



PATA Youth Symposium at PATA Annual Summit 2024

May 16, 2024 | 9:30 AM - 12:30 PM

OVERVIEW

The PATA Youth Symposium 2024, generously hosted by Macau University of Science and Technology, emphasises the importance of next-generation building, bringing together international thought leaders, tourism educators, and the future leaders of tourism.

Taking place alongside the PATA Annual Summit 2024, the programme consists of expert keynote speeches, panel discussion with industry leaders, roundtable discussion, and mentorship session, providing 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. Equally significant, it will allow leaders and stakeholders in the industry to hear from the future of the industry – the youth themselves.

0930-0940 Welcome by Master of Ceremony

0940-0950 Opening Remarks by Macao Government Tourism Office (MGTO)

0950-1000 Opening Remarks by Macau University Of Science And Technology (MUST)

1000-1010 Opening Remarks by Pacific Asia Travel Association (PATA)

1010-1025 Presentation: Navigating Tomorrow's Tourism: Economic Insights for the Next Generation

Gain a comprehensive overview of the global economic landscape and its profound implications for the tourism sector. The speaker will delve deep into myriad topics, including economic, political, and cultural developments, providing invaluable insights into the challenges and opportunities poised to shape the trajectory of tourism over the next two years.

1025-1040 Presentation: Get prepared for the Rapid Evolution of AI and Technology in Tourism

With rapid technological advancements in recent years, the tourism industry stands on the cusp of transformative change driven by Artificial Intelligence (AI) and emerging technologies. This session aims to equip the next generation of tourism professionals with essential insights and strategies to navigate this evolving landscape of technological advancement evident in the present and future of tourism.

1040-1055 Presentation: What does it take to be an entrepreneur in Tourism?

Navigating obstacles such as budget allocation, crafting an effective business model, and the overall nature of an increasingly competitive tourism landscape can indeed seem daunting when launching a business. However, limitations can also serve as catalysts for innovation and creativity. Discover how pressure can transform into inspiration for tourism entrepreneurs on their journeys to success.

1055-1145 Roundtable Discussion (20 minutes) + Youth Presentation on Stage (30 minutes)

Question #1: Are you interested in pursuing a career in tourism and hospitality-related sectors?

Question #2: Why are you interested in pursuing a career in tourism and hospitality-related Sectors?

OR

Why are you not interested in pursuing a career in tourism and hospitality-related sectors?

1145-1215 Panel Discussion: 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.

1215-1230 Closing Remarks & Group Photo

END OF THE PROGRAMME