PATA’s COMMITMENT TO SUSTAINABILITY & SOCIAL RESPONSIBILITY

The Pacific Asia Travel Association’s (PATA’s) focus on Sustainability & Social Responsibility (SSR) functions as a catalyst for the sustainable and socially responsible development of travel and tourism to, from and within the Asia Pacific region.

To do so PATA works in partnership with our public and private sector members and strategic partners to balance the travel and tourism industry impacts on the region’s communities, economies, and environments to meet the UN Sustainable Development Goals (SDGs).

PATA’s approach inspires impact to create positive change, both within the association, and across the PATA network, by:

1. providing a platform to recognize and communicate our members’ SDG innovations and achievements
2. establishing frameworks and guidelines for our members to measure, analyse and manage knowledge-driven, destination-oriented SGD initiatives
3. managing projects for, by and with our members to achieve exponential impacts on SDGs relative to responsible tourism development

PATA achieves the above through both a strategic and a tactical focus on tourism destination-focused programs. This is based on the recognition that travel and tourism can only be sustainable when host communities have the capacity, trade, and infrastructure to accommodate and perpetuate a healthy, prosperous, and regenerative tourism economy.

PATA therefore works with our members to assist tourism destinations to:

1. adopt, implement, and provide feedback loops to global and national best practices to ensure resilient and sustainable tourism management and development.
2. attract and encourage a thriving, resilient private sector incentivised to invest in products that support a host community’s environmental, cultural and heritage protection.
3. secure financing and management capacity to implement sustainable infrastructure projects that exponentially benefit local economies, environments, and communities.

PATA conducts all work in full accordance with labour-related human rights including non-discrimination or harassment, children’s rights, health and safety, and fair wages.

PATA commits to our public and private sector members and strategic partners to add voice, build capacity, and manage projects for, by and with tourism destinations to assist our industry and communities create the impact so urgently needed to achieve the SDGs.

Liz Ortiguera

Chief Executive Officer, PATA

NOTE: This policy is a public document and will be reviewed annually. August 2021