PATA YOUTH SYMPOSIUM
2019
From Beginning to End: How Stories Connect Us

September 18
M.Narikbayev KAZGUU University
Nur-Sultan (Astana), Kazakhstan

Hosted by the Ministry of Culture and Sport of the Republic of Kazakhstan, the Kazakh Tourism National Company and M.Narikbayev KAZGUU University
From Beginning to End: How Stories Connect Us

September 18, 2019, 0900-1230
Venue: M.Narikbayev KAZGUU University
Hosted by the Ministry of Culture and Sport of the Republic of Kazakhstan, the Kazakh Tourism National Company and M.Narikbayev KAZGUU University

The Pacific Asia Travel Association (PATA) in collaboration with the Ministry of Culture and Sport of the Republic of Kazakhstan, the Kazakh Tourism National Company and M.Narikbayev KAZGUU University are to stage the PATA Youth Symposium At M.Narikbayev KAZGUU University, Nur-Sultan, Kazakhstan, September 18, 2019.

The PATA Youth Symposium, with the theme “From Beginning to End: How Stories Connect Us” brings together people from all over the world from different backgrounds and perspectives but our uniting goal is one and the same: to build upon the tourism industry’s collective strengths and bring about actionable change for the better. Hence, the PATA Youth Symposium provides the perfect opportunity for the next generation of young tourism professionals to come together and learn from industry leaders who set out to not just improve their bottom line, but also contribute towards a sustainable and responsible future.

Storytelling is one of the most universally human ways of communication. Today, storytelling has become increasingly important as a way for individuals and destination to distinguish their uniqueness in a crowded marketplace. The PATA Youth Symposium will gear towards Kazakhstan as new emerging destination to tell their stories to inspire the travellers as well as for students to tell their own stories with inspiration and passion for their future careers.

**PROGRAMME**

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<td>Opening remarks by Talgat Narikbayev, the Chairman of the Board, M. Narikbayev KAZGUU University JSC</td>
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<td>0950-1000</td>
<td>Welcome to the PATA Youth Symposium Stephanie Wells, Chair, PATA Human Capital Development Committee Chair, School of Tourism Management, Capilano University, Canada</td>
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PATA CEO to present tokens of appreciation to Kazakh Tourism NC JSC and M. Narikbayev M.Narikbayev KAZGUU University JSC
1000-1020  Keynote Address “#nevertravelled Story from Kazakhstan  
Vasykh Khomko, Creative Producer and Film Director
Kazakhstan’s unique video project featuring an ordinary village old grandmother who never travelled abroad but ready to explore new horizons. The video shows the elderly people can complement the journey while travelling with their children and grandchildren. The show captured the perspectives of the Grandmas who are over 70 to see the world for the first time and why it matters to them and to the industry.

1020-1040  Stay hungry, Stay foolish - Building a Career with your Talent and Passion  
Jason Lin, Chief of Talent, Talent Basket, Xiamen (China) and San Francisco (USA)
“Stay Hungry and Stay Foolish” is the farewell message from the 1970s American counterculture magazine (The Whole Earth Catalog). It is also the famous message Apple Computer founder, Steve Jobs, gave to the graduate students at Stanford University during his 2005 commencement speech. Every successful career is built on one’s skill and passion. Finding them is the key to unlock a rewarding journey. The chief talent of Talent Basket will share his story, experience and strategy of developing tourism talent, acquiring cultural knowledge, and cultivating a global professional network to achieve your dream career goals.

1040-1100  Bringing Sustainable and Responsible Mind Setting into Tourism - the New Imperative  
Rika Jean-François, Commissioner ITB Corporate Social Responsibility, Competence Centre Travel & Logistics, ITB Berlin
With climate change, plastic pollution of our oceans and burning social problems affecting all of us all over the world, tourism has the obligation to be an advocate for positive change. Tourism needs intact ecological but also social environments to flourish. The UNWTO Sustainable Development Goals give an orientation where to look at and foster change. ITB Berlin, the world’s largest travel trade show, uses its platforms to discuss these issues and we want to encourage young professionals to get engaged and share their sustainable ideas and visions.

1100-1120  Break

1120-1150  Roundtable Discussion
Students will be divided in group and discuss on specific topic and report the outcomes of their discussion to all participants.

Question: Thinking to 2030 what is the story you want to tell of the UN Sustainable Development Goals? What are the actions you, as the future of our industry, can take today to move the dial closer to accomplishing them? Please click to view UN Sustainable Development Goals.

1150-1220  Roundtable Discussion
Group project: As an active participant of today’s PATA Youth Symposium, you as a group or individual are required to create a story that encourages more youth to get involved in global networking. You should apply tips and techniques from today’s speakers to create group or individual story that allow you to be engaged internationally.

1220-1230  PATA Youth Symposium Wrap Up  
Stephanie Wells, Chair, PATA Human Capital Development Committee Chair, School of Tourism Management, Capilano University, Canada

1230-1240  Representatives from the host to present certificates to speakers and take a group photo

1245-1345  Lunch

End of Programme
SPEAKER PROFILES

Kairat Sadvakasov
Vice-chairman
Kazakh Tourism NC JSC

Graduate of the Eurasian National University, Astana (2003) in Hospitality and the New York University with Master of Science in Tourism Management (2012), Kairat started his career in 2001 at the first five-star hotel in the capital of Kazakhstan - InterContinental Hotel Astana. Later he worked in international consulting and PR, taking part in the implementation of industrial and transport projects, as well as in promoting Kazakhstani companies and airlines abroad. He was also involved in educational tourism while serving as a deputy head of Kazakhstan’s office of an international non-for-profit educational exchanges agency. Kairat joined public sector in 2012 as a Director of the tourism department at Kazakhstan Institute of Industry Development. Over the years, he held the posts of deputy director and acting Director of the Tourism Industry Department at the Ministry of Investment and Development of the Republic of Kazakhstan. He is a co-author of various strategic documents and master plans for the tourism development of Kazakhstan, as well as contributor to legislative amendments and policies. Kairat is a frequent speaker and moderator at industry events locally and abroad as well a guest speaker at tourism schools in Kazakhstan.

Dr Mario Hardy
Chief Executive Officer
Pacific Asia Travel Association (PATA)

Dr Mario Hardy was appointed Chief Executive Officer of the Pacific Asia Travel Association (PATA), the not-for-profit membership association that catalyses responsible development of travel and tourism within the Asia Pacific region, in November 2014. He is the past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a focus on the protection of the environment, the conservation of culture and heritage, and support for education. Dr Hardy has 30 years of experience in specialised aviation businesses focusing on data analytics and technology, coupled with several corporate leadership capacities. He is also the founder of Venture Capital firm MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses in the field of FinTech, Artificial Intelligence, Machine Learning, GreenTech and FMCG, as well as a platform that provides valuable management advice, mentorship and access to a vast network built in corporate development.

Talgat Narikbayev
The Chairman of the Board of JSC “M. Narikbayev M.Narikbayev KAZGUU University.”

Since 2007, Talgat Narikbayev has been working in the Kazakh State Law University, at the beginning as the President, then the Chairman of the Board of JSC “M. Narikbayev M.Narikbayev KAZGUU University.” M. Narikbayev M.Narikbayev KAZGUU University mission is to serve people through providing high quality and affordable education. “Our task is to make sure our students will change the country for the better. Therefore, we strengthen teaching and learning skills. We focus on best international practice and a list of soft skills that will be in demand in the future”, highlights Talgat Narikbayev. In 2018, Talgat Narikbayev initiated The League of Academic Honesty, a voluntary association of higher educational institutions of Kazakhstan. It was created to improve the quality of education through anti-corruption mechanisms.
Stephanie holds an MSc. in Educational Leadership and leads a team of faculty who inspire students, and future leaders, in the management fields of tourism, hospitality, and outdoor recreation. She supports students as a faculty advisor for the PATA Capilano University Student Chapter and the Tourism and Outdoor Recreation Student Association.

Stephanie’s belief in the power of tourism began when she worked at Walt Disney World’s EPCOT Centre. This introduction to different cultures and exceptional customer service set her on a path to create a career that enabled her to connect with others instilling this same sense of passion, service, and pride in their communities. She has over 30 years’ experience with a breadth of knowledge that includes marketing communications, sales, customer service, and management. She has been able to travel the globe to consult, teach and train others on the benefits of tourism.

Vasyl Khomko is a creative director, film director and producer from Ukraine. He has travelled to 76 countries and has worked in Beirut, Almaty and Kyiv as a creative director for big international agencies.

Vasyl has directed 8 seasons of the best travel show in the region called “Heads & Tails” (“Орел и Решка”). Vasyl is currently working on a new travel show on behalf of Salem Social Media, Kazakhstan, called SAIAHATTANDYRLMAGANDYQTARYNYZDAN or “Those-who-have-not-travelled.” The show is about a story of an ordinary old Kazakh lady who has never been abroad and send her on her first real journey to some remote country. It is a project opening the world to grandmas. The first season of the show is over, and all the grandmas are happily back home. The show captured the perspectives of the Grandmas who are over 70 to see the world for the first time and why it matters to them and to the industry.

Jason is a serial internet entrepreneur with the aspiration to create a global working and living movement that promotes balance, consciousness, inclusion, sustainability, and creativity. At age 20, he co-founded an online education startup, with colleagues from the National Tsinghua University. After graduating from Boston College with a B.S in Marketing and Finance, Jason started his career in sales at New York Life Insurance Company. From 2008 to 2009, he worked as the social media strategist for MIT Sloan CIO Symposium, the nation’s premier CIO event for information technology executives from around the world and leading faculty from MIT. In 2010, Jason moved to Silicon Valley and started Talent Basket. As the Chief Talent, Jason spearheads a curated roster of talents across 25 cities, speaking 11 languages and providing 61 types of analytics, marketing, creative, and engineering skills.
Rika Jean François
Commissioner ITB Corporate Social Responsibility, Germany

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 become 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 to 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 member of the PATA (Pacific Asian 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.

MASTER OF CEREMONY

Galym Makhmejanov, PhD
Director of the Qazaq Institute of Development Studies (QIDS) in the Higher School of Economics, M.Narikbayev M.Narikbayev KAZGUU University

Galym Makhmejanov is an Assistant Professor and Director of the Qazaq Institute of Development Studies (QIDS) in the Higher School of Economics at M.Narikbayev M.Narikbayev KAZGUU University, where he has been a faculty member since 2012. Galym completed his Ph.D in the Toulouse School of Economics at University Toulouse 1 Capitole, France. His research interests lie in the areas of political economy, development economics, public economics, and healthcare economics. He is collaborating actively with the researchers in other social sciences and healthcare in several joint interdisciplinary research projects devoted to the public policy in healthcare and social security in Kazakhstan. He has got more than 20 years of professional experience, including senior positions in public sector of Kazakhstan. In particular, he served for the Unified Accumulative Pension Fund as a deputy chairman of the managing board, worked for the Kazakhstan Industrial Development Institute, and others.

ABOUT PATA

Founded in 1951, PATA is a not-for-profit membership association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organisations, including 95 government, state and city tourism bodies, 20 international airlines and airports, 102 hospitality organisations and 70 educational institutions, as well as over a hundred young tourism professional (YTP) members across the world. The PATA network also embraces the grassroots activism the PATA Chapters and Student Chapters, who organise numerous travel industry training programmes and business development events across the world. Thousands of travel professionals belong to the 35 local PATA Chapters worldwide, while hundreds of students are members of the 22 PATA Student Chapters globally. The PATAmPOWER platform delivers unrivalled data, forecasts and insights from the PATA Strategic Intelligence Centre to members’ desktops and mobile devices anywhere in the world. PATA’s Head Office has been in Bangkok since 1998. The Association also has official offices or representation in Beijing and London. Visit www.PATA.org.
ABOUT KAZAKH TOURISM NATIONAL COMPANY

Kazakh Tourism” National Company” JSC was established in 2017 following numerous successful events held in the country in order to continue the promotion of Kazakhstan globally as a travel destination.

Kazakh Tourism, being the country's brand manager for tourism and a subsidiary of the Ministry of Culture and Sports, ensures comprehensive and holistic positioning of the country both internationally and domestically.

Kazakh Tourism places its focus on marketing and promotion of the country, attracting investments into tourism, and implementing of the National Tourism Development Strategy until 2025. Kazakh tourism in its daily activities relies on partnership and alliances with international travel associations, development organizations, travel trade and media companies.

While serving the Government's goal to reach 8% input to GDP from tourism we believe in sustainable development through both economic and environmentally friendly growth based on strong communities and responsible business practices.

ABOUT M. Narikbayev KAZGUU University

M. Narikbayev M.Narikbayev KAZGUU University trains specialists in the field of law, economics, finance, business within the undergraduate, graduate and doctoral programs. There are 4 schools – the General Education School, the Higher School of Economics, the KAZGUU Law School and KAZGUU Business School. Annually about 1000 people graduate from the University. It was founded in 1994 on a strategic initiative of the Frist President of the Republic of Kazakhstan, Nursultan Nazarbayev, and to date has trained more than 30,000 skilled specialists. KAZGUU Graduates are highly professional, so they are assigned to key positions in the most critical areas of development of Kazakhstan's economy.