



Goa University

IMBA(H&T), Goa Business School

Report on World Tourism Day 2024

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| 1. Title of the Event/Activity/program | Talk on "Emerging Trends in Tourism Post-COVID-19" to commemorate World Tourism Day 2024 |
| 2. Date and Time | 30 th October, 2024 |
| 3. Mode of conduct (Physical/Online) | Physical |
| 4. School/ Directorate/ Section | Goa Business School |
| 5. Collaborating Agency/School/Directorate | NIL |
| 6. Detail of the Resource Person (Brief biodata) | <p>Mr. Ajay Menon is an accomplished professional with a rich and diverse background. Starting his career with the renowned advertising agency Ogilvy, he quickly transitioned into the airline industry, where he held significant sales and strategy roles with KLM Royal Dutch Airlines, Kenya Airways, and Air Tanzania. Mr. Menon later became the Managing Director of the American Express Travel Division in Africa, overseeing operations across the continent.</p> <p>In 2011, he returned to India and established the Mitr Group & Lyfe Associates, with ventures in the travel</p> |

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| | and medical sectors. He is also a Director in a Valve Manufacturing Company and currently serves as a consultant with the prestigious Goa Institute of Management. With his vast experience across multiple sectors, Mr. Menon brings invaluable insights into the world of travel and tourism. |
| 7. Number of Faculty attended/participated | 09 |
| 8. Number of Student attended / participated | 66 |
| 9. No. of external students/faculty/other participants | Nil |
| 10. The objectives of the Program/activity/event | World Tourism Day is celebrated to highlight the importance of tourism and its impact on the world. IMBA (H&T) organized a talk on “Emerging Trends in Tourism post-COVID-19” to educate the students about the impact of COVID-19 on tourism, the challenges faced by the industry and the role of technology in the tourism industry. The session also highlighted future opportunities in the tourism industry. |
| 11. Description of the Program/activity/event | An enlightening session on “Emerging Trends in Tourism post-COVID -19” was conducted by Keynote Speaker Mr. Ajay Menon. He highlighted how COVID-19 adversely affected the travel and tourism industry through various real-life examples. He reinforced the need for developing sustainable tourism practices and explained the role of technology in |

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| | tourism. The event was attended by students from different disciplines. |
| 12. Benefit/Key outcomes of the Program/activity/event | <ol style="list-style-type: none"> 1. Students were familiarized with various emerging trends in tourism. 2. Ideas were shared and discussed to improve sustainable tourism practices 3. The role of technology in tourism was also discussed 4. Students were given directions to adapt to the ever-changing travel and tourism industry. |
| 13. Enclosures with report | Brochure, Geo-tag photos, Attendance of students/faculty, Bio Data of resource person |

KGS

Event Co-ordinator
Prof. KGS Narayanan
Professor, IMBA (H&T)

KD

Program Director(IMBA)
Dr. Kevin D'Souza



Co-coordinator

Albino

Dr. Albino Roshan Thomson
Assistant Professor, IMBA (H&T)



GOA UNIVERSITY
गोंय विद्यापीठ

World Tourism Day 2024

Emerging trends in tourism post COVID -19



Goa Business School
Goa University

Speaker

AJAY MENON

Consultant and Tourism
Entrepreneur

30th Sept 2024

Monday | 11 AM

Venue: Block B,
Seminar Hall

Key Highlights:

- COVID-19's impact on tourism and recovery strategies
- Emerging travel trends and shifts in preferences
 - Sustainable tourism growth opportunities
 - Technology's role in tourism
- Future opportunities and challenges in the industry

Who Should Attend?

- Hospitality, travel, and tourism students/professionals
- Anyone interested in the evolving tourism landscape

Why Attend?

Learn from Ajay Menon's vast experience to navigate industry changes, embrace new trends, and build a successful tourism career.

Program convenor (IMBA H&T)

Prof. KGS Narayanan
Contact: 9422055719

Program Co-convenor (IMBA H&T)

Dr. Albino Thomson
Contact: 9823842559









 **GPS Map Camera**



Durgavado, Goa, India

FR6J+GMG, Goa University, Taleigao, Durgavado, Goa 403206, India

Lat 15.461192°

Long 73.831529°

30/09/24 11:10 AM GMT +05:30

Google



 **GPS Map Camera**



Taleigao, Goa, India

FR6M+6F8 Goa University, Goa University, Taleigao, Santa Cruz, Goa 403206, India

Lat 15.460648°

Long 73.83361°

30/09/24 11:20 AM GMT +05:30

Google

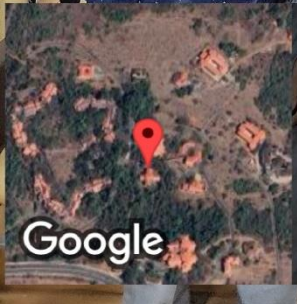




Taleigao, Goa, India
FR6M+6FB Goa University, Goa
403206, India
Lat 15.460648°
Long 73.833611°
30/09/24 12:39 PM GMT +05:30



 **GPS Map Camera**



Taleigao, Goa, India

FR6M+6F8 Goa University, Goa University, Taleigao, Santa Cruz, Goa
403206, India

Lat 15.460648°

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30/09/24 12:39 PM GMT +05:30

Google

Emerging trends in Tourism – Post Covid 19

Venue - Seminar Hall – Block B

Date :- 30-09-2024

| Sr No | Names of Students | Signature |
|-------|-----------------------|--------------------|
| 1 | Manaswi Naresh Madkar | M.N. Madkar |
| 2 | Shubhangi Gaonkar | |
| 3 | Don Johny | |
| 4 | Adithyan P | |
| 5 | Aniket Pissunlekar | Apissunlekar |
| 6 | Sifa Fernandes | |
| 7 | Selvinia Fernandes | |
| 8 | Vecelfa Vaz II | Vaz |
| 9 | Natshada Bhomkar II | Bhomkar |
| 10 | Rouf Shaikh II | |
| 11 | Ayaan Shaikh II | |
| 12 | Valard Patkar II | Patkar |
| 13 | Mayur Ahadi II | |
| 14 | Aryan Gaonkar II | |
| 15 | Sanchet Pareb II | |
| 13 | Sharon C | |
| 14 | Aymee Maria | |
| 15 | Kynan Sequeira | |
| 16 | Astrid Colaco | Colaco |
| 17 | Kunal Sharma | |
| 18 | Sumaja K | |
| 19 | Arjeet Bhandari II | |
| 20 | Rahul Jonekar | Jonekar |
| 21 | Vandev Walke | Walke |
| 22 | Naveen Bredala | |
| 23 | Nadab Shaikh | |
| 24 | Valen Fernandes II | |
| 25 | Ayra Husain II | Ayra |
| 26 | Ahanalle Carvalho II | Carvalho |
| 27 | Ashana Bhatti II | Ashana |
| 28 | Sagar Pujari II | Sagar |
| 29 | Akash Jankar II | Jankar |
| 30 | Swizel Fernandes | Fernandes |

Emerging trends in Tourism – Post Covid 19

Venue - Seminar Hall – Block B

Date :- 30-09-2024

| Sr No | Names of Students | Signature |
|-------|--|-----------|
| 31. | Sace Kadam I | |
| 32. | Ms. Alinotchka Mendez (Faculty DDKSSBS) | |
| 33. | Swayat Pal (4th year) | |
| 34. | Ashwini. Naik Gaankar (Sociology - DDKSSBS) | |
| 35. | Isha N. Dessai (Sociology) (-DDKSSBS) | |
| 36. | Poonam P. Gauri Dessai (Sociology) (DDKSSBS) | |
| 37. | FRANKS NAYAR (Sociology) (DDKSSBS) | |
| 38. | McShea Sagar Mendez (IMBA) | |
| 40. | Daniya Bhanage (IMBA) | |
| 41. | Taniya Bhanage (IMBA) | |
| 42. | Sohan Kumar (IMBA) | |
| 43. | Aarav Gaunkar (IMBA) | |
| 44. | Aarav Gaunkar (IMBA) | |
| 45. | Bharat Keshi (IMBA) | |
| 46. | Somali Dhara (IMBA) | |
| 47. | Jasmine Bhati (IMBA) | |
| 48. | Vishnu Shalal (IMBA) | |
| 49. | Ashilesh Vengurdekar (IMBA) | |
| 50. | Shaunak Bhandiye (IMBA) | |
| 51. | Dasha Colaco (IMBA) | |
| 52. | Devyani Naik (IMBA) | |
| 53. | Anisha Umesh Kudalkar | |
| 54. | Prof. KGS Narayanan | |
| 55. | Dr. Kevin D. Saluja | |
| 56. | Dr. Parash Lingadkar | |
| 57. | Ms. Sujal Naik | |
| 58. | Dr. Albino Thomson | |
| 59. | Mr. Narish Balgaonkar | |
| 60. | Shilpa Shiradkar | |
| 61. | Suyasha Shelan | |

Ajay Gopinath Menon

Goa, India ♦ +91 7798336000 ♦ gopinath.ajay@gmail.com

A versatile **Team Lead** capable of achieving targets and providing the best customer experience for more than 20 years. My diverse portfolio of experience has given me an insight into handling multilingual teams in multiple geographical locations. My learning curve has traversed from leadership roles in well established companies to building companies ground up as an entrepreneur. Sales, Revenue and Growth being a key focus. My career goal would be to work in an organization that is truly transforming the next generation customer experience.

Competencies: -

Leadership

Project Management
Meeting deadlines/deliverables
Vendor and Resource Management
Excellent Communications & Team Player

Business Development

Transformed businesses in challenging conditions
Conversant with Sales, Marketing, Revenue Management
Expertise in the African, Middle East and Indian Subcontinent markets
Worked in mergers, acquisitions and developed products in nascent markets
Exposure to the Aviation, Advertising, Travel, Retail, Education and Manufacturing industries

Experience

Mitr Group & Lyfe Associates (Goa, India)

January 2012 – Present

Founder

Entrepreneur | Self-Funded | Yearly Business growth |

- Self-funded two organizations in the Travel & Retail Medicine industries
- Yearly turnover of Usd\$1 million and a business growth of 17% per annum
- Managed project priorities, schedules, risks and issues towards business delivery.
- Successfully conceptualized the business module, hired the best talent, trained them to ensure the businesses continue to deliver double-digit revenue growth
- The travel business has become the 4th largest in the state within 6 years from among 272 registered entities.
- The Retail Medical business has grown to two locations within 16 months from among 193 registered entities.
- Single handedly built a stable company by navigating all the government and industry requirements while focusing on creating a database of customers.
- Built SOPs for every aspect of our operations so that the end customer gets a consistent and quality service experience.
- Risk taker who ventured into business with no backing or investors.
- A team player who is patient with the employees and ensures that the end goal is always achieved
- The experience of managing multilingual teams and working in various countries/industries has given me a lot of insights

American Express Travel East Africa (Dar es Salaam, TZ)

January 2009 – December 2012

Managing Director

Region Head | Business Developer | Networker |

- Phenomenal revenue growth of 9% per annum in the region with my last turnover being Usd\$42 million per annum.
- Managed recruitment, training and operations across 5 countries with a clientele list of 47 top corporate clients
- Managed a multi-cultural workforce of 62 employees spread over these countries
- Expertise in applying performance data to evaluate/improve operations, target current and future business conditions
- Understanding and mitigating crucial regulatory, reputation and franchise risks
- Integrated new revenue verticals by bringing in Ground Service Agency (GSA) contracts from Oman Air, Zanair and Rwanda Air.
- Collaborated with the sales force and created Annual Travel Savings of close to 5% for most of our Corporate Clients
- Attended Global Travel Shows, Road Shows, IATA forums, Africa Union forums to promote tourism into Africa.

- Served as the Secretary of the Tanzania Travel Association for a term of one year (09/10)
- Worked closely with the Tourism Boards of each of the above 5 countries to develop Inbound Tourism

Air Tanzania (Dar es Salaam, TZ)

January 2006 – January 2009

Director, Sales & Distribution

Relaunched TC Ticket Stock | Member of Tanzania Civil Aviation Team | New Routes Launch | Airline Association Chair | Top Performer |

- Joined as Sales Director overlooking the strategic partnership between Air Tanzania & South African Airways
- Managed to bring up the Airline Sales turnover from Usd\$18 million per annum to Usd\$87 million per annum during my term
- The position reported directly to the Managing Director & the Board
- Managed the relaunch of the Air Tanzania ticket stock to the entire ticketing distribution channel with the support of IATA
- Contracted with close to 11,000 retail ticketing partners across the continent through Galileo and Amadeus Platforms
- Recruited and headed the operation of an entire back office of Reservations, Ticketing, Sales, Airport Support across the continent
- Oversaw General Sales Agency awards in the Middle East and Indian Subcontinent as a prelude to flight operations
- Managed strategic alliances and partnerships with domestic and regional airlines for code share/seat share arrangements
- Managed data, technology and infrastructure development in 14 new cities to ensure the network footprint
- Worked closely with the Civil Aviation & Airport Authorities team for flight slots and top of the line customer service
- Been an integral part of the Civil Aviation team recedes to Hong Kong, China, Mauritius, Thailand, South Africa and UK airports
- Chairman of the Airline Association in Tanzania for 3 years (06/09)
- Planned, managed and successfully executed SOPs on Corporate and Retail airline business for the organization

Other Experience

Kenya Airways (Dubai, UAE)

March 2001 – January 2006

Sales Manager

KLM Royal Dutch Airlines (Jeddah, KSA)

July 1999 – March 2001

Sales & Marketing Executive

Ogilvy & Mather Advertising (Bangalore, India)

July 1996 - June 1999

Senior Executive, Client Servicing

Education

Master of Business Administration

University of Nagpur (India)

June 1996

Bachelor of Arts

University of Calicut (India)

March 1994

Accomplishments

- **Head the International Relations faculty team at the Goa Institute of Management (GIM), a premier Business School in India. I oversee foreign university tie ups and an expanded footprint in the MESA and African continent for foreign student intake.**
- **Director at Aqua Control Valves Pvt Ltd, a Usd\$2 million Dollar Steel Valves Manufacturer. I manage and train the Sales work force on how to cold call and create opportunities for conversion. An integral part of the Board and architect of a 5 year Goal Plan for the company.**

Volunteering

- **Rotary International**
- **The Indian Red Cross Society**

I have given time to help the needy around as well by being a part of 2 world renowned service organizations. Working with volunteers and putting teams together from various backgrounds, linguistic skills, demographics have helped me further hone my expertise in leading teams to achieve a common goal. In the time I have been with the 2 organizations, I have singlehandedly raised Usd\$2.8 million through CSR/Donations towards projects like a) Child Health b) Water/Sanitation c) Rehabilitating the homeless d) Adult Literacy and numerous Disaster Relief Projects.