

PATA[®]

Pacific Asia Travel Association



Destination Dr.[™]
Knowledge Brings the World Together

‘Embracing the Complete Visitor Economy’

2013 PATA Annual Summit

25 - 28 April

Centara Grand & Bangkok Convention Centre at CentralWorld



PATA Premier Partners



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Human Capital Development - The Visitor Economy



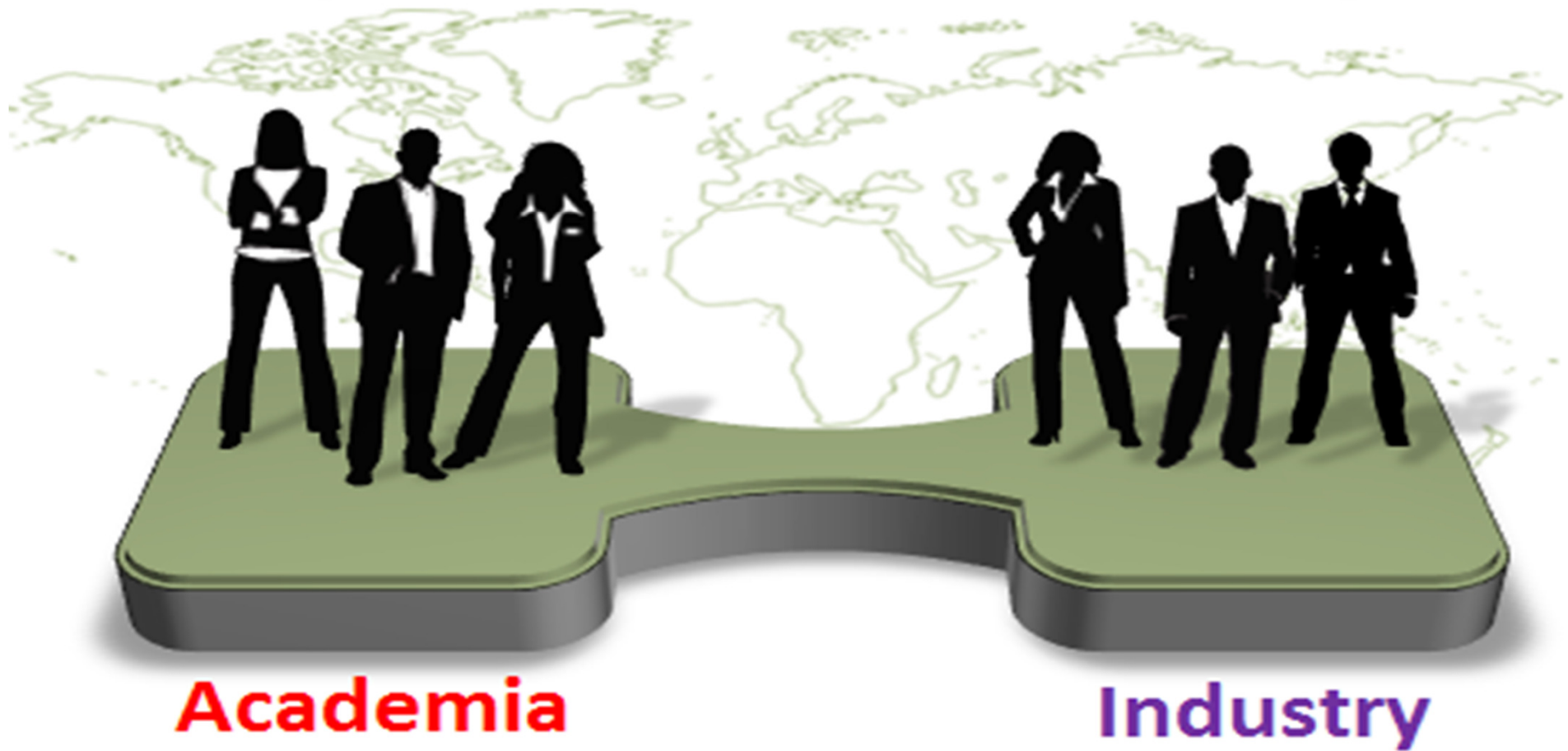
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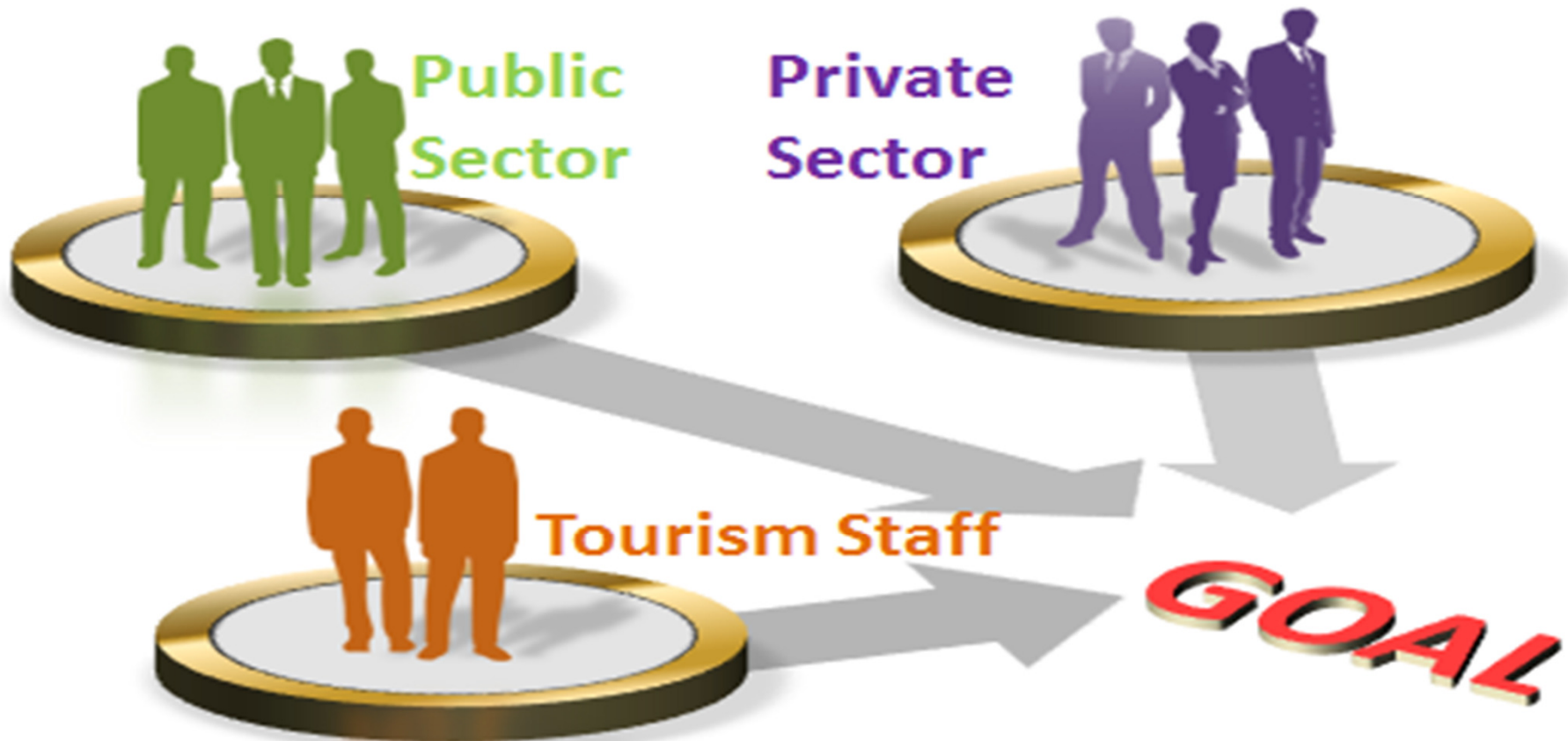
Responsibilities & Partnerships



Training vs. Education



Human Capital Development



HCD Importance for the Asia Pacific Visitors Economy



**Importance
Factors**



**Economic
Projections**



**Driving
Forces**



Conclusion

Thank You & Good Luck!



THINK, BELIEVE, DREAM AND DARE.

WALT DISNEY