

# PATA YOUTH SYMPOSIUM 2018 & PATA TRAVEL MART 2018

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UiTM Cawangan Pulau Pinang was invited to send a group of delegates as participants and volunteers at PATA Youth Symposium (PYS) 2018 and PATA Travel Mart (PTM) 2018 respectively. It was an honor for UiTM Cawangan Pulau Pinang to be involved in this prestigious annual event where the students would get a vast exposure working behind the scene for a major international event as well as enhance their knowledge on the current trends in global tourism industry.

All the students involved in the program were from the Faculty of Hotel & Tourism Management and they were supervised by two Tourism Lecturers (Mohd Faisal Abdul Wahab and Zarifah Mohd Zain)



PYS 2018 with the theme: Inspiring Tourism Leaders of Tomorrow was hosted by the Langkawi Development Authority (LADA) and the Alumni Association of UiTM Students' Representative Council (PIMPIN) in collaboration with the PATA Malaysia Chapter, Tourism Malaysia and Langkawi UNESCO Global Geopark. PYS 2018 (held on 12 September 2018) was conducted in conjunction with PTM 2018 (starting from 13-14 September 2018) and both events were held at Mahsuri International Exhibition Centre (MIEC), Pulau Langkawi.

PTM 2018 in general was Asia Pacific's international travel trade exhibition featuring unparalleled networking and contracting opportunities to help travel and tourism organizations meet decision makers and new clients, expand their social and professional network, establish new relationships and consolidate existing business partnerships.



The event was organized by Pacific Asia Travel Association (PATA); a non-profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. Apart from that, there were also PTM Talks which featured a series of 20-minute insight sessions within the main trade hall for a small group of delegates, focusing on key aspects of the travel, tourism and hospitality industry.



Furthermore, there were also PTM Forums which were held alongside the buyers-sellers mart, allowing the delegates to broaden their network and learn from highly experienced tourism industry leaders.

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