



YOUNG HOTELIERS AWARD

YOUNG HOTELIERS AWARD 2015
RING YOUR IDEAS

Hospitality.vn
interaction unlimited

TDT
DAI HOC TON DUC THANG
TON DUC THANG UNIVERSITY





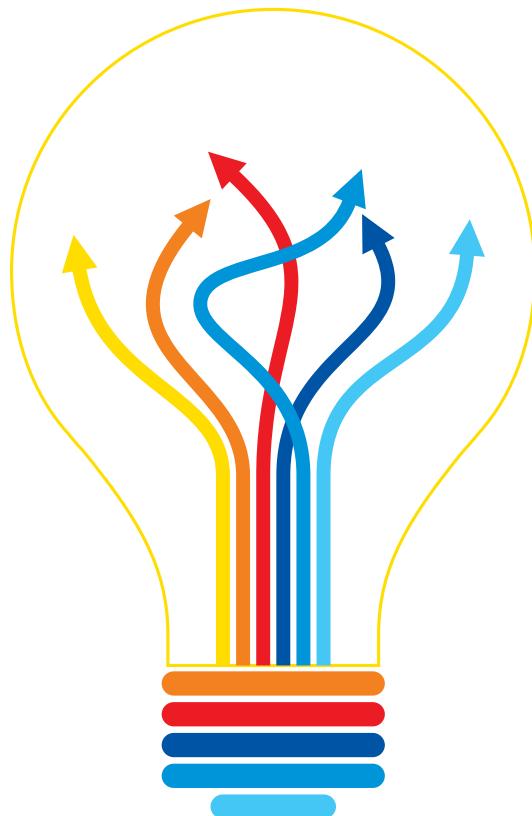
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SITEMAPS



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1. YOUNG HOTELIERS AWARD INTRODUCTION

ORGANIZING COMMITTEE :

Hospitality.vn
interaction unlimited

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TON DUC THANG UNIVERSITY



YOUNG HOTELIERS AWARD: Is the first national scale competition of ideas in the field of Tourism and Hospitality for all Vietnamese students studying in Vietnam and overseas.

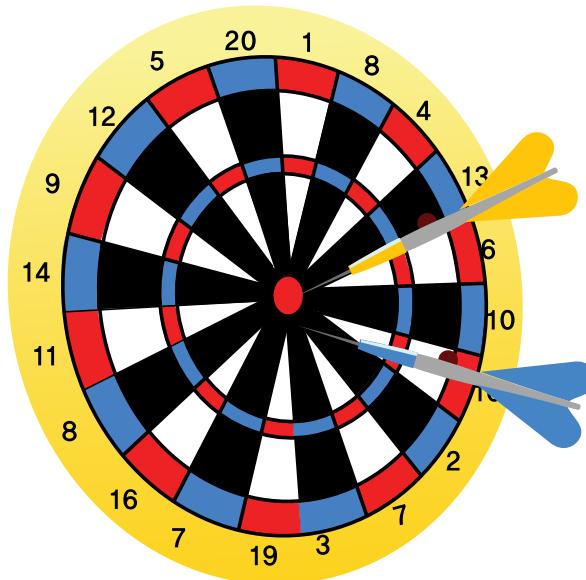
MISSION: Forming a new generation of human resources (professionals) in hospitality industry in the needs of the development as well as the globalization of Vietnam – a young, dynamic, ambitious and passionate generation



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1. YOUNG HOTELIERS AWARD INTRODUCTION

OBJECTIVES:



Atttracting the registration of 400 teams (1,200 candidates) participating in the competition from over 100 universities, colleagues and vocational training centers in Vietnam and Vietnamese students studying in the foreign countries also.

Creating a dynamic and professional platform for young students to challenge and assert themselves as well as improve their skills.

Inspiring the creativity in the young human resources and applying innovative and breakthrough ideas for the development of the industry.

Promoting responsible tourism to young workforce for the sustainable development.

Creating the linkage between enterprises and vocational institutions of the hospitality industry for improving training efficiency and quality of human resources in the future.



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1. YOUNG HOTELIERS AWARD INTRODUCTION

COMPETITION TOPICS

New business ideas; initiatives to improve the business performance of tourism and hospitality enterprises.

Innovative ideas to develop new tourism concepts and products.

Initiatives to enhance the efficiency of the state management in hospitality industry.



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2. CONTENT PLAN

REGULATIONS FOR APPLICATION

+ Applicant eligibility :

- Those who are 25 or less than 25 years old.
- Those who are students from a university/college/vocational school in Vietnam or currently studying abroad.
- Those who are currently working in the industry and graduated from university no more than 2 years ago at the time of application.

+ Apply for the competition as a group of 3 members.

+ Apply online via official media channels of the competition.





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2. CONTENT PLAN

PRISES

01

WINNER:

+ Value of 100,000,000 VND including:

- Cash
- Short-term abroad training course
- Career development mentoring program for one year (HOD)
- Memorials and gifts

01

THIRD PRIZE:

+ Value of 40,000,000 VND including:

- Cash
- Domestic management training course
- Memorials and gifts
- Career development mentoring program for one year (HOD)

01

RUNNER-UP:

Value of 70,000,000 VND including:

- Cash
- Domestic management training course
 - Memorials and gifts
 - Career development mentoring program for one year (HOD)

01

ADDITIONAL PRIZE:

+ Value of 10,000,000 VND including:

- Cash
- Memorials and gifts



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2. CONTENT PLAN

COMPETITION SCHEDULE:



Round 1:

Liberate your creativity

April 15 - May 30 2015

Round 2:

Trigger Your Ambition

May 30 - June 23 2015

Round 3:

Dreamer or Winner

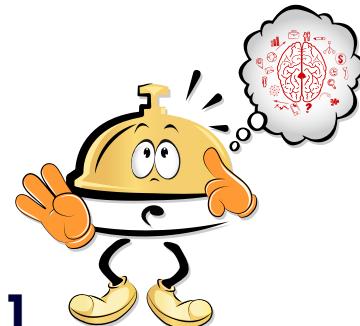
June 23 - August 1 2015



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2. CONTENT PLAN

COMPETITION PROCEDURE



Round 1 LIBERATE YOUR CREATIVITY

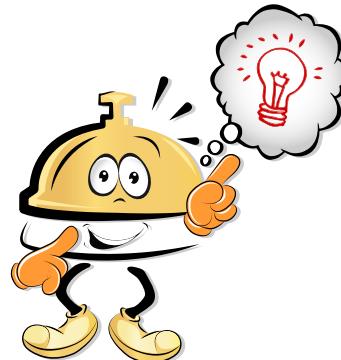
Formality: Online, uploaded on hospitality.vn

Submission includes:

- Name of project
- An image/graph illustrating the idea of the project
- A project description (no more than 150 words in length)

Evaluation:

- 40% of the final score is converted from the number of votes on Facebook fanpage.
- 60% of the final score is derived from the evaluation of examiners
- 20 best groups are qualified for Round 2.



Round 2 TRIGGER YOUR AMBITION

Formality: Online, uploaded on hospitality.vn

Submission includes:

- A short video illustrating the idea in Round 1 (no more than 2 minutes in length)
- A description (less than 150 words)

Evaluation:

- Entirely based on the evaluation of examiners
- 3 best groups are qualified for the Final Round.



Round 3 DREAMER OR WINNER

Formality: Duration of 2 days in Hanoi or Ho Chi Minh City. The final competition will take place at a 5-star hotel.

Submission includes:

- A slideshow presenting the idea within 10 minutes
- The final groups debate and defend their ideas

Evaluation:

- Entirely based on the evaluation of examiners.



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3. MEDIA PLAN

MEDIA TARGET

Attracting applications from more than 400 groups nationally (approximately 1,200 applicants)

Communicating about the image of a new workforce generation - young, energetic and ambitious.

Connecting 5 groups of stakeholders: State Administrative Body, Schools, Businesses, Specialists and Human Resources for the sustainable development of tourism.



MEDIA METHODS

ONLINE MEDIA:

- Official fanpage
- Official website
- Hospitality.vn
- Websites of 5 schools in collaboration

- Websites of media sponsors
- Student forums
- Press
- Television



OFFLINE MEDIA:

- Press conference in Hanoi
- Workshop in Ho Chi Minh City:
Career in Tourism, Restaurant and
Hospitality
- Promotion

MEDIA PLAN

Stage 1 (21/03/2015 - 15/04/2015)

Attracting the applicants and promoting the image of the competition



Stage 2 (15/04/2015 - 01/08/2015)

Boosting the marketing plan, attracting likes and view for the submissions of each group and spreading the heat of the competition

Stage 3 (01/08/2015 - 15/08/2015)

Resonating the success of the competition and building the basis for the following years.



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4. SPONSOR PACKAGES



Strategic Partner

9,000 USD



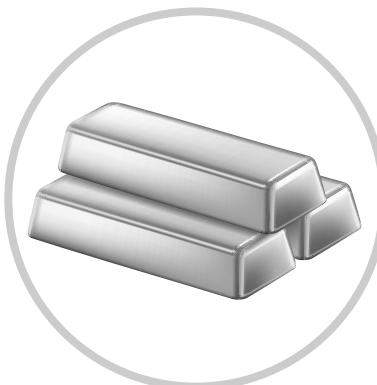
Diamond

5,000 USD



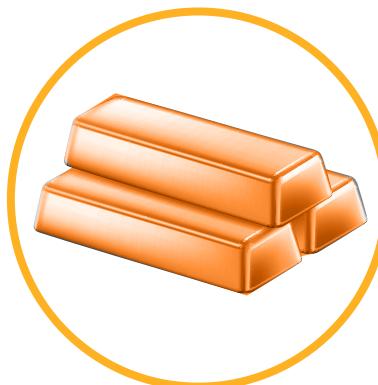
Gold

2,000 USD



Silver

1,000 USD



Bronze

500 USD



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