

Incredible India



NATIONAL APEX CHAMBER

National Talent Competition for Skill Development in Tourism & Hospitality Sector

An Industry-Academia Interface

20 September 2019 at PHD House, New Delhi

Theme:

*Opportunities & Challenges of
Digital Transformation in
Tourism and Hospitality Sector*



Supported by



Media Partner



BACKGROUND

The Tourism and Hospitality sector has emerged as one of the finest drivers of economic growth in the country. It is also one of the fastest growing sectors across the world, characterized by part-time and seasonal working opportunities and requirements for skilled and unskilled labour.

According to World Travel and Tourism Council (WTTC) India Annual Research 2019, the tourism sector has been a key source of employment in India, directly accounting for 26.7 million jobs in 2018. Further, the total jobs from indirect and induced activity were 42.7 million. The number is estimated to reach 43.7 million in 2019, accounting for 8.1% of the total employment in the country. By 2029, the sector is expected to provide employment to nearly 53 million people, directly and indirectly.

Government of India appreciates various initiatives and efforts for skilling of the youth which have created a positive impact in making them employable and enabling sustainable livelihoods. Skill India is an initiative of the Government of India which has been launched to empower the youth of the country with skill sets which make them more employable and more productive in their work environment. However, there is a need to further develop and empower the human capital to ensure the nation's global competitiveness.

With an aim to achieve this objective, PHD Chamber of Commerce and Industry is organizing a ***National Talent Competition for Skill Development in Tourism & Hospitality Sector: An Industry-Academia Interface on 20 September 2019 at PHD House, New Delhi***. The theme of the programme is '***Opportunities & Challenges of Digital Transformation in Tourism and Hospitality Sector***'.

Digital Transformation has overwhelmed the entire travel ecosystem, triggering a formidable rise in competition, as travel brands need to measure up to customers' rising expectations. Students from Tourism and Hospitality Management Institutes, Colleges and Universities will debate on making travel more affordable, accessible and convenient than it has ever been while highlighting the opportunities and challenges of Digital Transformation.



OBJECTIVE

- To create a robust and sustainable eco-system for skill development in the tourism industry
- To skill the youth so that they get employment and also improve entrepreneurship
- To raise confidence, improve productivity and give right direction to the students
- To enable the youth to get blue-collar jobs by participating in such programmes
- To contribute significantly to the overall target of skilling up of people in India



STAKEHOLDERS

- | | |
|--|--|
| • Ministry of Tourism Culture Civil Aviation | • Senior Faculty Members from Universities |
| • Ministry of Skill Development & Entrepreneurship | • Tourism Boards (Domestic & International) |
| • Ministry of Human Resource Development | • Captains of Tourism, Hospitality & Aviation Industry |
| • National Skill Development Corporation | • Hotel Chains and Resorts |
| • Tourism and Hospitality Skill Council | • Indian and Foreign Tour Operators |
| • India Tourism Development Corporation | • Embassies & High Commissions |
| • Tourism and Hospitality Management Institutes & Universities | • Media and all other stakeholders |

TAKE AWAYS

- Focused Knowledge Sessions and Presentations throughout the day
- Roundtable discussions between industry members and Institutes/ Colleges
- Unique platform for the students to exhibit their talent and hone their presentation skills
- Great opportunity to enhance the leadership qualities and learn to work as a team
- Exclusive networking opportunity with 200+ representatives from the tourism industry

ELIGIBILITY CRITERIA

- One team shall consist of only 2 students from the same College, University or Institute.
- A College, University or Institute can nominate a maximum number of 2 teams (4 students).
- A Participation Fee of INR 4500 + 18% GST (per team) will be charged which has to be paid prior to the programme to confirm the Registration.
- Only final year students are eligible to participate in the programme.
- A valid Student Identity Card needs to be sent of the participating students with a covering letter from the Principal/ Dean of the College, Institute or University.

FORMAT OF THE PROGRAMME

- The participating teams from various Colleges, Universities and Institutes across India will give a presentation on the given theme in front of a high profile jury.
- The team will be given a maximum duration of **10 minutes**; the Presentation will be for **7 minutes** which will be followed by a Question & Answer session for **3 minutes**.
- Based on the evaluation of each team by the jury, top three teams will be awarded with cash prizes, trophies and certificates.
- The jury will also select the '**Best Budding Manager**' among all the participants, who will be presented with a cash prize, trophy, certificate and a gift hamper.

Glimpses of Previous Programmes



For further enquires please contact:

Ms. Sulagna Ghosh: (O) 011 49545423 Extn. 227 (M) 8800339112 (E) sulagna.ghosh@phdcci.in

Mr. Sanchit Prabhakar: (O) 011 49545423 Extn. 242 (M) 7982072810 (E) sanchit.prabhakar@phdcci.in

PHD Chamber of Commerce and Industry : PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016

Tel: 91-11-26863801-04, 49545454 Fax: 91-11-26855450, 49545451, Website: www.phdcci.in