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Advancing economic diversification, cultural and environmental preservation through tourism are the key objectives of a new Strategic Partnership signed between UNWTO and the Pacific Asia Travel Association (PATA) on the occasion of the PATA Annual Summit (25-28 April, Bangkok, Thailand).

The lasting support to the development objectives and the positioning of tourism as a central contributor to economic growth and sustainability in Asia are at the centre of the Strategic Partnership signed by UNWTO Secretary-General, Taleb Rifai, and PATA CEO, Martin Craigs. “We are proud to further deepen our relationship with PATA, a leading voice of tourism in Asia Pacific”, said Taleb Rifai, attending the PATA Annual Summit in Bangkok, Thailand. “In providing market intelligence, setting global standards and joining our voices to advocate for the value of tourism, this partnership will help the continued growth of tourism in Asia and the spreading of its socio-economic benefits in one of the most dynamic regions of the world”, he added.

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**Consultez la source sur Veille info tourisme:** [Partenariat OMT/PATA afin de promouvoir le tourisme comme facteur de croissance économique et de développement en Asie](#)