ASIA PACIFIC YOUTH & SUSTAINABLE TOURISM WORKSHOP

‘SETTING THE STAGE FOR PEACE’
UN Building Bangkok, Thailand | March 14, 2018

YOUR TICKET TO THE THEATRE OF SUSTAINABLE TOURISM – SETTING THE STAGE FOR PEACE

MARIO HARDY
CEO, PATA
Your Ticket to the Theatre of Sustainable Tourism

Mario Hardy
Chief Executive Officer
Pacific Asia Travel Association
PATA is a non-profit organisation with a focus on the development of sustainable tourism to/from and within the Asia Pacific region.

PATA has representation from 98 government organisations and over 850 corporate members worldwide.
“1.3 BILLION TOURIST / 1.3 BILLION OPPORTUNITIES”

Over 1.3 billion international tourists travel the world every year, supporting jobs, generating income and boosting development.

International tourism currently accounts for 10% of global GDP, 30% of services exports and 1 in 11 jobs.
TOURISM FORECAST

Over the next 10 years

- 4% Annual Growth
- 2.4% Annual Travel Employment Growth
- 4.4% Annual GDP Contribution Growth
- 125m Direct Employment
- 338m Indirect Jobs

Source: GTAC
THE CHALLENGES
THE HUMAN CHALLENGE

It is projected that our world population will increase by 1 Billion in the next 12 years and by 2050 reach 9.6 Billion.

The UN estimate that there are over 3.5 billion young people around the world. We are in a time where we are seeing the largest generation of youth the world has ever known.
The majority of young people under the age of 30 continue to experience exclusion or have limited opportunities for participating meaningfully in addressing our human challenge issues.
Many countries show a talent “deficit” or “shortage” in Travel & Tourism. A situation that will worsen over the next decade as our industry continues to grow.
“It is estimated that our industry is facing a shortfall of 14 million jobs... and stands to reduce its contribution to global GDP by US$610 billion over the next ten years if action isn’t taken” (Source: WTTC)
It is time for our industry to invest in better education, better training and develop more opportunities for our youth in the tourism sector.
CONCLUSION

Our Youth have some of the most creative minds and we must provide them the facilities to contribute to our tourism economies.

We at PATA strongly believe that in order to move forward we need to involve our Youth in the solution. They need to be part of the dialogue.