



PATA and Travelmedia launch DVD-based interactive introduction to travel and tourism

'Travel and Tourism: Opening Doors for Your Future', for schools, teachers, HR departments and career counsellors, now in the PATA Store

July 15, 2010, Bangkok, Thailand and Mill Valley, CA, USA -- The Pacific Asia Travel Association (PATA) and Travelmedia have partnered to produce and market a special PATA edition of 'Travel and Tourism: Opening Doors for Your Future'. This is an interactive educational and motivational programme that introduces the travel and tourism industry as a serious, rewarding career track to beginners, students, or people who are entering the workforce.

Produced in high-definition video for use in classrooms, it is ideal for use in entry-level university courses, vocational institutes, corporate HR departments or career counselling in secondary schools. It can stand alone as a basic survey course or be used as an audio-visual aid to supplement existing courses. The programme includes interactive study questions and a PowerPoint-compatible module that instructors can customise for their own lectures.

Nine subject modules explore the history of the travel and tourism industry and its importance. The course explores various sectors such as hospitality and transportation and how they work together, sustainable tourism, and the many career opportunities travel and tourism offers. It outlines and explains the technical and people skills required to advance in the industry and expand one's personal horizons, while fulfilling customers' dreams.

"The Travel and Tourism video modules have proven to be an excellent way to introduce our students to relevant topics about the travel industry," said Dexter J L Choy, Chair of Graduate Program at the School of Travel Industry Management, University of Hawaii, which adopted the programme early this year. "They have been well received by the students."

"Our industry has grown and evolved dramatically and requires more diverse social, marketing and technical skills than ever before," said Greg Duffell, chief executive officer, PATA. "We are pleased to offer this course that presents exciting opportunities for a new generation of people considering the travel and tourism industry as a career path."

"'Travel and Tourism: Opening Doors for Your Future' is the successor to the 'World of Many Faces' initiative supported by PATA, which has been used by universities, schools and companies around the world, and many PATA members urged us to bring it back," said Russell Johnson, president, Travelmedia. "We have packed this new special PATA edition with inspiring content for emphasising the Asia-Pacific region."

'Travel and Tourism: Opening Doors for Your Future' is offered in two versions and is updated annually:

- **Academic Edition/Classroom** US\$280/classroom/year -- US\$220 for PATA members (includes free tracked express shipping). It is a computerised presentation with nine sections shipped on DVD. Produced in high resolution video and playable on a Windows PC without the need for software installation, it includes interactive discussion questions and a PowerPoint-compatible presentation that teachers can use to customise their own courses.

- **Academic Edition/Site License + DVD** US\$750/year -- US\$650 for PATA members (includes free tracked express shipping). The same as above but licensed for a school, corporation, NTO or other member organisation to use the programme in as many classes as it wishes in one location. It includes interactive discussion questions and a PowerPoint presentation that teachers can use to customise a course. It also includes a standard DVD without instruction features, ideal for students to borrow from school libraries for independent study.

See a video preview here: <http://learntravelandtourism.com/PATA>

All versions are available now in the PATA Store. www.PATAstore.com

About PATA

The Pacific Asia Travel Association (PATA) (www.PATA.org) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from, and within, the region.

About Travelmedia

Travelmedia (www.travelmedia.com) offers a full palette of media production, educational programme development and messaging services, including video, interactive DVD, online and viral marketing, and social networking programmes. It draws on experience in 58-countries. Clients have included local CVBs, national tourism offices, cruise lines, airlines, car rental firms, major credit card companies, trade organisations such as PATA, universities and world organisations such as the United Nations.

EDITORS NOTE:

<http://learntravelandtourism.com>

Photos, screenshots and video are available at: <http://learntravelandtourism.com/news>

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