



ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)

Affiliated to Bengaluru City University

Accredited with "A++" Grade (4th Cycle) by NAAC | College with Potential for Excellence (CPE)

Ranked 72nd in NIRF 2020 by MHRD

#163, Brigade Road, Bengaluru – 560 025. Karnataka, India.

DEPARTMENT OF COMMERCE (TRAVEL & TOURISM)

in collaboration with



Presents

City Level Workshop

on

FOOD TOURISM: LEARN TO SELL EXPERIENCE

September, 4th 2021

10:30 am – 1:00 pm

on

Microsoft Teams

Staff Co-ordinator
Dr. Rathi David

Student Co-ordinator
Carina Rozario

Event Co-ordinator
Gabriela Daly

St. Joseph's College of Commerce was formerly a part of St. Joseph's College which was established in the year 1882. In 1937, the management of the college was handed over to the Jesuits, a worldwide catholic religious order with special focus on education.

The Department of Commerce was established in the parent college in 1949. In 1972 this department became an independent college under the name of St. Joseph's College of Commerce. It became an autonomous institution in October 2005. St. Joseph's College of Commerce was recognized as "College with Potential for Excellence" in February 2010 by UGC.

The institution has continuously been ranked as one of the top most colleges for commerce education in the country. St. Joseph's College of Commerce has been ranked 72nd among the top 100 colleges in India in the 2020 ranking list of National Institutional Ranking Framework (NIRF) under the Ministry of Human Resource Development. The college has undergone four cycles of NAAC accreditation, and has recently been accredited with A++ grade (4th cycle) with CGPA of 3.57 on 4.0 scale by NAAC.

The Department of Commerce is committed to delivering academic excellence in the domain of commerce studies and imparts holistic education for all-round development of students.

In the context of today's globalised economy, it has become increasingly important to develop an interdisciplinary approach to understanding the contemporary business environment and our Bachelor of Commerce Programmes have been streamlined to reflect just that.

The Bachelor of Commerce in Travel and Tourism management is a comprehensive and intensive undergraduate degree which is spread over three years. With a strong foundation in Commerce, this course specializes in the travel, tourism and hospitality industry- given the rapid growth and increasing importance of the travel and tourism industries in India and abroad, there is a need for high quality graduates for the same.

The World Food Travel Association (WFTA) started as an NGO has now become the world's leading authority on food and beverage formally known as culinary tourism and gastronomy tourism. They believe in the memories created by an area's food and beverage is what attracts visitors and what turns local residents into passionate ambassadors for their areas. Their main mission is to entitle local businesses with appropriate knowledge and tools to provide reach to new customers and gain a sense of competition in the food and beverage travel industry. The WFTA is the oldest and largest food tourism organisation in the world and is highly respected among food, beverage, travel and hospitality industries.

THE WORKSHOP

“There’s no love sincerer than the love of food” – George Bernard Shaw

The workshop conducted by Mr Ashwani Bhati is a journey to understand the culinary and gastronomy industries in association with the travel industry as well as dwelling into selling experience. The workshop aims to understand how the World Food Travel Association works in promoting local produce and communities.

THE SPEAKER

Ashwani Bhati is a farmer and founder of TheHorsesKing Organic Farms. He is working as Junior Ambassador at World Food Travel Association and Joint Secretary at IITTM NOIDA Alumni Association. Through his initiatives, Ashwani has helped people to experience different flavours of food. His focus of work has been on food tourism primarily. He is very bullish on all the experiences and strongly believes that food experiences are the future.



WORKSHOP SCHEDULE

TIME	SESSION
10:30 am - 10:45 am	Inauguration
10:50 am - 12:00 pm	Keynote Address
12:00 pm - 01:00 pm	Learn to Sell Experience - An Interactive Session

REGISTRATION IS FREE AND E-CERTIFICATES WILL BE PROVIDED TO ALL PARTICIPANTS.

[CLICK TO REGISTER](#)

For Any Queries

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