



PATA NEW TOURISM FRONTIERS FORUM 2016

November 23-25
Tulip Sea Pearl Hotel
Cox's Bazar, Bangladesh

DESIGNING A SUSTAINABLE TOURISM BRAND

An integrative approach to building a responsible coastal destination



NTFF 2016

WHY NTFF?

Tourism is one of the most powerful tools for economic growth and social development. The most interesting and unique attractions - including indigenous culture, wildlife and natural landscapes - are nearly always located in areas where access is difficult and poverty is often the greatest. The challenge is to evolve those assets into attractive, marketable tourism products that maximise social and economic benefits while minimising any negative impacts.

The PATA New Tourism Frontiers Forum (NTFF) gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations.

Aligning with the advocacy theme of tourism dispersal the Forum shines the spotlight on new and emerging destinations through its choice of venue, introducing delegates to lesser-known yet attractive corners of the world.

The format is collaborative yet informative, delivered through a two-day programme consisting of a one-day conference, networking events and a day of on-ground activities known as the Technical Tour and Tourism Marketing Treasure Hunt.

NTFF2016:

DESIGNING A SUSTAINABLE TOURISM BRAND ***An integrative approach to building a responsible coastal destination***

Generously hosted by the Bangladesh Tourism Board under the supervision of the Ministry of Civil Aviation and Tourism, the People's Republic of Bangladesh, NTFF 2016 will take place at Ocean Paradise Hotel in Cox's Bazar, Bangladesh.

Bangladesh is a fascinating mix of enchanting history, vibrant cultures, sandy beaches, abundant wildlife and rich flora and fauna. Specifically, Cox's Bazar combines the world's longest unbroken beach with the unique lifestyle of ethnic minority groups in the neighbouring hills. Located south of the industrial port of Chittagong, Cox's Bazar is popular among locals but remains largely untapped by international travellers.

Under the theme of 'Designing a sustainable tourism brand - an integrative approach to building a responsible coastal destination', NTFF 2016 will tackle the topics of fair trade, living heritage communities, coastal and marine tourism, heritage trails and domestic/regional tourism markets - including a session on brand building and marketing for emerging destinations.

On the occasion of 'Visit Bangladesh 2016', we look forward to welcoming you to NTFF this November.

REGISTRATION FEES

Delegate Category	International	Local
Member	USD 199	USD 99
Chapter Member	USD 299	USD 99
Non-member	USD 499	USD 99
PATA/Life Member	Complimentary Registration	
University student	Complimentary Registration with proof of ID card	

PROGRAMME OVERVIEW

Wednesday, November 23

0900 – 17.00	Delegate arrival and registration
1730 – 1830	Media briefing
1830 – 2100	Dinner hosted by Bangladesh Tourism Board

Thursday, November 24

0800 – 1700	Technical Tour and Tourism Marketing Treasure Hunt Learn the tricks of the trade on how to market and protect lesser-known destinations. For this one-day field session, delegates will be challenged to discover the hidden 'gems' of Cox's Bazar and the surrounding area. Engage with the culture and people of Cox's Bazar, taste their food, admire the landscapes and savour their history while leveraging digital tools to identify, collect and promote your new-found travel 'treasures'. This on-ground activity is a prerequisite to the next day's engagement session on 'Brand building and marketing of emerging destinations'.
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1830 – 2100	Welcome Dinner
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Friday, November 25

0900 – 0925	Opening address / Welcome remarks
0925 – 0945	UNWTO Special remarks
0945 – 1005	Keynote: Re-defining Fair Trade and Promoting Tourism to Bangladesh
1005 – 1100	Session 1: Building a Sustainable Tourism Destination with Living Heritage Communities Cultural tourism is a rapidly growing industry that builds upon a destination's cultural heritage that is 'alive' and constantly evolving. This session discusses the role of tourism in safeguarding this living heritage by stimulating appreciation and understanding while allowing these communities to change and adapt in their own right, including examples of sustainable tourism development in living heritage communities.

1100 – 1120	Networking coffee break
1120 – 1135	Session 2: Special keynote
1135 – 1235	Session 3: Rethinking Sustainable Coastal and Marine Tourism Development Coastal areas and islands are among the fastest growing destinations worldwide. Although the harmful impacts of tourism are acknowledged, the challenge remains on how to integrate tourism development within the wider sphere of coastal management. This session highlights how two destinations plan for an integrative approach to coastal and marine tourism development by adopting innovative sustainable initiatives.

1235 – 1400
1400 – 1415
1415 – 1500

Networking lunch - Craft Fair

Local cultural performance

Session 4: Breakout Sessions

The concurrent breakout sessions feature in depth one-on-one conversations from leading experts within the region.

Breakout 1: Towards Sustainable Tourism with Domestic and Regional Markets

Although domestic and regional tourism in many parts of Asia has proven to be a major growth market, policy-makers have tended to neglect this. Consequently, lack of planning has resulted in rather unsustainable destinations in places that attract significant numbers of domestic and regional tourists. The speakers will exchange ideas on sustainable destination management that thrive on domestic and/or regional tourism.

Breakout 2: Development and Marketing of Heritage Trails

Tourism takes place not only at destinations and attractions but also along the connecting routes and trails as tourists walk, cycle, drive or sail among them. For many trails their brand develops organically, based on the theme of the route. The speakers will examine some critical opportunities and challenges of developing tourism around a trail concept and highlight the importance of effective marketing.

1500 – 1520
1520 – 1645

Networking coffee break

Session 5: Brand building and marketing of emerging destinations

To compete with well-established destinations, emerging destinations would benefit from a unique approach to their marketing strategy by building their brand around clear and differentiated positioning. Using tools and insights gained from the previous day's Technical Tour and Treasure Hunt, this session will discuss branding strategies for emerging destinations while narrowing in on the opportunities to market Cox's Bazar.

1645 – 1725
1900 – 2100

Closing address / Closing remarks

Closing Dinner & Ceremony

TBC: Speakers, conference venue, official accommodation and details of complimentary tours

Find out more at
www.PATA.org/NTFF-2016
or email events@PATA.org

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