

PATA NEW TOURISM FRONTIERS FORUM 2017

NOVEMBER 15-17, PALAU | PROTECT . PRESERVE . PROMOTE

A Pledge for our Future

November 16-17, Ngarayayong Cultural Center, Palau

Overview

This year the New Tourism Frontiers Forum looks to the future by protecting the past as we look at the sustainability of tourism development with a pledge from the host country of Palau to preserve their destination for future generations. The forum will examine two specific topics related to digital marketing and the visitors experience with an afternoon workshop on Community Based Tourism, where participants will learn how to generate business while remaining sustainably conscious of their environment and culture.

PROGRAMME

Thursday, November 16

Delegate registration
Venue: Palau Royal Resort

Half-day complimentary tour

Friday, November 17

0900-0915 Welcome remark and opening of the workshop

0915-1015 **Session 1:** Digital Marketing

This session will address the challenge of sustaining tourism promotion and keeping pace with the rate of change as technology, social media and adoption of new devices grow and evolve at an incredible pace. Destinations and travel businesses now find themselves working in a travel market that decides how it wants you to communicate with them, creates and shares more content than you do and can do a better job of selling your products than you do. All of these are critical considerations for travel marketing. We will look at the digital tools and strategies that are now essential for a successful travel business or destination.

Speaker: Damian Cook, CEO, E-Tourism Frontiers, Kenya

1015-1035 Coffee break

1035-1135 **Session 2:** Visitor Experience: The modern connected traveller is increasingly seeking an experience, ideally one that is authentic and unique. The better the experience, the higher the value they place upon it, and in a market driven by social media, sharing of experiences and reviews a guest positive experience is a valuable resource. In this session we will discuss how user experience can be shaped and improved and used as part of a marketing strategy.

Speaker: Greg Klassen, Partner, Twenty31, Canada

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1135-1300 Lunch Break

1300-1600 **Workshop on Community Based Tourism:** Community Based Tourism (CBT) has become a popular marketing term, but what does it really mean? This session will touch base on the concept and how a community best approaches tourism projects and the varying model of success worldwide and discuss what travelers are seeking when they look for authentic community experiences and how culture can be practically capitalized without negative impact or loss of identity and how change in culture can become part of the positive tourism experience. The action plan and the way to move forward will be identified. Delegates will learn how to generate business while remaining sustainably conscious.

Facilitator:

Dr. Chris Bottril, PATA Vice Chairman and Dean at the Faculty of Global and Community Studies, School of Tourism Management – Capilano University, Canada

1600-1615 Closing by Dr Mario Hardy, PATA CEO

1615-1630 Welcome to DMF 2018
By Thailand Convention and exhibition Bureau (TCEB)