



NATIONAL APEX CHAMBER

National Institute of Water Sport, Goa

in association with

IITM-NOIDA, IITM-Nellore Campuses & PHD
Chamber of Commerce and Industry

Announces

International Certificate Course in

Adventure Tourism: Challenges & Opportunities



5 Days

Online Certification Course

27-31 July 2020 (IST 15:00 hours to 17.00 hours everyday)

International Certification Program Background

The travel and tourism industry is grounded completely since February 2020 and menacing clasp of Covid-19 pandemic derailed expectations of the millions pinned around this crucial segment of the economy. International tourism is staring at a staggering decline to the tune of 60-80% in 2020. The loss in actual terms would be 850 million to 1.1 billion international arrivals. Such a massive slump in arrivals could eventually translate in to the loss of US\$910 billion to US\$1.2 trillion in export revenues from tourism. UNWTO estimates further suggest that it could risk 100 to 120 million direct tourism jobs.



Adventure tourism industry assumes a niche positioning and it has been growing consistently. As per some estimates, global adventure tourism industry was worth \$586.3 billion in 2018 and is projected to reach \$1,626.7 billion by 2026, at a CAGR of 13.3% during 2019-26. The Pandemic has

jeopardized this promising tourism segment at least temporarily. Still, unlike many other segments, recreational adventure activities are relatively better positioned for resumption owing to its low-intense nature that allows it to observe the pandemic safety protocols and practices. The location of destinations would also add to the consumer confidence.

With the destinations looking ahead of resuming the operations, it becomes imperative to dwell on various propositions and to exchange the concepts and best practice models. Many critical facets of tourism operations are internationalized, and therefore, the exchange and engagements of international scholarship and expertise is going to determine the pace of the process. With this specific objective, National Institute of Watersports, a Centre under Indian Institute of Tourism and Travel Management announces an 'International Webinar-cum-Certification'.



Theme of Certification Course:

Adventure Tourism:

Challenges and Opportunities

Theme Schematics:

It addresses thematic domains as per below:

1. Impacts of Covid-19 on Adventure Tourism Markets and its Dynamics;
2. Operational and Safety Preparedness and Protocols;
3. Marketing and Promotional Strategization for the Adventure Sector.
4. Prospects of Adventure Tourism in India.
5. Entrepreneurship & Business Plan Development in Adventure Tourism.

Each thematic area shall have 2-3 speakers making presentations on different sub-themes. Each presentation will be for duration of about 20-25 minutes.

Course Pedagogy

Each sub-theme will be dwelt on a particular day for duration of 02 hours each. Pedagogy shall be a combination of online audio-visual presentation by a selected panel of

international experts. For certification, the candidate shall also be required to undergo assessment process including theme-specific assignments.

Certification Modalities:

The Course shall be held during *27-31 July 2020*. Participants intending to obtain the certificate shall register to attend all scheduled sessions. Upon completion of the scheduled sessions, each Candidate will have to submit an assignment on a specific theme for evaluation and Certification.



Who Should Attend?

This course is apt for adventure professionals at all levels. It will help the Candidate to adapt to a new approach and new normal in the field of Adventure Tourism Internationally.

The Course is for:

- ✚ Adventure Enthusiast
- ✚ Adventure Entrepreneurs
- ✚ Govt. Officials
- ✚ Academicians
- ✚ Students

Learning Outcomes

The Candidate will be able to understand and appreciate the potential of fast emerging adventure tourism market specifically in India, the opportunities it offers such as employment and income, opens vistas of research in this domain and some of the key challenges especially posed by the Covid-19 pandemic.

Highlight of the Course:

As part of the course, international Webinars by world renowned experts will also be conducted during the course for benefit of the participants.

Experts:

1. Prof. Joseph Cheer, Center for Tourism Research, Wakayama University, Japan
2. Dr Carl Cater, Associate Professor in Tourism, School of Management, Swansea University, The UK

3. Dr. Susan Hogue Mackenzie, Associate Professor, Dept. of Tourism, University of Otago, NZ
4. Mr. Amit Anand, Conservator of Forest, Delhi Admn.
5. Col. H.S. Chauhan, President, Indian Mountaineering Foundation New Delhi
6. Col. Amit Bhisht, Principal, Nehru Institute of Mountaineering, Uttarkashi
7. Shri. Ajeet Bajaj, ATOAI

Registration-cum-Certification Fees:

Students: INR 750/-

Professionals: INR 1,200/-

Note: Students have to submit the proof of enrollment like ID Card.

Registration Link:

<https://forms.gle/HDJcs46nb7qAfE129>



About NIWS

The National Institute of Watersports (NIWS) has been setup by the Ministry of Tourism as an 'apex' body for training,

education, consultancy and research to usher in an era of leisure-water sporting segment in the country.

It is the first Institute of this nature in the South East Asia covering the entire range of water sport disciplines such as life saving, boat handling, sailing, windsurfing, water skiing, scuba diving, river rafting and kayaking.

The Institute is envisaged to function as a model for similar initiatives/ entrepreneurs with regard to faculty and staff, training infrastructure, water sport equipment and specialised repair and berthing facilities. Plans are being conceived to expand the activities to encompass other adventure sporting items so as to transform it into an 'Institute of Adventure Sports'.

About IITTM NOIDA

IIITTM, NOIDA center was established in 2007 at Pusa, Delhi and now is running from an sprawling campus at NOIDA. At IITTM, NOIDA we offer programme in MBA (Tourism and Travel Management), 2 year duration and BBA (Tourism and Travel), 3 years duration.

Our programme incorporates both subject-specific and generic business modules, and

has been designed to reflect industry practices and academic developments. Our course touches up on tourism as a business activity - the organization, its working, dimensions, significance and impact of tourism are studied. With entry profiles ranging from beginners to advanced levels, our programmes are tailor made to meet your needs. Learners are supported at every stage of learning and development.

About IITTM Nellore

This centre is gateway to tourism education and research and training in south India. With scaling up cargo industry and aviation sector the role of IITTM Nellore is vital in catering to the needs of the industry as well as research and training for tourism development in this region. With the proven track record of supporting and guiding the tourism industry IITTM is poised to play the role of nerve centre of Tourism education in southern region. IITTM Nellore offers a unique blend of MBA Programme with a specialization in Tourism & Cargo Management. The pedagogy of the programme helps the students to explore the opportunities in the areas of Tour Operations, Tourism Marketing, and Air & Shipping Cargo Management.

PHD Chamber of Commerce and Industry

PHD Chamber of Commerce and Industry, established in 1905, is a proactive National Apex Chamber working at the grass-root level and with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organization of the business community, as it lives by the chosen motto In Community's Life & Part of

It and contributes significantly to socio-economic development and capacity building in several fields. "PHD Chamber of Commerce and Industry (PHDCCI) is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET(QCI), at national and international level.

Last Date for Registration:

25.07.2020

NEFT Transfer of Fees:

A/c No: 29230021000

Bank: Punjab National bank

IFSC Code: PUNB0292300

Branch: Dr. Pisurlekar Rd., Panaji

UPI Transfer



Meet the Experts



Prof. Joseph Cheer
Centre for Tourism
Research, Wakayama
University, Japan



Dr. Carl Cater
School of Management,
Swansea University,
Wales



**Dr. Susan Houge
Mackenzie**
Dept. of Tourism,
University of Otago



Mr. Amit Anand, IFS
Principal, NIM



Mr. Ajeet Bajaj
Adventure Tour
Association of India

Organizing Committee



Chief Patron
Prof. Alok Sharma
Director, IITM



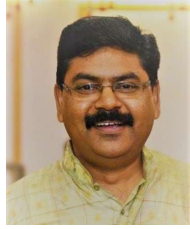
Col HS Chauhan
President, IMF



Course Director
Prof. Sutheeshna Babu
Nodal Officer, NIWS



Col Amit Bhist
Principal, NIM



**Chief Coordinator
Dr. Pawan Gupta
Nodal Officer, IITTM
NOIDA**



**S.K. Hazarika
Dy. Resident Director,
PHDCCI NER**



**Organizing Secretary
Dr. Rinzing Lama
Asst. Professor, IITTM
NOIDA**



**Mr. Himraj Das
Executive Officer, PHDCCI
NER**



**Organizing Secretary
Dr. Meera S.
Nodal Officer, IITTM
Nellore**



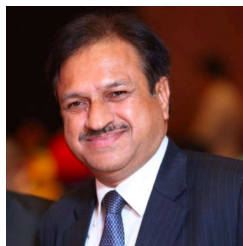
Contact Details

National Institute of Watersports

Aivavo, Near Dona Paula Circle Caranzalem,
Panjim, Goa, 403002
Tel (0832) 2452398, 2456050,
E-mail: iccadventure@iittm.ac.in

or

Mr. Himraj Das: +91 7002349935, Ms. Sulagna
Ghosh: +91 8800339112, Dr. Rinzing Lama: +91
8860081676 and Dr. Meera S: +91 9849739489.



**Dr. Jatinder Singh
Director, PHDCCI**