



COLLEGE OF  
**INNOVATION**  
THAMMASAT UNIVERSITY



# PATA Youth Forum

**Search, Connect, Experience – The Future of Tourism**

Martin J. Craigs  
Chief Executive Officer  
PATA



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**PATA**®

Pacific Asia Travel Association



**2012: PATA Next Gen**

a multi-dimensional change in culture



# PATA Youth Forum



**April 18, 2012**

Taylor's  
University,  
Lakeside  
Campus in  
Kuala Lumpur,  
Malaysia



**September 27,  
2012**

Lyceum of the  
Philippines  
University in  
Manila,  
Philippines



**April 25, 2013**

Thammasat  
University in  
Bangkok,  
Thailand





# PATA Face of the Future

## PATA Face of the Future 2012

**Justin Malcolm**



“Winning the PATA Face of the Future award has not only been wonderful industry-led recognition, but it has connected me directly with inspiring travel and tourism leaders across the globe.”

- **Justin Malcolm, General Manger, Aloft Bangkok**

## PATA Face of the Future 2004

**Silvia Sitou**



“The PATA Face of the Future Award opened doors to wider networking opportunities with industry leaders within PATA. My participation in various PATA events, and especially the PATA Young Tourism Professionals (YTP) Programme, has truly enhanced my career development. I sincerely recommend Young Tourism Professionals to participate and explore the opportunities awaiting for them.”

- **Silvia Sitou, Advisor at Macau Government Tourist Office**

## PATA Face of the Future 2002

**Mac Patel**



“PATA Face of the Future represents the next generation of Pacific Asia travel industry leaders who demonstrate leadership qualities and a clear dedication to the Pacific Asia travel industry. I would like to thank PATA for the great opportunity in connecting me with travel and tourism leaders across the globe.”

- **Mayur (Mac) Patel, Distribution Sales Manager for Asia Pacific, Middle East & North Africa  
Airline Distribution, Amadeus Asia Ltd**



# PATA Student Chapters



**PATA China BISU  
Student Chapter**



**PATA Hong Kong PolyU  
SHTM Student Chapter**



**PATA Macau IFT  
Student Chapter**



**PATA Malaysia Taylor's  
University Student  
Chapter**



**PATA Singapore  
UNLV Student  
Chapter**



**PATA Thailand AU  
Student Chapter**





# PATAcademy

## **Building the foundation of the Asia Visitor Economy**

- an opportunity to leverage its resources in providing value to the industry and its members in the area of human resources development



# Youth Competitions

## 2011 PATA Tomorrow's Tourism Competition

- Challenged students to come up with a new way of measuring tourism that takes into account its wider impact on the environment and community at large

## 2012 The Social Entrepreneurs' Challenge

- The challenge for tourism students and academics is to think and act for change and to drive innovation in the tourism industry for the next decade.

## 2012 PATA China Young Tourism Professionals Challenge

- A competition of innovative responsible tourism business ideas by tourism students



# WYSTC: The Essential Global Youth Travel Industry Event



**Ivy Chee**

**Regional Director – East Asia**

**PATA**

to speak on the rise of the  
region as both a receiver and  
sender of youth travellers  
across the various sectors





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# Thank You

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