

## Report

November 13, 2023

Department of Business Administration – University of Sufism and Modern Sciences Bhitshah organized an online session on “Unlocking Potential: Youth Empowerment through Entrepreneurial Ventures in Hospitality and Tourism” on Monday, 13<sup>th</sup> November 2023. The session was held in the conference hall of USMS. The session started with a recitation of verses from the Holy Quran. Students of Business and IT/CS backgrounds attended the session.

The worthy Vice Chancellor, Prof Dr. Parveen Munshi graced the event by visiting the session and appreciated the department and students.

Dr. Lenni Yusni was a speaker. She is an Assistant Professor, at Universitas Asa Indonesia, Jakarta, Indonesia spared time from her busy schedule to discuss and interact with session attendees about entrepreneurial ventures. Lenni is Managing Editor of, the Asian Journal of Business Research, BoD Member, of Southeast Asia Research Academy (SEARA), and Co-Guest Editor of the special Issue of "Reviving Ecotourism Through Green Investments: A Sustainable Path to Recovery", Journal of Ecotourism. She has extensive work on entrepreneur-related themes.

The speaker talked about tourism and hospitality as a career path for students and aspirants. She discussed entrepreneurial avenues and opportunities and shared the approaches to capture entrepreneurial opportunities in tourism.

Learning outcomes:

- Students learned about tourism as a new field of knowledge
- Tourism and hospitality should be viewed from the nationwide lenses
- Tourism and hospitality is an emerging field of research, scholars of business administration should focus on this area as well
- Tourism and hospitality should be plugged into the curriculum as subjects of business administration.

Dr. Akhtiar Ali welcomed the guest speaker, Dr. Lenny Yusni, and Dr. Muhammad Nawaz Tunio moderated the session. The event ended with a Question-and-Answer session followed by a vote of thanks to the speaker by the moderator.



