

A guest lecture was organised by The **Institute of Vocational Studies** for all the students on 7th March 2025. The theme of the lecture was **"Time to know about Online Travel"** *'embracing the digital shift'*.

Objective of the Lecture:

The primary aim of this guest lecture was to enlighten students on the evolving landscape of online travel and the significant role that digital advancements are playing in the tourism and hospitality sector. It also sought to familiarize attendees with emerging trends and tools in the domain of online travel management.

Summary of the Event:

Mr. Navneet Kaushal, an accomplished professional in the field of online travel and digital tourism, delivered an engaging and insightful lecture focusing on the theme **"*Embracing the Digital Shift*"**. The session highlighted:

- The increasing importance of online platforms in modern travel planning.
- Innovations and technological tools reshaping the travel experience.
- Career prospects in the online travel industry for young professionals.
- Real-world examples of successful digital strategies implemented by Webbed's.

Key Takeaways:

1. Understanding the influence of digital transformation on the global travel industry.
2. Insights into customer behaviour analysis in the context of online travel.
3. Introduction to tools and platforms streamlining travel planning and management.
4. The growing demand for skilled professionals in the digital tourism space.

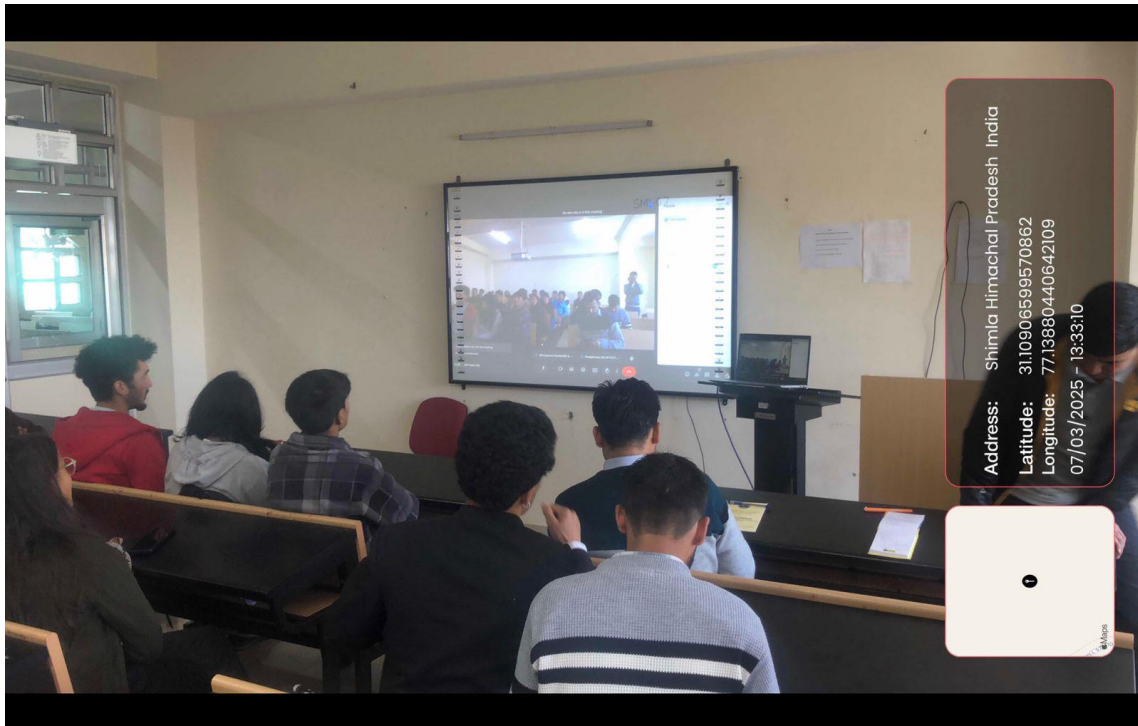
Outcome and Feedback:

The lecture was met with enthusiasm and curiosity from students, who actively participated in the Q&A session and expressed a keen interest in exploring career opportunities in the online travel sector. Many attendees appreciated the practical insights shared by Mr. Kaushal, which bridged the gap between academic knowledge and industry trends.

Conclusion:

The guest lecture proved to be a valuable learning opportunity for students, inspiring them to embrace the possibilities offered by digital transformation in the travel industry. The Institute of Vocational Study aims to organize similar events in the future to facilitate industry-academia collaboration and professional development for its students.







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