



**Bournemouth  
University**



FESTIVAL of  
**LEARNING**

**Indonesia**

**Global Festival  
of Learning**

**BINUS University,  
Indonesia**

**27 March 2017**

**[www.bournemouth.ac.uk/global-fol](http://www.bournemouth.ac.uk/global-fol)**

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## Key

These icons show the type of event

### Activity type



Interactive workshop



Lecture/talk



Exhibition



Cultural performance

### Audience type



General audience



University academic  
staff and students



Businesses/Industry

## Location

All events will take place at BINUS University



WELCOME

**We are delighted to welcome you to our Global Festival of Learning ASEAN 2017. Our Global Festival of Learning builds on our popular UK-based Festival which is now in its fifth year running.**

The Festival of Learning is a celebration of learning and has showcased BU's research and expertise to a wide and varied audience over the last five years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's ASEAN Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so, we hope

**Professor John Vinney**  
**Vice-Chancellor, Bournemouth University**

it will inspire learning, encourage new thinking, and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from both our institutions who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable stay in Indonesia.

**Professor Dr Ir. Harjanto Prabowo, MM**  
**Rector, BINUS University**

## Introduction

**The Global Festival of Learning is our way of celebrating learning and knowledge and what better way to start this event than to be here with colleagues in Indonesia? Although this is only the second Global Festival of Learning it is already attracting much attention and this year we focus on some of the more pressing issues that are being faced in the UK and Indonesia.**

Together with BINUS University, we have arranged a fantastic programme of keynotes, plenary sessions and cultural activities, covering topics ranging from tourism & business, marketing, science and journalism, social interactions, and leadership and innovative learning. We look forward to engaging and sharing thoughts with colleagues and people during the Festival and experiencing the fantastic programme of social and cultural activities arranged for us by our wonderful hosts, BINUS.

**Dr Sonal Minocha**  
**Pro Vice-Chancellor (Global Engagement)**

The Global Festival of Learning is more than just an event – it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Professor John Fletcher**  
**Pro Vice-Chancellor**  
**(Research and Innovation)**

## Keynote speaker - Professor Ir. Wiendu Nuryanti, MArch, PhD

**Universitas Gadjah Mada (UGM), Yogyakarta  
Vice-Minister of Education and Culture for Cultural Affairs,  
Ministry of Education, Government of Indonesia (2011-2014).**



With a professional background in architecture and urban planning, Dr. Wiendu Nuryanti is recognized as being a prominent expert on culture, tourism and development issues in

Indonesia. She was Vice-Minister of Education and Culture for Cultural Affairs in the Ministry of Education (2011-2014). At the end of her service, Dr. Nuryanti received the Bintang Mahaputra Utama (Medal for Outstanding Service to the Nation), Highest Class in 2014.

For her academic background, Dr. Nuryanti did her undergraduate studies in Indonesia, obtaining degrees in architecture and urban planning before going to

study in the USA where she received her Master's Degree in Architecture and Urban Design at the University of Wisconsin (1987). Later, she obtained a Ph.D. in Tourism Planning and Regional Development from the Universities of Surrey and Bournemouth in the UK (1998).

In 2007, Dr. Nuryanti was appointed Professor of Architecture and Tourism Planning in the Dept. of Architecture and Planning at Gadjah Mada University in Yogyakarta, Indonesia.



# PROGRAMME

- 8:30am **Registration**  
Foyer, BINUS University Main Building,  
Kampus Anggrek
- 
- 9:00am **Welcome and traditional dance**
- 
- 9:15am **Welcome address**  
Professor Dr. Ir. Harjanto Prabowo, MM, Rector,  
Auditorium, Kampus Anggrek, BINUS University
- 
- 9:30am **Welcome address**  
Dr Sonal Minocha, Pro Vice-Chancellor (Global  
Engagement), Bournemouth University
- 
- 9:45am **Keynote speaker**  
Prof. Ir. Wiendu Nuryanti, Professor of Architecture and  
Planning, Universitas Gadjah Mada
- 
- 10:30am **Break**
- 
- 10:45am **Tourism and Business & Marketing sessions**
- 
- 12:15pm **Lunch**
- 
- 12:30pm **Fringe events**
- 
- 1:30pm **Panel discussion: The relationship between  
science and journalism**
- 
- 2:30pm **Break**
- 
- 2:45pm **Social interactions and Leadership  
& Innovation sessions**
- 
- 4:45pm **Closing ceremony**



# TOURISM AND BUSINESS

## Keluargaan as a Foundation of Indonesian Business Norm

Dr Marko S. Hermawan,  
BINUS University, Indonesia

 11:30am



## Smart Tourism and Agile Destinations

Prof Dimitrois Buhalis, Yeyen Sinarta  
& Malvika Nighojkar  
Bournemouth University, UK

 10:45am



Based on Smart Cities research and methodologies, a Smart Tourism Destination successfully implements smartness which is fostered by open innovation, supported by investments in human and social capital, and sustained by participatory governance in order to develop the collective competitiveness of tourism destinations to enhance social, economic and environmental prosperity for all stakeholders. Interoperability and ubiquitous computing ensure that everybody is interconnected and processes are integrated towards generating value, through dynamic co-creation, sustainable resources and dynamic personalisation and adaptation to context.

The study of ethnic influence is rarely discussed, especially in regard to Indonesian business relationships. This study explores one holistic Javanese norm that has not been fully developed by other references; kekeluargaan. The term is commonly used and understood by Indonesian society, but is underdetermined by Western literature. By elaborating the Javanese values of respect and rukun, the study identifies that kekeluargaan extends beyond its original term, especially when touching upon gaining understanding and commitment to bind its members within an organisation. A qualitative and indigenous approach is used to determine the norm, by investigating two organisations that have similar characteristics in terms of founding fathers (Indo-Chinese) and a mixture of ethnic groups as their employment goals. Thus, this study attempts to contextualise kekeluargaan norm and its application to Indonesian business.



# MARKETING



## Word-of-mouth: Unlocking its Potential

Dr Fiona Cownie,  
Bournemouth University, UK

 10:45am



Dr Fiona Cownie explores word-of-mouth as a marketing communication tool. The session will: introduce Word of Mouth and its potential role within marketing communication; show examples of how organisations seek to stimulate Word of Mouth; discuss NPS as measure of Word of Mouth; highlight Word of Mouth as a key outcome of relationship marketing (RM); highlight the impact of culture on RM and specifically Word of Mouth; demonstrate the implications of the particular cultural characteristics of the ASEAN countries on Word of Mouth. This session links to Dr Cownie's research, which is largely focused on relational approaches to higher education, including Word of Mouth.

## Aesthetics in ASEAN

Dr Firend Rasch,  
Bournemouth University, UK

 11:30am



Dr Rasch will present recent research findings regarding aesthetics in ASEAN/South-East Asia. The audience will learn more about the use of images of beauty in media and how it affects/alters their perception of beauty. Attendees will gain deeper understanding of the impacts of beauty and how images alter their perception of reality. The presented findings are the results of research that has been taking place over the last two years. Attendees all benefit by being exposed to latest practices by media and marketers and how modern branding and aesthetic practices is changing the perception of consumers in Southeast Asia.

**Cultural Performance**

Foyer

 12:30pm



**Craft Activities**

Foyer

 12:30pm



**View Students' Poster Presentations**

Foyer

 12:30pm



**FRINGE  
EVENTS**







## PANEL DISCUSSION

### The Relationship Between Science and Journalism

Dr An Nguyen, Bournemouth University, UK & Harry Surjadi, President of Indonesian Branch of World Federation of Science Journalists, Indonesia

 1:30pm



This session will focus on the many challenges to the working relationship between science and its institutions on the one hand and journalism and news organisations in the context of a developing country on the other. Potential remedies to enhance that relationship for the sake of development will be explored. Following a presentation by Dr Nguyen, a panel of local scientists and science journalists will be chaired by Mr Harry Surjadi. The discussions will touch upon promoting the mutual understanding and collaboration between the two worlds of science and journalism.



# SOCIAL INTERACTIONS

## B1

### Staying Competitive in the News Business; Social Media Engagement of Journalists in Indonesia

Christine Gneuss,  
BINUS University, Indonesia

 3.15pm



### Broadcast Journalism Today

Professor Guy Starkey,  
Bournemouth University, UK

 2:45pm



Today, broadcast journalism uses three interconnected media - radio, television and online. We show how radio and television developed in the UK and how the technology of broadcast journalism has evolved over ninety years. We explain how online content now adds new perspectives to broadcast journalism. This presentation begins with an overview of both the technology and the institutions involved in broadcast journalism in the UK. It demonstrates how and why the technology has evolved and the multi-channel environment of today's broadcast journalism has emerged. Familiarity with the BBC will be used and attendees will develop a greater sense of differences and similarities between the UK and ASEAN contexts.

Jakarta – the most Tweeting city in the world. For those who are involved in the Social Media industry, this is not necessarily earth-shattering news. Interesting however is the usage of Twitter today in the great archipelago; although many Indonesian millennials are moving their digital social lives towards other competitors, such as Instagram, Gen X is using Twitter still very actively for political debates and discussions. In a time where traditional media is competing to find a foothold in the digital world, a closer inspection on how individual journalists' accounts inspire viewer and reader engagement, is very much crucial for these media players in order to stay competitive. This session encompasses how outcomes of initiatives such as Editor's Lab\* held in Jakarta strive to find international solutions, based on local strategies and observes how Indonesians engage in political discussions online, with a focus on how traditional media can leverage from the current online landscape.

## Understanding Financial Scams and Avoiding Them

Dr Lee-Ann Fenge,  
Bournemouth University, UK

 3.45pm



If you want to learn more about financial scams and become better equipped to avoid becoming a scam victim, come to this session. Financial scammers are more likely to target those with wealth, and older people may be specifically targeted. It is believed that this demographic is more prevalent in the ASEAN countries. Learn from the research currently being undertaken by the National Centre of Post-qualifying Social Work in collaboration with key national agencies in the UK.



**LEADERSHIP  
& INNOVATION**

### A Strategy for Maximising Learning Gains

Dr Milena Bobeva & Glebs Kiselov,  
Bournemouth University, UK

 2:45pm



This session introduces the concept of learning gains and presents a strategy for maximising these through extra-curricular activities. Student lived experiences with formal, social and experiential learning will be shared and evidenced through e-portfolios. You will be invited to discuss opportunities for international collaboration in studying learning gains and student employability. Attendees will gain: understanding of learning gains and how they differ from learning outcomes and value-added; appreciation of how personalisation of education could be achieved through linking course studies with extra-curricular activities, thus fusing formal, social and experiential learning; recognition of the role of reflective accounts and e-portfolios as evidence of learning gains and student employability.



### Gamification in Accounting: An Innovation of Teaching and Learning in Tertiary Accounting Education

Dra. Ang Swat Lin Lindawati,  
BINUS University, Indonesia

 3:15pm



Understanding accounting can be challenging for students whether they are enrolled in a financial accounting course or are taking accounting classes as majors. Today's university students report that they prefer visual contexts and active learning environments rather than passive lectures. Offering gamification is the alternative model in learning and teaching in accounting. Gamification is a popular term to describe the pedagogical technique associated with game-based learning. This is an innovation tool to make the process of teaching and learning in accounting more interesting. Gamification can be defined as applying the mechanics of games in order to make learning more appealing. Gamification refers to the use of game design strategies to engage users in activities that are traditionally regarded as inherently utilitarian.

### Strengths Based Approaches to Leadership/Lean-ership: Lean for Leaders in Higher Education

Susanne Clarke, Dr Lois  
Farquharson & Samantha Everett,  
Bournemouth University, UK

 3:45pm



Lean as an approach to continuous improvement is underpinned by the key concept of respect for people. Over 150 HEIs have already evidenced the value of Lean and continue to develop Lean as a strategic tool for organisational success. Lean approaches can be applied to service activities within HE (Finance, Student Services, Accommodation etc.), however they are increasingly being used directly to improve teaching and research activity. A Lean Leader can be drawn from any role but it has been found that there is a gap in positive people focused lean leadership development. Bournemouth University is an active member of the Lean in Higher Education Global Group, which interacts with over 150 universities worldwide and therefore will offer practical examples from their own and the wider Lean Community of Practice in this session.



**TUESDAY**  
**28 March**

# MEET THE EXPERT EXHIBITION

Bournemouth University

Hotel Mulia, Jakarta

10:00am **Meet the Expert Exhibition – Morning session**

Faculty of Management (FoM) Section

**BU Staff:**

Professor Dimitrios Buhalis – Area of specialism: Tourism & Hospitality

Dr Milena Bobeva – Area of specialism: MBA and Business Studies

Dr Firend Rasch – Area of specialism: Marketing

BU alumni in Indonesia

Faculty of Media & Communication (FMC) Section

**BU Staff:**

Dr Fiona Cownie – Area of specialism: Corporate & Marketing Communication

Professor Guy Starkey & Dr An Nguyen – Area of specialism: Journalism

BU Alumni in Indonesia

10:00am **Parallel session: Studying tourism and hospitality in the UK workshop**

Prof Dimitrios Buhalis - Area of specialism: Tourism & Hospitality

30 - 40 minute presentation followed by 20 - 30 minute Q&A

11:00am **Parallel session: Life in the UK – Studying essentials workshop**

Ryan Miles – Area of specialism: Student Recruitment

Kania Hartawan, Current BU student studying MSc International Risk Management & Finance

30 - 40 minute presentation followed by 20 - 30 minute Q&A

12:00pm **Lunch and networking**

Opportunity for future students and family to meet with BU staff and alumni and informally discuss future studies in the UK



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1:00pm **Meet the Expert Exhibition – Afternoon session**  
The same as morning session

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1:00pm **Parallel session: Studying an MBA in the UK workshop**  
Dr Milena Bobeva – Area of specialism:  
MBA and Business Studies  
30 - 40 minutes presentation followed by 20 - 30 minutes Q&A

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2:00pm **Parallel Session: Studying Media & Communication in the UK workshop**  
Dr Fiona Cownie – Area of specialism: Corporate & Marketing Communication (BU)  
BU alumni in Indonesia  
30 - 40 minutes presentation followed by 20 - 30 minutes Q&A

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ORGANISING  
COMMITTEE  
BIOGRAPHIES

**Dr Malcolm Mclver**

**Associate Dean (Global Engagement)  
Faculty of Health & Social Sciences  
Bournemouth University**

Following a successful career in the field of healthcare, where he rose to the position of General Manager of a large specialist hospital in the UK, Dr Mclver commenced a career in education in 1985 as a Senior Lecture at Homerton College of Health Studies, Cambridge. For more than ten years he held a number of senior positions in the Health Faculties of several UK Universities and as a visiting professor overseas. In 2012 he was appointed as the University of Hertfordshire's Director of Studies to the INTI Education Group, with responsibility for overseeing the management and delivery of the Universities 40+ undergraduate and postgraduate pathways for more than 3000 students across SE Asia.

In 2015 he returned to the UK to take up a post at Bournemouth University where he is the Associate Dean in the Faculty of Health and Social Sciences with more than 4800 students; the ASEAN Academic Lead for the University, and sits on the Advisory Board of Wessex International Healthcare Consortia.



### **Dr Alastair Morrison**

#### **International Partnerships Development Manager Bournemouth University**

Dr Alastair Morrison has been International Partnerships Manager at Bournemouth University since 2012. Previous to that he worked for nine years at the British Library, collaborating with partner institutions worldwide to preserve and research the Silk Road. He lived in China for four years and has research interests in contemporary Chinese culture and literature.

### **Ryan Miles**

#### **Regional Manager for South East Asia International Marketing and Student Recruitment Team**

Ryan has been the Regional Manager for South East Asia at Bournemouth University since 2012, with responsibility for Indonesia, Thailand and Vietnam. He has built substantial links within Indonesia and has travelled extensively throughout the archipelago promoting UK Higher Education. Ryan has served as the main point of contact for the BINUS – BU relationship since its inception. Prior to that he studied his Master's in International Marketing at Bournemouth University and was awarded the Hamworthy Water Systems Prize for the student displaying the best cultural adaptability in recognition of his work with international students.



**SPEAKER  
BIOGRAPHIES**

**Dr Milena Bobeva**

**Principal Academic**

**MBA Director**

**Faculty of Management**

**Bournemouth University**

Dr Bobeva is a key advocate of education innovation through staff-student collaboration and Technology Enhanced Learning. Her subject expertise is multidisciplinary, with key focus on system analysis, business process improvement, blended and e-learning, and performance management. Her experience covers both large undergraduate (over 300 students) cohorts and small groups of MBA students. The outcomes of working with students as partners in subject-based research, enquiry and consultancy have been reported through a variety of channels, including conference publications, workshops and reports. Milena is a Member of the Chartered Management Institute since 2012. Her latest project has been on reverse mentoring in Higher Education.

## **Professor Dimitrios Buhalis**

**Head of Department – Tourism & Hospitality  
Faculty of Management  
Bournemouth University**

Professor Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is Director of the eTourism Lab at BU. He was also the President of the International Federation of Information Technology for Travel and Tourism (IFITT) 2010-2014. He has worked at the Universities of Surrey, Westminster and the Aegean. He has written 18 books and more than 100 articles. Dimitrios has been involved with a number of European Commission FP5, FP6, FP7 projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission on eTourism. He was Vice President on the Board of Affiliate Members of the United Nations World Tourism Organization (UNWTO), and has recently been elected as the first Vice President of the International Academy for the Study of Tourism.

## **Susanne Clarke**

**Head Of Service Excellence  
Bournemouth University**

A key theme of Susanne's career has been a passion for embracing positive methodologies that support organisational and team performance. This has led to working with others in Higher Education to develop Lean methods and approaches to learning from what works using Appreciative Inquiry to support performance enhancement. Susanne has led transformational change programmes to improve the student experience and in her current role as Head of Service Excellence at Bournemouth University she leads activity which promotes embedding an excellence culture. Susanne was named as one of the top 25 trailblazing individuals from around the world by Lean Manufacturing Journal in 2016, recognising her work in adapting Lean methodologies and Service Excellence in Higher Education. Susanne sits on the Lean In Higher Education Global Steering Group which supports Lean and Improvement in Higher Education. Prior to her career in Higher Education, Susanne qualified as an accountant and held senior posts within the technology sectors.

**Dr Fiona Cownie**

**Senior Principal Academic  
Faculty of Media & Communication  
Bournemouth University**

Dr Cownie has worked in a number of roles including Associate Dean - Media Production, Head of Quality, Head of Programmes. She has been involved in curriculum development over a number of years, most recently driving the development of the media production postgraduate and undergraduate frameworks. As a tutor, she has delivered units within the Corporate and Marketing Communications undergraduate and postgraduate frameworks, Relationship Marketing. Fiona is currently studying for a Ed D at Southampton University, focusing on undergraduate students' commitment within HE and its impact on their intentions to emit word of mouth communication.

**Dr Lois Farquharson**

**Head of Department of Leadership  
Strategy & Organisations  
Faculty of Management  
Bournemouth University**

Dr Farquharson has employed the positive philosophy and practice of continuous improvement in collaboration with various organisational stakeholders to develop teams and individuals in the context of organisational vision, mission and goals. As a Chartered Fellow of the Chartered Management Institute, People-centred Lean approaches and Appreciative Inquiry underpin much of her work. She built and leads BU's new multi-disciplinary Leadership, Strategy and Organisations Department. She has also supported wider organisational development through the implementation of a new Academic Career Framework and Workload Planning Framework. Lois is active in applied research in areas including leadership and HRM good practice, collaborating with organisations including liP Scotland, NHS Lothian, and Dorset and Devon & Cornwall Police Forces. She has supervised PhD and DBA theses in a range of areas. Previously, Lois was Director of Research Degrees (PhD and DBA) at Edinburgh Napier University with the remit of revitalising the doctoral research community.

## **Dr Lee-Ann Fenge**

**Associate Director Of Employer Engagement (Social)/Deputy Director  
The National Centre for Post Qualifying Social Work (NCPQSW)  
Bournemouth University**

Dr Fenge is currently Associate Dean for Postgraduate Students in the School, having strategic oversight of CPD, Master's programmes and research students within the school. In 1987 she undertook a Masters in Social Work at the LSE, and then worked in various social work posts with older people and disability groups. She has worked at BU since 1995, teaching on both undergraduate and postgraduate programmes. She completed her doctorate in 2008, and has been involved in research and enterprise projects linked to the use of participative methodologies with both older people and youth, specifically linked to issues associated with social inclusion and the voice of under-represented groups. She has written about participative research, disenfranchised grief, doctoral education, and research with older people.

## **Christine Gneuss**

**Head of Program of Communication  
Faculty of Computing & Media  
BINUS University International**

Christine Gneuss commenced her university career in 2009 and spent five years in the capacity of lecturer in Barcelona, Antwerp and Brussels. She has extensive experience in search engine optimisation and co-founded a creative agency partnership in 2011, one of her clients being Spain's largest English speaking publication. Currently she is pursuing a Doctorate with a research focus on communications' and digital content creation.

**Dr Marko S. Hermawan**

**Head of Program of International Business & International Accounting of Finance  
Faculty of Business  
BINUS University International**

Dr Hermawan is Head of Program of International Business (IB) & International Accounting of Finance (IAF), Faculty of Business, Binus University International. His main role is to organise study and curriculum mapping, handling students and coordinating lecturer assignments. He gained his Master degree in International Business from Curtin University in 2000 and PhD in Accounting at Victoria University of Wellington in 2015. His research interests are institutional theory, organizational cultures, and behavioral accounting. In the last 10 years he has worked, mostly as an accountant, in work related to IT, and the pharmaceutical and education industries. He is well-versed in the usage of accounting software, including lecturing MYOB for undergraduate students.

**Dra. Ang Swat Lin Lindawati**

**Lecture Specialist  
Faculty of Economics and Communication  
BINUS University**

Dra. Lindawati is currently a Lecture Specialist in the Program of Accounting, Faculty of Economics and Communication, BINUS University. She has previously lectured for a number of years in the School of Accounting and Finance, Faculty of Commerce at the University of Wollongong, Australia and School of Accounting, Faculty of Economics at the University of Muhammadiyah, Malang, Indonesia and Faculty of Business at Ma Chung University, Malang, Indonesia. She achieved her Master Honours of Commerce in 2002 and her PhD in Accounting in 2010, both from the University of Wollongong, Australia. Her current research field includes: Financial Engineering, Gamification in Accounting, Social and Collective Entrepreneurship and Accounting for Biodiversity. Dra. Lindawati is a Keynote Speaker, Moderator, and Presenter for Conference, Symposia, Seminar Series, and workshops at national and international level with a particular focus on Multidiscipline of Accounting; Business and Entrepreneurship; Gender and Feminist; and Qualitative Research.



## **Dr An Nguyen**

**Associate Professor  
Faculty of Media & Communication  
Bournemouth University**

Dr Nguyen is Associate Professor in the School of Journalism, English & Communication. A former Vietnamese journalist and Australian-educated scholar, he has taught in five British and Australian universities. He headed journalism at University of Sussex and lectured at University of Stirling, where he co-founded and directed its successful Vietnam-based MSc in Media Management. An has examined journalism output and draft policy, as well as provided research and training consultancy, for many industry and government organisations. Among his recent non-academic clients are the Broadcasting Board of Governors (US Government), Radio Free Asia, Voice of Vietnam, and World Federation of Science Journalists. An also frequently engages with non-academic audiences on media issues, having been invited to deliver public and industry lectures in eight countries as well as expert interviews and commentaries in Dutch, Indonesian and Vietnamese media.

## **Dr Firend Rasch**

**Senior Lecturer in International Marketing  
Faculty of Management  
Bournemouth University**

Dr Rasch holds a PhD in applied management and decision science (USA) MSc in Technology Management (USA) and post-graduate certification in International Marketing Asia Pacific studies from Canada. He is a prominent scholar and expert in the Southeast Asian region. He worked as investments banker with major banks in California and the United States and as Senior Management Consultant with McKinsey & Company, KPMG, and Anderson Consulting advising U.S. Fortune 500 companies. He served in the investment committee of Qatar Investment Authority. He has lectured in numerous countries including USA, Korea, Malaysia, Qatar and UAE.

**Professor Guy Starkey**

**Professor and Associate Dean (Global Engagement)  
Faculty of Media & Communication  
Bournemouth University**

Professor Starkey is a former radio practitioner whose PhD focused on balance and bias in the BBC's 1997 general election coverage. His publications include *Radio in Context; Balance and Bias in Journalism: Representation, Regulation and Democracy; Radio Journalism and Local Radio, Going Global*. Other research activity includes work with the University of Minho, Braga, Portugal, the Technical University of Lisbon, the Ecole des Mines, Paris. He was a Consultant to European Broadcasting Union in 2011. He is a PhD examiner for universities in Adelaide, Barcelona, Bilbao and Madrid.





**HOW TO  
FIND US**

**Kampus Anggrek  
BINUS University Jl. Kebon Jeruk Raya No. 27  
Kebon Jeruk  
Jakarta Barat 11530  
Indonesia**

# ENQUIRIES

## Telephone

Please do not hesitate to call us at:

**+62 21 7202222 ext. 7954 / 7955 for**

**Rokoyah Andariani Amin (Yaya) or Eva Nurliana**

## Email

Rokoyah Andariani Amin (Yaya): **rokoyah@binus.edu**  
or

Eva Nurliana: **enurliana@binus.edu**  
should you have further enquiries.

## Kampus Angrek

**BINUS University Jl. Kebon Jeruk Raya  
No. 27**

**Kebon Jeruk**

**Jakarta Barat 11530**

**Indonesia**

**[www.bournemouth.ac.uk/global-fof](http://www.bournemouth.ac.uk/global-fof)**





**Bournemouth  
University**



**SOARING  
UPWARDS**  
WORLD-LEADING IN HIGHER EDUCATION



FESTIVAL of  
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Malaysia

**Global Festival  
of Learning**

**Universiti Sains  
Malaysia (USM),  
Penang**

**30 March 2017**

[www.bournemouth.ac.uk/global-fol](http://www.bournemouth.ac.uk/global-fol)

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## Introduction

The Global Festival of Learning is our way of celebrating learning and knowledge and we are back here in Malaysia for another fantastic event. Although this is only the second Global Festival of Learning it is already attracting much attention and this year we focus on some of the more pressing issues that are being faced in the UK and Malaysia.

Together with USM, we have arranged a fantastic programme of keynotes, plenary sessions, and cultural activities, covering topics ranging from heritage, health, sustainability, tourism and hospitality. We look forward to engaging with you once again, in the stimulating conversations that will take place during the Festival and experiencing the fantastic programme of social and cultural activities arranged for us by our wonderful hosts, USM.

**Dr Sonal Minocha**  
Pro Vice-Chancellor (Global Engagement)

The Global Festival of Learning is more than just an event – it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Professor John Fletcher**  
Pro Vice-Chancellor  
(Research and Innovation)

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Cultural performance

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General audience



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staff and students



Businesses/Industry

## Location

All events will take place at Universiti Sains Malaysia (USM), Penang

# WELCOME



**We are delighted to welcome you to our Global Festival of Learning ASEAN 2017. Our Global Festival of Learning builds on our popular UK-based Festival which is now in its fifth year.**

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learning, encourage new thinking and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from both our institutions who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable stay in Malaysia.

**Professor John Vinney  
Vice-Chancellor, Bournemouth University**



**On behalf of Universiti Sains Malaysia, I bid everyone welcome to the university and to the Global Festival of Learning ASEAN 2017, jointly organised by USM and Bournemouth University, United Kingdom. I believe that the Global Festival of Learning is one of many ways in which the experience in learning can be heightened and improved upon.**

I would like to extend my gratitude to the committees from both Universiti Sains Malaysia and Bournemouth University who have worked hard in making sure that the Global Festival of Learning is a success. I am also thankful to the delegates from Bournemouth University in investing their time to visit our country, Penang city and Universiti Sains Malaysia. It is an honour to have witnessed the event unfolding before my eyes and to see faces in front of me that ooze the eagerness to celebrate such learning experiences which will surely benefit both institutions. I hope this festival is a starting point for a

Bournemouth University and USM collaboration in knowledge sharing or co learning and we look forward for more collaboration in the future. I hope, at one end of the spectrum, the passion of knowledge sharing would not end after this event.

I wish all of you an enjoyable and memorable experience. I believe that this Global Festival of Learning will result in a fruitful process of learning that we all aspire for.

Thank you.

**Professor Datuk Dr. Asma Ismail, FASc  
Vice-Chancellor, Universiti Sains Malaysia**

## Keynote Speaker - Y.Bhg. Dato' Dr. Morshidi Sirat

**Y.Bhg. Dato' Dr. Morshidi Sirat is the Founding Director of the Commonwealth Tertiary Education Facility (CTEF) based at Universiti Sains Malaysia, Penang. CTEF is a collaborative effort between MoHE and Commonwealth Secretariat (COMSEC) based in London.**



Morshidi has served as the Director, National Higher Education Research Institute (IPPTN) from 2002 to 2010. In February 2011, Morshidi was appointed as Deputy Director-General (Public Sector), Department of Higher Education, MoHE and subsequently as the Vice-Chancellor of UNIMAS in 2013. In April 2013, Morshidi was appointed as the Director-General

of Higher Education/ Registrar General for Private Institutes of Higher Education.

Morshidi publishes widely on higher education policy and is actively engaged as member of the editorial boards of higher education journals such as “Higher Education - The International Journal of Higher Education Research”, “Studies in Higher Education” Journal, “Higher Education Policy”, and “Asian Education and Development Studies” Journal.

In view of Morshidi's expertise and experience in higher education policy, he is often engaged to undertake consultancy

work for UNESCO Bangkok, the World Bank and the ADB primarily on higher education issues and policies in Southeast Asia. Currently, Morshidi with colleagues in Malaysia, are investigating “Islamic-East-West Traditions and the Development of Hybrid University in Malaysia”. This project contributes to a larger project entitled “Hybrid University in East Asia”. A second project, with LH Martin Institute, University of Melbourne, Australia on “Leadership of Research Institutions” is underway. A third project, with UNESCO Bangkok, on “Pathways to Empowerment in the South Pacific” is at the initial stage of implementation.





## PROGRAMME

- 8:30am **Registration**  
Foyer, Dewan Budaya, Universiti Sains Malaysia (USM)
- 
- 9:00am **Welcome address**  
Y.Bhg. Professor Datuk Dr. Asma Ismail  
Vice-Chancellor, Universiti Sains Malaysia (USM)
- 
- 9:15am **Welcome address**  
Dr Sonal Minocha, Pro Vice-Chancellor  
(Global Engagement), Bournemouth University (BU)
- 
- 9:30am **Keynote speaker**  
YBhg. Dato' Dr. Morshidi Sirat  
Founding Director of the Commonwealth Tertiary  
Education Facility (CTEF) and Professor of Urban  
Geography at Universiti Sains Malaysia (USM)  
Global Education as a Global Enterprise for North-South Understanding  
in a Highly Divisive World
- 
- 10:30am **Poster Exhibition by USM/BU students,  
USM research centres, and local NGOs**
- 
- 11:00am **Break**  
Dataran Bintang      Press Conference  
VIP's Room
- 
- 11:30am **Sustainability & Development session**
- 
- 12:45pm **Lunch**
- 
- 2:15pm **Community Engagement session**
- 
- 4:15pm **Closing remarks**
-

PLENARY SESSION I:  
**SUSTAINABILITY  
& DEVELOPMENT**  
Auditorium, Dewan Budaya

## Developing Sustainable Tourism Destinations: Potentials and Pitfalls

Prof. Badarudin Mohamed, USM

 11:30am



Tourism is an agent of transformation. It transforms the socio-economic wellbeing of people across the world, introducing new jobs and businesses, increasing income to the national coffers, as well as inducing the development of infrastructure that benefit both the tourists and locals alike. It has been regarded as the panacea that could revitalize regions experiencing economic downturn. But tourism does carry the seed of its destruction. Focusing mainly on selected examples of tourist destinations in South East Asia, this presentation focuses on how tourism transforms communities, brings the much needed economic prosperity but at the same time, brings along the subtle impacts to the sites. Despite positioning alternative tourism products, such as heritage, ethnic, nature, and ecology as their unique selling propositions, studies show that that does not spare the areas from the perils of tourism growth, thus the call for a more sustainable approach in developing and managing tourism.



**Barriers to Climate Change Communication: Can the Media Promote and Mobilise People towards Sustainability Lifestyles and Actions?**



Dr An Nguyen, (BU)

 11:55am



This paper discusses some of the most formidable barriers to effective communication of climate change issues to ordinary people, and how the media might – and might not help – in overcoming these barriers. Drawing on research findings from the UK and elsewhere, Associate Professor An Nguyen from Bournemouth University explores these obstacles from both media- and audience-centred perspectives, with the ultimate aim being to promote a more insightful understanding of the complex social and psychological dynamics of climate change engagement and how media messages might fit into that dynamics.

**Special Area Plan for George Town World Heritage Site**

Mr. Muhammad Hijas Sahari, George Town World Heritage Incorporated (GWTHI)

 12:20pm



As is already known, George Town and Melaka have been inscribed together as UNESCO World Heritage Site in 2008. In order to protect and maintain the George Town World Heritage Site (GTWHS), the Special Area Plan (SAP) has been prepared to incorporate detailed guidance for implementation and development. The SAP shall act as conservation management plan for GTWHS. This talk will share with you about the site and how the SAP works.

PLENARY SESSION II:

## COMMUNITY ENGAGEMENT

Auditorium, Dewan Budaya

### Efforts in Preventing the Spread of HIV and AIDS: A Community Engagement Approach

Prof Azlinda Azman (USM)

 2:45pm



One of the primary efforts in reducing the spread of HIV and AIDS is through prevention. To achieve this objective, the Malaysian government, through the Ministry of Health proposed the Needle Syringe and Exchange Programme (NSEP) in 2006. AIDS Action and Research Group (AARG), School of Social Sciences, Universiti Sains Malaysia was given the mandate to pilot the programme, which was proven to be an effective strategy and later was adopted nationwide. The NSEP is not without challenges. In spite of the challenges, to-date, the programme is still on-going, well received and proven to be sustainable as well as effective in reducing the spread of HIV and AIDS. Hence, this paper will share the various community engagement initiatives by AARG as well as providing insight into the opportunities available for the university to be a platform for knowledge sharing in empowering the community. In addition, it will discuss some of the lessons learned and challenges in making the university more inclusive and effective in engaging the community towards responding to the HIV and AIDS issues in the country.

### Technology for Self-Management of Health Problems

Dr Carol Clark, (BU)

 2:15pm



Availability, accessibility and the increasing power of modern personal devices, offers opportunities to address health and wellbeing problems cost effectively. This session introduces a flexible interactive online tool aimed at facilitating learning about a common health problem (pain) with opportunities to empower self-management.

## Food Donation in the Hospitality Industry

Dr Viachaslau Filimonau, (BU)

 3:15pm



Food donation holds significant potential to build more sustainable and resilient local economies and communities. This event will raise public awareness of food donation by sharing the UK experience in the sector of hospitality. The opportunities for adoption and more effective application of food donation practices in the Asian context will be discussed

## FHDA - Sexuality & Family Planning

Ms. Christine, Family Health Development Association (FHDA)

 3:45pm



It is the policy of the Penang Family Health Development Association (Penang FHDA) to provide access to SRH contraceptive services, wellness and HIV/STI/PAP smear screening services regardless of marital status, sexuality, age and gender orientation. Hence, our objective is to provide accurate and up-to-date information on SRHR with advancing quality, integrated SRH services to marginalized and under-served people.

# Bournemouth University (BU)

**Dr Malcolm McIver**

Associate Dean (Global Engagement),  
Faculty of Health & Social Sciences

**Dr Alastair Morrison**

**Helen MacSorley**

**Brianna Fairbank**

**Sue Townrow**

**ORGANISING  
COMMITTEE**

# Universiti Sains Malaysia (USM)

**Associate Professor Dr Saidatulakmal  
Mohd**

**Deputy Dean  
(Research, Postgraduate and Networking)**

**Dr. Azmil Tayeb**

**Dr. Rose Jacob**

**Dr. Syazwani Drani**

**Dr. Mohammad Taufik Mohammad**

**Dr. Nur Atikah Mohamed Hussin**

**Dr. Abdul Rais Abdul Latif**

**Dr. Radin Firdaus Radin Badaruddin**

**Dr. Nadrah A. Kadir**

**Dr. Siti Rahyla Rahmat**

**Mr. Muhammad Fikri Ali Yasah**

**Mdm. Suraya Abdullah**

**Mdm. Norhasliza Mohd Ilias**

**Mdm. Norazrina Jabarullah**

**Mdm. Siti Nur Faezah Ahmad**

**Mdm. Roslina Mohamed Idrus**

**Mr. Nazrul Fitri Ahmad**

**Ms. Siti Ajeerah Ramli**



**SPEAKER  
BIOGRAPHIES**



**Professor Azlinda Azman****Dean, School of Social Sciences  
Universiti Sains Malaysia**

Azlinda Azman is a Professor of Social Work and the Dean, School of Social Sciences, Universiti Sains Malaysia (USM), Penang, Malaysia. She is also the Convenor of the AIDS Action and Research Group (AARG), USM. A Fulbright Scholar, she obtained her Doctor of Philosophy (Ph.D) degree in Clinical Social Work from New York University. Her fields of expertise include social work education/curriculum, theory and methods in social work and social work research. Her areas of research interest include poverty, HIV/AIDS and drug related issues.

**Ms Christine****Family Health Development Association (FHDA)  
Penang**

Ms Christine has been active in the area of HIV/AIDS for several years. She is in charge of the sexual harm reduction program for key populations in the Malaysian AIDS Council (MAC) and Global Fund (GF) HIV case management program. She developed the MAY support group service for HIV affected families and the MAYCARE Drop-In Centre during her tenure as MAYCARE Center Manager. Since then she has been active with the Penang Family Health Development Centre (FHDA) and continues to serve various most-at-risk communities.

**Dr Carol Clark**

**Head of Department  
Human Science & Public Health  
Faculty of Health & Social Sciences  
Bournemouth University**

Carol is Head of Department for Human Science and Public Health and an Associate Professor. Carol has previous experience of health care provision in the NHS, private practice, voluntary sector and primary health care in the United Kingdom, Middle East and Nigeria. She has specialised and worked with adults and children in the fields of critical care, neurology and musculoskeletal physiotherapy. Carol completed an MSc in Advanced Practice Physiotherapy in 2004 at University College London, joined Bournemouth University in 2005 as a lecturer and completed a PhD in 2012. This led to publications and presentations nationally and internationally in the field of Joint Hypermobility Syndrome (JHS), pain and Developmental Coordination Disorder/ Dyspraxia. Carol's research interests include pain; JHS, physical inactivity, digital health and interprofessional education. She is currently supervising 5 PhD students and involved in a number of collaborative research projects relating to pain perception, pain education, JHS, physical activity, balance and coordination and digital health with colleagues from a number of external institutions in the UK and internationally.

**Dr Viachaslau Filimonau**

**Senior Academic  
Department of Tourism and Hospitality  
Faculty of Management  
Bournemouth University**

Viachaslau Filimonau's research interests include sustainable mobility, environmental management practices in tourism and hospitality enterprises and pro-environmental consumer behaviour. He is also interested in exploring the role of national culture in tourist consumption. Viachaslau holds a BSc degree in Geography, a MSc degree in Environmental Management and Policy and a PhD in Tourism. Viachaslau is a Programme Leader on Postgraduate Hospitality Programmes in the Department of Tourism and Hospitality. He teaches on a variety of tourism and hospitality related units and supervises BSc and MSc dissertations that align with his research interests.

## **Professor Dr Badaruddin Mohamed**

**School of Housing  
Building and Planning  
Universiti Sains Malaysia**

Prof. Dr. Badaruddin Mohamed is a professor in Tourism Planning and Development at the School of Housing, Building & Planning, Universiti Sains Malaysia (USM). He is also the head of Sustainable Tourism Research Cluster (STRC) as well as the program head of the Local Knowledge Research Group at the university. He obtained his bachelor degree from University of Northern Iowa, majoring in Environmental Planning. He later completed his Masters and PhD at Rikkyo University, Tokyo in Tourism Planning & Development. He is a visiting professor to Rikkyo University as well as to the Management Science University (Malaysia). He was also the former President of Tourism Educators Association of Malaysia (TEAM). His research interests include tourism planning and development, urban tourism, travel and tourism growth trends, sustainable tourism, and urban planning. He has been an active researcher as well as consultant to many international, state and federal projects.

## **Dr An Nguyen**

**Associate Professor  
Faculty of Media & Communication  
Bournemouth University**

Dr Nguyen is Associate Professor in the School of Journalism, English & Communication, Faculty of Media & Communication. A former Vietnamese journalist and Australian-educated scholar, he has taught in five British and Australian universities. He headed journalism at University of Sussex and lectured at University of Stirling, where he co-founded and directed its successful Vietnam-based MSc in Media Management. An has examined journalism output and draft policy, as well as provided research and training consultancy, for many industry and government organisations. Among his recent non-academic clients are the Broadcasting Board of Governors (US Government), Radio Free Asia, Voice of Vietnam, and World Federation of Science Journalists. An also frequently engages with non-academic audiences on media issues, having been invited to deliver public and industry lectures in eight countries as well as expert interviews and commentaries in Dutch, Indonesian and Vietnamese media.

**Mr Muhammad Hijas Sahari****George Town World Heritage Incorporated (GTWHI)  
Penang**

Muhammad Hijas Sahari currently working as a Built Environment and Monitoring (BEAM) Manager at George Town World Heritage Incorporated (GTWHI). He has a lot of passion in heritage urban planning and really passionate in protecting and conserving cultural heritage; the tangible and intangible heritage of George Town in particular.

At GTWHI, among other matters, he has been working with a great team and does a lot of multi task work, for example reviewer for Draft Conservation Management Plan & Special Area Plan, organizing forum and workshop and giving talks on heritage guideline for professional, students and public. He and his team monitored heritage buildings/ properties in GTWHS and provides support for heritage buildings or sites outside George Town World Heritage Site (GTWHS). He also provides advice, responses and technical comments of public enquiries, comments and complaints regarding issues in GTWHS based on heritage guidelines for development plan. On the research part, he is developing heritage inventory database or Integrated Heritage Database System and coordinating projects of state development project undertaken by GTWHI.

Prior to joining GTWHI, he has been working as Town Planner with PIR Planners and has been involved in land conversion/ acquisition, submission of planning permission, monitoring project and site visit. He received his master degree in quantity surveying (2009) and bachelor degree in housing, building and planning (2006) both from Universiti Sains Malaysia.



# HOW TO FIND US

Universiti Sains  
Malaysia  
11800 USM Penang,  
Malaysia

**ZONE A**

- 001 Guard House (Jalan Sultan Azlan Shah)
- 002 Cafeteria
- 003 USM Staff Sports Club
- 004 Aid House
- 005 Swimming Pool Complex
- 006 Badminton Complex

**ZONE B**

- 007 Bunking Football Museum & Art Gallery
- 008 Vice-Chancellor's Residence
- 009 Chancellor's Lodge
- 010 USM Guest House
- 011 Angkap Bahari
- 012 Gallery of Architecture
- 013 Kiosk
- 014 Guard House (Shahid Heights)
- 015 Centre for Global Anthropological Research

**ZONE C**

- 016 Research Development Research Centre
- 017 Institutional Development Division
- 018 University Quality Centre
- 019 Bursary
- 020 Research and Education for Peace Unit
- 021 Centre for Islamic Development Studies
- 022 School of Social Sciences
- 023 Lecture Theatres A, B & C
- 024 USM International
- 025 ADP Al-Bitar & Research Group
- 026 Centre for Civilisation Programme
- 027 Internal Audit Unit
- 028 Field Office
- 029 School of Management
- 030 University Conference Hall
- 031 Chancellor's Building
- 032 Vice-Chancellor's Office
- 033 Academic & International Affairs Division
- 034 Research & Innovation Division
- 035 Industry & Community Network Division
- 036 Registry
- 037 Public Relations Office
- 038 University Transformation Centre
- 039 Training Unit
- 040 Lecture Theatres SKL, SKL SK2 & SK4
- 041 Global Science Complex
- 042 Institute of Postgraduate Studies

**ZONE E**

- 043 School of Distance Education
- 044 Hamzah Senadir Library 2
- 045 The Culture Hall
- 046 Bank Sarjanan Nasional
- 047 Bengkel Hall
- 048 Cafeteria
- 049 School of Educational Studies
- 050 Bank Education Research Unit
- 051 Lecture Theatre Z
- 052 School of Management
- 053 Bank Complex
- 054 Centre for Education Training and Research in Renewable Energy and Energy Efficiency (CERTRE)
- 055 Centre for Knowledge, Communication and Technology
- 056 National Higher Education Research Institute (NHERI)
- 057 SCLMIS Group of Companies
- 058 School of Housing, Building & Planning
- 059 School of Educational Studies

**ZONE F**

- 060 Guard House (Jalan Sempati Dam)
- 061 Islamic Centre
- 062 Substation for Islamic Philosophy & Science
- 063 Kindergarten (Lantai 10m)
- 064 Discussion Hall

**ZONE G**

- 065 Bunking Sports Hall
- 066 Hamzah Senadir Library 1
- 067 Centre for Global Sustainability Studies
- 068 Lecture Theatres G & H
- 069 Technical Facilities Centre
- 070 School of Physics
- 071 School of Industrial Technology
- 072 School of Biology of Sciences
- 073 Vector Control Research Unit
- 074 School of Chemical Sciences
- 075 Biotechnology and Structural Bioinformatics Laboratory
- 076 Lecture Theatres S, T, U & V
- 077 School of Computer Sciences
- 078 School of Mathematical Sciences
- 079 National Advanced PhD Centre

**ZONE J**

- 080 School of Pharmaceutical Sciences
- 081 Centre for Drug Research
- 082 Innovations & Commercialisation Office
- 083 National Poison Centre
- 084 Lecture Theatre E
- 085 Lecture Theatre F
- 086 Drug Control Centre

**ZONE L**

- 087 Development Office
- 088 Deans Office (Kampong)
- 089 Animal House
- 090 Main Students' Hall
- 091 MAJLIS Complex
- 092 Security Department

**ZONE H**

- 093 Disabled Staff Premises
- 094 College Complex
- 095 Student Affairs & Development Division
- 096 Student Development & Advisory Unit
- 097 Research & Student Financial Section, Bursary
- 098 Kindergartens, Cooperative Market
- 099 Workers Centre
- 100 Healthy Campus Secretariat
- 101 Deans Office (Kampong)
- 102 Students Family Unit
- 103 International Students' Residence
- 104 Institute for Research in Molecular Medicine

**ZONE K**

- 105 Aman Damai Students' Residence
- 106 Sports & Recreational Centre
- 107 Ambulance Station
- 108 Guard House (Jalan Sultan Azlan Shah)
- 109 Postgraduate Family Unit
- 110 Hockey Stadium
- 111 Tennis Complex
- 112 Pavilion
- 113 Futsal

**ZONE M**

- 114 Discussion Room
- 115 Occasional Seating
- 116 Deans Office (Taman)
- 117 Main Residence Hall (Ruang)
- 118 Entrance Discussion Room
- 119 Seminar and Tables



ENGINEERING CAMPUS  
NIBONG TEBAL, PENANG



# ENQUIRIES

## Telephone

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## Email

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11800 USM Penang,  
Malaysia**

**[www.bournemouth.ac.uk/global-fo](http://www.bournemouth.ac.uk/global-fo)**







**Bournemouth  
University**



**PENANG CENTRE OF  
MEDICAL TOURISM**

[www.pmed.my](http://www.pmed.my)

A graphic consisting of several overlapping, semi-transparent, colorful shapes in shades of yellow, red, pink, purple, teal, and blue, arranged in a fan-like pattern.

# FESTIVAL of LEARNING

Malaysia

**Investing in Skills  
& Talent:  
Tourism and Health**

**In Association with The  
Penang Centre of Medical  
Tourism  
and InvestPenang**

**31 March 2017**

[www.bournemouth.ac.uk/global-fof](http://www.bournemouth.ac.uk/global-fof)

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## Key

These icons show the type of event

### Activity type



Interaction roundtable



University academic staff and students



Businesses/Industry

### Location

All events will take place at Hotel Jen, Penang



**WELCOME**

**We are delighted to welcome you to our Global Festival of Learning ASEAN 2017. Our Global Festival of Learning builds on our popular UK-based Festival which is now in its fifth year.**

The Festival of Learning is a celebration of learning and it has showcased BU's research and expertise to a wide and varied audience over the last 5 years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's ASEAN Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so we hope

will inspire learning, encourage new thinking and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from BU and our partner organisations who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable stay in Malaysia.

**Professor John Vinney**  
**Vice-Chancellor, Bournemouth University**

## **Introduction**

**We are thrilled to be back in Malaysia for our second Global Festival of Learning, which this year will focus on exploring some of the most pressing issues facing the industries in UK and Malaysia.**

It is our great pleasure to be working with Invest Penang and the Penang Centre of Medical Tourism in connecting our cities, regions and communities to discuss issues of global and societal importance. We look forward to engaging with you in the stimulating conversations that will take place during the round table, and exploring how we can create region to region impact through knowledge sharing and collaboration across a range of subject areas and industries, with a particular focus on tourism and health.

**Dr Sonal Minocha**  
**Pro Vice-Chancellor (Global Engagement)**

The Global Festival of Learning is more than just an event – it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident you will be able to meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Professor John Fletcher**  
**Pro Vice-Chancellor**  
**(Research and Innovation)**



FRIDAY  
**31 MARCH**

## PROGRAMME

- 9:00am **Registration and refreshments**  
Jen Hotel, Penang
- 
- 9:30am **Welcome address**  
Dr Sonal Minocha, Pro Vice-Chancellor  
(Global Engagement), Bournemouth University
- 
- 9:40am **Promoting Medical Tourism In Penang**  
Ms Loo Lee Lian, General Manager Invest Penang
- 
- 10:00am **Penang: The Heritage Pearl with  
World Class Healthcare Services**  
Dr Thomas Tean, Chief Operating Officer,  
Penang Adventist Hospital
- 
- 10:30am **The Evolution of the Surgical Robot: Best Practice**  
Professor Tahseen Qureshi, Consultant Surgeon &  
Visiting Professor, Bournemouth University
- 
- 11:00am **Penang - A Medical Tourism Success Story**  
Dr Mary Ann Harris, Chairperson,  
Penang Centre of Medical Tourism (PMED)
- 
- 11:30am **Coffee and refreshments**
- 
- 11:45am **Smart Tourism and Agile Destinations**  
Professor Dimitrios Buhalis, Bournemouth University
- 
- 12:15pm **Panel discussion with:**  
Dr Thomas Tean, Professor Dimitrios Buhalis, Dr Mary  
Ann Harris, Professor Tahseen Qureshi, Clive Allen,  
Professor Stephen Tee
- 
- 12:45pm **Closing remarks**  
Dr Sonal Minocha – Pro Vice-Chancellor  
(Global Engagement)
- 
- 1:00pm **Lunch and networking**
-

**ORGANISING  
COMMITTEE  
BIOGRAPHIES**

**Dr Malcolm McIver**

**Associate Dean (Global Engagement)  
Faculty of Health & Social Sciences  
Bournemouth University**

Following a successful career in the field of healthcare, where he rose to the position of General Manager of a large specialist hospital in the UK, Dr McIver commenced a career in education in 1985 as a Senior Lecture at Homerton College of Health Studies, Cambridge. For more than 10 years he held a number of senior positions in the Health Faculties of several UK Universities and as a visiting professor overseas. In 2012 he was appointed as the University of Hertfordshire's Director of Studies to the INTI Education Group, with responsibility for overseeing the management and delivery of the Universities 40+ undergraduate and postgraduate pathways for more than 3000 students across SE Asia.

In 2015 he returned to the UK to take up a post at Bournemouth University where he is the Associate Dean in the Faculty of Health and Social Sciences with more than 4800 students; the ASEAN Academic Lead for the University, and sits on the Advisory Board of Wessex International Healthcare Consortia.

## **Dr Alastair Morrison**

**International Partnerships  
Development Manager  
Bournemouth University**

Dr Alastair Morrison has been International Partnerships Development Manager at Bournemouth University since 2012. Previous to that he worked for 9 years at the British Library, collaborating with partner institutions worldwide to preserve and research the Silk Road. He lived in China for 4 years and has research interests in contemporary Chinese culture and literature.



**SPEAKER  
BIOGRAPHIES**

**Clive Allen**

**Bournemouth University**

Clive Allen is the Principle Investigator of Bournemouth University's ASEAN Hub of Practice and the Framework Leader for Tourism Masters Programmes and Senior Lecturer in Business Analysis in the Faculty of Management at Bournemouth University. He is a corporate strategist with 25 years board-level experience and a specialist in entrepreneurship and small business topics with a particular interest in the Russian business environment, especially within the tourism/leisure sectors.



## **Professor Dimitrios Buhalis**

**Head of Department  
Tourism & Hospitality  
Bournemouth University**

Professor Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is Director of the eTourism Lab at BU. He was also the President of the International Federation of Information Technology for Travel and Tourism (IFITT) 2010-2014. He has worked at the Universities of Surrey, Westminster and the Aegean. He has written 18 books and more than 100 articles. Dimitrios has been involved with a number of European Commission FP5, FP6, FP7 projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission on eTourism. He was Vice President on the Board of Affiliate Members of the United Nations World Tourism Organization (UNWTO), and has recently been elected as the first Vice President of the International Academy for the Study of Tourism.

## **Dr Mary Ann Harris**

**Chairperson  
Penang Centre of Medical Tourism (PMED)**

As a Chartered Accountant, Dr Mary Ann Harris has nearly 25 years of experience in public practise, industry and commerce. She was the General Manager of a hotel, which she led to win the best 4 star award (Top 5) in the Hospitality Asia Platinum Awards 2013 - 2015. She was the Chairman of the Malaysian Association of Hotels – Penang Chapter for two terms before relinquishing the role to join a public listed company. She volunteers as the President of the Penang Centre of Education Tourism (PCET), an organization dedicated to promoting Penang as an education hub. She is concurrently the Chair of the Penang Centre of Medical Tourism (PMED) comprising ten of the largest hospitals in the state, actively advocating medical tourism.

### Ms Loo Lee Lian DJN

**General Manager  
Invest-in-Penang Berhad**

Ms Loo Lee Lian was appointed as the General Manager of Invest-in-Penang Berhad in March 2010. She assumed the position backed with 20 years of industry background in the various sectors of the manufacturing industry. Her experiences comprised strategic planning, project management, operations, business development, supply chain management, customer strategies and business migration.

With much of Penang's interest at heart, Ms Loo Lee Lian had streamlined and implemented procedures which brought on a higher level of investor facilitation and had spurred Penang's investment opportunities to potential investors both foreign and local. Ms Loo is also a key member of the Penang Development Corporation's KPI Task Force and has actively assisted to set the stage for a higher standard delivery system.

Born, bred and educated in Penang, Ms Loo received her B Economics in Accounting from the University of Adelaide, Australia and her MBA from the University of South Australia.

### Profesor Tahseen Qureshi

**MBBS, FRCS (Eng), FRCS (Gen Surg)**

Professor Qureshi is a Consultant Laparoscopic Surgeon at Poole Hospital and visiting Professor at Bournemouth University. Recognised as an expert by the Department of Health and appointed as a National Trainer on the LAPCO programme, he runs International Laparoscopic Masterclasses and is regularly invited to lecture and teach laparoscopic surgery to surgeons worldwide.

As a visiting Professor at Bournemouth University he also has a keen interest in teaching and training and plans to develop this relationship on an international level.

As a result of him being one of the first surgeons in the UK trained in Robotic Surgery, Poole hospital has been appointed as a European Centre of Excellence, and Professor Qureshi now helps run Robotic Masterclasses for surgeons worldwide.

Professor Qureshi also organised what is acclaimed as the first International Rectal Cancer Symposium with Robotic Surgery to be streamed live on the internet, allowing questions to be asked in real time and offered the viewer both a 360-degree perspective of the operating theatre, as well as a 'robots-eye-view' of the inside of the patient.

Professor Qureshi has also set up a successful Enhanced Recovery Programme and was short-listed for the prestigious National Patient Safety Awards for his achievements.



# HOW TO FIND US

Hotel Jen  
Magazine Road,  
George Town, Penang, 10300  
Tel: +60 4 262 2622,  
Malaysia

[www.hoteljen.com/penang/  
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# ENQUIRIES

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