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Pata-Delegates

PATA DELEGATES EXPECT TO GAIN INSIGHTS INTO INDUSTRY

By: Zurina Yusof

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

Coming from different educational and travel industry backgrounds, the delegates are looking forward to not only increasing their networking but also getting information on the new needs and offerings in the industry.

The assistant director of professional programmes for School of Travel Industry Management, University of Hawaii in Manoa, Rachel Soma, said the updates on the industry's latest developments would allow her to tailor courses to suit current needs and happenings.

She believed that the presentations by acclaimed speakers could 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 very fast.

"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.

A member of the Board of Directors of Palau Visitors Authority, Lucy Sugiyama, hoped to bring back some marketing strategies that would benefit the small island.

"Perhaps some kind of collaboration 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) here tomorrow.

The conference, which will end on April 12, will have 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.

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