APPLICATION FORM

Department of Commerce
Aligarh Muslim University, Aligarh - 202002 (INDIA)
ONE WEEK NATIONAL WORKSHOP
"Skill Trends and Skill Needs in Tourism Sector in India"
(September 23-28, 2019)
Sponsored by
Ministry of Tourism, Government of India

Name.................................................................
Position/Course..................................................
Affiliation........................................................
Gender.........................................................Category

Subject Specialization: Tourism ( ) Others ( )
Postal Address...........................................Pin code........................................
E-mail..............................................................Mobile No..............................
Accommodation Required at AMU (please tick mark):
Yes ( ) No ( )

How is this workshop going to be useful for you? Give three points in your hand writing.

Have you attended similar course earlier: Yes ( ) No ( )

*If yes, provide details:

Signature of the Candidate
Please submit the soft (scanned copy) of application form on
amutourismworkshop@gmail.com

ONE WEEK NATIONAL WORKSHOP

on
Skill Trends and Skill Needs in Tourism Sector in India
(September 23-28, 2019)

Venue
Department of Commerce
Aligarh Muslim University

SPONSORED BY
MINISTRY OF TOURISM, GOVERNMENT OF INDIA

Organized By
Department of Commerce
Aligarh Muslim University
Aligarh-202002 (U.P.) INDIA

Note
Preference will be given to early applicants. Selection criteria will be decided by the organising committee.

Workshop Queries: amutourismworkshop@gmail.com
Professor Sheeba Hamid +91-9319926119
Dr. Mohd. Nayer Rahman +91-8171788750
Dr. Mohd Sadiq +91-8265898948
Sujooid Khan +91-9927423372
About the University: The Aligarh Muslim University
Established in 1875 by Sir Syed Ahmad Khan, Aligarh Muslim University (AMU), an eminent and world-renowned university confined in the periphery of a small city of Aligarh holds remarkable stance among the various international and national rankings. AMU stands at par to provide productive and quality education which transforms the students into top leaders, scholars, academicians, great servicemen etc. of tomorrow. The university houses modern smart classrooms, labs, beautiful campus ambience, sports facilities and the largest library in the region of Asia - Maulana Azad Library. To equip the students from AMU of different departments and faculties, in skills and development for corporate industry, personality development sessions have been initiated in various courses and time to time trainings are being provided. This university has emerged as a hub of original research and innovative thinking which emphasizes on harnessing the right kind of talent and development of its students which will be our future brand ambassadors. This university has a rich cultural heritage too.

About the Organizer: Department of Commerce
The Department of Commerce is one of the pioneering departments of Aligarh Muslim University which was established by Prof. M. Shafi in 1946 for promoting Commerce and Business education in India. The Department aims at imparting in-depth knowledge and skills and has made significant contribution in Research and Developmental activities in the last few decades.

The department aims at uplifting of overall academic standard of both teachers and students to make it, a centre for excellence. The faculty members of the department are known for their expertise in accounts and finance, human resource, travel and tourism and marketing. The department offers Bachelors, Masters, Doctoral programmes as well as PGD courses in commerce. The Department has a dedicated and committed team of faculty who always strive to enrich themselves by attending national and international conferences, seminars, workshops etc. by way of presenting papers, chairing technical sessions, delivering key note addresses and lectures. The Department has provided expertise in teaching and research to a number of countries such as USA, UK, Japan, South Africa, France, Iraq, Nigeria, Sudan, Zambia, Tanzania, Saudi Arabia, Ethiopia and International Agencies like United Nations Industrial Development Organizations (UNIDO) etc. Faculty members of this Department have been awarded International Fellowships such as Commonwealth, DAAD, Fulbright, UGC Cultural Exchange and ’Best Faculty’ Awards for studies and researches. The Alumni of the Department hold important managerial and executive positions in prestigious organizations both in Public as well as Private Sectors at National & International level.

About Aligarh
Aligarh is a district of Uttar Pradesh, India. The city is located about 90 miles (140 km) southeast of New Delhi. The administrative headquarters of Aligarh district is Aligarh (Kaoli). It is also administrative headquarter for all four districts, Aligarh itself, Hathras, Kasganj and Etah. It is mostly known as a university town where the famous Aligarh Muslim University is located. It is also well known district internationally because of its lock industry.

Introduction to the Theme
UNWTO’s Tourism 2020 Vision forecasts that the number of international arrivals worldwide will increase up to almost 1.6 billion and receipts from tourism (excluding transport) will reach US $2 trillion by 2020. Tourism in India accounts for 7.5 percent of the GDP and is the third largest foreign exchange earner for the country.

The general outlook for this dynamic sector is positive and quite optimistic for the coming years. Tourism is generally and globally acknowledged as being one of the (very) few economic sectors that has more than significant growth prospects. Developing more tourism infrastructure i.e. hotels, resorts, transportation, tourist destinations and other amenities is not enough to meet the needs of this rapidly expanding industry in India. The government and private enterprises must invest in tourism and hospitality skills to fill the critical gap in workers who understand international best practices. India has invested billions of rupees in infrastructure, but now is the time to invest in Skill Trends and Skill Needs.

The rapid pace and extent of change in global and national markets for skills will be significant across the economy as a whole and specifically for Travel & Tourism. The market for tourism skills is already challenged with high staff turnover, competition with other industry sectors for the best people and in some cases, adverse supply trends such as declining demographics. New regulations, new technology (which in some cases is squeezing out existing roles and creating demand for new roles), shifts in customer service preferences, changing visitor markets, as well as other industry drivers, all have the potential to transform the type of skills that employees in Travel & Tourism will need to possess in future.

Objectives
- To understand general trends and skill needs in the tourism sector
- To know about skills required in the development of various types of tourism
- To learn about changing occupations in the tourism sector in India and developing relevant skills
- To know about skill needs in the upcoming tourism sectors
- To study the tourism trends in India: relevant skills for years to come
- To educate about tourism education for tourism skills
- To learn digitalization required in tourism sector
- To recognize skills required in the tourism industry in perspective of the various tourism operations

Who Should Attend?
The workshop is open for:
I. Academicians
II. Travel Writers
III. Entrepreneurs
IV. Students
V. Trade Professionals
VI. Freelancers
VII. Research Scholars

Fee Details

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<thead>
<tr>
<th>Delegates</th>
<th>Without Accommodation</th>
<th>With Accommodation</th>
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<tbody>
<tr>
<td>Participants from Academic Institute / Industry</td>
<td>INR - 1500</td>
<td>INR - 2000</td>
</tr>
<tr>
<td>Research Scholars/PDFs</td>
<td>INR - 1000</td>
<td>INR - 1500</td>
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<tr>
<td>For PG/UG students</td>
<td>INR - 500</td>
<td>INR - 1000</td>
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<tr>
<td>Trade Professionals</td>
<td>INR - 1500</td>
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*Travel Allowances and Accommodation*
The registration fee (non-refundable) will include the workshop kit, access to all sessions, lunch & refreshments for six days of the workshop. The participants will be accommodated in the limited number of rooms in the university guest house / other guest houses on sharing / first come first serve basis from 23rd - 28th September 2019 (06 Nights). Accommodation is limited. Therefore, early registration and prior request for accommodation is required. Late registration may not be able to get accommodation. 3rd AC train fare will be provided to first 15 outstation registered participants. Air fare will not be provided.

Important dates:
- Last date of submission of application form - 25 August 2019
- Last date of selection of participants to be communicated - 29 August 2019
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