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PATA-DELEGATES

PATA DELEGATES EXPECT GREATER INSIGHTS IN NEW TRAVEL TREND

By: Zurina Yusof

KUALA LUMPUR, April 8 (Bernama) -- Delegates to the 50th Pacific Asia travel Association (PATA), are hopeful that the annual conference will provide them with greater insights of the latest trends in the world tour and travel arena.

Coming from different backgrounds of travel and tourism industry as well as education, the delegates are looking forward not only to increase their networking, but also to get information on the new needs and offerings in the industry.

Assistant director of Professional Programmes for School of Travel Industry Management, University of Hawaii at Manoa, Rachel Soma said the updates on the industry's latest development would allow her to tailor the courses on topics based on the current needs and happenings.

She believed that the presentations by the lineup of acclaimed speakers would be able to provide her with such information.

Communications manager for Sustainable Tourism, Australia, Brad Cox hoped to familiarise himself with the kind of business available in the Asia Pacific as the tourism industry in Asia is growing at a fast rate.

"For organisations, it is basically about meeting most of the major players in the region and also to become familiar with the kind of business happening throughout Asia," he said.

Meanwhile, a member of the Board of Directors of Palau Visitors Authority, Lucy Sugiyama hoped to learn and bring back some marketing strategies that would benefit the small island in the Asia Pacific.

"Perhaps some kind of collaborations between the other islands and countries to promote our Asian destination can be undertaken," she said.

Prime Minister Datuk Seri Dr Mahathir Mohamad will open the meeting at the Putra World Trade Centre (PWTC) tomorrow.

The conference, which will end on April 12th, will cover comprehensive discussions on regional tourism in the 21st century.

It will also discuss at length Asia Pacific tourism from the viewpoint of the aviation and hospitality industries.-- BERNAMA

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