

# ENTREPRENEURSHIP DEVELOPMENT PROGRAM FOR TOURISM AND HOSPITALITY SECTOR GRADUATES

16 NOVEMBER 2021 - 3 DECEMBER 2021



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## **India Tourism Development Corporation (ITDC)**

Ministry of Tourism, Govt. of India

*In Collaboration With*

## **The National Institute for Entrepreneurship & Small Business Development (NIESBUD)**

Ministry of Skill Development & Entrepreneurship, Govt. of India

## ENTREPRENEURSHIP DEVELOPMENT IN HOSPITALITY SECTOR

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The travel and tourism sector holds strategic importance in the Indian economy providing several socio-economic benefits. In light of the prevalent Covid-19 pandemic situation, the rate of unemployment in the sector is expected to rise resulting into negligible or no placement of students from recognized hotel management institutions in India. Additionally, in an attempt to cut costs several big hotel chains, tourism operators and other travel service providers have resorted to job cuts/layoffs to stay afloat. Thus, a large portion of the talent pool of educated hotel industry professionals is either currently jobless or will go unemployed as long as the situation prevails. An intervention through which we can rescue the professionals who are currently in dire straits is through generation of employment opportunities in the hospitality domain both in the government and private sector. The opportunities will be created for professionals who have recently graduated from certified hotel management institutes or have been a part of the workforce that have been let go from the hospitality industry.

In tourism generally, relatively little attention has been paid to the role of entrepreneurial activity and in particular, to how tourism enterprises operate. An entrepreneurial approach is just as relevant and important in hospitality and tourism as in other sectors.

Unique touches and experiences that 'wow' are becoming tomorrow's expectations in the hospitality industry. Also, due to emergent and new forms of tourism, there is an immense entrepreneurial opportunity which is a certainly breeding entrepreneurship culture. Consequently graduates with entrepreneurial abilities, good technical, business and interpersonal skills are increasingly being sought by employers. It is envisaged that the implementation of these initiatives for educated professionals and fresh graduates would consequently augment the quality of food provided in the facilities and also ensure adherence of higher levels of health and hygiene practices during operations. The other objective of creating entrepreneurial opportunities by tapping into the unemployed talent pool from the hospitality sector is to facilitate organised development in this domain which includes canteens/ cafeterias, home kitchen, caterers/ suppliers.

Repercussions of COVID-19 pandemic on the economy may further affect the prospects of employment generation and there by measures to harness this demographic advantage. In the context of slowing job creation, it is imperative that new businesses are created so that they can absorb the unemployed and the new entrants in the job market. A careful mapping of the aspirations of the individuals and the opportunities existing in the markets coupled with an entrepreneurship enabling ecosystem can help promote entrepreneurship, especially among youth and women.

**Given this scenario, development of a holistic entrepreneurship development framework along with handholding and mentoring support initiatives to the youth from the hospitality institutes who aspire to build and sustain their businesses through classroom sessions, field practicum and industry connections is important.**

**In view of the above, for fostering entrepreneurship among the target group involving graduating youth and unemployed professionals of the hospitality industry through systematic training and mentorship, development of a robust entrepreneurship development programme has been envisaged through NIESBUD.**

**Keeping this in mind, NIESBUD and ITDC have joined hands to create entrepreneurship awareness among the youth of Tourism and Hospitality Sectors. This will lead to enterprise creation and employment generation in the country.**

## **OBJECTIVES**

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**The proposed entrepreneurship development programme will address and facilitate following objectives:**

- Awareness and orientation of graduating youth and unemployed professionals of the hospitality and tourism industry towards entrepreneurship development as livelihood and vocational choice;**
- End to end entrepreneurship development training;**
- Input on linkages to markets and credit institutions with lead banks, Fin-tech institutions, relevant content and right connectivity providing ready to use business prototypes with business plan and DPRs, including mentoring services;**
- Information on opportunities and platforms through convergence with Central/State Govt. institutions/schemes;**
- Assistance in formulation of individual Business plans;**
- Facilitation in setting up enterprises through intense handholding support.**

# EDP FOR TOURISM & HOSPITALITY SECTOR GRADUATES

## COURSE CONTENT

16 NOVEMBER 2021 - 3 DECEMBER 2021 ; 4 PM - 6 PM

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Module 1 - Entrepreneurship

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Module 2 - Entrepreneurial Motivation

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Module 3 - Employability and Life Skills

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Module 4 - Business Opportunity Identification in Tourism & Hospitality Sector

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Module 5 - Interface with Successful Entrepreneur

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Module 6 - Entrepreneurship Support Ecosystem

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Module 7 - Market Survey

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Module 8 - Elements of Business Management (In Brief)

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Module 9 - Elements of Financial Management (In Brief)

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Module 10 - Business Communication

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Module 11 - Type of Enterprises

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Module 12 - Banking and Funding

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Module 13 - Business Plan Preparation

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Module 14 - Enterprise Management





## ABOUT NIESBUD

The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. NIESBUD has provided training to 12,37,307 persons till date through 46,837 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.



## FOR DETAILS CONTACT

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