is the Group Managing Director of The Melewar Group and concurrently the Group President of the tourism-related companies of The Melewar Group, including Mitra Malaysia Sdn Bhd; Mitra Kembara Sdn Bhd; Pacific World Travel Sdn Bhd; World Express (M) Sdn Bhd and Avis Rent-A-Car Malaysia.

He was a member of the Boards of the Malaysian Tourism Promotion Board and the Tourist Development Corporation and also the Board of Governors of the Commonwealth Tourism Centre.

Tunku Iskandar holds a Master of Science Degree in International Marketing of the University of Strathclyde, UK, and was elected Fellow of the Chartered Institute of Marketing (UK), the Institute of Administrative Management (UK) and also the Institute of Marketing Malaysia. In 1984, he received the “Triple-A” Alumni Achievement Award from the Asian Institute of Management, Philippines.
Mr Arjun Sharma
Managing Director, Le Passage to India

Arjun Sharma has been associated with the travel Industry for over 25 years, known for his exemplary vision, business acumen, leadership skills and drive – qualities which continuously lead him to successfully explore new ideas while building on existing foundations. He is today one of the pillars of consistent development of the tourism industry, not only in India, but also the entire Sub-continent. He is especially known for his passion for innovative marketing in promoting India.

In 2005, Arjun Sharma brought the world’s largest travel conglomerate TUI to India through a Joint venture with Le Passage to India. As the Managing Director of Le Passage to India, he has nurtured its growth to be the No.1 Destination Management Company of the country. The company has won three consecutive National Tourism Awards (2006-2009) under his stewardship.

Mr. Sharma believes that his team is his most valuable asset and their ability to work with excellence shows in the success of the business. He re-affirms his faith in the team by constantly encouraging them, to strive for greater efficiency and growth sustenance within the organization. He says “Ability is what we are capable of doing, motivation determines what we do and attitude determines how well we do it.”

Mr. Sharma is also the Managing Director of Select Group which has diversified business interests. Through its brand Select Hotels the group has two boutique resorts in Goa and Manesar and its real estate foray is Select Citywalk – a premium shopping centre in the New Delhi.