



# **JYOTI NIVAS COLLEGE**

Autonomous

Bengaluru , Karnataka

## **Overview of Seminar**

The Department of Tourism and Travel Management, Jyoti Nivas College Autonomous delighted to organise its Two Day National Tourism Seminar on 09<sup>th</sup>& 10<sup>th</sup> August 2016 addressing the theme “**Responsible Tourism and Rural Development: Emerging Opportunities and Challenges**” with an objective to enhance and create the sense of responsibility, cooperation and coordination between governments organizations, private sector, and civil society actors, to tap the potentials of rural India through Rural Tourism development. The Seminar is aiming to bring out an outlook on managerial and entrepreneurial perspectives of sustainable rural development in India by employing rural tourism as an effective device. The National Tourism Seminar is a forum for the tourism researchers, intellectuals and budding entrepreneurs to formulate innovative strategies in order to foster holistic responsible tourism development in rural India.

The seminar has provided stimulating experience to the delegates by providing the necessary foundation for an innovative and competitive entrepreneurial career in Tourism sector to be addressed on following subthemes:

- Contemporary issues and challenges in rural ethnicity
- Benchmarking innovations and new practices in responsible tourism development in India
- Public Private Partnership in Responsible Tourism growth
- Role of local community concerning Responsible Tourism at rural India
- Role of Entrepreneurship and innovation for quality Rural Tourism experiences

## **Inaugural Ceremony**

In a mission to inculcate into its citizens, a sensitive and proactive response to the social issues of the country, the Social Sciences Forum of Jyoti Nivas College Autonomous, Bengaluru held a two day National seminar on the 9<sup>th</sup> and 10<sup>th</sup> of August under the theme Revitalizing India.



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The event was inaugurated on the 9<sup>th</sup> at the JNC auditorium, graced by the presence of Sr. Elizabeth, Principal of JNC and Prof. Shivanand B Hosamani as Chief Guest and Guest of Honour, Prof. Sandeep Kulshreshtha.



The event advanced with the lighting of the lamp and a brief introduction of the guests by Prof. Sarah Samuel, Vice Principle of Arts. Mrs. Sarah Samuel welcomed the chief guests of the day and gave a brief introduction to their illustrious careers.



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Dr. Sr. Elizabeth. C S, the Principal, has delivered her conceptual presentation on the theme for the 2-day Golden Jubilee commemorative National Seminar “**Revitalizing India- Creating an Ecosystem for a Vibrant Nation**”.



She warmly welcomed the guests, staff and students and spoke about the rich history of India. She has emphasized the need to preserve our diversity, ensure the welfare of rural areas and above all, for equitable growth.

Ms. Leena Nair, from the Department of Economics, presented the overview of the seminar and the sessions which is followed by an excellent performance by the Indian Dance Team of the host college.



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Prof. Hosamani, Vice Chancellor of Rani Channamma University, in his brief talk included a calculated view of the scenario of the economic growth of India and the prominent trickle-down effect that impacts the life of many.

Following this, Prof. Sandeep Kulshreshtha of the Indian Institute of Tourism and Travel Management, Gwalior, gave an account on the diverse tradition and colourful culture of India and its influence on the economical impact on India's tourism.



Prof. Sandeep Kulshreshtha stated about how the ground or rural people needs to be benefited by the art and tradition of the community and the culture and heritage of the destination. The factors which are shifting the trend towards responsible tourism are



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increasing level of awareness, growing interest in heritage and culture, improving accessibility and environmental consciousness.





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Inauguration ceremony came to a close with the release of the Book of abstracts by the Department of Travel and Tourism which constitute the forum.

The panel discussion marked as the beginning of The National Tourism Conference, 2016 held by the Department of Tourism and Travel Management. The theme of the seminar was "Responsible Tourism and Rural Development: Emerging Opportunities and Challenges". The moderator of the panel discussion was Prof. Sandeep Kulshreshtha, Post- Director, IITTM Gwalior.

The panel discussion is moderated by Dr. Sandeep Kulshreshtha, Director, Indian Institute of Tourism and Travel Management (IITTM), Gwalior, an autonomous organization of the Ministry of Tourism, Government of India.



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He focused on the point of how we as an individual as a tourism student or a tourism professional can apply responsible or sustainable tourism in the field. He managed to differentiate responsible tourism to eco-tourism is by stating that Responsible Tourism is something which is concerned with the users (tourists) whereas eco-tourism or sustainable tourism are the things which need to be developed by the policy planners.

Next esteemed representative of tourism industry connoisseurs was Mr. Prakash Mandoth, Director, Federation of Karnataka Chambers of Commerce and Industry (FKCCI) and Ex. Chairman, Tourism committee – FKCCI .



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Dr. B Vijayakumar, Principal, Kerala Institute of Tourism and Travel Studies (KITTS), Thiruvananthapuram is the second panel member of the panel discussion session. He shared the initiatives taken in Kerala for showcasing the responsible tourism. In this programme, four major tourist destinations were Kovalam, Kumarakom, Wayanad & Thekkady.



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The Initial steps towards responsible tourism are sensitizing the stake holder, demand analysis, collection of basic information's on establishment, equipping local community, promoting local involvement, reduce / re use/ recycle waste.

The third panel member was Dr. K.S .Vijayalakshmi, Professor, Department of History, Bengaluru University. Dr. K. S. Vijayalakshmi started her point by quoting Mahatma Gandhi's statement "as human being is greatness lies not so much in being able to remake the world as being able to remake ourselves and remaking ourselves in the realm of tourism is what responsible tourism is all about". According to her, tourism should be used as a tool for better place to live in for the tourist and primarily the local people.



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**Panel Discussion: I**

**Golden Jubilee Commemorative Two Day National Tourism Seminar**  
**“Responsible Tourism and Rural Development: Emerging Opportunities and Challenges” -**  
**9<sup>th</sup> & 10<sup>th</sup> August, 2016 Technical Session Schedule**



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Venue: Jyoti Nivas College 'Research Cell'		Date : 09 <sup>th</sup> August 2016
Moderator : Dr. Sandeep Kulshreshtha, Director - IITTM , Gwalior		
Time	<b>Panellist : 1</b> Chairman , Karnataka State Tourism Development Corporation	<b>Panellist: 2</b> Mr. Prakash Mandoth, Director & Ex Chairman- Tourism Committee, FKCCI Bangalore
11; 15 am to 01:30 am	<b>Panellist : 3</b> Dr. B. Vijayakumar Principal Kerala Institute of Tourism and Travel Studies Thycaud P.O, Thiruvananthapuram Kerala	<b>Panellist : 4</b> Mr. M. S. Raghavan, Chairman, Travel Agents Association of India (TAAI) - Karnataka Chapter
	<b>Panellist : 5</b> Mr. Niranjan Sachidananda M/s Travellers Choice Bangalore	
<b>Lunch Break</b>		
<b>Technical Session : I</b>		
Session Chair : Dr. Yedla Venkata Rao, Head of the Department, Department of Tourism Studies, Pondicherry University		
Time	Paper presenter/s	Title of the Paper
2.15 pm	Opening Remarks by the Chairperson	
2:25 pm	Mr. Asif. G.A Assistant Professor & Ms Anju P.O Assistant Professor P.G Department of Tourism and Hospitality Management. MES Arts and Science College, Perinthalmanna, Kerala	Responsible tourism and its impact on economy and environment –A special reference to Soochipara waterfalls, Wayanad
02: 35 pm	Ms. B L Radhika Faculty of Commerce (Travel and Tourism Management) NMKRV College for Women, Bangalore	An Empirical study on responsible tourism in Gujarat: A case study on Hodka Community
02:45 pm	Ms K. Suneetaha Asst. Professor –Department of Tourism & Travel Management , Indian Academy College, Kalayan Nagar, Bangalore	Issues & Challenges – Innovations for quality Rural Tourism
02: 55 pm	Dr. S. Kannan Head of Department Institute of Hotel Management Catering Technology and Applied Nutrition – Bangalore	Public Private Partnership in Responsible Tourism Growth
03:10 pm	Saurabh Bharti Asst. Prof. Department of Tourism,	Responsible Tourism : Contemporary Issues And Challenges In Rural Ethnicity



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	Garden City College, Bangalore	
03: 20 pm	Mr. Shwetasaibal Samanta Sahoo Faculty - Hospitality & Tourism School of Management Studies, Ravenshaw University, Cuttack Odisha	Sustainable rural tourism strategies – A perceptive from Raghurajpur village in Odisha
03: 30	Open Discussion :	
03: 40	Concluding Remarks by the Chairperson	
<b>Technical Session : II</b>		
Venue: Jyoti Nivas College 'Research Cell'		Date : 10 <sup>th</sup> August 2016
<b>Session Chair: Dr. I.C. Gupta, Former Dean Faculty of Management and Tourism, Devi Ahilya University, Indore</b>		
Time	Paper presenter/s	Title of the Paper
09:30 am	Opening Remarks by the Chairperson	
09: 40 am	Ms Aswani & Ms. Smitha Murthy Co-Founder/Director, Trippin Traveller Online,	Responsible tourism – Growth prospects in India
09:50 am	Dr. Ravish Mathew & Dr. Anu Chandran Professors Dept of Tourism Studies , School of Management - Pondicherry Central University, Puducherry	The Multi-Stranded Facets of Responsible Tourism – a Holistic Inquiry of Model Initiatives in Africa Pertinent in the Indian Context
10:05 am	E.Amalan & Ms.M.L.Sowmeya Assistant professor PSG College of Arts & Science , Coimbatore, Tamil Nadu	Tourism influence and an integrated way of development in Rural India
10: 15am	Mr.A.Anuram & Mr. S. Vasanthakumar Assistant Professor – Catering Science and Hotel Management, PSG CAS, Coimbatore, Tamil Nadu	Role of rural tourism for development of Rural Areas
10: 25 am	Mr Parry & Dr. Anu Chandran R.C Professor - Dept. of Tourism Studies, Pondicherry University , Puducherry	Exploring the Prospective Role and Implication of the Responsible Agenda of Hosts in a Community Based Circuit in Madurai
10:35 am	Ms. Sneha. N – Lecturer & Research Scholar, Department of Travel & Tourism, Mount Carmel College- Bangalore	Marketing responsible tourism through Social Media
10: 45 am	M. S. Jayaharish & Mr. S. Jegadeesan Assistant Professor ,PSG College of Arts and Science, Tamil Nadu	Development of Rural Tourism : Challenges



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10:55 am	Mr. Nagarjuna G Lecturer- Department of Travel and Tourism Mount Carmel College, Bangalore	Policies and programmes of government in promoting Rural Tourism in India
11:05 am	Karthika .B, G & Ms. Usha Assistant Professor – PSG College of Arts and Science, Coimbatore , Tamil Nadu	Role of public private partnership (ppp) in promoting tourism in India
11:05-11:20 am	<i>Tea Break</i>	
	<b>Technical Session : III</b>	
11: 20 am	Vinoth Prabhu C.M PSG College of Arts and Science, Coimbatore, Tamil Nadu	The role of tourism public-private partnerships in Regional Development
11:30am	Prof Eabin Mathew The Oxford College of Hotel Management, Bangalore	Rural Development through Wine Tourism in Karnataka
11: 40 am	Prof. Reena Kole & Mr. Chandan.V Dept of Tourism Studies , Indian Academy Degree College, Bangalore	Bench marking innovations and new practices in Responsible tourism with reference to Nandi hills
11:50 am	Mrs. Shaheda Begum & Mr. Mukunda .B.G Department of Tourism Studies, Indian Academy Degree College, Bangalore	An over view of Economic and Cultural Impacts of Rural tourism: A case study on Karnataka and Andhra Pradesh.
12:00 pm	ZolienkhumJoute & Dr Joby Thomas School Of Business Studies And Social Sciences, Christ University, Bangalore	A Study on the Community Involvement in Tourism with Special Reference to Mawlynnong Village
12:10pm	Dr. Binoy T A & Mr. Ravikumara B M Department of Tourism administration Sahyadri Science College, (Auto) Shivamogga	Rural Tourism Development through Self-Help Groups
12: 20 pm	Dr. Binoy T A & MR. SHASHIRAJ U Department of Tourism administration Sahyadri Science College, (Auto) Shivamogga	Medical Tourism And Rural Karnataka – An Ethnic Medicinal Perspective
12:30	Mr. Naveen Kumar T.G (Research Scholar) & Dr.Binoy T.A Assistant Professor Department of P.G Studies and Research in Tourism Administration Kuvempu University, JnanaSahyadri, Shankarghatta	Rural Tourism entrepreneurial opportunities : A Study on Hyderabad Karnataka Region
12:40	Tanuja Gowda C & Ms Ronita Lecturer -Travel & Tourism Department St. Francis De Sales College, Bangalore	The Role of local community in the development of rural Tourism with special reference to Karnataka – A conceptual approach towards rural tourism in Karnataka



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12:50	Mr. Arunava Chatterjee Oxford College of Hotel Management Bangalore	Enhancing sustainable development through rural tourism experiences
01:00 pm	Open Discussion :	
01:10 pm	Concluding Remarks by the Chairperson	