

Day 1: December 1, 2015

0900 - 0920 Welcome to PATAcademy-HCD



Mario Hardy, CEO, PATA

In his welcome to delegates, PATA CEO Mario Hardy will give an overview of PATA and the PATAcademy-HCD, and some background on PATA's sustainability and social responsibility journey.



0920 – 0930 Overview of PATA's Sustainability and Social Responsibility Activities



Chi Lo, Sustainability and Social Responsibility Specialist, PATA

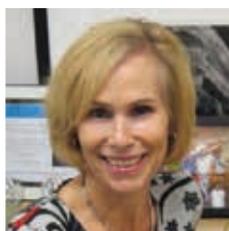
Continuing on Mario's welcome, PATA's Sustainability & Social Responsibility Specialist will provide a more in-depth look at PATA's activities in sustainability in tourism. She will also give a demonstration of PATA's sustainability platform, sustain.pata.org, a useful tool for sustainable tourism practitioners.

0930 - 1015 Setting Expectations and Getting to Know Each Other

To get the most out of the PATAcademy-HCD, participants will be asked to share their holistic expectation for the next three days. Following the setting of expectations, PATAcademy-HCD participants will spend some time to get to know each other.

1015 - 1030 Coffee Break

1030 - 1300 An Overview of Ecosystems Services and Business Environments



Jane Lawton, Head, Asia Communications, Asia and Private Sector Engagement, IUCN and Maeve Nightingale, Capacity Development Manager for Mangroves for the Future

The first speaker session of the day will help participants gain an overview of ecosystems services and business environments. From this session, participants will be able to demonstrate an understanding of key terms and concepts around biodiversity, ecosystems, environment, and sustainability. Discussion will also centre around the impact of various tourism business sectors on biodiversity, ecosystem and environment as well as basic regulatory policies.



Later in this session, participants will work on the identification of the specific business case for their own companies. In this hands-on module, participants will also be asked to brainstorm an inventory of environmental resources upon which their respective organisations depend. There will also be an assessment of the impacts and dependencies upon ecosystems, leading to key takeaways from this session.

1300 - 1400 Lunch served on the way to Bang Krachao

1400 - 1800 Site Visit to Bang Krachao, Phapradeang, Samut Prakan

In the afternoon, delegates depart the PATA office for a site visit to Bang Krachao for a case study of urban biodiversity conservation and sustainable tourism. This site visit will include a tour of the facility as well as presentation and a question and answer session with the Bang Krachao Community Conservation Leader.

1400 - 1730 Welcome

1430 Introduction to Bang Krachao

Dr Chamniern Vorratnchaiphon, Country Representative, IUCN Thailand

1500 Presentation and Followed by Q&A session

Community Conservation Leader of Bang Krachao

1530 Visit and discussion with Bang Krasoop and Bang Namphueng Community

Local refreshments served

1730 Return to Bangkok



1830 Evening at Leisure

Day 2: December 2, 2015

The second day of the programme visits the different components of sustainability within the visitor economy. The morning session features speakers who are sustainability experts within tourism. Topics covered include hotels, tour operators and destinations – all within the context of sustainability and social responsibility.

0900 - 1220 Components of Sustainability within the Visitor Economy

0900 *Jude Kasturi Arachchi*, Director, Jetwing Hotels (representing hotels)

1000 *Olivier Colomes*, CEO, EXO (representing tour operators)

1100 *Antje Martins*, Customer Service & Training Manager, EarthCheck (representing destinations)



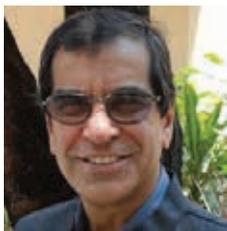
1220 - 1300 Group Work

1300 - 1430 Lunch

1430 - 1515 Group Activity Part 1

The overall goal of this day is for the delegates to work both as a group and individually to develop a comprehensive sustainability plan for their respective operations. Participants will leave PATAcademy-HCD with something tangible that they can bring back to their companies.

1515 - 1600 UN Sustainable Development Goals - Making Travel & Tourism a Part of the Solution



Imtiaz Muqbil, Executive Editor, Travel Impact Newswire

At their annual United Nations summit in September 2015, global leaders approved a new set of 17 Sustainable Development Goals designed to attain a more balanced, just and sustainable world by 2030. The travel and tourism industry can be a major contributor to this cause. This talk will identify ways to put some wind in the sails of this effort.

1600 - 1615 Coffee Break

1615 - 1730 Group Activity Part 2

Following the coffee break, participants will be given more time to work on their projects.

1730 Depart for Evening Cocktail Event Sponsored by Siam Kempinski Hotel

The group will depart for the Siam Kempinski Hotel Bangkok for a cocktail event and special screening of *Gringo Trails*, a feature-length documentary showing the 'unanticipated impact of tourism on cultures, economies, and the environment, tracing some stories over 30 years'.



"I like how the speakers made the sessions more interactive."



Raissa Wynne Teo
Mt App Travel & Tours Inc,
Philippines

"I learned a lot. All this week, I think its worth every minute of my investment."



Katherine Elizabeth Chan
MSL Travel SDN. BHD
Malaysia

Day 3: December 3, 2015

0900 - 1115 **Communicating Sustainability**



Eric Ricuarte, Founder and CEO, Greenview

This morning session will dive into the topic of communicating sustainability through marketing and reporting – the final two steps that should be incorporated into the destination's sustainability plan. Our speaker will discuss the 'whys' and 'hows' of engaging with stakeholders throughout the sustainability journey.

1115 - 1145 **Communications/Collaboration Activities**



Halona Padiachy, Membership Relations Manager, PATA

In groups, PATAcademy-HCD delegates will participate in an activity that engages the right-brain, emphasising communication and collaboration. The objective of this exercise is for participants to increase their level of self-awareness and communication style to better understand their role within a community and/or projects and how they are impacted by the actions of others and vice versa. Through a collaborative process the group will gain an additional perspective on group

management and understand the impact of individual contribution.

1145 - 1230 **Group Work**

Following the morning's presentations and activities, participants will reconvene to continue group work.

1230 - 1400 **Lunch**

1400 - 1500 **Group Discussion**

After lunch, delegates will have some more time to organise themselves and finalise their presentations to the group.

1500 - 1630 **Group Presentations**

Presentations should be approximately 15 minutes long each, with 10 minutes for question and answer from the audience.

1630 - 1700 **Wrap Up**

After the presentations have been completed, participants will revisit the challenges for their organisations that were discussed on Day 1. Using what they have learned, participants will address how they will now tackle their respective sustainability challenges within their positions and organisations.

1800 **Farewell Dinner and Awards**

Certificates will be handed out during the Farewell Dinner at VIE Hotel Bangkok, marking the end of the PATAcademy-HCD.

END

REGISTRATION

Registration Fee

| | |
|-----------------|-----------|
| PATA members | US\$1,028 |
| Chapter members | US\$1,235 |
| Non-members | US\$1,543 |



To Register: www.PATA.org/PATAcademy-hcd-dec