

An aerial photograph of a valley. A wide river flows through the center, surrounded by lush green terraced fields. In the foreground, a small village with colorful buildings is visible. The background features towering, rocky mountains with dense vegetation. The overall scene is vibrant and scenic.

PATA[®]

Pacific Asia Travel Association

Tourism Destination Resilience

Pavneesh Kumar
Director of Sustainability
PATA



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Established 1951 in Hawaii

PATA is 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.



Connecting both **Government** and **Industry**.



Our Approach

- Advocacy on global issues with local relevance
- Insights and intelligent travel solutions
- Catalyst for partnerships and opportunities

VISION

To advance travel as Force for Good.
Become the most respected, most valued
and industry-leading travel association for
the Asia-Pacific region

5 P's : Advocacy

People | Planet | Prosperity | Partnership | Peace



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Tourism Destination Resilience

The TDR programme responds to the need for a more resilient tourism industry to address not only the COVID-19 pandemic, but the next crises that will surely follow.

Tourism Destination Resilience

Resilience is the foundation to sustainability

For Destinations

Collaboration with: **giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

For Businesses

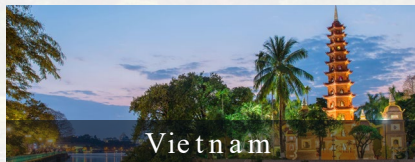
Collaboration with: **VISA**

10 online modules

In person workshops


2 online modules

In person workshops



Tourism Destination Resilience

Outreach to tourism communities



In person workshops



**Digital:
website/webinars**

Cambodia, Indonesia,
Philippines, Vietnam

352 Individuals
trained

150 + Countries

31,000 +
Workshop views



Tourism Destination Resilience

For Tourism SMEs

SMEs make up **80%** of all tourism businesses, but at the same time **20%** of them fail within the **first year** of operations and only half manage to go beyond the five-year mark. These numbers become ever harsher in times of **crisis**, as seen during COVID-19.

Our goal is to empower tourism SMEs with the necessary **knowledge and skills** to **effectively manage their finances and become more digitally competent**, to better adapt to the post-pandemic tourism era.



Tourism Destination Resilience

For Tourism SMEs



01

Finance Skills

Business financial basics

- Budgeting
- Saving
- Record keeping
- Financing

Financial management

- Payment options
- Banking services
- Cash flow, profit and loss

Risk management

- Managing internal and external risks
- Emergency fund
- Disaster preparedness

Financial Benefits of Sustainability

- Saving costs with sustainability
- Tax incentives
- Increasing competitive advantage



Tourism Destination Resilience

For Tourism SMEs



02

Digital Skills



Taking Your Business Digital

- Going paperless
- Digital Invoice system
- Accounting software
- Digital POS system
- Online budgeting

Digital Marketing

- Online presence
- Website & social media
- Google My Business
- Review websites
- Digital advertising & email marketing

Digital & Online Payments

- Card technologies
- Digital device payments
- Setting up online payments

Cybersecurity

- Understanding risks
- Phishing scams, frauds and identity theft
- Secure online/mobile banking

Tourism Destination Resilience

For Tourism SMEs

Free, online resource available in 6 languages
Learners gain a certificate
www.src.pata.org



ENGLISH

Finance and Digital Skills for Tourism SMEs

The Finance and Digital Skills course aims to provide SMEs with the necessary knowledge to successfully manage their business's finances and increase digital operations to become more efficient and – ultimately – more resilient to challenges and crises.

[Learn more](#)

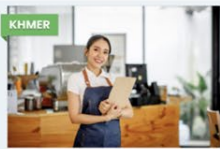


VIETNAMESE

Kỹ năng tài chính và Tiếp thị điện tử cho doanh nghiệp du lịch vừa và nhỏ

Khóa học tài chính và tiếp thị điện tử này nhằm mang tới cho các doanh nghiệp du lịch vừa và nhỏ lượng kiến thức cần thiết để thành công quản lý tài chính doanh nghiệp và gia tăng khả năng vận hành số, giúp cho doanh nghiệp phát triển một cách hiệu quả và – quan trọng là – tăng mức độ phục hồi trước các thử thách và rủi ro.

[Tìm hiểu thêm](#)



KHMER

ជំនាញហិរញ្ញវត្ថុ និងទីផ្សារសម្រាប់សហគ្រាសទេសចរណ៍ខ្នាតតូច និងមធ្យម

មូលដ្ឋានជំនាញហិរញ្ញវត្ថុ និងទីផ្សាររបស់អ្នកអាចបំណងដើម្បីផ្តល់ដោយសហគ្រាសគ្រួសារតូចនិងមធ្យមមុខចំណេះដឹងដែលចាំបាច់ដើម្បីគ្រប់គ្រងហិរញ្ញវត្ថុនិងទីផ្សាររបស់ពួកគេដោយជោគជ័យ និងបង្កើនការប្រកួតប្រជែងរបស់អ្នកដើម្បីធានាថាមានប្រសិទ្ធផលនិងជាតំរូវការដើម្បីធានាថាមានភាពធន់ទៅនឹងបញ្ហាប្រឈមនិងវិវត្តនាវា។

[ស្វែងយល់បន្ថែម](#)



BAHASA INDONESIA

Keterampilan Keuangan dan Digital untuk UMKM Pariwisata

Kursus Keterampilan Keuangan dan Digital bertujuan untuk membekali UMKM dengan pengetahuan yang diperlukan agar berhasil mengelola keuangan dan mendigitalisasi bisnis demi meningkatkan efisiensi dan – pada akhirnya – lebih kuat dalam menghadapi tantangan dan krisis.

[Pelajari lebih lanjut](#)



MANDARIN

旅游业中小企业 (SMEs) 的金融和数字技能

金融和数字技能课程旨在为中小企业提供必要的知识，以成功的管理其企业的财务状况，并增加数字化运营，以提高效率，并达到提高应对挑战和危机的能力。

[了解更多](#)



THAI

ทักษะทางการเงินและดิจิทัลสำหรับธุรกิจด้านการท่องเที่ยว

หลักสูตรการฝึกทักษะทางการเงินและดิจิทัลมีเป้าหมายเพื่อให้ความรู้ที่จำเป็นแก่ผู้ประกอบการธุรกิจ SME ที่ช่วยให้สามารถบรรลุผลในการจัดการการเงินภายในบริษัทและเพิ่มพูนการค้าเงินงานด้านดิจิทัลให้มีประสิทธิภาพมากขึ้นและ – ท้ายที่สุด – ให้ความยืดหยุ่นต่อความท้าทายและวิกฤตต่างๆ มากยิ่งขึ้น

[ศึกษาเพิ่มเติม](#)



Tourism Destination Resilience

For Tourism Informal Workers



In **Bali**, the training encompassed digital marketing and mobile photography; cross-cultural communication, and financial management, which was the most requested training topic by participants.

In **Jakarta**, participants also requested training on digital marketing, but focusing on how to promote their micro enterprises through the Google My Business platform. Other topics included digital payment methods, health and hygiene in food handling, and the 'Sapta Pesona'.

Tourism Destination Resilience

Decision

Tourism Destination Resilience

Businesses

Tourism Destination Resilience

Informal workers

Tourism Destination Resilience Strategy

Resilient Destinations

Tourism Destination Resilience Strategy

TDR

Tourism Destination Resilience

Strategy

TOURISM
DESTINATION
RESILIENCE

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Thank You