



No. 31403/23  
Dt. 05-04-2023

**Sub: 23-CP-14-GE-CON-A : Conference on Productivity Enhancement in the Hospitality Industry**  
**from 7th June 2023, Digital Multicountry (DMC).**  
**(Visit [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) for detailed Project Notification.**

Dear Sir,

We invite your kind attention to NPC <https://www.npcindia.gov.in/NPC/User/InternationalServices> with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **19th, May 2023**. In this regard, the following points may be noted.

- **Fees and Charges**

The Participation fees (NON-REFUNDABLE) of **Rs. 500/-** for MSME Sector, Trade Unions and NGO's and **Rs. 1000/-** for others is payable along with the nomination form for each participant.

The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks**, to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in) Please note, in the absence of application fee, the nomination will not be considered.

- **Nomination Procedure**

**All nominations should be routed through proper channel and as per the attached APO bio data form.** The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program.

It is requested to send nominations by e-mail to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in) (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as a faculty in programs on the relevant subject/s, organized by NPC.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

-sd  
**(K.D. Bhardwaj)**  
**Director & Head (Int'l Serv.)**  
**for Director General**  
e-mail: [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in)



## PROJECT NOTIFICATION

Reference No.: 43

<b>Date of Issue</b>	30 March 2023
<b>Project Code</b>	23-CP-14-GE-CON-A
<b>Title</b>	Conference on Productivity Enhancement in the Hospitality Industry
<b>Timing</b>	7 June 2023
<b>Hosting Country(ies)</b>	Thailand
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Online
<b>Implementing Organization(s)</b>	Thailand Productivity Institute (FTPI) and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	100
<b>Local Participants</b>	30
<b>Closing Date</b>	24 May 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Introduce innovative initiatives to ensure productivity enhancement in the hospitality industry in the post-COVID-19 era; learn about IT-based productivity enhancement options, national strategies for sustainability in the sector with focus on tourism, and methods to meet the SDGs; and share recent trends and policies for productivity enhancement in the hospitality industry by reshaping long-term business models.
<b>Rationale</b>	The COVID-19 pandemic had a significant impact on the hospitality sector, particularly the hotel, airline, travel, and food and beverage sectors. New approaches are needed to adapt. The conference will evaluate trends and actions, including public-sector participation in creating recovery and growth strategies, because many APO members depend on the hospitality industry as a crucial sector.
<b>Background</b>	As the world gradually recovers from the pandemic, the hospitality sector is still rebuilding. Limitations on direct human contacts, currency fluctuations, and increased fuel and electricity prices are all anticipated to persist. Yet, where movement restrictions were lifted, tourist numbers increased. According to a CBRE report in 2022, the equivalent number of pre-pandemic tourist arrivals will reach the Asia-Pacific by 2024, while hotel performance will remain the same as in 2019. The 2020 UN World Tourism Organization report, "Rethinking Tourism," underlined the hospitality industry's immense potential to generate beneficial economic effects to address pandemic-related issues while also reforming the sector through innovation, climate action, and investment. The hospitality industry is urged to embrace an innovative mindset for reconstructing sustainable business models for the long term in addition to recovering more quickly from the pandemic over the short term.
<b>Topics</b>	Rethinking hospitality sector for the post-COVID-19 era; improving service quality during the pandemic; initiatives to counter problems in hospitality such as meeting the SDGs, climate action, and technological investment; and case studies from member economies.
<b>Outcome</b>	Participants will learn about innovative initiatives to counter challenges in the hospitality sector and enhance the customer experience while implementing COVID-19 prevention measures and examine public-sector approaches to rebuilding the tourism industry and revitalizing local economies.
<b>Qualifications</b>	Government officials in charge of service-sector productivity policy, consultants or trainers from NPOs or firms, and representatives of industrial associations or enterprises in the service sector providing consultancy and training, especially for the hospitality industry.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata  
Secretary-General