

PATA Student Chapter Handbook

Effective date
September 28, 2012

Written by: Frederik Kuss and
Bert van Walbeek

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PATA Student Chapter Handbook

Pacific Asia Travel Association

This PATA Student Chapter Handbook can be printed by Student Chapter members for its usage.

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Welcome to PATA!

Dear PATA friends,

On behalf of the Pacific Asia Travel Association, we are happy to welcome you on board the PATA Student Chapter network!

The purpose of this handbook is to give you an overview of a PATA Student Chapter and a better understanding of PATA's mission and values.

Please read the guidelines in this handbook carefully.

We hope the information provided in here are useful for you to set up a PATA Student Chapter in your university enabling your fellow student to fully enjoy all the benefits of being engaged in the PATA Student Chapter network.

We wish you a great time with us and I hope to have informed you sufficiently!

If you do require any further assistance, please feel free to contact me directly at the PATA headquarters in Bangkok, Thailand, at email: Pheereeya@PATA.org or Tel: +66 2 6582000 ext. 119.

Yours sincerely,

Pheereeya A.



Ms. "Tangmo" Pheereeya Anusonthi
Chapter Liaison
PATA Headquarters
Bangkok, Thailand

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Overview

1. **PATA** - refers to the Pacific Asia Travel Association, its Boards, Committee and Members, headquartered in Bangkok, Thailand. Members of PATA are divided into Member Categories (Government/Destination; Carrier; Industry and Hospitality) with varying fee structures by and within each category; hereinafter referred to as **Members of PATA**
2. **PATA Members** - refers to collectively Chapter Members and Members of PATA. Members receive all the rights and privileges accorded by a regional association composed of tourism peers. The rights and privileges of holding PATA membership include access to exclusive PATA events and meetings, access to strategic market research studies on a free or reduced-rate basis, and importantly for many, opportunity to network with government, non-government organizations, travel industry leaders and others in allied professions.
3. **PATA Chapter** - refers to an independent group of members of PATA and local travel & tourism related businesses or individuals who form a Chapter under the following bylaw guideline
4. **Chapter Members** - refers to all Members of the Chapter
5. **PATA Student Chapter** - PATA Student Chapter refers to a group of students who are interested in Travel & Tourism and studying at a University which is a PATA International member. Except upon approval of PATA headquarters, the Student Chapter shall limit its membership to student of the University of such Student Chapter.

Pacific Asia Travel Association (PATA)

www.PATA.org

The Pacific Asia Travel Association (PATA) 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.

Since 1951 PATA has led from the front as the leading voice and authority on travel and tourism in the Asia Pacific region

- In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to-from-and-within, the region.
- The Association provides leadership to individual and collective basis to over 80 government, state and city tourism bodies; nearly 50 international airlines, airports and cruise lines and many hundreds of travel industry companies across the Asia Pacific region and beyond.

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- PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets
- PATA's events create millions of dollars of new business each year for its members
- Thousands of travel professionals belong to 41 active PATA chapters worldwide and participate in a wide range of PATA and industry events.
- The PATA Foundation contributes to the sustainable and responsible development of travel and tourism in Asia Pacific through the protection of the environment, the conservation of heritage and support for education.

Bylaws

PATA Student Chapters are established throughout the world in Universities that are currently PATA International members.

Participation in Student Chapter affairs occurs at the local and personal levels, Student Chapter activities are generally designed to benefit student members through locally organized travel and tourism educational programs, community projects, and discussions that deal with tourism affairs or changes within the tourism business environment.

Objectives

- a. To actively support and contribute to PATA's mission and goals.
- b. To promote and develop PATA Student Chapter membership during the students' study time at the Student Chapter level and after graduation, as PATA Young Tourism Professionals (YTP).
- c. To actively encourage registered and potential student chapter members participation in all PATA's activities and events.
- d. To foster closer working relationships, cooperation, business and networking opportunities with PATA members, PATA chapters and especially peer-level student chapter members at other PATA member universities.
- e. To act as the voice of PATA in the university to help position, promote and protect Asia Pacific travel and tourism via sustainable, economic, cultural and environmental methods.
- f. To organize activities, events and opportunities to support the promotion of PATA destinations.
- g. To embrace and implement through its Student Chapter membership the PATA's Charter of Sustainability and Corporate Social Responsibility.

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Membership Benefits

PATA assists the Student Chapters in the attainment of the following objectives through:

- a) **Student Chapter Handbook:** This handbook provides guidelines for Student Chapter leaders in the day-to-day administration of PATA Student Chapters.
- b) **Educational Programs:** These may be organised by PATA, PATA Members, PATA Chapters and Student Chapters worldwide to keep members/students up-to-date with current marketing, management and information techniques. Varying from half-day seminars to two-day workshops, such educational programs may deal with subjects ranging from destination and product updates to environmental or community initiatives.
- c) **Study Tours/Workshops:** Study Tours/Workshops to PATA destinations may be conducted by PATA Chapters to provide students with first-hand experience of services and products and new tourism developments.
- d) **Student Scholarships:** PATA, through the PATA Foundation and PATA Chapters may raise funds to provide scholarships for qualified students to enroll in local colleges and universities offering studies in travel industry and hospitality management programs. These scholarships may apply to PATA-sponsored programs, student-industry internships, and exchange programs for students and occasionally, tourism faculty, sponsored by cooperating chapters.
- e) **Tourism Awareness/Heritage Programs:** These are conducted by PATA Chapters and Student Chapters to create public awareness within local communities of the importance of tourism in national development and the importance of preserving the symbolic relationship between national heritage and tourism.

Name, Area & Logo

The name of each Student Chapter is the PATA (the university which it serves) STUDENT CHAPTER. Please see below a sample of the PATA Malaysia Taylor's Student Chapter logo:



The Student Chapter logo may be used by all Student Chapter Members in good standing.

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Student Chapter Officers (see below) are responsible to ensure correct logo use by Student Chapter Members.

All use of any PATA logo, name and trademarks (including within the PATA Student Chapter name and logo) is subject to PATA's current rules, policies and directions, which is subject to update and changes from time to time.

The purpose of the PATA logo is to project a professional and consistent image of the Association around the world.

It is prohibited to change the design of the PATA logo and of PATA Student Chapter logo.

PATA headquarters shall provide the PATA Student Chapter Logo to the all PATA Student Chapters.

The PATA Student Chapter logo must be displayed on all Student Chapter letterhead and envelopes, newsletters, and other publications, including announcements.

Alteration of the Logo: The PATA Chapter logo should not be connected or combined with other artwork or altered in any way.

Quality of Reproduction: The PATA Chapter logo should always be reproduced from the electronic logo sheets provided by PATA. These are reproduction quality representations of the logo.

Second generation reproduction of the logo should be avoided. Materials that are of poor quality or in poor taste can damage the image of PATA.

For any questions about the usage of your Student Chapter logo, please feel free to contact PATA headquarters. E-mail: chapters@pata.org

Student Chapter Activities

Each year hundreds of engaging and outstanding PATA and PATA Chapter events are produced to encompass a wide variety of program including presentations, travel industry education seminars, exhibitions and special projects. PATA student chapter members are encouraged to attend these events where heavily subsidized student rates are provided.

The Student Chapters are encouraged to organize their own activities as well as to join activities on both International and Chapter level.

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Education Goals

The main objective of a PATA Student Chapter is to provide learning opportunities for its members to increase their knowledge and professionalism.

Learning goals for Student Chapters might include the following:

1. Identifying qualified Student Chapter members to speak at PATA and PATA Chapter organised events.
2. Developing programs with local professionals and special interest groups.
3. Surveying Student Chapter members and educational program attendees to determine their interests for future programs.
4. Contacting other PATA Student Chapters to share speaker ideas, exchange best case studies and possibilities.
5. Leveraging the experiences and skills of PATA members as speakers whenever possible

Educational Program Policies

The following policies relate to Student Chapter programs learning educational programs:

1. All learning programs sponsored by the Student Chapter should preferably be held either at the University compound or at a facility with a PATA organisation member or staff present.
2. PATA members should be given preference as presenters at Student Chapter programs.
3. All documents and materials issued by PATA Headquarters for programs are to be copyrighted and so noted on the face of the documents and materials.

Checklist Student Chapter Events & Programs

1. Once your program is definite as to date and place, please notify PATA Headquarters so the information may be promoted on PATA's official website (www.pata.org) and official publications and communication channels.
2. Prepare invitations and arrange for mailings to members and non-members ideally four weeks in advance.
3. Notify PATA Headquarters at least two weeks in advance if you need membership support materials.

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4. Arrange for a member with a camera to attend the function and forward pictures to the local press and to PATA Headquarters.
5. Prepare printed name badges in advance.
6. Announce upcoming PATA Student Chapter programs and events and avail registration or expression of interest forms to gauge take-up rates.
7. Send testimonials, photos and a recap to PATA Headquarters.

Publicity

To reach widest audience and create the most impact for your Student Chapter activities, you are encouraged to send press releases and other information to local and travel media about your activities.

It is recommended that, as a first step, your Student Chapter should appoint one responsible person of the Executive Committee to co-ordinate the Student Chapter's publicity.

To submit items for PATA publications, please e-mail details to communications@PATA.org and to chapters@PATA.org

Structure & Responsibilities

1. Each PATA Student Chapter shall at all times maintain a membership of at least 10 active Student Chapter Members and 1 University Lecturer as Chapter Advisor who shall hold meetings regularly.
2. The Executive Committee shall consist of at a minimum the Student Chapter Chairperson, Vice-Chairperson and Secretary/Treasurer (called Student Chapter Officers). All Student Chapter members are eligible for election as Chapter Officers.
3. A regular flow of information and communication between the Student Chapters and PATA headquarters shall be maintained at least quarterly, including the following information: Current listing of Executive Committee and all Student Chapter Members, attendance records of Student Chapter meetings and activities.
4. The Student Chapter shall maintain an active status and link on PATA website (www.pata.org) and ensure all Student Chapter details and activities are updated regularly. The Student Chapter shall nominate a member(s) to perform such tasks.

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PATA Headquarters Role

PATA Headquarters and the local/regional PATA Chapter(s) shall work closely with the Student Chapters, providing information, guidance and assistance in many areas. Headquarters provides:

1. Guidance and support on Student Chapter operations.
2. Membership recruitment e-materials and other PATA publications to encourage membership development.
3. Assistance and information for local public relations efforts.
4. Annual meetings for PATA Chapters as well as Student Chapters to exchange information and best practices, network and learn.

Executive Committee

The governing body of a PATA Student Chapter is the Executive Committee upon which rests responsibility for the management of Student Chapter affairs.

The Executive Committee shall plan, direct and implement the Student Chapter programme of activities and co-ordinate Student Chapter Programmes with PATA policies and projects and is responsible for proper collection, administration and expenditure of its funds.

The Executive Committee shall comprise of three or more members elected at an Annual General Meeting of the membership, to hold office for a maximum of two years, as determined by the Bylaws of each Chapter.

The Executive Committee must develop a business plan and adopt a budget system, which will enable its governing body to plan the year's activities based on expected revenue and on the needs of its members for services. Contact PATA Head Office for assistance, if so desired, and or samples from other Student Chapters.

Liability

It is essential that every Student Chapter Officer is reliable and takes responsibility for the Student Chapter.

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Duties of Student Chapter Officers

Duties and functions of Student Chapter Officers and Executive Committee members are:

Chairman

1. Convene and chair meetings of the members and of the Executive Committee.
2. Assign responsibilities to Executive Committee members.
3. Monitor the actions of Officers and the Executive Committees and ensure the successful separation of Student Chapter activities, programmes and projects.
4. Ensure organisational discipline of the Student Chapter in keeping with the Bylaws.
5. Disseminate, as appropriate, information received from PATA Headquarters and arrange for follow-up action.
6. Ensure the proper conduct of Student Chapter elections.
7. Advise PATA Headquarters with information regarding the Student Chapter.
8. Present a review of the Student Chapter status at every meeting of the Executive Committee and an annual review to the Annual General Meeting.

Vice-Chairman

1. Chair meetings in the absence of the Chairman.
2. Assist Chairman in the execution of his/her duties and functions.
3. Undertake specific responsibilities as may be assigned by the Chairman.
4. Generate interest among Student Chapter members for PATA activities and encourage their attendance, participation and involvement.

Secretary & Treasurer

1. Maintain Student Chapter records and correspondence in an efficient manner.
2. Record (or arrange for the recording of) minutes of Student Chapter meetings and ensure their distribution as appropriate.
3. Ensure the regular dispatch of Student Chapter reports and other documents such as minutes, member rosters, activities and calendar of events to PATA Headquarters.
4. Maintain, update and publish Chapter Bylaws for reference by all members.

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5. Ensure the proper management of Chapter finances.
6. Present to the Chairman and Executive Committee a financial report at every meeting of the Executive Committee.
7. Keep the Student Chapter's books and responsible for financial arrangements such as sponsorship.

Executive Committee members (elected)

The tasks of the Executive members are as follows:

1. Provide membership input in the formulation of Chapter policy and planning of activities.
2. Assist Chapter Officers in the operation of the Chapter programmes

Membership

1. All students studying and/or interested in travel & tourism are eligible to become a member of PATA Student Chapters.
2. All Student Chapter Members are eligible to participate in any PATA or Chapter activities and events worldwide.
3. The Student Chapter shall use its best efforts to encourage participation in PATA or Chapter activities by the Student Chapter Membership.

Cessation of Student Chapter membership

1. Shall be automatic upon the Member's graduation.
2. Can be by resignation from the Student Chapter in writing.
3. Will be if membership fees are overdue 3 months.

Meeting of the Student Chapter Members

1. A Student Chapter Annual General Meeting shall be held each School Academic year.
2. Regular Student Chapter Meetings, to which all Student Chapter Members in good standing shall be invited, shall be held at least once each semester of the School Academic year.

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3. Notice of such meetings, with agenda or describing generally the order of business shall be delivered to Members at least seven (7) days before the day of the meeting.
4. When a vote is required, one-third or more Student Chapter members shall be present.
5. All decisions requiring a vote shall be made by a simple majority of those members in good standing present and voting.

Management of Student Chapter Affairs

1. Responsibility for the management of Student Chapter affairs shall rest with the Chapter Executive Committee.
2. Members of the Chapter Executive Committee shall be elected by Student Chapter Members in good standing for terms of one (1) School Academic year.
3. Nominations of candidates for the Student Chapter Executive Committee can be made by any Student Chapter member in good standing.

Financial Management of the Student Chapter

1. The Student Chapters are financed via sponsoring. The transactions will be managed by the University in cooperation with the Treasurer of the Student Chapter.
2. The Chapter Executive Committee must adopt a budget system which enables to plan the year's activities based on expected revenue and on the needs of its members for services.
3. A bank in which Chapter funds are deposited should be instructed in writing of the proper name of the account (that is your Chapter), the names of authorised signatories and the requirement to submit detailed statement with balances each school's semester.

Establishing a new PATA Student Chapter

Please take the following steps to set up your Student Chapter within the university/college which is a PATA International member.

The following step-by-step procedure may be followed to establish a Student Chapter:

1. After an agreement with PATA headquarters, at least 10 students and 1 lecturer will form the fundament of a Student Chapter, which will be known as the 'Chapter organising committee'.
2. Compile a list of all the students who should be invited to the formation meeting.
3. Fix the dates and times for the formation meeting.
4. Arrange for a suitable meeting hall.

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5. Announcing the meeting, describing its general purpose and inviting all students that are interested in travel and tourism to attend.
6. Review the point Bylaws for a PATA Student Chapter and agree on recommendations for:
 - i. Term of executive committee and officers
 - ii. Amount of annual dues (the fund for Student Chapter to organize events and to be kept within each Student Chapter)
7. Prepare Student Chapter membership application form for distribution at meeting.
8. Prepare an agenda for the first organisational meeting as follows:
 - i. Call to order
 - ii. Introduction of the recording secretary
 - iii. Introduction of the members of the organising committee
 - iv. Explanation of PATA, its objectives and membership structure
 - v. Explanation of the objectives and benefits of the proposed Student Chapter
 - vi. Review and explanation of the Bylaws and recommendations of the organising committee
 - vii. Distribution of Student Chapter membership application form
 - viii. Collection of signed application forms
 - ix. Prepare a ballot for the election of an executive committee of six (or more) members to serve until the first annual meeting of the Student Chapter in the following school year.
 - x. Explanation of election procedure
 - xi. Election of executive committee (distribution, collection and tallying of ballots)
 - xii. Introduction of newly elected members of the executive committee
 - xiii. Explanation of the functioning of the executive committee including election of chairman, appointment of officers
 - xiv. The newly elected executive committee should meet and elect Student Chapter officers:
 - a. Officers:

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- i. Chairman
 - ii. Vice-chairman
 - iii. Secretary and Treasurer
 - b. Advisor (a lecturer)
 - xv. Announcement of the Student Chapter officers
 - xvi. Other business
 - xvii. Announcement of next meeting
 - xviii. Adjourn
9. Student Chapter chairman to prepare agenda and call for second Student Chapter meeting:
- i. Call to order
 - ii. Discussions of:
 - a. Time, place and dates for Student Chapter meetings
 - b. General programme of activities for the Student Chapter
 - c. Question and answer session
 - iii. Other business
 - ii. Announcement of next meeting
 - iii. Adjourn

Further action steps:

1. The chairperson should be prepared to make a short report on the third organisational meeting, as follows:
 - Secretary and Treasurer: Should give a rough draft estimate of the funds needed for the Student Chapter's first year of operation and describe sources from which he anticipates obtaining these funds.
 - Membership: Should report the number of Student Chapter members signed up-to-date and advise that any who sign up at this meeting will be accepted as Student Chapter members.
 - Marketing: Based on discussions and suggestions at the second organisational meeting, the chairman should draft a suggested schedule of promotional or other meetings for the period preceding the annual membership meeting, with recommendations as to

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programmes. Should arrange for photographs and press releases covering this third organisational meeting.

- **Publicity:** Should explain purpose of educational programmes and describe briefly the events successfully programmed in other Student Chapters and ask for suggestions.

2. The Chairman should send a list of the officers and committee chairmen with background information on each to PATA headquarters for approval by PATA headquarters.

Inquiries to approval should be handed in PATA via email to chapters@PATA.org to the attention of Ms. "Tangmo" Pheereeya Anusonthi.

With approval by PATA headquarters, the Student Chapter will start operating officially. Student Chapters are not officially recognised without this formal approval by PATA headquarters.

3. Upload the Student Chapter information together with photos of officers and members on PATA website and other appropriated social media channels e.g., Facebook, LinkedIn.
4. Create a letter of sponsorship and distribute it to your Student Chapter Advisor. The letter of sponsorship should include ROI (return on investment) for the recipient company/organization and should be sent via the director of your Faculty.
5. Find suitable companies/projects/places which could be easily adapted to educational programs and activities of the Student Chapter.
6. Create and execute a sustainable project with the Student Chapter to receive high positive reputation and additional sponsorship.

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[PATA Bylaws](#) September 26, 2009

[PATA Chapter Bylaws](#) October, 2010

[PATA Chapter Awards](#)

[Roster of PATA Member countries](#)

[Roster of PATA Chapters](#)

[PATA International Membership Application Form](#)

[Sample PATA Chapter Membership Application Form](#)

[Sample PATA Business Card](#)

[Sample PATA Letter Head](#)

[Sample PATA Press Release](#)

[Template PATA Chapter Certificate](#)

Headquarters contacts:

- **Chapter Services** E-mail: chapters@PATA.org
- **Membership Services** E-mail: membership@PATA.org
- **Communications** E-Mail: communications@PATA.org

Regional representation:

- **PATA Asia** E-mail: asia@PATA.org
- **PATA Pacific** E-mail: pacific@PATA.org
- **PATA China** E-mail: china@PATA.org

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