

PATA ANNUAL SUMMIT 2018

May 17-20 | Lakai SANDPINE, Gangneung, Republic of Korea

" Building Bridges, Connecting People "

“Building Bridges, Connecting People” --- how collaboration creates opportunities?

Conference Programme

May 18 (Friday)

Conference Overview:

Travel and tourism allows people from various backgrounds to better understand each other as humans, regardless of our race, religion or nationality. However, in times of increasing change and complexity, it can be easy to overlook the impact the travel and tourism industry has on countries, communities and the environment. From its close links to trade and community development to its impact on cross-cultural understanding and poverty alleviation, it is the connections between organisations in both the public and private sectors and between people from various backgrounds that will drive the sustainable and responsible development of the industry.

PATA understands that vitality of the industry can only be maintained through the concerted efforts of all stakeholders, working in harmony and unison to build bridges and not walls. The PATA Annual Summit 2018 conference will look at the various connections that are helping to shape the industry as we move towards a more exponential future, bringing together a diverse lineup on international thought leaders, industry shapers, and senior decision-makers who are professionally engaged with the Asia Pacific region.

All conference and debate sessions will take place in Lakai Ballroom I&II, Lakai SANDPINE Convention Center.

Master of Ceremonies: Paul Pruangkarn, Director-Communications and Marketing, PATA, Thailand

0900-0910	Opening Ceremony
0910-0920	Welcome Address Jongwhan Do, Minister of Culture, Sports and Tourism, Republic of Korea
0920-0925	Welcome Address Oki Kang, Acting President, Korea Tourism Organization, Republic of Korea
0925-0930	Welcome Address Governor, Gangwon Province
0930-0935	Welcome Remarks Sarah Mathews, Chairperson of PATA and Head of Destination Marketing APAC, TripAdvisor, Hong Kong SAR

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0935-1015 Session One: Connecting Communities: Harmonising Local Interests with Global Sustainability in Tourism Development

Travel and tourism businesses are deeply intertwined within local communities which form the cornerstone of cultural prosperity and economic growth at a regional scale. Recent issues such as “overtourism” and “touristification” have made local communities aware of the effects of irresponsible tourism development. This session focusses on scalable approaches that encourage partnerships between the public and private sectors at a local level as well as collaboration between local business owners, suppliers, business partners as well as travellers themselves.

Panellists will discuss the importance of how local community partnerships help to reduce the negative environmental and social impact of tourism products and services and encourage economic growth including job creation. Examples of best practices that encourage local community engagement, social responsibility and sustainability that can be easily adapted and replicated throughout the region will also be provided.

Format: Panel Discussion

Moderator: Sarah Mathews, Chairperson of PATA, and Head of Destination Marketing APAC, TripAdvisor, Hong Kong SAR.

Panellists:

- H.E. Wylbur Chisiya Simuusa, Zambian Ambassador to Republic of Korea
- Ambassador Young-shim Dho, Chairperson of UNWTO ST-EP Foundation, Korea (ROK)
- Dr. Chris Bottrill, Vice Chairman of PATA and Dean of Global and Community Studies, School of Tourism Management, Capilano University, Canada
- Pai-Somsak Boonkam, CEO & Founder, LocalAlike, Thailand

1015-1030 Interlude: A case study of Korean local tourism development

TourDure is a type of community-based tourism initiative which aims to develop communities' unique tour products and services with voluntary participation of local residents. It prioritizes capacity building of local residents to make the business sustainable and independent from the government whereas conventional government tourism initiatives have mainly supported communities financially. To be specific, TourDure supports locals to voluntarily develop and manage tour businesses including accommodations, food, travel agency, etc. and thus vitalize the local economy. Take a backstage look into TourDure and its successful projects.

Format: Short Presentation (15 minutes)

Speaker: Dr. Juyoung Park, Research Fellow, Korea Culture and Tourism Institute, Republic of Korea
(present in Korean language)

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1030-1045 Networking Break

1045-1130 Session Two: Designing Intermodal Connectivity for Destination Competitiveness

Managed effectively, transport and tourism synergies can improve visitor mobility to and within destinations, enhance visitor satisfaction, and help to secure the economic viability of local transport systems and services by servicing both residents and tourists. This session explores the role of intermodal and multimodal transport systems in enhancing the visitor experience, and how integrated transport and tourism responses, including innovations in information provision and technology, can better facilitate intermodal connectivity and influence destination and regional development.

Panellists will discuss how different modes of transport, including planes, trains, boats, automobiles, bicycles, etc., along with current trends such as the sharing economy and innovations in technology can be leveraged by destinations to increase their arrival numbers and/or enhance the visitor experience.

Moderator: Vinoop Goel, Regional Director-Airport, Passenger, Cargo & Security Asia Pacific, IATA, Singapore

Panellists:

- Arun Mishra, Regional Director, Asia & Pacific Office, ICAO, Thailand
- Jae-hun Yun, Director of Tourism Division, Korail, Republic of Korea
- Edward Chen, Co-founder and Chief Marketing Officer, oBike, Singapore

1130-1145 Interlude: Connecting Generations

The travel and tourism industry continues to grow at a phenomenal rate, however the lack of human capital within the region remains a pressing issue for all stakeholders. How do we encourage the next generation to join the industry especially when we see a huge disconnect between the various generations. This quick interview will discuss how businesses can play a greater role in recruiting and retaining employees and how to bridge the generation gap to create a more harmonious workplace.

Conversation between Sharanjit Leyl, BBC World News Presenter & Producer and Abdulla Ghiyas, PATA Face of the Future 2018 and President, Maldives Association of Travel Agents and Tour Operators (MATATO), Maldives

1145-1200 PATA Interval

1200-1230 SPECIAL KEYNOTE: (Presentation and interview)

H.E. Ban Ki-Moon, Former Secretary-General, United Nations
 Interviewed by Sharanjit Leyl, BBC World News Presenter & Producer, Singapore

1230-1400 Networking Lunch hosted by Korea Tourism Organization and Gangwon Province
 Venue: Restaurant and Han Song

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1400-1440 **Session Three: Bridging the Gender Gap**

As the Association focuses on advocating for gender equality in 2018, this session brings together a diverse lineup of women who will examine how far the travel and tourism industry has come in striving for gender equality and how much more work still needs to be done in providing equality in the workplace.

The panelists will discuss how the industry can play a more active role in protecting women's rights including the right to live free from violence, slavery, and discrimination; to be educated; to own property; to vote; and to earn a fair and equal wage.

Moderator: Sharanjit Leyl, BBC World News Presenter & Producer, Singapore

Panellists:

- Raya Bidshahri, Founder & Chief Executive Officer, Awecademy, Canada
- Adrienne Lee, Director of Development, Planeterra Foundation, Canada
- Charitha Abeyratne Hettiarachchi, Founder & Chief Executive, Saraii Village, Sri Lanka

1440-1500 **Interlude: The New Way to Connect**

It has been claimed that at least 5 million jobs will be replaced by intelligent machines by the year 2020. Rather than replace human contact altogether, artificial intelligence aims to improve the customer experience and enables the workload of the future to be handled much more efficiently and precisely with the utilisation of an interaction between the human and the robot.

This quick interlude will explore the role of AI and robotics technology in enhancing the traveller's experience across the full journey cycle, especially in the field of customer service and how businesses can embrace current technological advances in AI to their advantage.

Speaker:

Raya Bidshahri, Founder & Chief Executive Officer, Awecademy, Canada

1500-1515 **Networking Break**

1515-1600 **Session Four: The Human Touch in a Digital Marketing World**

Digital marketing has become the primary focus of many marketing strategies, but are we losing the art of human connection? Personalisation and storytelling remain the basis of any great marketing plan and this session will examine how organisations stay 'human' in a digital world.

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Panellists will discuss how businesses can reconnect with consumers on the various devices and social platforms they use but in a way that enables those consumers to actually feel connected to the business on a more human level than was previously ever required.

Moderator: Halona Padiachy, Director – International Partnerships, Sponsorship & Chapter Relations, PATA, Thailand

Panellists:

- Stuart Stacy, Managing Director, APAC, Adara, Australia
- Alistair McEwan, Senior Vice President, Commercial Development Asia & ANZ, BBC World News, Australia
- Kyle Sandilands, Director and Cinematographer, Canada
- Dr. Deokhyun Jo, Executive Director of Marketing Support Department, Korea Tourism Organization, Republic of Korea

1600-1620 Closing Keynote: Connecting the Dots

The closing speech will examine the various sessions of the day and summarise how organisations need to move forward in staying relevant, competitive, versatile and connected in today's evolving landscape.

Speaker: Aradhana Khowala, CEO & Founder, Aptamind, UK

1620-1630 Closing Remarks

Dr. Taleb Rifai, Former Secretary-General, World Tourism Organization (UNWTO)

1630 End of Conference

1730-1815 Press Conference
Venue: Cheon Yeon I

1830-2100 PAS2018 Welcome Dinner Reception and PATA Awards Presentation hosted by Korea Tourism Organization and Gangwon Province
Venue: Lakai Ballroom I&II
1830-1900: Cocktail Reception at Lakai Ballroom Foyer
1900-2100: Dinner at Lakai Ballroom I&II

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UNWTO/PATA Leaders Debate

May 19 (Saturday)

UNWTO/PATA Leaders Debate Overview

The world is seeing dramatic social, political, environmental and economic changes. Despite these disruptions and fluctuations, the travel industry remains resilient, demonstrating steady growth across the sector.

However, the industry must always be able to adapt and evolve to any issues that may arise. The UNWTO/PATA Leaders Debate will discuss what is the greatest challenge the travel and tourism industry faces today.

Debate Format:

Two groups will pick a subject they think is the greatest challenge today in the travel and tourism industry (i.e. climate changes, safety and security, etc.). One representative from each side will present their position for 10 minutes before the debate.

After each representative makes their pitch, audience will vote during coffee break. After the coffee break, the session will move into a moderated debate to defend their position.

At the end of the debate, one representative from each side will make a closing statement for 5 minutes before a final vote.

0900-0910	<p>Welcome Addresses 0900-0910 Min-hong Min, Executive Vice President, Korea Tourism Organization</p>
0910-0925	<p>Opening Remarks: Hae Guk (Harry) Hwang, Deputy Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO), Spain</p>
0925-0955	<p>Opening Position Speeches (10 minutes each side) 0930-0940 Honourable Edmund Bartlett, C.D., M.P., Minister of Tourism, Jamaica 0940-0950 Maria Helena de Senna Fernandes, Director, Macao Government Tourism Office, Macao, China</p>
0955-1020	<p>Networking Break and First Round of Voting</p>
1020-1110	<p>Moderated Debate Moderator: Sharanjit Leyl, BBC World News Presenter & Producer, Singapore</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Honourable Edmund Bartlett, C.D., M.P., Minister of Tourism, Jamaica • Maria Helena de Senna Fernandes, Director, Macao Government Tourism Office, Macao, China • Faez Fadhilillah, PATA Face of the Future 2017, CEO and co-founder of Trippez, Malaysia • Abdulla Ghiyas, PATA Face of the Future 2018 and President, Maldives Association of Travel Agents and Tour Operators (MATATO), Maldives

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- 1110-1120 **Closing Position Speeches (5 minutes each side)**
- 1110-1115 Faez Fadhilillah, PATA Face of the Future 2017, CEO and co-founder of Tripfez, Malaysia
- 1115-1120 Abdulla Ghiyas, PATA Face of the Future 2018 and President, Maldives Association of Travel Agents and Tour Operators (MATATO), Maldives
- 1120 **Last Round of Voting**
- 1120-1135 **Closing Remarks**
- Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand
- 1135-1140 **Reveal of Final Votes**
- 1200-1300 **Networking Lunch hosted by Korea Tourism Organization and Gangwon Province**
Venue: Restaurant and Han Song

-- End of Debate Programme --