PATA YOUTH SYMPOSIUM 2017

SEPTEMBER 13, 2017: 0900-1300
Venue: Grand Hall, Main Campus, Institute for Tourism Studies, Macao SAR

Theme: Enabling Travel and Managing a Complex Future
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0900 Opening Session/Guests Arrive
0930-0940 Introduction to the PATA Youth Symposium
Dr. Chris Bottrill, Vice Chairman, PATA

0910-0915 Welcome by Master of Ceremony
0915-0920 Opening remarks by Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)
0920-0930 Opening remarks by the Host

Exchange of token of appreciation and group photo

0930-0940 Introduction to the PATA Youth Symposium
Dr. Chris Bottrill, Vice Chairman, PATA

0940-1000 Opening Plenary Talk
Topic: Artificial Intelligence and Automation in the Tourism Industry: Is CIPO taking our jobs?
Presenter: Dr. Mario Hardy, CEO, PATA
Mario Hardy will tell us about some major changes that are likely to occur in the industry in the next 20 years and explores the role of future tourism professionals in the industry

1000-1015 Second Plenary Talk
Topic: Where Does Responsible Travel Fit in our Future?
Rika Jean-François, Commissioner ITB Corporate Social Responsibility, Competence Centre Travel & Logistics, ITB Berlin
Rika Jean-François will explore how sustainability aligns with growth and automation in our industry by exploring how some businesses are operationalising responsibility into their daily practices.

1015-1025 PATA Young Tourism Professional
JC Wong, Young Tourism Professional Ambassador, PATA

1025-1045 Break

1045-1130 Round Table Session
Students, lecturer and one PATA representative, Multi-Purpose Court
Facilitators: Dr. Chris Bottrill, PATA Leaders, IFT Professors
Questions: What opportunities and challenges do you see in enabling greater volume of travel? What role do human’s play in managing a responsible industry in the future?

1130-1145 Round Table and Symposium Wrap Up
Dr. Chris Bottrill / Dr. Fanny Vong, President, Institute for Tourism Studies

1145-1215 Third Plenary Talk
Topic: Enabling Air Travel for All: How Air Asia has Become the World Leading Low Cost Carrier
Tony Fernandes, Group CEO – AirAsia
Air Asia is widely recognised as one of the world’s best Low Cost Air Carriers. CEO Tony Fernandes will tell us about the story of Air Asia and its role in enabling travel for more people. He will explain their expansion plan within and beyond the region to help tourism grow well into the future.

End of the Programme
Dr. Mario Hardy was appointed Chief Executive Officer of the Pacific Asia Travel Association (PATA) on November 1st, 2014. He previously joined PATA as the Chief Operations Officer on January 15th, 2014.

PATA is a not-for-profit membership association that acts as a catalyst for the sustainable and responsible development of travel and tourism within the Asia Pacific region. The Association, which celebrated its 65th anniversary in 2016, provides travel industry leadership and counsel to over 95 government, state and city tourism bodies and many hundreds of travel industry companies across Asia Pacific and beyond.

Mario is also past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a mission to contribute to the sustainable and responsible development of travel and tourism in Asia Pacific through the protection of the environment, the conservation of culture and heritage, and support for education. He is an entrepreneur and serial angel investor with over 30 years of combined leadership, corporate development and change management experience.

Prior to PATA, Mario worked 14 years for UBM/OAG a business with a focus on data analytics and events for the aviation sector and occupied several leadership roles in London, Beijing and Singapore. He began his career with People’s Express Airlines in 1985, before joining Canadian Airlines in 1997 where he spent 12 years in a number of sales, marketing and operational roles, leading to his appointment in a senior management role heading the Group Sales & Charter division in 1997.

In 2016, Mario received an honorary Doctorate of Letters from Capilano University for his philanthropic work in Cambodia where he helped develop a school for underprivileged children and for his support in the development of a Community Based Tourism (CBT) project in Vietnam.

He is a true global citizen who lived on 3 continents, 7 countries and has over 12 years experience working in Asia. Mario is also a seasoned traveller and takes the time to engage with the local communities; his goal is to visit over 100 countries in the next few years. Passionate about travel, innovation, design and technology, you will often find him reading FastCompany, TechCrunch, Mashable, National Geographic, watching TED Talks, or searching for the latest innovations on Kickstarter or Indiegogo.

Dr. Chris Bottrell
Vice Chairman
Pacific Asia Travel Association (PATA)

Dr. Chris Bottrell is the elected Vice Chair of the Pacific Asia Travel Association (PATA), a Trustee of the PATA Foundation, and Chair of the PATA Human Capital Development Committee. He is also the Dean of the Faculty of Global and Community Studies at Capilano University in North Vancouver, Canada and holds a PhD in tourism network and destination development. Chris has a distinct blend of academic and applied experiences. He has taught in a wide array business, tourism, and adventure management fields in universities in Canada, New Zealand, USA and Austria, and he has completed over 50 tourism projects around the globe. His specialisations include product development, sustainability, ethnic/community/rural tourism, and destination management and development. Current and recent activities include directing the acclaimed CapU and Hanoi Open University Vietnam Community Tourism project aimed at protecting ethnic hill tribe culture through tourism, directing a five year Aboriginal Education programme featuring programming and support for access and retention of aboriginal learners, leading a Pacific Asia study on Indigenous Tourism and Human Rights, overseeing a four-year community tourism project in Paraguay, and facilitating a multiple stakeholder engagement project for tourism development in Dar es Salaam, Tanzania. Chris has presented on tourism related topics at conferences and forums in China, Canada, Russia, Finland, New Zealand, Vietnam, Malaysia, India, and Cambodia.

Dr. Fanny Vong
President
Institute for Tourism Studies

Dr. Fanny Vong is the President of the Institute for Tourism Studies, Macao SAR which is under the direct governance of the Secretary for Social Affairs and Culture of the Government of Macao Special Administrative Region. Over the years, the Institute has won international acclaims for the quality of its programmes and established a wide local and international network. Dr. Vong has participated in numerous tourism research and training projects initiated by the local government and intergovernmental organisations such as United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), United Nations Educational, Scientific and Cultural Organization (UNESCO) and United Nations World Tourism Organization (UNWTO). She sits on Macao SAR Government’s Tourism Development Committee, Cultural Industry Committee, Talent Development Committee and Guangdong-Macao Development Strategies Group.

Tony Fernandes
Group CEO
AirAsia

One of Asia’s most recognisable entrepreneurs, Tony Fernandes is best known for co-founding AirAsia, the region’s first low-cost airline, with Datuk Kamarudin Meranun.

Fernandes and Datuk Kamarudin famously bought the ailing airline for a token MYR1 (approximately USD0.25) and MYR840 million in debt, turning it around within two years and growing it from a Malaysian domestic carrier into Asia’s largest low-cost carrier by passengers carried, with operations in five countries serving some 260 routes to more than 120 destinations across Asia, Australia and New Zealand, the Middle East and the US.

AirAsia has been named Skytrax World’s Best Low-Cost Airline nine years in a row from 2009 to 2017 as well as the World Travel Awards World’s Leading Low-Cost Airline for four straight years from 2013 to 2016. The airline also won World’s Leading Inflight Service at the 2016 World Travel Awards Grand Final, beating a field of full-service carriers to become the first ever budget airline to secure the accolade.

Fernandes studied at Epsom College and the London School of Economics and Political Science in the UK, and qualified as an Associate Member of the Association of Chartered Certified Accountants in 1991 and Fellow Member in 1996.

An accountant by training, Fernandes began his career in Richard Branson’s Virgin Group before returning to Malaysia as Warner Music Group’s Vice President for Southeast Asia before venturing into the airline business.

Fernandes has received numerous honours and awards over the course of his career. These include the honour of the Commander of the Order of the British Empire, conferred by Her Majesty Queen Elizabeth II in 2011, and the Commander of the Legion d’Honneur, awarded by the French government for his outstanding contributions towards the economy of France through the aviation industry.

In 2010, Fernandes was named Businessman of the Year by Forbes Asia – the first person from Malaysia and Asain to receive the honour for demasculising air travel and transforming AirAsia into a successful global brand. TIME Magazine included Tony Fernandes in the 2015 TIME 100 list, the magazine’s annual list of the 100 most influential people in the world which included Chinese President Xi Jinping, Microsoft CEO Satya Nadella and hip-hop artist Kanye West. In 2016, Fernandes was recognised by the US-Asian Business Council with the Fourth Pillar Award for his extraordinary contribution towards the growth of Asain, the second recipient of the award after the Administration of US President Barack Obama.

Fernandes is also a board member of AirAsia X Berhad and Tune Protect Group Berhad. He was appointed as Chief Executive Officer of AirAsia in 2001, before being redesignated as a Non-Independent Non-Executive Director and Group Chief Executive Officer on November 2013.
Rika holds a Master Degree in Social Anthropology and Iranian Studies with an expertise on ethnic identities, sustainable development and diversity issues from the Free University of Berlin.

She started to work and became fond of tourism as a tour guide in Greece, while studying at the University of Crete and as an incoming agent in Athens. Coming back to Germany she became counselor at the University’s International Academic Exchange Office and travelled as a researcher to Iran, Malawi and Haiti.

Ms Jean-François obtained an additional qualification in Quality Management, working on the evaluation of development aid workers’ education for the German Development Service. Since 2004 she has been with Messe Berlin and vitally helped developing ITB’s Corporate Social Responsibility. As ITB’s Commissioner of CSR she is a passionate speaker at sustainable tourism events internationally. It is her aim to help bring sustainable tourism standards into mainstream tourism. She has also spearheaded ITB’s implementation of the LGBT travel segment and became board member of IGLTA (International Gay & Lesbian Travel Association) as well as of the IGLTA Foundation. She is a jury member of International responsible tourism contests as the ITB National Geographic World Legacy Awards, the TO DO! Awards and the Toura d’Or Film Contest for Sustainable Tourism and is a member of the PATA (Pacific Asia Travel Association) Sustainability Committee. At ITB, she is also responsible for South Asia (with emphasis on India) and the Pacific region, and is chief coordinator of ITB’s Partner Country programme.

JC Wong moved to Thailand from Malaysia to explore career opportunities and pursue her passion in Human Capital Development, which she developed as one of the pioneers and the Chairperson of the PATA Malaysia Taylor’s Student Chapter.

Prior to becoming PATA’s Young Tourism Professional (YTP) Ambassador, she spent three years in the Communications and Marketing Department for PATA Headquarters managing the Association’s online platforms, including its website, Facebook, Twitter and LinkedIn accounts. During this period she taught herself the design and tech skills needed to assist in developing email blasts, illustrations, and other marketing collaterals.

Apart from that, she is also very much involved in PATA Events. JC helped draft the conference and PATA/UNWTO Ministerial Debate programmes for the PATA Annual Summit 2016 held in Guam, USA and assisted the Pacific Regional Director to organise two annual conferences (PATA Global Insights Conference) in Auckland, New Zealand. In relation to her passion, she initiated social media platforms to connect the various PATA Student Chapters and brought youthful voices from the student chapters to annual committee meetings to discuss industry issues.

JC holds a Bachelor Degree in International Tourism Management with a Recreation major from Taylor’s University, Malaysia. She learned the Thai language during her Internship with PATA Headquarters and now speaks five languages including English, Mandarin, Cantonese, Malay and Thai.