



THE STORY OF THE PACIFIC ASIA TRAVEL ASSOCIATION



Second Edition

Edited by Chuck Y. Gee and Matt Lurie
with a foreword by James Michener

CONTENTS

- 11 Foreword by James A. Michener
- 15 Preface
- 19 Chapter One
The Age of the Pacific is With Us: The Beginnings of PATA
- 43 Chapter Two
Regional Diversity and Convergence: The Organizational Evolution of PATA
- 65 Chapter Three
Discover the Pacific: Marketing and Promotion
- 99 Chapter Four
Opportunities for Growth: PATA and Human Resources Development
- 119 Chapter Five
Building New Dimensions: Comprehensive Planning and Development
- 145 Chapter Six
Interfacing Progress with Preservation: Environment, Culture, and Heritage Preservation
- 165 Chapter Seven
PATA in the 1990s: The Challenge of Leadership
- 199 Chapter Eight
Into the Twenty-first Century: Unresolved Issues, Unprecedented Opportunities

Photographs follow pages 32, 84, 138 and 180

APPENDIX

209 PATA Chronology

257 Founding Members of the Pacific Asia Travel Association

259 PATA Life Members

261 Award of Merit

263 Chairman's Award (Presidential Award)

264 Notes

275 Bibliography

Personal Name Index

Subject Index