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Telangana  
Tourism



TAKORADI  
TECHNICAL  
UNIVERSITY



VIDZEME UNIVERSITY  
OF APPLIED SCIENCES



BUE  
The British University in Egypt  
الجامعة البريطانية في مصر



University of Birjand



# National Institute of Tourism and Hospitality Management

Organised the

## 4<sup>th</sup> Joint International Conference On Tourism, Hospitality and Sustainable Development Goals

in association with

**Date: 2-4 March 2023**

**Ministry of Tourism, Government of India**

## CONFERENCE REPORT

Submitted to the Ministry of Tourism, Government of India  
By National Institute of Tourism and Hospitality Management, Hyderabad, India



## **DIRECTOR MESSAGE**

I am happy to introduce that the National Institute of Tourism and Hospitality Management (NITHM) is jointly promoted by the Government of India and the Government of Telangana in Hyderabad in the year 2004. Institute endeavors the holistic development of all related sectors coming under tourism and hospitality through the provision of education, training, research, and consultancy services. NITHM offers Bachelor and Master Programs in Tourism, Hospitality, and Hotel Administration, and students studying on the campus from various parts of India and across the globe for the past two decades.

It gives immense pleasure to inform that the NITHM has organized the 4<sup>th</sup> Joint International Conference on Tourism, Hospitality and Sustainable Development Goals from March 2-4, 2023 at NITHM campus, Hyderabad, India in association with its international and domestic partner universities/organizations. The aim of this conference was to provide a forum for international educators, scholars, researchers, industry professionals, policymakers, and students with the opportunity to explore and discuss issues in the topics of sustainable development and tourism.

Conference is supported by our partner universities from 12 countries and the countries includes from Latvia, Portugal, Tajikistan, Egypt, Uzbekistan, Ghana, Mauritius, Iran, USA, Bulgaria, South Africa and Mauritius. About 17 delegates attended the conference physically from Latvia, Tajikistan, Egypt and USA. Over 50 delegates attended the conference from various parts of the country includes Kerala, Tamilnadu, Karnataka, Orissa, Madhya Pradesh, West Bengal, and Delhi and so on. Conference is supported by the Ministry of Tourism, Govt. of India and Telangana Tourism

Total two keynote sessions and four panel discussions were held during the conference. Total 42 papers were presented (and the tracks include Tourism-23 papers, hospitality-12 papers and Business Management -8 papers).

I hope that the conference debates and deliberations would certainly help the stakeholders to know the progress, issues, challenges and opportunities to achieve sustainable development goals through tourism and hospitality sector.

Dr. S Chinnam Reddy  
Director, NITHM



Incredible India



## National Institute of Tourism and Hospitality Management

Organised

4<sup>th</sup> Joint International Conference

On Tourism, Hospitality and Sustainable Development Goals

Date: 2-4 March 2023

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## ABOUT THE CONFERENCE

National Institute of Tourism and Hospitality Management (NITHM) organised the 4th Joint International Conference on Tourism, Hospitality and Sustainable Development Goals from March 2-4, 2023 at NITHM campus, Hyderabad, India in collaboration with the Ministry of Tourism, Government of India.

Conference was supported by various stakeholders with their participation, and the list includes Telangana Tourism, Govt. of Telangana; Vidzeme University of Applied Science, Latvia; Lusófona University, Portugal; People Are Culture & Flip the Lens, USA; Luxor University, Luxor, Arab Republic of Egypt; Takoradi Technical University, Ghana; The British University in Egypt, Arab Republic of Egypt; The Engineering and Pedagogical College of Dushanbe, Tajikistan; University of Birjand, Birjan, Iran; College of Tourism and Service of Andijan (CTSA), Uzbekistan; University of Food Technologies, Plovdiv, Bulgaria; Jawaharlal Nehru Technological University Hyderabad; Telangana Chamber of Events Industry (TCEI)

Objective of the conference is to provide a platform to the wide range of scholars, policymakers, practitioners and other tourism stakeholders to discuss debate and deliberate on the role, issues, and challenges of achieving SDGs through Tourism and Hospitality. Approaches and practices of sustainable development goals in tourism and hospitality-related fields and make it more responsible and visible to the public. This will help the researchers across the field to come together and exchange the research and innovative ideas among the academic community and practicing entrepreneurs. Research papers and highly conceptual papers may address not only the following topics but mostly related issues of the tourism and hospitality sector. The themes of the conference are as mentioned below but not limited.

- Issues and challenges in achieving Sustainable Tourism
- COVID-19 Pandemic and Sustainable Tourism
- Promotion, Marketing, and Branding in Tourism and Hospitality
- ICT for Tourism and Hospitality
- Sustainability in MICE Tourism
- Entrepreneurship and Innovation in Tourism & Hospitality
- Environmental Issues, Climate Change.
- Responsible Tourism and Inclusive Tourism
- Heritage, Archaeology, Museums, and Sustainable Tourism
- Nature and Eco-Tourism.
- Sustainable Practices in Hotels



## **Call for Papers**

The abstract of the paper should be about 150-200 words, typed in Times New Roman with font size 12, clearly mentioning Name of Author(s), Title of Paper, Affiliated organization, Contact Number and email-id of Author(s). Full paper may have the text of 3000 to 6000 words. Papers must be typed clearly in the above format on A4 size paper with 1.5 line spacing with 1” margins on all sides and must be in APA 7 th style. Abstract and full paper should be submitted to [internationalnithm@gmail.com](mailto:internationalnithm@gmail.com) . All the accepted papers will be published in NITHM EARTH journal (peer reviewed journal) and edited book.

## **Advisory Committee**

- Professor Agnes Davidson, Rector, Vidzeme University of Applied Sciences, Latvia
- Ms. Meg pier, Founder People Are Culture, USA
- Prof. Sabreen Abd El Jalil the Dean of Tourism and Hotels Faculty, Luxor University, Egypt
- Prof Ahmed Y G Rahed, Director, Centre for Sustainability and Future Studies British University in Egypt
- Mafalda Patuleia, PhD, Head - Tourism Department, Lusófona University, Portugal
- Dr. Tarek A Rashed Vice President Civology LLC & Consultant UNDP
- Alizoda Alisher Hikmatullo PhD, Director, Engineering and Pedagogical College of Dushanbe, Tajikistan
- Professor Mohammad Eskandari Sani, University of Birjand, Birjan, Iran
- Mr. Alla Balram Babu, President of TCEI, Hyderabad
- Mr. Satyanarayana M, President, Telangana Facilities Management Council(TFMC), Hyderabad
- Mr. T V Shiva Rao, Hon. Director, Institute of Directors, Hyderabad
- Dr. Usha Yanamandra, CEO, Prowess Images, Hyderabad

## **Scientific Committee**

- Prof. Agita Livina, Director, HEPSI, Vidzeme University of Applied Sciences, Latvia
- Dr. Vanessa GB Gowreesunkar, University of Africa, Bayelsa State, Nigeria
- Eudora Hagan Ph. D, Department of Tourism Management Takoradi Technical University, Ghana.
- Fiona Eva Bakas, PhD, Tourism Lecturer at Lusófona University, Portugal
- Álvaro Lopes Dias, PhD, Professor of Strategy and Entrepreneurship at Lusófona University, Portugal
- Dr. Nimit Chowdhary, Professor – Jamia Millia Islamia (Central University), India
- Dr. Saurabh Kumar Dixit, Associate Professor and Head, North-Eastern Hill Universtiy, India
- Dr. Anil Gupta, Assistant Professor, University of Jammu, India
- Dr. Toney K Thomas, Asst. Professor, Mahatma Gandhi University, India
- Dr. Hasan Refaat, Dept. of Tourism and Hotels Faculty, South Valley University, Egypt
- Dr. Shem Wambugu Maingi, PhD, Kenyatta University, Kenya
- Dr. Mahendar Reddy, Asst. Prof. NITHM

**4<sup>th</sup> Joint International Conference on Tourism, Hospitality and Sustainable Development Goals**  
**March 2<sup>nd</sup> to 4<sup>th</sup>, 2023**  
**Inaugural Program**

**Day 01 (2<sup>nd</sup> March. 2023) - Time: 5.45 PM-7.20 PM**

**Venue – Open Air Auditorium**

**Program Table to be inserted here**

**INAUGURAL PROGRAM**

The inauguration of the 4<sup>th</sup> Joint International Conference on Tourism, Hospitality and Sustainable Development Goals on the 02<sup>nd</sup> March 2023, 05.45 pm at NITHM campus – Gachibowli, Hyderabad.

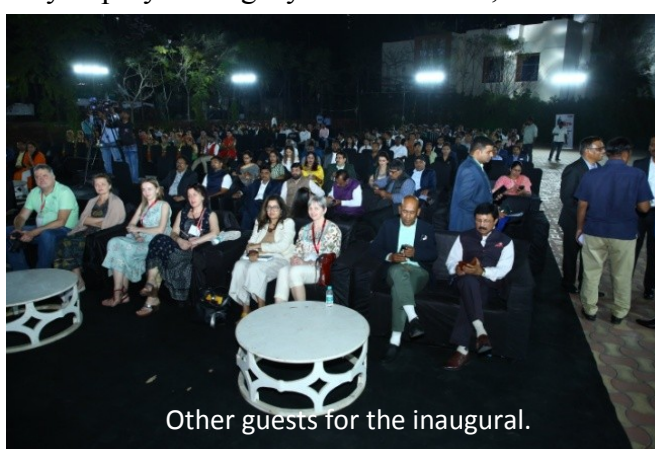
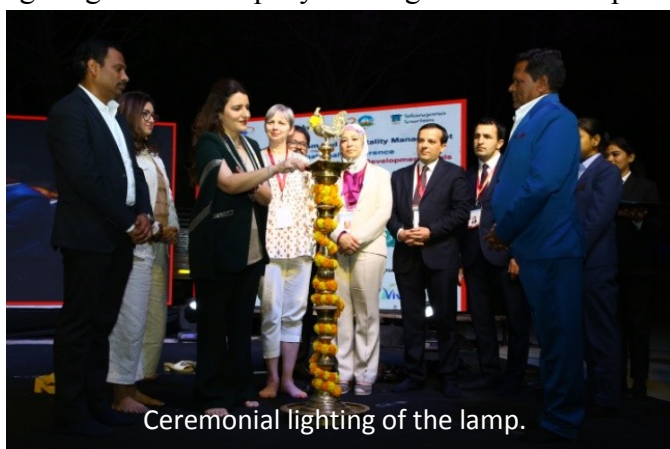
**Chief Guest**, Sri. V. Srinivas Goud, Hon'ble Minister of Prohibition & Excise, Sports & YAT & C and Archaeology, Govt. of Telangana. The Chief Patron was Mr. Sandeep Kumar Sultania, IAS, Principal Secretary, Youth Advancement, Tourism and Culture, Panchayat Raj and Rural Development, Chairman NITHM.

Guests of Honor were:

1. Sri. CV Shankar Reddy, Asst. Director, Ministry of Tourism, Government of India;
2. Prof. Agita Livina, Professor & Director, Vidzeme University of Applied Sciences, Latvia;
3. Prof. Rabizoda Najibullo, Director Engineering and Pedagogical College of Dushanbe City, Tajikistan;
4. Prof. Kurbonov Ermakhmad Sultanalievich, Vice-Rector, Science & Innovation, International University of Tourism and Entrepreneurship of Tajikistan;
5. Prof. Vanessa GB Gowreesunkar, Professor of Tourism, University of Bysala / Anant National University, Mauritius;
6. Sri., Ravi K Bura, General Secretary, TCEI, Hyderabad
7. Prof. Heba Ibrahim Maharan, Vice Dean, Luxor University, Egypt;
8. Ms. Varsha Chaturvedi, Founder - Prowess Image by VChic.



The program commenced with the singing of the Indian National Anthem. This was followed by ceremonial lighting of the lamp by the dignitaries accompanied by a prayer song by Ms. Sannidhi, BBA 4<sup>th</sup> Semester.







Welcome speech by NITHM - Director and Conference Secretary, Dr. S. Chinnam Reddy

The Welcome Address was given by Director and Conference Secretary, NITHM Dr. S. Chinnam Reddy. As he welcomed each Guest of honor on the dias, dignitaries, delegates, industry guests and the entire gathering. Thereafter gave a brief report on NITHM's activity and the sustainability contributions within the campus; mentioning that the college is enthusiastically following Harita Haram initiatives along with Green Energy and Water harvesting apart from Quality Education. The key to success is going beyond the class room. He urged the gathering to use this conference as a platform for learning.



The

Guest of honor Mr. CV Shankar Reddy mentioned that this conference will help many of the international delegates to be benefited in the tourism & hospitality - as this industry is booming and is a contribute for so many countries GDP. He stressed on the tourism sustainable development goals and how if we follow them diligently, how we would be able to achieve them as well. He encouraged the students and delegates' to use the conference to benefit the sharing of knowledge.



Sri. CV Shankar Reddy, Asst. Dir., MoT- Hyderabad.

Prof. Vanessa GB Gowreesunkar mentioned about the 17 SDGs and Unity in Diversity. She made a comparison of each of the SDGs with reference to India and Mauritius. The Delegate from Luxor University, Egypt –

Dr. Mohammed Mustafa spoke about the 4 Pillars of Sustainability - Social, Economic, Cultural, and Environmental Sustainability. He also mentioned the importance of having high cultural awareness.



Professor. Khorkashov Islombek Sangakvoich Vice rector- Science & Innovation, International University of Tourism and Entrepreneurship of Tajikistan, spoke about the four forms of Tajikistan Tourism – Adventure Tourism, Recreational Tourism, Historical Tourism, and Eco – tourism.

The dignitaries were felicitated by Director - NITHM and Vote of Thanks was proposed by Dr. G. Mahender Reddy. Asst. Professor, NITHM & Conference Coordinator.





Sri. CV Shankar Reddy



Prof. Agita Livina



Prof. Rabizoda Najibullo



Prof. Kurbonov Ermakhmad Sitanalievich



Prof. Heba Ibrahim Maharan



Ms. Varsha Chaturvedi



Prof. Varesa GB Cowreesunkar



Sri. Ravi K Bura



Guest of honor on the dias



The Cultural Program commenced at 07.30 pm where we had performances from the Department of Culture, Government of Telangana as well as our students. The Department of Culture performed Perini – the classical dance form of Telangana; Kolatam – An Indian folk dance; and Fusion – combination of traditional and modern dance form. The cultural performances of the students of NITHM were a combination of Bharatanatyam, Batukamma and a hip hop of Bollywood and Tollywood dances. The finale to the wonderful evening was with a lip smacking dinner.







**DAY-02 (FRIDAY)**  
**Keynote Session-1**  
**03 MARCH 2023 Time: 09:30 am – 11:30 am**  
**Venue: Auditorium (Lake Side), NITHM**

***Topic: SUSTAINABLE PRACTICES IN TOURISM AND HOSPITALITY***



***Session Coordinator:*** Ms. Kiran Mayi Audina; Asst. Prof. Hospitality, NITHM, Hyderabad

***Speakers:*** 1. Dr. Safoev Abdumajid Karimovich, International university of Tourism and Entrepreneurship of Tajikistan. Dr. 2. Prof. Sandeep Kulshreshta, IITTM, GOI, Gwalior 3. Mr. Valmiki Hari Kishan, Founder & Managing Partner - Valmiki Tourism

**1. Prof. Sandeep Kulshreshta, IITTM, GOI, Gwalior:** He addressed the session with a message on covid-19 and its domino effect on the Travel and tourism industry. He stated that UNWTO and WTTC predicted the future tourism would be driven from Asia highlighting the opportunities for India as a tourism destination of the world. He gave insights into the tourism trends in 2022 such as Artificial Intelligence,





Experiential Tourism, Internet of Things, Contactless Travel, Big Data & Analytics, Post-Pandemic Tourism, Tour Premiumization, Ecotourism, Block chain. Factors which are shifting the trend towards sustainable tourism are Increasing levels of awareness, growing interest in nature, heritage and culture and Improved accessibility and Environmental consciousness. He highlighted that people are closer to nature after covid-19 and so sustainable tourism requires extensive urban and rural planning. Waste management is very important in all the places and regions promoting tourism. He stated that tourism is also promoted as a tool for stress management. The keynote ended with challenges to sustainable tourism - carrying capacity, limited resources and over tourism.

## 2. Mr. Valmiki Hari Kishan, Founder & Managing Partner - Valmiki Tourism: His keynote focused on the



responsibilities of a tour operator in mediating SDG's for better tourism prospects. He spoke on "Project CBET Community Based Ecotourism" in Medak which provides earning opportunities for local residents in tourism promotion. He stated the importance of homestays during festivals in showcasing the local culture. He spoke on the significance of a family travel consultant which is an emerging profession since travel has become a necessity for everyone. Travelers lack of etiquette and the need to respect the local culture and beliefs has been highlighted.

The demand for virgin destinations has been on the rise post pandemic. Pandemic transformed the tourism industry to be resilient and it bounced back with new forms of tourism such as revenge tourism. He concluded the session with some pointers on the "Aao desh dekho" initiative to promote domestic tourism.

## 3. Dr. Safoev Abdumajid Karimovich, International university of Tourism and Entrepreneurship of Tajikistan.

The Keynote gave an opportunity to the keynote speaker to highlight Tajikistan as tourism destination for all. The country is dotted with Untouched, unspoiled and unrivaled tourism destinations. Tajikistan is an oddly shaped, mountainous Bom-i-Dunya, meaning 'The Roof of the World'- this is the Pamir Highway. The Pamir Mountains are renowned for their unparalleled beauty, offering magnificent scenery and rural landscapes, making for an exhilarating trekking destination. He concluded the session with insights into their culture and food habits.



**DAY-02 (FRIDAY)**  
**Keynote Session-2**  
**03 MARCH 2023 Time: 11:30 am – 12:00 pm**  
**Venue: Auditorium (Lake Side), NITHM**

**Topic: ROLE OF RESEARCH ACHIEVING SUSTAINABLE DEVELOPMENT GOALS**



Session Coordinator: Dr. Niraj Gohil, Asst. Prof. Tourism, NITHM, Hyderabad Speakers: 1. Mr. (Dr) Nimit Chowdary, Professor of Tourism, Jamia Mila Islamia, New Delhi 2. Ms (Dr) G Vanessa, University, Professor of Tourism, Bysala and Anant National University, Mauritius 3 Ms. (Dr.) AgitaLivina Professor of Tourism, Vidzeme University, Latvia

**Summary:1. Prof. Nimit Chowdary:** As a keynote speaker, he addressed gathering by dividing his talk in two part where in his first part he spoke about the report card of India in achieving the 17 sustainable goals of world



and in second part of discussion he emphasised on various ways how India have achieved or achieving further these goals and what re the present status of Tourism and Hospitality Research in India and what are the major challenges among the researchers or scholars of India in present day of education and research system. He discussed about how India have reduced the poverty from 45% (1993) to 28% (2020), Zero hunger from 27.5% (1993) to 3.77% (2020), Life span 61.2 years (1990) to 69 years (2019) clean water from 74% 1990) to 93% (2019). India have achieved consistency in economic growth 7.5% from 2014 to 2019 (post pandemic 6.5%).

Tourism is in transformational stage in the world. It is contributing as economic engine to many countries of the world and source of employment (every 4 jobs out of 10 jobs). In his views travelling is therapy, to people for



teaching, learning, awareness and education. It creates the responsibility among the travelers and hosts. So responsible and experiential tourism is need for the hour. In India tourism can be promoted s non-religious or non-pilgrim's activity, which can give positive results for our youth to come out form stress, depression and low psychological environment.

He emphasized that presently there seven major challenges in front of Indian researchers and scholars as:1. Lack of data, 2. Limited resources 3. Lack of proper Funding 4. Low research capability 5. Multiple stakeholders 6. Local or community involvement and 7. Lack of discussion on policy making, implementation and results.

**2. Prof. G Vanessa:** Began speaking on significance of research in present scenario of Tourism and Hospitality industry. She emphasized that methodology is key to research. Research is very important for the progress of nation or society. Research is associated with daily life and it the way to find out the solutions of the problems in our daily life. So research is the only way to achieve the sustainable goals in world. Research in tourism and hospitality need to be adopted the way of tourism resources are different form one destination or country to other destination. She also stressed that research for academicians is the way to show their contribution to the respective area and it make the recognition for a researcher and encourage to do further specific interest research.



**3. Prof. Agita Livina:** In her discussion she majorly discussed about the different types of landscapes which can be used by researchers and scholars in their research to achieve the SDGS's goals. The Landscape is an aesthetic resource of nature. The cultural or natural landscape has a central role in tourism including fulfilling dreams and fantasies. and influencing behaviour (Tarkeri, 2004). Interaction between natural conservation and cultural conservation there are different types of Landscapes: Spiritual landscape, Memory, Historical, Urban, vital Abandoned Traditional, Rural landscapes. Diversity of these landscape and application in tourism could be result as Natural conservation and protection, Sustainable tourism, Increase of visitors and Business development. Today, tourism can be play a vital role as liaising or mediator role in interaction between culture, nature and human beings. So researchers support this development of interaction with their research work and contribution.





Keynote Session-1



Track 3



Keynote Session-3



Keynote Session-2



Track 1



4th Joint International Conference on Tourism Hospitality and Sustainable Development Goals March 2-4th, 2023			
Session Track 1 SUSTAINABLE DEVELOPMENT & TOURISM Date: 03/03/23 Venue: Training Hall, Academic Block, First Floor Time: 2.00PM to 3.30 PM			
SessionsChairs: 1. Prof. Ramakanta Prusty, Director, BP College of Business Administration, Ahmedabad, Gujarat 2. Prof. Dalia Saleh Abdal Wahab Farah, Associate Professor, Luxur University, Egypt Rapporteur: Dr.Niraj Gohil, MBA (T&H) Course Coordinator, NITHM, Hyderabad			
S.No	Name of the Delegate	Affiliation address	Title of research paper
1	Singhanian VS & Deepanjali Mishra	School of Humanities, Kalinga Institute of Industrial Technology, India	<b>The Impact Of The Spirituality Documentary ‘The Secret’ Written By Rhonda Byrne With An Emphasis Of The Growing New Thought Movement</b>
<b>Outcome &amp; Suggestions</b> The impact of a spiritual documentary on a culture can vary based on factors such as its content, message, and cultural context."The Secret" documentary have inspired many individuals to take charge of their lives and pursue their dreams with renewed focus and determination. <i>Researchers have suggested that such documentary can be one strategy to create lasting impact on the cultural landscape, and its influence is likely to be felt for many years to come. so there is a need to make and promote such documentaries for Indian tourism.</i>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
2	Dr.Praveen Kumar	Mohan Babu University	<b>Study on Telangana State's Tourism Promotion</b>
<b>Outcome &amp; Suggestions</b> Discussed about various initiatives taken by Telangana Sate Government to promote sustainable tourism in the state. <i>Scholar has suggested that TSTDC must promote remote and state’s lesser-known tourist destinations. There is a need to adopt more strategies to promote these destinations</i>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
3	Ms. Archita Patnaik	School of Humanities, KIIT University	<b>Essence of Indianness as Portrayed In the Gloden Globe Movie ‘RRR’ From the Lens Of The Tourism</b>
<b>Outcome &amp; Suggestions</b> Tourism and Bollywood have become closely connected terms in today’s world. If a closer look is taken, it won’t be wrong to say that tourism has become the base of Bollywood. Bollywood has become a mirror image of the Indian culture purely produced for entertainment. Indian movies are promoting intercultural movies as it is a reflection of the cultural exchange from language to realm of food, music to architecture, geographical beauty to film canvas. RRR is one kind of that movie which has impacted a lot to tourist and tourism industry. <i>Suggestions: India should promote such film tourism to take the advantages of Indian destinations. The</i>			

*movie like 'RRR' should be more promote by the film industry itself to get the more can enhancement of the cross- cultural exchange for promoting and sustaining the culture of India.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
4	Ms. Jayasmita Kuanr Dr Deepanjali Mishra	School of Humanities, KIIT University	Impact of Dance And Music In Tourism: A Study of Musical Heritage of Odisha

#### **Outcome & Suggestions**

The most well-known Odia expression, "bare mase tera parab," which roughly translates to "thirteen festivals in twelve months," is used once more to encapsulate the potential for festival tourism in relation to dance and music in the state of Odisha.

*The research scholars have suggested that on behalf the government and tourism stakeholders, an effective marketing plan mapping the potential of the festivals of Odisha should be presented in the international arena. There is more need to analysis of these dances if the Odisha State to get the maximum out for tourism promotion and development.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
5	Ms. Golak Bihari Palai Dr Deepanjali Mishra	School of Humanities, KIIT University	Potential of Car Festival of Puri And Its Impact on Tourism: A Study on Chandan Yatra and Suna Besha

#### **Outcome & Suggestions**

The Car festival of Puri is one of the important parts in tourism industry. It attracts cultural tourists to local community events to promote cultural exchanges between tourists and resident.

*Research scholar has suggested to take more systemic and micro way to analysis of this festivals so it can realty be benefits for tourism and more to local community of that place.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
6	Ms. Suman Jana & Dr Deepanjali Mishra	School of Humanities, KIIT University	Impact of tourism on Bollywood

#### **Outcome & Suggestions**

Over the years, Bollywood has emerged as the dominant force in Indian cinema and has contributed significantly to the growth and development of the industry. It has also played a key role in shaping Indian culture and society, influencing fashion, music, and popular trends.

*Research Scholar have empathized on that there should be equal representation must be given for smaller regional cinema industries and provide the better way to promote their industry and get the benefits alike Bollywood and same time it can boost the positive impact on tourism at regional and national level.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
7	Ms Freeda Maria Swarna M Mr. Shaheed Khan Mr. Kannan R Mr. P. Amarnatha Reddy	Director, Dharthi NGO, Bangalore	Community Based Ecotourism (CBE) in India, challenges and opportunities for SDG implementation

#### Outcome & Suggestions

This research paper is to assuage the challenges and opportunities that Community-based Ecotourism (CBE) products in the Indian Tourism and Hospitality milieu face in the implementation of SDGs and the challenges and opportunities that are being faced. The paper presents a work in progress that has been undertaken across states in India to establish a connect; usher in a discussion in the context of CBE, the strategies adopted, the interventions, the issues of common property and the opportunity to juxtapose the implementation of the Sustainable Development Goals (SDG) and bring about change in the community as intended by the goals.

*The researcher suggested that collected baseline data and information through this paper can become insight for further research, which will enable one to assess the impacts viz., Economic, Social and Environmental, albeit in a cumulative manner. The researcher also raises the question of SDGs being implemented in the SPVs with a specific intent or just as another administration measure and intervention which ultimately brings in the necessary change in the CBE ecosystem and to the community at large, which finally mirrors the cause of Global SDGs.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
8	Ms. Parvathy Dr Deepanjali Mishra	School of Humanities, KIIT University	Impact of Indigeneous culture on the development of tourism in Kerala

#### Outcome & Suggestions

Religious tourism is another field of tourism slowly evolving in the state. Various pilgrimage centres of the major religions in the state, Hinduism, Christianity and Islam have been renovated and thrown open for tourists. Religious conventions have greatly helped in promoting heritage tourism as well.

*Researchers has recommended that Kerala government along with centre government can make an efforts to get the status of these pilgrims site as world heritage site by UNSECO and further accelerate the tourism in the state and as a whole India.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
9	Dr Deepanjali Mishra Ms. Minhyeong Lee	School of Humanities, KIIT University	Cultural Similarities Of South Korea And India: An Analysis With Reference To Their Festivals

### Outcome & Suggestions

Indian festivals are one of the major instruments to promote tourism and may similarity can be seen within India like Lohri in the Northern India, Makar Sankranti in the states of Andhra Pradesh, Pongal in Tamil Nadu, NuaKhai in Western parts of Odisha. Similarly, the harvest festival is celebrated across the world in the form of Chuseok in South Korea, Happy Thanksgiving in United States of America, Canada, Grenada, Saint Lucia, Liberia, and unofficially in countries like Brazil and Philippines as Thanksgiving day

*The researcher with this comparative analysis suggested that these festival can able to promote unity and diversity across the globe and may able to create international peace and cultural exchange.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
10	Ms. Lalitha & Dr. Hemanth Peesapati	NITHM	“Nature & Eco Tourism-Visakhapatnam: A Case Study”

### Outcome & Suggestions

Based on secondary data research, Visakhapatnam as a business capital of Andhra Pradesh State has vital potential for eco- tourism. The researchers have understood that there is an excellent potential for tourists and the local people to understand the need for ecotourism. The government involvement in ecotourism development is very low. The government's focus is to develop Visakhapatnam as a tourist hub by developing infrastructure in and around the city. At the same time, it has started various projects under private investors or tourism entrepreneurs. The pressure to build up a modern city on the lines of metros and technologically developed cities without appreciating the uniqueness of Visakhapatnam and its landscape is destroying the essence of the city.

*In this paper the scholars have pointed out that govt. should emphasized Involvement of youth with their support, the local fishing community, hotels and tourism sector should be the need of the hour to bring in holistic development and preservation. They also indentify that more initiatives need to be provided by the government and social welfare organizations or Public Private Partnerships (PPP), CSR from the newly developing SEZ etc can help in branding Visakhapatnam as a vibrant city*

S.No	Name of the Delegate	Affiliation address	Title of research paper
11	Ms. Shanti Chandwani Ms. Ritu Deva Odedra	Marwadi University, Rajkot, Gujarat	A Study on Sustainable Tourism Development Practices in UAE

### Outcome & Suggestions

The growth of the UAE's tourist industry has been significantly influenced by the sustainable tourism sector. The nation has adopted a number of approaches to encourage tourists to respect the environment and local culture, and has made a deliberate effort to promote responsible and sustainable tourism practices. To lessen the negative effects of tourism on the environment, the UAE has made significant investments in eco-friendly infrastructure, including solar-powered hotels and environmentally friendly Modes of transportation.

*The researcher suggested that studying UAE as successful model, India should learn form such success stories and adopt such way of development in India.*



S.No	Name of the Delegate	Affiliation address	Title of research paper
12	Dr.S.Kumaran, Mr.Manjeet Singh, Dr.S.Ananth	Alliance school of Business, Banglore	Siruvani Waterfalls- A sweetest waterfall in Coimbatore: Tourists Perception.

#### **Outcome & Suggestions**

Hilly region as adventurous tourism. By visiting Waterfalls, tourists feel leisure and gain different experience in the forest areas. Most of the waterfalls are located inside the forests and tourists having trekking ability only can visit waterfalls. One has to trek few kilometers to reach Siruvani waterfalls, which is located in Western section of Coimbatore.

***Suggestions: The Tamil Nadu Tourism Development Corporation (TTDC) has to form a exclusive website about Siruvani Waterfalls and provide valuable information like location, importance, season etc. for attracting the tourists. Tamil Nadu Tourism Development Corporation office in Coimbatore can organize one day visit programme covering Siruvani Waterfalls, Isha Yoga Centre, etc. TTDC can organize trekking programme to Siruvani waterfalls and Siruvani Dam for college students and school children. Tourist Information centre has to be created at Bus stand, Railway station and Airport to facilitate the tourists for better tourism planning. The approach road leading to waterfalls has to be improved and if possible, transport arrangement has to be made up to the waterfall. For Women, a separate bathing facility must be made in the waterfall area. The dress changing room facilities has to be improved for Women.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
13	Ms. Malavika Vijayan	Central University of Kerala	Role of Bureaucracy in Promoting Sustainable Tourism in Kerala; A Study on Bekal International Beach Festival

#### **Outcome & Suggestions**

Bekal Beach International Festival which is the first international beach programme can be considered a successful programme. The organizing committee succeeded in implementing sustainable tourism practices throughout the beach festival. The unexpected crowd of 10 lakh people approximately led to mass tourism. The carrying capacity of the tourist area of Bekal is overflowed. So, the problem of pollution, degradation of natural resources, etc. were there due to mass tourism. The bureaucracy played a pivotal role in all stages such as planning, policy formulation, implementation, and evaluation of the programme. The bureaucrats were the actual stimulator of the development of the local economy, social upliftment of the region, exploration of the cultural identity of the region, and environmental conservation in The Bekal as well as Kasaragod district through the implantation of the Bekal International Beach Festival. The link between the bureaucrats and the stakeholders engaging in the programme was the key element of the success of the festival.

***Research Scholar pointed out that though it was the first international beach event organized, it will be considered a success but there are some gaps in ensuring sustainability by the authorities. He suggested that The bureaucrat or must fill the gap in implementation stage to result out this event an more effective sustainable way.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
14	Dr.Sandeep Kulshreshta	IITTM, Gwalior, MP	Issues and Challenges of Sustainable Tourism A Case study of Himachal Pradesh

### Outcome & Suggestions

Himachal is known for natural beauty and blending of different socio cultural aspects practiced in Chamba, Kangra, Kinnaur, Lahauli, Gaddi, Pangwal, Khampa etc. Inhabitants in Himachal are craftsman, weavers, basket makers, silver smiths, painters etc. This study is an attempt to find out the impact of tourism and explores the various areas of sustainable tourism where the Public Private and People Partnership (PPP) can wedlock and develop into a role model for sustainable tourism.

***Suggestions: There is need to develop region specific sustainable planning with more role of state government. Planning execution should be based on basic governance structure of a place. There should be proper study on carrying capacity of the Himachal State .More waste management practices need to adopt for the state destinations.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
15	Mr. Sivananda Reddy Dr. Praveen Kumar Ms. Rachitha chintakunta	Mohan babu university, Tirupati, AP	Aspects of COVID-19 Pandemic and Sustainable Tourism Development

### Outcome & Suggestions

The COVID-19 lockdown has had a detrimental effect on both the global economy and peoples' quality of life. The COVID-19 pandemic condition also opens up new opportunities for sustainable tourism growth in the near future due to its effects on the social, economic, and environmental systems.

***Research scholar suggested that Sustainable tourist development will need research on mortality condition, pandemic, natural disaster, and economic crisis in the post-COVID-19 context. A number of factors, including post-crisis management strategies, the tourism disaster lifecycle, micro-level emergency management, hospitality, small and medium-sized enterprises (SME), technology trends, and knowledge management, were once again suggested by as being essential for sustainable tourism. Moreover, addressed special interest tourism, impact evaluation, and sustainability concerns, and [44] highlighted trend analysis for potential future tourism growth.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
16	Mr. Kurbonov Ermakhmad Sultanaliyevich Dr. Rabizoda Najibullo Dr Gulova Shahlo Mirahmadovna	International University of Tourism and Business of Tajikistan	Tourism opportunities of The Republic of Tajikistan: Status and Prospects

### Outcome & Suggestions

Nowadays, the tourism industry in a number of countries is considered one of the most profitable. On the other hand, this industry is an industry that creates a large number of vacancies. Therefore, in the conditions of the Republic of Tajikistan, the development of this industry can create a large number of empty jobs and provide more unemployed with permanent work. At the same time, if plans are implemented, the level of profitability in this industry will increase tenfold, which will certainly lead to an increase in the welfare of the people. Thus, in the Republic of Tajikistan, the issue of tourism development is one of the important components of the socio-economic policy of the state, whose tasks are aimed at the development of tourism and its market entities in order to improve the forms of tourist services and strengthen through them the Political, economic and social situation.

***Suggestions: The reconstruction of roads and the improvement of transport services. the construction of hotels that meet international standards and other service facilities are needed by authority of the country. The promotion and encouragement of tourist areas and the attraction of domestic and foreign investments required in the country to develop tourism industry in Tajikistan will lay a great foundation for the development of the country's economy.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
17	Mr. Sharath Prakash P Dr. S.P. Mathiraj	Department Of Tourism And Hotel Management , Alagappa University	Impacts of Dark Tourism in Naduvattam for the Economic and Social development of Nilgiri District, Tamil Nadu

### Outcome & Suggestions

The ancient sub-jail in Nilgiris is a prime example of dark tourism in India. While it offers a glimpse into the country's colonial past, it also raises questions about the ethics of profiting from a site associated with suffering and tragedy. Ultimately, the decision of whether to visit the sub-jail is a personal one that should be made with sensitivity and respect for the site's history. Dark tourism in Naduvattam has the potential to have significant social and economic impacts. By highlighting the regions troubled past, it could create opportunities for dialogue and healing, as well as promote cross-cultural understanding and appreciation. It could also generate revenue and create jobs, helping to boost the local economy

***Suggestions: it is important to approach this type of tourism with sensitivity and responsibility, and to engage with local communities and stakeholders in the development of any tourism strategy. Careful planning and responsible practices, dark tourism could be a valuable tool for promoting social and economic development in Naduvattam***

S.No	Name of the Delegate	Affiliation address	Title of research paper
18	Dr. Niraj Gohil	NITHM, Hyderabad, TS	Tourism & Hospitality Institutions Role in Sustainability: A Study on Evaluation Of Tourist Awareness Programme Conducted at Hyderabad Under SAP, MOT, Govt. of India

### Outcome & Suggestions

This paper amidst the various schemes of the Government of India, Swachh Paryatan seemed to have a positive impact on the tourism Industry. The study conducted based on observation and Tourist's feedback forms collected during the Tourist Awareness Program at Hyderabad city, aims to examine the impact of the Tourist Awareness Programs Campaign at Hyderabad's destination Salar Jung Museum and Golconda Fort (during Sept. – Oct, 2022). The papers finding shows that there is a significance effectiveness of such campaigns on tourists visiting the tourist places of Hyderabad but tourist are not aware about the sustain bale Tourism development concept.

**Suggestions:** *There is a need to organize these types of program in a regular basis at various detonations. Tourists need to more encourage to take active participation as volunteer to understand the sustainable Tourism development and responsible tourism at the sites. Tourist site's authorities may take such inactivates with their eon employees to do these campaign as regular activity at the site with the involvement of local educational institutions involvement.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
19	Ms. Ravi Vijaya Lakshmi Mr. Bangari Sai Teja	NITHM, Hyderabad, TS	Sustainable Cultures: Identity of Gutte Koya Tribe of Mulugu district, Telangana

### Outcome & Suggestions

The purpose of this paper was to explore the sustainable livelihoods of Gutte Koyas who inhabit the Tadvai Forest Range, identify the challenges they continue to face and what makes them carry forward their traditions. Since the Tribes have acquired centre stage of intellectual discussions by virtue of the changes are happening in their little but major world, due to the unabated developmental activities being taken up their mainstream civilization. Study based on Interviews, Survey & Observation Method highlights the discussion on the cultures of the Gutte Koyas tribes of the Telangana State, and how they are still maintain their original culture and promoting the sustainable culture.

**Suggestions:** *There is a need to conduct more such studies to know the concept of sustainable development in these communities point of view and suggest them to sustain their unique culture with the changing world.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
20	Mr. Sourajyoti Baksi Ms. Kiran mayi and Mr. Mehuli Das	NITHM - Hyderabad , University of Hyderabad	Sustainable Tourism: A Solution to Tourism and Development Challenges

### Outcome & Suggestions

This paper showcases the example of the Lisu tribe, (also known as the "Yobin" in India, resides in the Shidi Valley and Nibodi village of Arunachal Pradesh, which are encircled by Namdapha National Park. According to the Wildlife Protection Act of 1972, they are considered "encroachers" in the forests. The tribe formerly resided in nearby nations like China and Myanmar. Now, many say the tribe that lives there is a victim of geography) a tribe in Arunachal Pradesh and its developmental challenges to illustrate the benefit of sustainable tourism to the ecosystem and economy. The paper discusses success stories of such a model from similar areas to highlight the infallibility of the two-pronged solution.

**Suggestions:** *The effective participation of a broad range of actors involved with tourism development and planning is essential to the success of Lisu sustainable tourism in Arunachal Pradesh. The educational*

*value and cultural significance of these tribes can be improved and enriched with the help of researchers and various schemes of Ministry of Tribal Affairs and Ministry of Culture, may be implemented.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
21	Anubha Mahender Singh, Sarah Hussain, Mahender Reddy Gavinolla, Priyakrushna Mohanty	Department of Hospitality and Tourism Management Jamia Millia Islamia (A Central University) New Delhi, India.	Regenerative Tourism for Managing Crisis and Building Resilience

#### **Outcome & Suggestions**

Regenerative tourism is defined as the form of tourism that allows the tourists to engage in activities that contribute to reversing the negative impacts on the environment and enriching the community. So, in a way, regenerative tourism goes beyond the scope of sustainable tourism which is to minimize the negative impacts of tourism. In this paper, the authors have attempted to understand the underlying factors connected with regenerative tourism and to explore the various implications of regenerative tourism assisting in the management of the COVID-19 pandemic and building resilience in the industry.

*This paper can be classified as a viewpoint paper and takes the majority of its inspiration from the secondary data collected from the rigorous review of pertinent literature.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
22	Janis Bikse and Mahender Reddy Gavinolla	Vidzeme University of Applied Sciences, Latvia	Water springs as a world tourism resource

#### **Outcome & Suggestions**

This paper explained the role and contribution of Water Springs of the world in tourism generation and given the statistics of tourist's flow of towards these world class water springs and also provide the comparative study between popular and less known springs of the world in terms of potentials to attracts more tourists. He also emphasized on the practices adopted for sustainable tourism in these destinations and how need to protect these springs.

*Suggestions: Scholar suggested that countries across the globe need to form common guidelines to promote and markets these water springs as all seasons destinations in a sustainable manner and equal way to attracts tourists and contribute to tourism industry.*

S.No	Name of the Delegate	Affiliation address	Title of research paper
23	Agita Livina	Director of UNESCO chair Biosphere and Man at Vidzeme University of Applied Sciences, Latvia	Landscape quality and sustainable tourism

**Outcome & Suggestions**

This paper discussed about the different types of landscapes which can be used by researchers and scholars in their research to achieve the SDGS's goals. The Landscape is an aesthetic resource of nature. The cultural or natural landscape has a central role in tourism including fulfilling dreams and fantasies. and influencing behavior (Tarkeri, 2004). Interaction between natural conservation and cultural conservation there are different types of Landscapes: Spiritual landscape, Memory, Historical, Urban, vital Abandoned Traditional, Rural landscapes. Diversity of these landscape and application in tourism could be result as Natural conservation and protection, Sustainable tourism, Increase of visitors and Business development.

***Suggestions: The Tourism policy maker and planner must study, analysis and optimize these various cultural landscapes for sustainable tourism goals achievement.***

***Researcher and scholars also take research on effective study about these landscapes.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
24	Dr. S. Chinnam Reddy , Dr. Usha Yanamandra	NITHM, Hyderabad, Telangana, Prowess Image by VChic & Hyderabad, Telangana	Power of Image in Destination Sustainability

**Outcome & Suggestions**

This paper talked about the role of image branding in sustainability. Researchers have specially taken this image building concept for Telangana State Tourism, which has wide potentials of tourism in the state.

***Suggestions They suggested the applying of A (Appearance), B (Behavior) and C (Communication) at the destinations of Telangana State can build the image of the tourism in the state and bring the sustainability to the destinations***

S.No	Name of the Delegate	Affiliation address	Title of research paper
25	Матни мухтассар мақолаи Шахло Гулова - The abridged text of Shahlo Gulova's article	Engineering and Pedagogical College of Dushanbe	The Strategy for the Development of Tourism in the Republic of Tajikistan

**Outcome & Suggestions**

This paper discussed about in particular, the Law of the Republic of Tajikistan "On Tourism", the adoption of the Concept of Tourism Development in the Republic of Tajikistan for the years 2009-2019, the Strategy for the Development of Tourism in the Republic of Tajikistan for the period up to 2030, the medium-term programs for the development of tourism, the Action Plan for improving the investment environment in the tourism sector, the establishment of the Interdepartmental Council for coordinating activities in the tourism sector will help to develop and effectively use the country's tourism resources.

***Suggestions: There is more need to do proper market research by Tajikistan government for promotion, increased tourists flow and implementation of this strategy by 2030.***

Name of the Session Chair: <b>Dr. Ramakanta Prusty</b>
Name of the Session Co-chair: <b>Dr. Dalia Saleh Abdel Wahab Farah</b>
Name of the Rapporteur: <b>Dr. Niraj Gohil</b>
Student Coordinators:-
1.Ms. Sagarika 2.Ms. Sameeksha

<b>4th Joint International Conference on Tourism Hospitality and Sustainable Development Goals March 2023</b>			
<b>Session Track 2. SUSTAINABLE DEVELOPMENT &amp; HOSPITALITY</b>			<b>Date: 03/03/23</b>
<b>Venue: MBA Class room , First floor, Academic block , NITHM</b>			<b>Time: 2.00 to 3.30 PM</b>
<b>S.No</b>	<b>Name of the Delegate</b>	<b>Affiliation address</b>	<b>Title of research paper</b>
1	Mr. R. Malik Avab, Dr. S.P. Mathiraj & Dr. V Ramachandran	Department Of Tourism And Hotel Management , Alagappa University, Karaikudi	Empowering Employees for Sustainability in the Indian Hospitality Industry through Green Human Resource Management Practices
<b>Outcome &amp; Suggestions</b> This paper explores the Green Human resource management practices that help in Promoting sustainability in the hospitality industry. The study suggests that green talent management, sustainability-focused employee training, and sustainable reward and recognition programs, play a crucial role in developing sustainability in the hospitality industry. <i>By empowering employees to promote sustainability in the workplace, organizations can develop an environmentally conscious culture that fosters sustainability initiatives. Though there are implementation challenges, the benefits of sustainability such as cost savings, consumer demand, and CSR, make it a worthwhile investment.</i>			
<b>S.No</b>	<b>Name of the Delegate</b>	<b>Affiliation address</b>	<b>Title of research paper</b>
2	Dr.S.Kumaran, Dr.R.Kannan, Dr.T.Milton	Alliance University- Bangalore MK University, Madurai Bharat Institute of Higher Education and Research, Chennai	Social and Economic Impact of Homestay Tourism Entrepreneur in Kodaikanal Hill Station, Tamil Nadu.
<b>Outcome &amp; Suggestions</b> This research paper focuses on the Homestay entrepreneurs in Kodaikanal hills. The study attempted to understand the operator's profile, facilities and services provided in the homestay and socio-economic effects of homestay operators. The authors suggested training programs for operators on housekeeping aspects and aesthetic upkeep of homestay. Involvement of locals to promote and exhibit their traditions and culture by promotion activities and setting up shops to sell local produce or by WOM. <i>Involve women in managing homestays with govt support on finance. Community based Homestay operation must be introduced to involve community organization. Install amenities for tech-savvy traveller and take advantage of social media marketing of homestays. Get feedback and act to improve and sustain the business.</i>			
<b>S.No</b>	<b>Name of the Delegate</b>	<b>Affiliation address</b>	<b>Title of research paper</b>

3	Mr. Shantanu Jain	IHM Hyderabad	Sagan Offers to MAP Bundles: A Qualitative Study on How Hotel Packages Adapted Post Covid-19
<b>Outcome &amp; Suggestions</b> The study explored the hotel packages and bundled offers like wedding packages and spa bundles that the Indian hotels offer post Covid-19. The study intended to establish the reasons for the shift of these product offerings post covid-19 by analysing the data through a hotelier-based sample. What earlier was a point-to-point deal between a hotel and a guest for getting room and breakfast together slowly shifted towards a market which was in a way cash-trapped and thus wanted more in everything they purchased.  <i>Hotels read this and offered more options on MAP rates by including breakfast and one major meal along with the room rate that became the highlight for the post COVID guest and thus created a trend of popularizing bundled rates more. Travellers opt for bundled packages for convenience as they were planned by hotels keeping the priorities of the guest profile.</i>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
4	Ms. Vaishali Agarwal	Marwadi University	Analyzing the Effectiveness of Green Initiatives in Hotels
<b>Outcome &amp; Suggestions</b> This study to identify the best green practices prevailing in the hotel industry suggested hotels to be more conscious of the environmental footprints by effective implementation of Hotel carbon management initiatives (HCMI) and Analytic hierarchy process (AHP). <i>The authors revealed that regular hotels consume a lot of electricity and scarce resources. With consumer awareness and their support on environmental issues hotels must make the most of it by adopting Green practices and promoting Eco-friendly hotels.</i>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
5	Dr. Prasang Agarwal & Ms. Priyanshi Singh	IHM Lucknow	An Analysis of the Satisfaction Of Guests Towards Eco – Friendly Practices Followed By Five-Star Hotels Of Delhi-NCR
<b>Outcome &amp; Suggestions</b> The paper focused on the Satisfaction of consumers towards eco-friendly practices followed in star category hotels and also on the demographic factors influencing the consumers attitude towards eco-friendly practices followed in five star hotels of Delhi-NCR. The study revealed that consumers are more concerned towards environmental practices and they also expect hotels to be environmentally friendly. <i>Marketing managers must make real efforts to understand this emerging eco-friendly/green market and they must work to determine the factors influencing the green purchase behaviour. In conclusion by practicing eco-friendly initiatives, hotels are not only contributing towards the natural environment but hotels are also saving their expenditures, benefiting competitive advantage, magnifying their customers and employees satisfaction which in turn increases their loyalty towards the hotel, and further achieve regulatory compliance.</i>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
6	Dr.S.Kannan	Food Craft Institute-Mysure	A Study of Sustainable Innovative Practices used by selected hotels at Bangalore City



### Outcome & Suggestions

This research is an attempt to determine different environmental-friendly practices adopted by hotels of Bangalore. The staffs of the hotels were aware about the increase in carbon footprints and how the hotels are planning to contribute for a better and sustainable tomorrow for the generations to come. Hotels should recycle waste effectively, use natural lighting wherever possible, keep a check on leaking faucets and taps, unused power equipment etc. Government should ensure that the rules for the sustainability are abided by the different corporate, Government office etc.

***Hotel sustainability is on the rise thanks to changing customer preferences. Green travel benefits hotels in several different ways, from saved costs to gaining competitive advantages and risk management.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
7	Dr. Anila Thomas	Jyoti Nivas College Autonomous,	Prospective Role of Farm Tourism Initiatives in Revitalizing Agrarian Sustainability: A Case Study of Organic Farm Stays in the Rural Regions of Kerala in the Post Covid-19 Scenario

### Outcome & Suggestions

The study is to determine how farm tourism can benefit the communities, the location, and the state of Kerala. Rural/Farm tourism activities are nature-based activities usually away from crowds. Activities are often traditional in character, connected with local families, and give a sense of continuity with the past with an experience of being close to nature. The focus is on quality/responsible visitors than quantity-based services. Service providers offer visitors personal attention. Many of these ventures heavily depend on the skills and strength of rural community providing maximum employment opportunities to the locals.

***With Farm tourism in Kerala in the infancy stage, there is a need for a special action plan supported by tourism policy for its promotion via., Training institutes to increase farm tourism entrepreneurial opportunities and latest technical applications related to farm-based tourism. To conclude, Farm-stays offer major opportunities for Agrarian Sustainability to restore the Rural tourism industry during the Post Covid-19 crisis.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
8	Mr. Brahmananda Reddy	DNH & DD Ministry of Tourism, GOI	The Significance of Geographical Indications in Indian Wine Tourism: Nashik Valley Wines

### Outcome & Suggestions

The study highlights the importance of GI tag in branding wine tourism in India. Wine Tourism is a major revenue generating industry in the Nashik District. Compared to other regions, Nashik valley vineyards are the most popular among wine lovers. GI Tagging also helped in branding and marketing of Nashik valley wines as quality wines. Wine tourism has a positive economic and socio-cultural impact on the host community.

***Wine tourism visitors are curious about grape harvesting, wine making process, tasting different flavors of wine as well as enjoy the beautiful and cheerful environment of this wine industry. Geographical Indication in wine tourism is very important in order to attract masses of tourist to the destination and ensure sustainability.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
9	Mr. K.P. Karthilingam & Mr. R. Malik Avab	Department Of Tourism And Hotel Management , Alagappa University	The impact of data analytics on customer experience in the hospitality industry

### Outcome & Suggestions

Data analytics has emerged as a powerful tool for enhancing customer experience in the hospitality industry. The study reviewed the literature on data analytics and the customer experience in the hospitality industry. The findings of this research article indicate that data analytics can enable personalized services, optimize operational efficiency, and improve customer engagement in the hospitality industry. However, the successful implementation of data analytics requires careful consideration of privacy concerns and effective communication with customers.

***The hospitality industry must embrace data analytics to stay competitive and provide unique and memorable experiences to customers.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
10	Michelle J. Francis, Akanksha Rajora	National Institute of Tourism and Hospitality Management, Hyderabad, India	Sustainability of student's academic forefront; the post pandemic effects – A hospitality case study.

### Outcome & Suggestions

This case study intended to bring out the post pandemic effects on the student's set-backs in academic practical learning; and how best they could be successfully be addressed to benefit students. The authors suggested that Post-pandemic, educational Institutes will have to re-work on their educational vision and mission to ensure student learning outcomes so that standards of educational quality are not compromised. Especially the hospitality colleges must be ready for a tough road ahead post-pandemic where their decisions will shape and steer the future of their students.

***Suggestions to recovery from this "Learning Poverty" are adjustments in curriculum and teaching methods to meet students' learning needs, focus on the most cost-effective ways to counter learning poverty by assessing learning levels regularly, prioritize on teaching the fundamentals, increase the efficiency of instruction and develop psychosocial health and wellbeing.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
11	Ms. K. Sirisha Murty	National Institute of Tourism and Hospitality Management, Hyderabad, India	Online Food Delivery Apps - Avenues and Barriers affecting the customer choices

### Outcome & Suggestions

This research is an attempt to examine the factors influencing customers in choosing the Food Delivery Apps. The study points to the fact that millennials prefer to order food and have it delivered to them atleast twice a week with a spending range of 200 to 300 Rupees per order. The most preferred meal is dinner and the most preferred Food delivery app is Zomato.

***The study revealed that men order food more frequently than women. More number of under graduates use FDA's by redeeming the vouchers for discounts. However, many people are wary of using a FDA due to the lack of transparency of regulations on food safety and Hygiene.***

4th Joint International Conference on Tourism Hospitality and Sustainable Development Goals March 2-4th, 2023			
REPORT ON SUSTAINABLE DEVELOPMENT & BUSINESS MANAGEMENT Date: 03/03/23			
SESSION TRACK 3      Venue: Lake Side, Academic Block, NITHM      Time: 2:00 pm – 03:30 pm			
S.No	Name of the Delegate	Affiliation address	Title of research paper
1	Mr. Singhania VS Deepanjali Mishra	School of Humanities, Kalinga Institute of Industrial Technology, India	The Impact of the Spirituality Documentary ‘The Secret’ Written By Rhonda Byrne With An Emphasis Of The Growing New Thought Movement
<b>Outcome &amp; Suggestions</b> "The Secret" has had a significant impact on popular culture and the self-help movement. <b><i>Suggestion: It impact on Spirituality and tourism.</i></b>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
2	Ms. Balukeswari , Dr Deepanjali Mishra	School of Humanities, Kalinga Institute of Industrial Technology, India	Digital Darshan: Perspective of Sustainable Tourism during the Pandemic
<b>Outcome &amp; Suggestions</b> Digital Darshan has indeed been a blessing in disguise at such dire times when people had nowhere to go and no help to seek mentally. <b><i>Suggestion: Sustainable tourism has indeed found a new face in the name of Digital Darshan which is only adding to the economy and the tourism industry.</i></b>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
3	Dr D Maheswara Reddy	NITHM, Hyderabad	A Study on Protection of Anti-Money Laundering Through FATF Recommendations with Special Reference to High-Risk Countries

**Outcome & Suggestions**

Conclusion: As the high-risk countries mostly deviated from the compliance of aforesaid recommendations and immediate outcomes, the international financial. Systems were at endangering.  
***Suggestion: Counter measures should be insisted by FATF on those countries and protecting the international financial systems from strategic deficiencies of AML Compliance.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
4	Mr. Paras Rughani Dr Keyur Nayak Dr Viral Bhatt	Gujarat Technological University	Study on impact of Social media in destination planning

**Outcome & Suggestions**

Conclusion: This study has found that social networks have a significant positive impact on the decision-making process of selecting a travel destination.  
***Suggestion: The study should focus on improving the quality of communication on social networks to enhance customers' satisfaction and loyalty.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
5	Mr. Jayaprakasha.K Dr. Sheker Naik	Department of Business Administration (TTM), Mangalore University	Visitors' Attitude towards the Waste Management At Tourist Destinations - A Study of Selected Tourist Destinations of Kasaragod

**Outcome & Suggestions**

The study revealed that the lack of adequate waste management facilities and a lack of awareness about waste segregation were major challenges faced by visitors.  
***Suggestion: Policymakers, local authorities, and tourism entrepreneurs can use the study's findings to develop plans to address waste management issues at tourism destinations and encourage sustainable tourism practices.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
6	Ms. Prathvi Deeksha	Mangalore University	Tulunadu as a Wedding Destination: Opportunities and New Directions

**Outcome & Suggestions**

Conclusion: this study, trying to center-stage community weddings. By keeping this as base, it is understood that there is a need to investigate the potentiality in promoting destination weddings.  
***Suggestion: Through this, it is possible to strengthen the community and the destination socio-culturally and economically.***

S.No	Name of the Delegate	Affiliation address	Title of research paper
7	Mr. Safdar Khan Ms. Hira Zaidi	Aligarh Muslim University, Aligarh	Social Media Influence On Consumer Decision-making Process in The Travel and Tourism Industry
<b>Outcome &amp; Suggestions</b> This study found that social media is a valuable source of information that travelers utilize during their journeys. <b><i>Suggestion: The study recommended further research into social media's impact on travel decisions and customer-centric advertising in the tourism industry.</i></b>			
S.No	Name of the Delegate	Affiliation address	Title of research paper
8	Dr.S.Kumaran, Dr.M.K.Ganesh, Mr.Manjeet Singh	Alliance, NITHM, Central university of Jammu	Tourism Hotel Entrepreneurs: Issues and Challenges pertaining to Bangalore City
<b>Outcome &amp; Suggestions</b> Conclusion: The biggest problem that low-cost hotel operators face is a lack of preparation for financing and marketing their facilities. Suggestion: Based on the difficulties and obstacles identified by the research, the government should support and encourage real entrepreneurs who have the potential to significantly affect prosperity.			
S.No	Name of the Delegate	Affiliation address	Title of research paper
9	N.Yadagiri	NITHM	Use of Information Technology in Tourism and Hospitality Libraries in Telangana State: A Case Study
<b>Outcome &amp; Suggestions</b> Conclusion: Few years after the new Millennium, research and special libraries need to give priority to information technology in Tourism and Hospitality Education, after post Covid-19 in Education sector utilization Information Technology has been increased. <b><i>Suggestion: Information Technology is essential for senior management to develop and implement the systems needed for the Digital library environment. Library Infrastructure Physical equipments , Computers, RFID Based Library services.</i></b>			
Name of the Session Chair: <b>1 Dr.Jayesh Tanna      2 Dr. Praveen Kumar</b>			
Name of the Session Co-chair: <b>Dr. Anila Thomas</b>			
Name of the Reporters: <b>Dr D Maheswara Reddy</b>			
Student Coordinators:- 1Ms. Darakshan 2Ms. Sindhu			

**Keynote Session-3**  
**03 MARCH 2023 Time: 03:45 pm - 05.00 pm**  
**Venue: Auditorium (Lake Side), NITHM**

**Topic: CEO'S PERSPETIVES ON TOURISM AND HOSPITALITY**



Speakers: 1. Mr. Imad Akther, CEO Lexus Hyderabad 2. Ms. Varsha Chaturvedi, Chair person - VChic Image Consultancy, India: 3. Mr Moacir Rodrigues, Founder and Director of the USA Programme, USA. 4. Ms Nazia Choudhury, CEO, Ashiraj Consultancy, Mumbai India. Session Coordinator: Dr. Hemant Kumar

**Mr. Imad Akther, CEO Lexus Hyderabad:** He spoke about the "Electric Vehicles" as mode of transport and its importance in today's world. He mentioned that:

- The importance of e-vehicles for an eco-friendly environment.
- Importance in developing sustainable tourism systems through E vehicles.
- For every e-vehicle sold by the organization, 13 plants are planted.
- He mentioned the “3R” strategy followed by the organization: Waste reduction, reuse of products and recycling of all products that can be used for a better future.





**The second speaker Ms. Varsha Chaturvedi**, Chairperson - VChic Image Consultancy, India: She spoke about importance:

- The importance of depleting natural resources.
- Sustainable practices that we need to adopt for a better future.
- The importance of maintaining ecological balance.
- The importance of human resource development and personality development to grow as a strong individual in the tourism and hospitality industry.



**Mr Moacir Rodrigues**, Founder and Director of the USA Programme, USA. Provided information on:

- The courses that his organization offers to students.
- The different courses that students can take both online and offline.
- How the pandemic has affected the training and development of the tourism and hospitality industry.
- The modern tools are used to train the students.



**Ms Nazia Choudhury**, CEO, Ashiraj Consultancy, Mumbai India. She spoke on

- The importance of sustainability in the tourism and hospitality industry.
- Various sustainable practices adopted by the hospitality industry today.
- The importance of education in the hospitality industry that is practiced in India and abroad.
- Changes in education and industry standards after the Covid-19 pandemic.
- She enlightened on the organization that provides students, to interns and also job seekers to get placement overseas.



**DAY-03 (SATURDAY)**  
**Keynote Session-4**  
**04 MARCH 2023 Time: 09:30 am – 11:30 am**  
**Venue: Auditorium (Lake Side), NITHM**

***Topic: SUSTAINABLE PRACTICES IN TOURISM AND HOSPITALITY***



Keynote Session - 4

***Speakers:*** 1. Mr. Murali Krishna G CEO, Happy Vacations  
2. Mr. Ravi S Yadavilli, CEO & Co-Founder, Infologitech Systems Pvt. Ltd, Hyderabad  
***Session Coordinator:*** Ms. Michelle J Francis, Sr.Asst. Professor (Training & Placements)

**Speaker 1: Mr. Murali Krishna G CEO, Happy Vacations** Topic: Ancient Civilizations of India\* Foot Prints of Travel & Tourism **FACTS OF TRAVEL, TRADE AND TOURISM DATED BACK 5000 YEARS:** Mr. Murali, is an extensive researcher, who has researched from Western Ghats to the Himalayas working with ASI. Indian tourism has a significant Past. Even before Aryans appeared in India, about 5000 years back. Bringing out the ancient civilization of the Aryans, ancient travel started due to lack of right environment migrated due to climatic conditions, for food and shelter. The Phoenicians (Masters of the sea around Mediterranean coast) were probably the first real travellers in the modern sense, as they went from place to place as travellers and traders.



Indus Valley civilization thrived in India. Archaeological evidences have been a testimony for the material prosperity of Indus people, which established its trade link with Iran, Eastern Africa and Mesopotamia. (The birth of outbound tourism from India during this period). As per the tourism point of view the sustainable tourism has been started from the ancient sangam age itself between 6<sup>th</sup> while there are three Sangam stages in the ancient history of South India, the Third stage is often considered by historians as the Sangam period. The ancient period saw the rise of several South Indian kingdoms that reformed the society and introduced many socio cultural, and religious changes. The major South Indian kingdoms that brought socio-cultural reforms and significant changes in the politics of South India were Chera, Chola, and Pandya.



Mr. Murali Krishna

In conclusion, he mentioned the **UNIQUE CONCEPTS ON SUSTAINABLE TOURS**

- TRIBAL VILLAGE TOURS
- MYSTERIOUS VILLAGE TOURS
- MYTHOLOGICAL TOURS (WITH SCIENTIFIC PROOF'S)
- ANCIENT CAVE TOURS ( 25 MILLION YEARS AGO FORMED CAVES )
- HIDDEN SECRETS OF HIMALAYAS
- PRE HISTORIC TOURS ( WITH SCIENTIFIC PROOFS )
- RARE INDIA TOURS
- ICONOGRAPHY TOURS
- PLANTATION TOURS
- YOGA & MEDITATION TOURS

**Speaker 2: Mr. Ravi S Yadavilli, CEO & Co-Founder, Infologitech Systems Pvt. Ltd, Hyderabad**

Topic: Role of new location technology in Travel, Tourism and Hospitality. Mr. Ravi, brought out the technology advancement, how it has brought about a transformation in the Tourism and Hospitality Industry. Highlighting on the following:-

1. AIML (Artificial intelligence and machine learning) in Travel, Tourism and Hospitality sectors. How the ChatGPT Language Model for Dialogue Applications, on the other hand, powers Google Bard (LaMDA). How travel advisors, travelling and ticketing taken care of, all recommendations on accommodations and restaurants even to designing a cuisine menu, itinerary, scheduling etc. AIML has helped smart and beneficial work, enabling the smooth function with advanced technology for effective and easy to access in the travel, tourism and hospitality industry; specially post pandemic.



Mr. Ravi S Yadavilli

2. Location Intelligence in Travel, Tourism and Hospitality. Smart location technology helps us to get more business with Location data, such as Maps and Mobility. The maps generated also show the expenditure incurred by a traveler in a country or place. Also helps generate crowd sourced tourist maps. The technology today is data driven few examples were in-car navigation, helps to navigate and stop on recommended places. In senses you're driving fatigue based on driving patters of the driver. One can analyze traffic flows; analyze stop patterns and smart incentives.
3. Indian Highway Travel that is growing at more than 20% year over year. With a huge demand for VOFDS video on demand: an interactive TV system that allows the viewer to select content and view it at a time of his or her own choosing. And the EV trends a boon, EV a vehicle that can be powered by an electric motor that draws electricity from a battery and is capable of being charged from an external source.
4. Smart Positioning: In conclusion, do not be over-smart, use infrastructure as a trail-wind. Usage of technology can help smart work to benefit us good results in the Travel, Tourism and Hospitality Industry.

## PANEL DISCUSSION – 1

### Topic: ROLE OF FACILITIES & SERVICES IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS



Panel Discussion – 1

Speakers Chief: 1. Mr. Sharfoddin Shareef, Associate Director-EHS, Cognizant 2. Dr. Subramanian Sankaran, Co-Founder & Business Innovation Officer, E2E Re Consultancy , Hyderabad. 3. Mr. Dinesh Reddy, Regional Manager, Security Operations Asia Pacific, Electronics Arts & Games Private Limited Session Coordinator: Ms. Michelle J Francis, Sr.Asst. Professor (Training & Placements)

The discussion was initiated by **Mr. Sharfoddin Shareef**, Associate Director-EHS, Cognizant; the topic was role of facilities to achieve sustainable development, Mr. Shareef began with the availability of soft services and hard services in facility management; he highlighted BRSR (Business Report Sustainable Report). How transport services evolving around our country and world? How poverty employees working in internal/external environments are under facilities. And the on sight discussions, ESG Successful businesses focus on three core essentials: **people, process, and product**. Sustainability such as recycle of materials, disposure, and packing should be incorporated in all businesses.



Mr. Sharfoddin Shareef



**Dr. Subramanian Sankaran**, Co-Founder & Chief Business Innovation Officer, E2E Re Consultancy, and Hyderabad: Began speaking on the need for sustainability in facility management, in order to make it more eco friendly. The Sustainability is based on 3Rs, "reduce," followed by "reuse" and then "recycle." So we need to preserve our resources for future use, in order to sustain. There are different ways and methods used; few can be personal hygiene, especially the post pandemic breakdown as an example of social distancing, and sustenance.



**Mr. Dinesh Reddy**, Regional Manager, Security Operations Asia Pacific, Electronics Arts & Games Private Limited: The evolution of services has been from the past 20 years towards sustainable development. In his dialogue quote beautifully "facility management starts from our homes". Sustainability and awareness starts from our daily life. Maintaining and operating the services, in our homes is every person's job to do; similarly taking it out to our work spaces, we facilitate the services and also contribute to sustainability. Facilities management, sustainability top level management (Semi-Skilled) eco-tourism, nature based tourism of sustainability tourism in terms of utilization of reusable energy everywhere. The basic safety and precautions, basic facilities help protect the work spaces and facilities, thus helps protect and sustain the environment as well. For example facilities in a hotel room, post pandemic, with sustainability and saving resources has inculcated for reusing of maximum material, thus helping everyone to be responsible for place maintenances and contribute to sustainability.



In conclusion, facility management has a scope for hospitality trained students mainly for their soft side areas in the maintaining and sustainable goals.

## VALEDICTORY PROGRAM

Day 03 (4<sup>th</sup> March. 2023) - Time: 12.00 PM – 01.00 PM

Venue – Lakeside, Academic Block



1. **Guests of Honor:** Prof. V. Venkata Ramana, Vice Chairman, Telangana State Council of Higher Education, Government of Telangana;
2. Professor and Director Agita Smitina; Head, Tourism and Business Studies, Vidzeme University of Applied Sciences; Latvia.
3. Dr. Safoev Abdumajid Karimovich, Head, Department of Economic Theory and Entrepreneurial activity, International University of Tourism and Entrepreneurship of Tajikistan.
4. Dr. Dalia Saleh Abdel Wahab Farah, Luxor University Egypt.
5. Professor Gulova Shahlo Mirahmadovna; Head International Relationship Dept. & Tourism Spere, Engineering and Pedagogical College of Dushanbe City, Tajikistan.
6. Mr. Nagendra Pulumati, Founding Chairman, Indo-American Studies and Visiting Faculty at Harvard University in Cross Culutural Diversity;
7. Ms. Varsha Chaturvedi, Founder - Prowess Image by VChic.

NITHM Director, Dr. S. Chinnam Reddy thanked the welcomed the dignitaries on the dais, he then also thanked all the delegates who contributed to the success of the 4<sup>th</sup> Joint International Conference on Tourism, Hospitality and Sustainable Development Goals. He then shared the statistics of the conference with the audience, mentioning the 17 foreign delegates from Latvia; Tajikistan; USA; Maritius; Malaysia and Egypt. About the learning of the 4 Key Note sessions; one panel discussion and 3 paper presentations tracks for tourism;





hospitality and management accordingly. The total papers presented were 50 in number in 3 different parallel tracks - by professors from all over India and foreign delegates.

He also expressed the hope that next year's conference would be on a bigger scale with more countries participating. The aim is to get more than 100 paper presenters. He then also thanked the conference committee, staff members and students for joining hands to make this conference a success.



**Guests of Honor: Prof. V. Venkata Ramana**, in his address to the gathering, mentioned that this conference has created a great learning platform for the tourism and hospitality sectors, and it is very important to for each of us to have had something to learn and take away from this conference.

Closing remarks were given by **Dr. S. Chinnam Reddy**, Director & Conference Secretary, NITHM. Vote of Thanks was proposed by **Dr. MK Ganesh**, Principal (I/C), NITHM.

The conference came to a close, and thereafter the delegates were taken on a city tour to visit T Hub; The Hyderabad Police Commissionerate Command Control Centre and Shilparamam.







Mr Moacir Rodrigues



Shaheed Khan



Prof. Sandeep Kulshreshta



Prof. V. Venkata Ramana



Dr. Safoev Abdumajid Karimovich



Prof. Vanessa GB Gowreesunkar



Prof. Agita Livina



Ms. Varsha Chaturvedi





Mr. G. Murali Krishna



Dr. Ramakanta Pursty



Dr. Dalia Saleh Abdel Wahab



Dr.S.Kumaran



Dr Deepanjali Mishra



Dr Jayesh Tanna



Dr Anila Thomas





Group Photo with the Delegates



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