



KAMARAJ IAS ACADEMY
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Pacific Asia Travel Association

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Why is in news? PATA and India to jointly promote Travel for LiFE in Asia-Pacific region

Pacific Asia Travel Association (PATA) has committed to work with India to expand Travel for LiFE initiative across Asia Pacific region.

India hosted **46th edition of Pacific Asia Travel Association (PATA) Travel Mart 2023** from Oct 4 to Oct 6 at the International Exhibition-cum-Convention Centre (IECC), Pragati Maidan, in New Delhi

PATA Mart saw the participation of around 1000 delegates, is one of the major international trade exhibitions catering to the tourism sector and it serves as a platform for trade interactions between global buyers and sellers

Travel for LiFE initiative was showcased by the Ministry across all the events and it generated huge interest from international travel trade community

Mission LiFE (Lifestyle for Environment) was formally launched by Hon'ble Prime Minister on **19th October 2022**, in the presence of the UN Secretary General António Guterres, at the Statue of Unity, Ekta Nagar, Gujarat.

It is a **global mass movement led by India** urging individuals and communities to act for protection of the environment against the effects of the climate change.

Ministry of Tourism will set up a PATA desk to strengthen engagement with PATA on Travel for LiFE and other areas of cooperation in tourism sector.

This is the **first major international partnership for Travel for Life program** after its global launch on September 27, 2023, world tourism day. Ministry of Tourism is already working with UNEP and UNWTO on strengthening the TFL program.

Travel for LiFE **embodies the spirit of the Pro Planet People** and functions on the basic principles of "Lifestyle of the planet, for the planet and by the planet" It aspires to bring large-scale behavioural change amongst tourists and tourism businesses, which will have a significant impact on environment protection while ensuring socio-cultural sustainability.

The Travel for LiFE program has identified an illustrative list of actions that are designed in line with the **eight themes of Travel for LiFE** – Save Energy, Save Water, Say No to Single Use Plastic, Reduce Waste, Empower Local Businesses and Communities, Respect Local Culture and Heritage, Consume Local Foods and Conserve Nature

Travel for LiFE Program will position India as leader in promoting sustainable and responsible tourism and using tourism as a vehicle for achieving Sustainable Development Goals by 2030.

About PATA:

Founded in 1951, the Pacific Asia Travel Association (PATA) is a **not-for-profit membership-based association** that acts as a catalyst for the **responsible development of travel and tourism to, from and within the Asia**

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Pacific region.

By bringing together our private and public sector members, PATA **facilitates meaningful partnerships** to enhance the value, quality and sustainable growth of travel and tourism to, from and within the Asia Pacific region.

The Association provides aligned advocacy, insightful research and innovative events to its member organisations, which including government, state and city tourism bodies; international airlines and airports; hospitality organisations, and educational institutions, as well as thousands of 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 32 local PATA Chapters worldwide, while hundreds of students are members of the 28 PATA Student Chapters globally.

PATA's Head Office has been **in Bangkok** since 1998. The Association also has official offices or representation in Beijing.