



CHIEF EXECUTIVE OFFICER

Leadership Opportunity & Executive Brief



THE ORGANIZATION

Organization	Pacific Asia Travel Association
Organizational Mission	A not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from, and within, the Asia Pacific region
Website	https://www.pata.org
Organization Location	Bangkok, Thailand (main office), Beijing, China (regional office)
Organization Overview	<p>Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for-profit membership association that acts a catalyst for the responsible development of travel and tourism to, from, and within the Asia Pacific region. Since its inception, PATA has been, and remains, the recognized authority on Pacific Asia travel and tourism. PATA also plays an active role of global advocacy alongside other major tourism and travel sector and global associations.</p> <p>PATA provides aligned advocacy, insightful research, professional development, and innovative events to its member organisations, including government, state and city tourism bodies, international airlines and airports, hospitality organisations and educational institutions, as well as thousands of young tourism professional (YTP) members around the world. The PATA network also embraces the grassroots activism in our Local Chapters and Student Chapters globally.</p> <p>PATA also actively works to protect and preserve the region's unique natural and cultural resources and maintains a strong focus on environmental and industry sustainability through our Sustainability and Social Responsibility Office, and aligned advocacy with the PATA Foundation. PATA's Head Office is located in Bangkok, Thailand, and we have official offices or representation in Beijing and London.</p> <p>The Association activities include:</p> <p>Events</p> <p>PATA holds multiple events per year aimed at building knowledge and creating strong networks amongst our members and for other destinations and businesses around the region. The major events per include the following:</p> <ul style="list-style-type: none"> • The Annual Travel PATA Travel Mart – hosted at different destinations each year, this signature event brings together buyers and sellers from around the globe and with special focus on building business in the Asia Pacific. • PATA Annual Summit – hosted at different destinations each year, this sponsored event is designed to provide leading edge industry knowledge generation with dynamic and high-profile speakers from around the globe. • The PATA Annual Adventure Tourism Summit – hosted at different destinations each year, this is a leading regional event in the special interest area of adventure travel, ecotourism, and responsible travel • Special Topic Webinars – hosted through the PATA Head office featuring leading practitioners, academics, and thought-leaders on a wide array of issues of critical importance to the tourism and travel industry • Destination Insight Series Webinars – hosted through the PATA Head office featuring the status, initiatives, and opportunities of selected destinations with destination and government leaders, and high-profile local/regional practitioners and thought leaders

	<ul style="list-style-type: none"> • PATA Youth Symposia – held online and in alignment with the PATA Travel Mart and PATA Annual Summit, these events are designed to engage tourism and travel students and young tourism professionals in interactive dialogue with global thought-leaders and practitioners on issues of critical importance to youth and to the industry • Research Centre Webinars – hosted through the PATA Head office providing industry insights and updates on current conditions, trends, and forecasts from local to regional and global levels <p>Research</p> <p>PATA is a recognized regional leader of industry research producing statistical data and insights, trends and analysis, and special publications. Working with specialized knowledge partners, PATA produces the following:</p> <ul style="list-style-type: none"> • Annual and quarterly tourism monitors with special focus on the Pacific Asia region, and destination forecasts with usual outlooks four years in advance. • Regularly produced bulletins providing expert commentary on trending issues shaping the tourism landscape. Such issues have included: COVID-19 recovery, travel group segment analyses, personalization of travel, outbound market analyses, digital travel, and many more. • Special Research publications developed for specific interest groups such as government policy-makers, hospitality operators, online travel agencies, restaurant operators, community based tourism facilitators, and many more <p>Initiatives</p> <p>PATA’s value is in its ability to provide services to members that helps build their business and thrive under the dynamic conditions of our sector. The Initiatives division of our operation addresses critical issues in a timely and innovative fashion. Some recent initiatives include the following:</p> <ul style="list-style-type: none"> • The Crisis Resource Centre, established this year in response to the unparalleled challenges that the COVID-19 pandemic has placed on our sector. This virtual centre is partnership based initiative providing latest news and recovery toolkits for various sectors. • PATA e-learning platform, created in the wake of COVID-19 challenges to the sector and needs and opportunity for upskilling. A wide array of e-learning platforms at destination levels have been created for travel agents, tourism professionals, and destination marketers to refresh their knowledge, learn new skills, and stay relevant in their field • The Virtual PATA Marketplace is a new digital platform for B2B communications, showcasing organizations, enabling on-line chat and messaging, keeping followers updated on initiatives and activities, and creating a live and constant platform for building business <p>Membership and Partnerships</p> <p>As a membership-based association, high quality and highly interactive services to members is of paramount importance. We have a team dedicated to ensuring high quality and high value membership services, and consistent, informative, and engaging membership communications. Under the new PATA Governance model, micro-volunteering will be an important new initiative that will require added dedication and innovation from our membership and partnerships team. PATA’s Corporate partnerships are also of critical importance and value to the Association and the team is dedicated to ensuring that partnerships receive the highest level of service, engagement, and value for their investment in the Association and the industry.</p>
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	<p>Networks</p> <p>PATA’s chapter network extends broadly and deeply around the planet. With over 48 Chapters aligned with PATA International, we have a strong brand presence in many destinations on the planet. Ensuring we maintain strong relations with the Destination Chapters is essential. Additionally, PATA’s strongest area of growth lies in our student chapter network where universities and colleges around the Asia Pacific have active chapters that communicate with each other, work on projects together, and support opportunities for all. Building and maintaining strong, supportive, and dynamic networks amongst these partners is essential to the wellbeing of our Association and the sector.</p> <p>Sustainability and Social Responsibility</p> <p>PATA’s mission is to support responsible travel to, from, and within the Asia Pacific region. The future well-being of our region and of the sector rests on proactive and meaningful sustainability initiatives that will address the compelling climate change, visitor management, waste management, personal rights and freedoms, and cultural integrity and protection issues that we face in our industry. PATA also has a long and valued relationship with the PATA Foundation that it is imperative to support and nurture for meaningful positive impacts of the industry well into the future.</p>
<p>Related Organizations</p>	<p>The PATA Foundation https://www.patafoundation.org. The PATA Foundation is aligned with PATA as an independently governed charitable organization whose goal is to empower Asia Pacific’s most vulnerable youth through education and skills training for a thriving and sustainable career in tourism and hospitality. PATA supports the PATA Foundation through provision of administrative services and on-going fundraising and profile building through activities of the Association.</p>

THE POSITION

Position Title	Chief Executive Officer (CEO)
Location	Bangkok, Thailand
Reports to	PATA Executive Board and PATA Board
Position Summary	PATA is searching for a new CEO to build upon the strong legacy of our Association and lead us to further success and prosperity. PATA is an Association of Organizations in the travel and tourism industry and it is our principal purpose to provide value to our members in every action of the Association. The PATA CEO is a non-voting ex-officio member of the PATA Board and the PATA Executive Board and shall have charge of the general management and business affairs of the Association. The CEO is tasked with providing strategic leadership to the Association, achieving high performance from our operational team, representing the interests of membership and the industry through advocacy and actions at a regional and global level, and coordinating contributions from the Board, broad array of PATA chapters and associates through our dynamic and progressive membership governance model.
Responsibilities	Serving as CEO and providing leadership to the Association and for the development of responsible tourism and travel in the Asia Pacific Region.
	Preparing and implementing a strategic plan (updated at least every two years) that is approved by the Executive Board and that provides a three-year outlook featuring goals, actions, and related accountability measures for all divisions of the Organization.
	Preparing an annual business plan and budget that is approved by the Executive Board to implement annual operational affairs and fulfil strategic objectives of the Association.
	Leading the financial and administrative operations of the Association within approved budgets on an annual basis and ensuring adequate resources are available to meet the Association’s needs for subsequent fiscal years.
	Ensuring that all Association activities and affairs align with the Association bylaws and supporting successful implementation of the renewed 2020 organizational design.
	Developing and maintaining approved operational policy and procedures for the Association to ensure effective, efficient, transparent, and accountable operational activities.
	Evaluating, recommending, and overseeing implementation of new revenue streams, programs and activities that will result in value to members and sustainable growth of the Association.
	Ensuring that services to members in a dynamic environment produce the highest possible satisfaction and retention levels across the broad range of membership categories from private and public sectors.
	Convening and overseeing implementation of meetings of the PATA Executive and PATA Board.
	Delegating and overseeing appointed officer and staff duties to Board and Association activities, and ensuring compliance and proactive implementation of PATA bylaws in all Association affairs.

Responsibilities (continued)	Ensuring that all Executive Board and PATA Board approved resolutions and actions are carried out.
	Overseeing effective, and efficient operations of PATA by building capacity of employees, leading and motivating by example, and generating and evaluating high performance of the PATA team to accomplish approved strategic goals of the Association.
	Acting as the public officer of PATA as a corporate entity and ensuring that PATA meets all statutory and regulatory requirements under USA non-profit organization rules, Thai operating rules and conditions, and conditions of regional office operations as relevant in China, the UK, and other possible jurisdictions.
	Serving as the principal spokesperson for PATA and on related PATA industry affairs and effectively and productively communicating PATA's message(s) to members, media, and other stakeholders.
	Maintaining and building PATA's high profile, visibility, and international credibility as an authoritative voice on policy and strategic issues affecting the travel and tourism industry, and specifically, responsible travel to and from the Asia Pacific region.
	Building and maintaining credible and influential networks among leaders of travel, tourism, and related industries in public and private sectors including destination leaders and leaders of other major global, regional, and sector-based travel and tourism Organizations.
	Representing PATA, and/or delegating appropriate responsibility for PATA representation at major trade events, conferences, and international initiatives to maintain and build PATA's reputation for pro-active and credible leadership in the sector.
	Building the capacity of PATA to recognize and draw upon the intelligence and experience of the Association and collaborate with others to add value, identify and respond to challenges, and mitigate risk in the industry for the benefit of members and travel and tourism in the Asia Pacific region.
	Maintaining a close working relationship with the PATA Foundation and providing its activities with operational support as determined by the respective Foundation and PATA Boards.
Salary and Benefits and Contractual Period	A competitive annual salary and benefits package accompanies this position with performance bonuses established annually based on approved strategic goals and business plan objectives. The contractual period is up to three years and renewable based on performance and review.

THE PERSON

<p>Qualities and Commitment Overview</p>	<p>The CEO is a visionary leader that acts with integrity, listens intently and operates collaboratively, is highly intelligent with a strong sense of curiosity, has exceptional knowledge of, and passion for, the travel and tourism industry, and is deeply committed to the well-being of our members and building on the legacy of PATA. Through exceptional communication, networking, and cross-cultural talents, and strong operational and entrepreneurial abilities, the CEO will provide inspired leadership to help innovate the Association for the benefit of members and to foster responsible tourism and travel to, from, and within the Asia Pacific region now and into the future.</p>
<p>Desired Experience and Qualifications</p>	<p>Five or more years of Director level or above experience in leading diverse multi-functional operational teams across regions.</p> <p>Considerable experience and demonstrated deep knowledge of tourism and travel industry dynamics at a global and Asia Pacific regional level.</p> <p>Ten or more years of related business and financial management experience.</p> <p>Proven track record in building networks in a tourism and travel context that have led to positive outcomes for stakeholders.</p>
	<p>Experience of working in a senior management or executive team, and with Board governance structures and related reporting requirements.</p> <p>Considerable experience of hiring employees, motivating staff, and building capacity in a team-based organization.</p> <p>Demonstrated commitment to diversity, equity, and inclusion in a professional and operational context.</p> <p>Experience in organizing and hosting knowledge based and professional development events with, and for, multiple stakeholders.</p> <p>Demonstrated experience of developing and implementing human capital development programs and initiatives to build capacity and talent.</p> <p>Demonstrated knowledge of research methods, data generation, and data management systems.</p> <p>Demonstrated understanding and related experience of digital marketing and communications systems, social media applications, and relevant computer programs in business application contexts.</p> <p>Experience of working with media, providing interviews, and facilitating positive and proactive public relations.</p>
<p>Leadership Characteristics</p>	<p>A Strategic and Visionary Leader An individual with a proven track record of strategy and vision creation and implementation to achieve Association and Industry goals who is highly disciplined in prioritization, execution, and process management.</p> <p>An Innovator An individual that possesses a keen eye on industry dynamics, disruptive elements, and global conditions that will affect the sector and combines strong analytical, entrepreneurial, network building, knowledge generating, and problem-solving skills to innovate and provide on-going value and opportunity to the Association and its members.</p>

<p>Leadership Characteristics (continued)</p>	<p>An Exceptional Communicator An individual with superior interpersonal, communication, written, and presentation skills with considerable experience and demonstrated talent in communicating across cultures productively with individuals and groups from around the world.</p>
	<p>Trusted and Respected Exhibits a high level of executive presence and gravitas by leading with dynamism, passion and empathy, inspiring confidence and action, maintaining progressive knowledge and insight of the sector and the needs of the industry, and by demonstrating exceptional personal integrity setting high standards of personal and professional behavior.</p> <p>Collaborative and Collegial Understands the interdependence of the sector and possesses the talents to work productively with public and private sector entities in the sector from local to global levels, listens intently and assertively to others, is humble, relatable, approachable, transparent, and diplomatic, and provides excellent customer service to both internal and external stakeholders.</p> <p>A Capacity Builder Possesses the knowledge and skill to identify knowledge and skill needs, and build professional capacity and talent within the sector to advance performance and opportunity for individuals and organizations.</p> <p>A Team Builder Understands how to motivate and engage, empower action and performance, and acknowledge and reward success both within the membership structure of the Association, and the operational functions of PATA.</p> <p>Responsible and Responsive Understands needs to accomplish a responsible and sustainable sector and acts personally and professionally to improve tourism and travel contributions to communities and society, and reduce harmful impacts of the sector on planetary climate change.</p> <p>Equitable and Inclusive Is dedicated to building diversity, equity, and inclusion across the sector and throughout the Association.</p> <p>An Advocate Is a persuasive advocate of travel and tourism with finely honed negotiating and diplomatic skills, possesses the network, relationships, and access to policy makers, influencers and partner organizations to drive and expand responsible growth of the sector. Above all, recognizes, embraces, and is dedicated to the future growth, sustainability and good governance of PATA for the benefit of its members and the industry at large.</p>

Application deadline: February 28, 2021

For further Information, or to apply to this position, please contact:

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