



First National Tourism Conclave 2022

Introduction to NATHM

Nepal Academy of Tourism and Hotel Management (NATHM), with its history of five decades of services in tourism and hotel management education, has been playing a crucial role in developing human resources and enhancing the standard of quality in tourism and hospitality services by providing craft and supervisory level skill-oriented training to cater to the demands of the industry since its inception in 1972 as Hotel Management and Tourism Training Centre (HMTTC). In 1999, NATHM launched the Bachelor of Hotel Management (BHM) program and in 2003, Bachelor of Travel and Tourism Management (BTTM) program in affiliation with Tribhuvan University.

As the industry has grown rapidly over the past decades, the need for professionally trained higher level Human resources as also increased simultaneously. To cater to the present demand of the industry, NATHM has launched a two-year Master of Hospitality Management (MHM) program affiliated to Tribhuvan University (TU) in 2011 and aims to produce senior-level human resources.

Along with the academic courses, NATHM runs the short-term training courses on tourism and hospitality in-house at its campus at Rabi Bhawan, Kathmandu and also reaches out to different parts and parcels of the country in the form of Mobile Outreach training. To date, NATHM has produced more than 57000 human resources from training and academic programs.

About the Conclave

Nepal Academy of Tourism and Hotel Management (NATHM) with the aim of discussing myriads of issues and challenges of the Nepalese tourism industry and chalking the roadmap for the revival of the Nepalese tourism industry after the Covid-19 pandemic is planning to organize a National Tourism Conclave from 6th September, 2022 to 8th September, 2022 (Bhadra 21, 2079 Bhadra 23, 2079).

The aim of this program is to bring together all the stakeholders of the Nepalese Tourism and Hospitality Industry through which the exchange of each other's concerns, issues, opportunities and ideas would take place thereby leading to a comprehensive understanding of the status of the industry and seeking the way forward, especially after the Covid-19.

At the same time, this event will be the first of its kind which will provide a common platform for everyone involved in tourism and hospitality to share their ideas and learn from the experience of the industry across the globe and also from the legendary contributors of Nepalese tourism and hospitality industry.

The objectives of this event are:

1. To engage and facilitate Nepalese Tourism and Hospitality Stakeholders toward holistic, progressive and sustainable tourism development.
2. To explore and propose ways to revive and sustain the tourism industry in the context of the Covid-19 pandemic.
3. To brainstorm on the present state of tourism products/ development and lead the discussion towards innovation in the existing tourism products/ development.
4. To facilitate discourse/s on innovative disruptions and find ways to integrate those innovations into the Nepalese tourism and hospitality industry.
5. To create a knowledge platform where the legendary contributors of the Nepalese Tourism and Hospitality Industry share their stories with the young tourism and hospitality aspirants.

Modality of the Conclave

The three days' event will be divided into different sessions covering the diverse areas of Nepalese Tourism and Hospitality Industry.

The schedules of the sessions of the three days are as enlisted in the table below:

Day One (September 6, 2022 Tuesday)

Time	Activities
09:30-11:30	Inaugural Ceremony
11:30-12:00	Cultural Performance by NATHM students.
12:00-12:30	Tea
12:30-14:00	Experience Sharing Session, <i>“Tourism – Yesterday, Today & Tomorrow”</i>
14:00-15:00	Lunch
15:00-15:30	Keynote Speech by Prof. Eugenia Wickens, Buckinghamshire New University, UK , on <i>“Prospects of Tourism after COVID-19”</i> .
15:30-16:30	Panel discussion on <i>“Tourism in Troubled Times: reminiscence and way forward”</i>
16:30-17:00	Cultural Performance by NATHM students.
17:00 – 18:00	<i>Provincial Tourism: reflections and amelioration (Panel Discussion or Paper Presentation)</i>

Day Two (September 7, 2022 Wednesday)

Time	Activities
09:30-11:00	Panel Discussion on <i>“Adapting to Innovative Disruptions in Tourism and Hospitality”</i>
11:00-11:30	Cultural Performance by NATHM students
11:30-12:00	Keynote Speech by Dr. Yana Wengel, Hainan University, China on <i>“Adventure Tourism in Nepal”</i>
12:00-13:30	Panel Discussion on <i>“Evoking Spiritual Adventure in Nepal: the attitude and altitude adjustments to adventure tourism landscapes”</i>
12:00-13:30	Panel Discussion on <i>“Prospects and challenges of Adventure Tourism in Nepal” (Parallel Session)</i>

13:30-14:30	Lunch
14:30-16:00	Panel Discussion on <i>"Cultural Tourism: contemplating ethos into national synergies"</i>
16:00-16:15	Cultural Performance by NATHM students.
16:20-16:40	Key note Speech by Prof.SrikanthBeldona , University of Delaware on <i>"Innovations in Hospitality Management"</i> .
16:45-18:00	Experience Sharing Session, <i>"Rags to Riches: social and economic enrichment through tourism and hospitality entrepreneurship"</i>

Day Three (September 8, 2022 Thursday)

Time	Activities
09:30-11:00	Panel Discussion on <i>"Food and Wine (FAW) Tourism and Destination Branding: unlocking Nepal's culinary potential"</i>
11:30-12:00	Cultural Performance by NATHM students
12:00-12:30	Keynote Speech by Prof.Dr. Dirk Reiser , Rhine Waal University of Applied Science, Germany, on <i>"Sustainable Tourism Development"</i> .
12:30-14:00	Panel Discussion on <i>"Discourses and Dimensions of Tourism and Hospitality Education: revisiting past and contemplating today for a better tomorrow"</i>
12:30-14:00	Panel Discussion on <i>"Conservation Tourism: Success and Setbacks" (Parallel Session)</i>
14:00-15:00	Lunch
15:00-16:30	Experience Sharing Session, <i>"Trailblazers: architects of Nepalese Tourism and Hospitality Industry"</i>
16:30-16:45	Cultural Performance by NATHM students.
16:45-18:15	Closing Ceremony

Criteria for Participation

The provision of participation in the conclave will be regularized by two different modalities. The guests including distinguished personalities from the government agencies, private sector, academia, media, and social organizations related to tourism and hospitality will be invited by the organizer.

Other interested students and stakeholders will be able to participate in the program through prior registration. The link for registration will be available in the event page of the conclave before 15 days of the event.