



PATA Youth Symposium at PATA Travel Mart 2023

October 5, 2023 | 3 - 6 PM

OVERVIEW

PATA Youth Symposium aims to empower and cultivate future leaders of the tourism industry. Organised by PATA, the youth symposium provides a platform for young people to engage with industry leaders and peers, share their ideas and insights, and learn about the latest trends in the tourism industry.

This year's youth symposium focuses on highlighting the challenges and issues faced by young people in the tourism industry. With an emphasis on giving voice to the youth, the symposium is a unique opportunity to speak up, represent the generation, and contribute to the responsible development of the industry. Through interactive discussions and engaging sessions, PATA Youth Symposium 2023 aims to empower and inspire the next generation of tourism leaders.

- 1500-1510** **Welcome by Master of Ceremony, Nick Chun, Youth Ambassador and Membership Executive, Pacific Asia Travel Association (PATA)**
- 1510-1520** **Opening Remarks by Ministry of Tourism, Government of India, Shri G. Kishan Reddy, Minister of Tourism, Ministry of Tourism, Government of India**
- 1520-1530** **Opening Remarks by Pacific Asia Travel Association (PATA), Peter Semone, Chair, PATA**
- 1530-1545** **Driving Youth for Sustainable Tourism - YTC Club/Campaigns/Initiatives Presentation by Ministry of Tourism, Government of India**
- Speaker:**
- Ms. Manisha Saxena, IAS, Director General, Ministry of Tourism, Government of India
- 1545-1605** **Inspirational Journey towards Sustainability**
- Speakers:**
- Sangeetha Liyanapathirana, Manager - Health, Hygiene and Sustainability, Cinnamon Hotels & Resorts, 2023 PATA Face of the Future Winner
 - Kumud Mishra, Mahatma Gandhi National Fellow, Kabirdham Chhattisgarh
- 1605-1620** **The Price of Progress: Sustainability leading to Profitability**

Sustainability is often considered to be costly, hindering a lot of organisations to be discouraged to adopt sustainable development. The keynote will cover the facts and statistics of how sustainability actually brings profit to

organisations, breaking the wrong perception of it being cost-ineffective.

Speaker

- Peter Richards, Project Manager, Tourlink SwitchAsia Programme

1620-1710 Roundtable Discussion (20 minutes) + Youth Presentation on Stage (30 minutes)

Question #1: Are you planning to stay in the tourism industry?

Question #2: What factors, influenced by the latest trends in the tourism industry, contribute to your decision of whether or not to stay in the industry?

1710-1750 Panel Discussion on Various Hidden Careers in the Tourism Industry

Tourism is a dynamic and growing industry that consists of various sectors with a wide range of career paths available. However, youths are limited in information and resources to be aware of careers other than frontline opportunities. The panel discussion will cover multiple sectors in the tourism industry, where youths will discover how careers in the tourism industry go beyond just frontline services.

Moderator

- Fanny Vong, President, Macao Institute for Tourism Studies (IFTM)

Panellists:

- Benjamin Liao, Chairman, Forte Hotel Group
- Eric Fong, Marketing Director, Macau International Airport Company Ltd.
- Supawan Teerarat, Senior Vice President, Thailand Convention and Exhibition Bureau (TCEB)
- Shital Mahajan, Skydiver, PADMASHRI Awardee 2011

1750-1800 Closing Remarks (TRAVEL FOR LIFE PLEDGE) & Group Photo

END OF THE PROGRAMME



PATA Youth Symposium: Mentorship Session (By Invitation Only)

October 6, 2023 | 3 - 4 PM

OVERVIEW

Mentorship session is the perfect opportunity for the PATA Youth to learn from today's industry leaders and also the other way around, for the industry leaders to understand the future leaders of the industry - PATA Youth. The session is tailored to facilitate healthy conversation and meaningful connections, making future collaborations within the PATA International community possible.

Mentors:

- Andrew Jones, Guardian, Sanctuary Resorts
- Datuk Musa Yusof, Deputy Director General (Promotion), Tourism Malaysia
- Fanny Vong, President, Macao Institute for Tourism Studies (IFTM)
- Harry Gu, Managing Director, Me2 Travel
- Jonathan Low, Director, Global Success Learning Academy
- Mayur Patel, Head of Asia, OAG Aviation
- Sangeetha Liyanapathirana, Manager – Health, Hygiene and Sustainability, Cinnamon Hotels And Resorts
- Soon Hwa Wong, CEO, AsiaChina Pte Ltd
- Thanam Subramaniam, Senior Lecturer, Taylor's University
- Tony Smyth, Senior Vice President, iFREE Group