

## PATA's Commitment to Sustainability and Social Responsibility

The Pacific Asia Travel Association's (PATA's) focus on [sustainability and social responsibility](#) functions as a catalyst for the sustainable and socially-responsible development of travel and tourism to, from, and within the Asia Pacific region. To do so, PATA works in partnership with our public and private sector members and strategic partners to balance the travel and tourism industry impacts on the region's communities, economies and environments to meet the UN Sustainable Development Goals (SDGs).

PATA's approach inspires impact to create positive change, both within the association and across the PATA network, by:

1. providing a platform to recognise and communicate our members' SDG achievements;
2. establishing frameworks and guidelines for our members to measure, analyse and manage knowledge-driven, destination-oriented SGD initiatives;
3. managing projects for, by, and with our members to achieve exponential impacts on SDGs relative to responsible tourism development.

PATA achieves the above through both a strategic and a tactical focus on tourism destination focused programmes. PATA therefore works with our members to assist destinations to:

- adopt, implement and provide feedback loops to global and national best practices to ensure resilient and sustainable tourism management and development;
- attract and encourage a thriving, resilient private sector incentivised to invest in products that support a host community's environmental, cultural and heritage protection;
- secure financing and management capacity to implement sustainable infrastructure projects that exponentially benefit local economies, environments and communities.

PATA conducts all work in full accordance with labour-related human rights including non-discrimination or harassment, children's rights, health and safety, and fair wages.

**Noor Ahmad Hamid**  
Chief Executive Officer



PATA  
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This is a public document and will be reviewed annually.

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**Pacific Asia Travel Association**