

2nd JOINT INTERNATIONAL CONFERENCE ON TOURISM, HOSPITALITY AND SUSTAINABLE DEVELOPMENT GOALS

FEBRUARY 8-10, 2020



NATIONAL INSTITUTE OF TOURISM AND
HOSPITALITY MANAGEMENT

Telecom Nagar, Gachibowli, Hyderabad-500032

Conference Report



VIDZEME UNIVERSITY
OF APPLIED SCIENCES



Telangana
Tourism

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**2nd JOINT INTERNATIONAL CONFERENCE ON TOURISM, HOSPITALITY
AND
SUSTAINABLE DEVELOPMENT GOALS**

Organized by

National Institute of Tourism and Hospitality Management, India

In association with

Vidzeme University of Applied Science, Latvia

Luxor University, Luxor, Arab Republic of Egypt

Takoradi Technical University, Ghana

The Engineering and Pedagogical College of Dushanbe, Tajikistan

University of Africa, Bayelsa State, Nigeria

University of Birjand, Birjan, Iran

Date: February 08-10. 2020

Venue: National Institute of Tourism and Hospitality Management, India

Advisory Committee

1. Prof. Gatis Krūmiņš, Rector, Vidzeme University of Applied Sciences, Latvia
2. Prof. S. P. Bansal, Vice-Chancellor, Himachal Pradesh Technical University, India
3. Prof. Agita Livina, Director, HEPSI, Vidzeme University of Applied Sciences, Latvia
4. Dr. N. Ravichandran, Former Director, IIM, Indore, India
5. Eudora Hagan Ph. D, Department of Tourism Management Takoradi Technical University, Ghana.
6. Dr. Sandeep Kulashresta, Former Director, IITTM, Gwalior, India
7. Prof. Parikshit Manhas, Director, (SHTM), University of Jammu, India
8. Dr. S. Chinnam Reddy, Director, NITHM, Hyderabad, India
9. Dr. Vanessa GB Gowreesunkar, University of Africa, Bayelsa State, Nigeria
10. Prof. Sabreen Abd El Jalil the Dean of Tourism and Hotels Faculty, South Valley University, Egypt
11. Prof Ahmed Y G Rahed, Director, Centre for Sustainability and Future Studies British University in Egypt
12. Dr. Tarek A Rashed Vice President Civology LLC & Consultant UNDP
13. Alizoda Alisher Hikmatullo PhD, Director, Engineering and Pedagogical College of Dushanbe, Tajikistan
14. Professor Mohammad Eskandari Sani, University of Birjand, Birjan, Iran

Conference Organizing Committee

1. Dr. S. Chinnam Reddy, Conference Director
2. Mr. V. Narendra Kumar, Organising Secretary
3. Dr. Neeraj Gohil
4. Dr.D.Maheswara Reddy
5. Mr. Mahender Reddy.G.
6. Ms. Sirisha Murthy
7. Ms. Archana Mangar
8. Dr. Hemanth. P
9. Dr. M.K. Ganesh
10. Mr. Michelle J. Frances
11. Mr. N. Lakshshnikanth
12. Mr. N. Yadagiri

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5. Congratulatory Remarks, HoD, University of Africa, Bayelsa State, Nigeria

General Conference Information

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K.CHANDRASEKHAR RAO
CHIEF MINISTER



HYDERABAD

MESSAGE

Dated 07.02.2020

I am delighted to know that National Institute of Tourism and Hospitality Management is organizing 2nd Joint International Conference on "Tourism, Hospitality and Sustainable Development Goals" in collaboration with Vidzeme University of Applied Sciences, Latvia; Luxor University, Egypt etc.

Telangana State is blessed with diverse cultural and natural resources such as waterfalls, water reservoirs, historic monuments, fairs & festivals. We have prioritized the areas within the State which deserve special attention as we believe that the effects of tourism development should reach all sections of the Society. Tourism Policy, being prepared aims at not only providing the tourists a better and a more holistic experience of the State of Telangana but also secure investments and develop the tourism infrastructure in the State.

The new born State of Telangana realizes that there must be development of Human Resources through capacity building to support the growth of the tourism sector.

Government of Telangana envisions that Tourism would result in Telangana being 'the most sought-after destination' in the country and welcomes/ encourages brainstorming of luminaries in the field.

I hope and trust that the deliberations in the Conference would be meaningful and wish the conference a grand success.

K. Chow

(K.CHANDRASEKHAR RAO)



V. SRINIVAS GOUD

Minister for Prohibition & Excise,
Sports & Youth Services,
Tourism & Culture and Archaeology.

MESSAGE

I am delighted to know that National Institute of Tourism and Hospitality Management (NITHM) is organizing International Conference on "Tourism, Hospitality and Sustainable Development Goals" at NITHM campus, and delegates from seven countries are participating in the conference.

I welcome you all to the newly formed State of Telangana and the heritage city of Hyderabad that is listed as the "Second best place in the World that one should see in 2015" by the National Geographic and recently listed in the UNESCO Creative cities of the World for its "Gastronomic Culture for the year 2019".

Theme of the conference is very much relevant in the present times, and pressing global concern. Telangana is blessed with immense heritage in the form of fairs, festivals, dance, music, forts, lakes and tourism. Government is striving to promote these places and resources in sustainable manner, so that it contributes for achieving sustainable development goals.

I extend my warm wishes to all the organizers and delegates who are attending the conference and making a grand successful.


(V.SRINIVAS GOUD)



Dr. S. Chinnam Reddy

Director, NITHM

MESSAGE

National Institute of Tourism and Hospitality Management is a leading institution in India engaged in education, training, and consultancy to meet the requirements of the industry stakeholders in the domain of tourism and hospitality. At NITHM, it is our constant endeavor to nurturing the excellence in our students to become the true tourism and hospitality professionals to face the new challenges and manage this sophisticated and fast growing industry.

Through research and consultancy, we always take concerted efforts to create focused policy inputs for the Government at the Central and State levels for sustainable development and practices for tourism and hospitality. We also equally take initiatives on organizing conferences, seminars, workshops and industry talk on regular basis wherein we bring the academia, government officials and industry professionals on a common platform to exchange the ideas and share the suggestions to further the shape of sustainable and responsible tourism development and planning. This 2nd Joint International Conference during 08 – 10 February,

2020 on theme '**Tourism, Hospitality and Sustainable Development Goals**' is another extension of our commitment.

Thanking you



Eudora Hagan (PhD, CHE)
Dean, School of Graduate studies,
Takoradi Technical University, Ghana

MESSAGE

The management and staff of the National Institute of Tourism and Hospitality Management, all the collaborating institutions, conference organizers, conference delegates, and all protocol observed. It is a great pleasure for me indeed to extend to all of you warm felicitations on behalf of Takoradi Technical University (Ghana). I also wish to congratulate you for your efforts and cooperation in organizing this 2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals.

This conference together with its sub themes is particularly appropriate at this time as we work towards achieving the objectives of Agenda 2030 of the Sustainable Development Goals (SDGs). Tourism indeed is a major tool to achieving the SDGs, particularly, the goals eight, twelve and fourteen. Sustainable tourism can also play a significant role in achieving all the seventeen SDGs.

I hope this conference will allow participants a productive discourse by providing a platform for academia, industry and government and other stakeholders to brainstorm on achieving the SDGs through tourism and hospitality. I also recognize that this conference will play a key role in promoting future international, intercultural, and inter-institutional cooperation and thus contribute to academic excellence in the area of tourism and hospitality. I am assured that this conference will help to establish a lasting collaboration and relationship among participating institutions in realizing a unique vision for the establishment of common grounds to make significant contributions to tourism and hospitality education both locally and internationally.

To put a conference of this magnitude together is not a small task. Once again, I wish to congratulate everyone who contributed to make this conference a success. To our eminent presenters and participants who have come from far and near, we are very grateful because this conference would not be successful without you. We are indeed honored to have you here with us.

Thank you.



Dr Vanessa GB Gowreesunkar

Head of Department - Tourism and Hospitality, University of Africa, Bayelsa State, Nigeria

MESSAGE

The second joint international conference on tourism, hospitality and sustainable development goals organized by the National Institute of Tourism and Hospitality Management (NITHM) is another commendable initiative for the Indian tourism economy. As a member of the advisory committee, I feel honored to share few of my thinking in this privileged space. As an international researcher and Professor in tourism, I have seen so many universities and institutions advancing their tourism agenda for obvious reasons. As tourism becomes increasingly sophisticated, competitive and global, countries are compelled to stay abreast of trends of the rapidly changing market. NITHM, is probably one of those rare institutions, which is not only progressing regular tourism agenda, but, also producing talents to serve the industry. The theme chosen for this conference is a just-in-time approach; the popular Sustainable Development Goals (SDGs) prescribed by United Nations and the United Nations World Tourism Organization is a blueprint to achieve a better and more sustainable future for all. Tourism is probably one of the way in which most of those SDGs may be achieved (socio-economic problems, peace and security, gender equality, environmental and economic challenges among others)..

NITHM is led by a handful of remarkable leaders and academics who are dedicated and determined to make tourism 'the pearl of Hyderabad'. The qualified staff together with the quality of tourism programmes run by the institution speak by itself. The University of Africa (Nigeria) is honored to partner with NITHM. Despite the geographical separation, both institutions are connected by their common missions of producing skilled and talented graduates and of growing tourism. On behalf of the University of Africa, I wish to extend all my best wishes to the NITHM team. Let me use this opportunity to congratulate Professors Chinnam Reddy and Mahender Reddy for putting up this conference. Do build upon your past achievements, do capitalize on emerging opportunities and do draw upon the richness of your heritage in Hyderabad. From far, we are watching. May this conference be another milestone and may NITHM continue to bloom in tourism.

Long live our partnership! Long live our friendship!

Shahlo Gulova,
The Head of International Relationship,
Engineering & Pedagogical College of Dushanbe City

MESSAGE

Dear delegates and partners!

Let me begin by expressing our sincere congratulations on this Conference and our gratitude to the National Institute of Tourism and Hospitality Management Hyderabad, India for organizing the 2nd Joint International Conference on Tourism Hospitality and Sustainable Goals.

It should be noted, that, International Conference organized by your Institution, is a timely opportunity to deal with common challenges. We are very pleased that the new phenomena of progress and achievements in the field of tourism and hospitality at the international level connect our countries, regions and educational institutions.

This connecting process opens up new opportunities for us in the direction of developing the educational part of the tourism sector in the context that by exchanging experience and knowledge we can achieve outstanding success in the field of training specialists in the tourism and hospitality industry. The fact that Tajikistan and India, being countries with similar historical and cultural values and centuries-old friendly relations, have supported multifaceted relations for centuries, obliges us to continue the centuries-old good traditions of our wise ancestors.

In addition, in the face of partners from the National Institute of Tourism and Hospitality Management, we see potential partners in education in the field of tourism and hospitality, starting cooperation with which we plan to cooperate for many years and open up outstanding opportunities at new levels for our students, and our countries development in tourism sphere. Therefore, from our point of view, organizing a conference of this level from the side of your institute is a strategic initiative that meets with numerous sustainable goals and the achievement of a number of remarkable results in the field of resolving problems not only related to the tourism sector, but also resolving problems related natural disasters, protecting the environment, providing press water and in the region and the planet.

We always support all the initiatives of your institute and in the future we intend to strengthen these relations and cooperation with you. We wish great success to the work of the conference and consider it a great success to be its participants.

Congratulations again and thanks to all the organizers and staff of your institute.

WELCOME
To
NATIONAL INSTITUTE OF TOURISM AND HOSPITALITY MANAGEMENT

National Institute of Tourism & Hospitality Management (NITHM) was established in 2004 as a sector-specific institute for education, management, consultancy and training in the field of tourism and hospitality management, set up jointly by the Ministry of Tourism, Govt. of India and Govt. of Telangana. The institute is positioned to become an apex body at the national level to provide education, training, research, and consultancy for the holistic development of all sectors of the industry. It is equipped to establish superior standards of service to the tourism and hospitality industries. The institute offers MBA (Tourism and Hospitality), BBA (Tourism and Hospitality), B.Sc.(HHA). The institute also offers diploma and certificate programs. The institute is actively involved in roping related organizations and institutions to create better awareness about various issues related to tourism and hospitality.



About the Conference

Tourism is often considered to be the world's biggest service industry. According to the World Travel and Tourism Council, the total direct and indirect contribution of tourism to GDP was 10.2%, total employment was 9.6% in 2016, and is forecasted to rise by 11.4% of GDP and 11.1 % of total jobs in 2027. International tourist arrivals have increased from 25 million globally in 1950 to 1,235 million in 2016. Tourism growth and development provides a range of diverse impacts. Tourism is considered to be a tool to achieve several Sustainable Development Goals (SDGs) and it has the potential to alleviating poverty, providing employment, generating revenue, creating peace, strengthening cultural relations, promoting biodiversity conservation, preserving the heritage and fixing the climate change.

Aim and 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.

INVITATION



VIDZEME UNIVERSITY
OF APPLIED SCIENCES



Telangana
Tourism

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NITHM in Collaboration with Partner Universities Presents

2nd International Conference on Tourism, Hospitality and Sustainability Development Goals on February 8 -10, 2020.

You are cordially invited for the Inaugural Programme
on 8th February 2020 at 5.45 pm onwards

Chief Guest

Hon'ble Sri V. Srinivas Goud garu

Minister for Tourism & Culture, Archaeology,
Sports & Youth services, Prohibition and Excise,
Govt. of Telangana State

Guests of Honor

Hon'ble Sri. B Vinodh Kumar garu

Vice-Chairman, State Planning Commission,
Govt. of Telangana State

Smt. Prof. Sabreen G. Abd Eljalil Mohamed,

Dean of Faculty of Tourism and Hotels, Luxor University,
Arab Republic of Egypt

Sri Dr. Gatis Krūmiņš,

Rector, Vidzeme University of Applied Sciences, Latvia

President of the Programme by

Sri. Somesh Kumar, IAS

Chief Secretary, Govt. of Telangana,

In the presence of

Dr. S. Chinnam Reddy,

Director, NITHM

Venue: Open Air Auditorium,



NITHM in Collaboration with Partner Universities Presents

2nd International Conference on Tourism, Hospitality and Sustainability Development Goals on February 8 -10, 2020

Inaugural Program

Day 01 (8th Feb. 2020) - Time: 5.45 PM-8.30 PM

5.45 – 6.15	Fraternity	
6.15 – 6.30	Prayer and Lighting of the Lamp	
6.31 - 6.35	Welcome address	Sri. Dr. S. Chinnam Reddy Director, NITHM
6.36 - 6.40	Congratulatory remarks by the Guest of Honor	Smt. Prof. Sabreen G. Abd Eljalil Mohamed, Dean of Faculty of Tourism and Hotels, Luxor University, Arab Republic of Egypt
6.41 - 6.45	Congratulatory remarks by the Guest of Honor	Sri Dr. Gatis Krūmiņš, Rector, Vidzeme University of Applied Sciences, Latvia
6.46 - 6.55	Address by the president of the function	Sri. Somesh Kumar IAS Chief Secretary, Govt. of Telangana, India
6.56 - 7.05	Address by the Guest of Honor	Sri. B Vinodh Kumar Vice-Chairman , State Planning Commission, Govt. of Telangana
7.06 - 7.20	Address by Chief Guest	Sri. V Srinivas Goud Minister of Prohibition & Excise, Sports & Youth services, Tourism & Culture and Archaeology, Govt. of Telangana, India
7.21 - 7.25	Journal Launch	By the Chief Guest
7.26 - 7.30	Vote of Thanks	Sri. V Narendra Kumar Principal NITHM
7.31 - 8.30	Cultural Program	Bathukamma by NITHM Students Classical Dance on Temples of Telangana by Pramodh Reddy & Group Folksongs by NITHM Students
8.31 - 9.30	Dinner	

INAUGURAL PROGRAM

The inauguration of the 2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals on the 08th Feb'20, 06:30 pm. at the NITHM campus – Gachibowli, Hyderabad, was inaugurated by: Chief Guest Sri. V. Srinivas Goud, Hon'ble Minister of Prohibition & Excise, Sports & YAT & C and Archaeology, Govt. of Telangana as a **Guest of Honor were:** Ms. Prof. Sabreen G. Abd Eljalil Mohamed, Dean of Faculty of Tourism and Hotels, Luxor University, Arab Republic of Egypt. Sri Dr. Gatis Krūmiņš, Rector, Vidzeme University of Applied Sciences, Latvia, along with Sri. Gopichand SaiBaba - GHMC-Gachibowli Corporator.

Director NITHM S.Chinnam Reddy welcome the Dignitaries, delegates, Industry guests and the gathering. In his address he mentioned that the college is following the Harita Haram and Green Energy, Water harvesting apart from the Quality Education - the key to success is going beyond the class room. He asked the gathering to use this conference as a platform for learning.. The Guest of honor : **1. Ms. Prof. Sabreen G. Abd Eljalil Mohamed** - 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. **2. Sri Dr. Gatis Krūmiņš, Rector :** in his message said that in Latvia we "Believe in democracy anatomy and the mission of Education.

The Chief Guest: Sri. Srinivas Goud, Hon'ble Minister of Prohibition & Excise, Sports & YAT & C and Archaeology, Govt. of TS - in his message once again welcomed the delegates the foreign professors and the gathering. He said that our new state of Telangana is rich with diversity, different cultures, ancient history, heritage, food. TS is blessed with diverse cultures and Telangana is also a changing state with alot of waterfalls and lakes. Tourism should reach all masses of society. He appreciated NITHM's contribution in conducting the conference and also with all the foreign students - has diversity - within the campus.

Thereafter NITHM's EARTH Journal was launched by the hon'ble Minister and dignitaries on the Dias, The first Director of NITHM was facilitated by the hon'ble Minister - Gold Medals were given to the toppers of 2019 batches, MBA- Preeti Roy; BBA - KanagaLakshmi & B.Sc - Sachin. It was a proud moment for the students. The dignitaries were Facilitated by NITHM* Director and the vote of thanks given by Principal, V. Narendra Kumar. Cultural Program followed with Dances of Shiva, Buthakamma, Lakshmi & Radha Kirishna - A choir of singers - our ICCR foreign students sang*We are the World & lets make it a better place to live in" There were the Temples of Telangana performed by a troop of dancers with children. The last dance was a hip hop of bollywood and tollywood performed by NITHM students. The lovely evening came to a close with a fellowship dinner.

INAUGURAL PROGRAM



CULTURAL PROGRAMS



2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals
February 8-10, 2020 Hyderabad

CONFERENCE SCHEDULE

DAY 1: 08 FEBRUARY 2020			
09.30 AM- 12.45 PMDelegates Registration			
12.45 PM - 01.45 PM Networking Lunch			
Venue: Lobby, Hospitality Block, Ground Floor, NITHM Campus			
2.00PMto 3.45PM Paper Presentation Session – Parallel Tracks 1, 2 & 3			
08 FEBRUARY		Track 1: Sustainable Development & Tourism 2020	Rapporteur: Dr. Hemanth
Venue: Lake side, NITHM Campus		Time: 2.00PMto 3.45PM	
Session Chairs: Prof. Sandeep Kulshreshta & Prof Sabreen G. Abd Eljalil Mohamed & Dr. Uday Shankar, NiMSME			
S.No	Name of the Delegate/Presenter	Affiliation	Title of Research paper
1	Pravati Panda	Research Scholar, KIIT, Bhubaneswar	Impact of Bollywood on Tourism in India
2	E Joshu Ajoon, Dr. Y Venkata Rao	Professor, Department of Tourism Studies, School of Management, Pondicherry University, Puducherry	A Study On Consciousness Of Young Travellers Towards Regenerative Tourism With Reference To Puducherry
3	Jayaprakashnarayana G	Asst, Professor, Mahatma Gandhi University, Nalgonda, TS.	Rural Tourism Development in India Potential & Prospects
4	Pranali Padalkar and Mr. Manas Tandel (Student will present)	Asst. Prof. Bharti Vidyapeeth College of Hotel and Tourism Management Studies CBD Belapur Navi Mumbai.	Tourism Development And Potential Impacts Of Profits On Local People In Konkan Region Of Maharashtra
5	Pravin U. Shegaonkar	Assistant Professor, MG V's SPH college of Hotel Management and Catering Technology, Nashik.	Actual Problems & Remedies of Temples and Caves in Nashik District for development of Tourism.
6	Bosipoina Golla Suneeth, Simran Kashyap	Freelance Researcher & Student, MBA-TTM, Department of Tourism Studies, Pondicherry University	Tourism Education, Students and Sustainable Development: Does our education system inculcate sustainability in students?
7	Pallavi Dey	Part time Faculty of NITHM, Hyderabad	Sustainable Tourism in Varanasi: A Step in The Right Direction
8	Rajni Prasad	Asst. Professor, ISTTM Business School, ESCI Campus, Hyderabad	Challenges of Tourism in India Heritage and Sustainable
9	Lakshmi	Research Scholar, Ramoji Film City, Hyderabad	Role of FM Radio as an advertising medium with special reference to Tourism Sector – A Case study of Hyderabad
10	Saurabh Krishna, 1. Simran Tandon, 2. Tarini Sood, 3. Gunraj Singh Oberoi	TISC, Mumbai, IHM - A Rothak	A study on the promotion of Rural Tourism for the Sustainable district of Maharashtra
11	M.K.Ganesh	Senior lecturer, NITHM, Hyderabad	A Study On Impact Of Gastronomy Tourism On Destination Image Building: Hyderabad
12	Neeraj Gohil	Asst professor, NITHM, Hyderabad	Role of Government in Sustainable Eco-tourism in Madhya Pradesh: An Empirical Study

08 FEBRUARY 2020		Track 2: Sustainable Development & Hospitality		Rapporteur: Mrs. Kiranmai	
Venue: Training Hall, First Floor, Academic Block, NITHM Campus				Time: 2.00PM to 3.45PM	
Session Chair: Prof. Engy Yehia Mohamed Emam El-Kilany & Prof. Kannan					
S. No	Name of the Delegate	Affiliation		Title of Research paper	
1	Saraswati Sankaramani, Rajesh L	Sr.Lecturer, IHM Hyderabad		Sustainable Practices in Hotels	
2	Sirisha Murthy, Ganesh MK	Lecturer, School of Hospitality, NITHM, Hyderabad.		A Study on Influence of Social media for the promotion of Hospitality services	
3	Vasudevan K, Sirish K	HOD, School of Hospitality, NITHM.		A study on the effect of room design on consumer behaviour	
4	Akanksha Rajora	Lecturer, School of Hospitality, NITHM, Hyderabad.		Green Practices In ITC Hotels	
5	Nandu Reddy	Lecturer, School of Hospitality, NITHM, Hyderabad.		Motives for Selecting Housekeeping Department As a Career	
6	Kainaz Rummy Dastoor	Assistant Professor, Anjuman-I-Islam Institute of Hospitality Mgt., Mumbai.		Sustainability trends in the hotel industry	
7	Raghavendra T, Sreekanth, Tej Deep Sai D	Ramaiah University of Applied Sciences , Gnanaganogthri Campus , MSRIT Nagar, Bengaluru -560054		A Qualitative Study on Sustainable Mixed Drinks in “Cocktail Bars” of Bengaluru	
8	Sheetal Kumbhare, Dr. Mrs. Vandana Mahajani.	Research Scholar, Pacific Academy of Higher Education & Research University, Udaipur		Traditional Saoji Culinary as a strategy to strengthened Food Security in Vidarbha region	
FEBRUARY 2020		Track 3: Sustainable Development & Business Management			Rapporteur: Ms. Pallavi Dey
Venue: Class Room No-3, First Floor, Academic Block, NITHM Campus				Time: 2.00PM to 3.45PM	
Session Chair: Dr. Kumaran, Alliance university & Dr. Tamra Yacoub Naser Eddin					
Session Co-Chair: Dr. Manjit Singh					
S. No	Name of the Delegate	Affiliation		Title of Research paper	
1	Dr.Anand Bethapudi and Dr.Neeraja.M,	Faculty Member, GITAM-Hyderabad Business School, GITAM UNIVERSITY, Hyderabad.		Does The Effective Experiential Marketing Affect The Tourist Value?	
2	Sandhya Anilkumar, Rashmi Koppa, Pratisha Baruah	Associate Professor, Asst. Prof, Ramaiah University of Applied Sciences.		Sustainability In Waste Management A Comparative Study On Urban Vs. Rural Hotels - A Review Of Recent Literatures	
3	Harshita Vijay, Dr. Jayesh Tanna	Lecturer at LDRP- ITR, Gandhinagar, Gujarat		Mergers and Acquisitions in Hospitality Industry: A Pre and Post Performance Analysis	
4	Jayesh J. Tanna, Janki Ashokbhai Dave	Kadi Sarva Vishva Vidhyalay, Gandhinagar.		Impact of Foreign Tourist Arrival on the Growth of Foreign Exchange Earnings	
5	Khushbu Jagad, Dr. Jayesh J Tanna	Ph.D. Scholar, Kadi Sarva Vishwavidyalaya, Gandhinagar		Financial Inclusion for Sustainable Development in Tourism Sector of Gujarat	

6	Sunita Srinivasan	Principle, KLE Society's Institute of hotel management and catering technology, Bangalore	The scope of application of information technology in solid waste management in 5 star hotels in Bangalore A feasibility study
7	N.Yadgiri, Dr D.Maheswara Reddy	Librarian, NITHM, Hyderabad	Evaluation of User Satisfaction with RFID in Libraries: A Case Study of NITHM Library
8	D.Maheswara Reddy M. Ramana Kumar	Asst. Professor, NITHM, Hyderabad. Professor, Reah School of Business Management	Role of Predictive Analytics in Credit Risk Management
9	Anubha	Lecturer, School of Hospitality, NITHM, Hyderabad.	Hospitality students perceptions of digital learning platforms and its collaborative role in blended learning.
10	Kiran Mayi Immaneni	Research Scholar, KL University, Vijayawada	Opportunities and challenges for adventure tourism in Himachal Pradesh

03.30 PM - 04.00 PM Networking High- Tea

**4.00PM- 5.30PM PANEL DISCUSSION-I ON
ADVENTURE TOURIM & SUSTAINABLE DEVOLOPMENT**

Moderator: Mr. Valmiki Harikishan

Rapporteur: Ms. Michelle J Francis

Venue: Lake Side, NITHM Campus

S. No.	Name	Affiliation	
1.	Mr. Hari Kishan Valmiki (Moderator)	Valmiki Travels, Hyderabad, India	
2.	Ms. Jai Bharati	Founder & CEO of MOWO Social Initiatives Foundation, Hyderabad, India	
3.	Ms. Candida Louis	Biker, Bangalore, India	
4.	Mr. Kumar Shah	Director, Ride Your Dreams, Vadodara, India	
5.	Mr. Sukumar Das	Managing Director, Vertical World, Hyderabad, India	

05.30 PM - 06.00 PM

Changeover Break

INAUGURAL PROGRAM

Venue: Open Air Auditorium, NITHM Campus

Coordinator: Mrs. Sirisha & Mrs. Archana

1.	Chief Guest	Sri. V Srinivas Goud Minister of Prohibition & Excise, Sports & Youth services, Tourism & Culture and Archaeology, Govt. of Telangana, India
2.	Guest of Honor	Sri. B Vinodh kumar, Vice-Chairman of State Planning Commission, Govt. of Telangana, India
3.	Guest of Honor	Smt. Prof. Sabreen G. Abd Eljalil Mohamed, Dean of Faculty of Tourism and Hotels, Luxor University, Arab Republic of Egypt
4.	Guest of Honor	Sri Dr. Gatis Krūmiņš, Rector, Vidzeme University of Applied Sciences, Latvia
5.	Conference Presided by	Sri. Somesh Kumar, IAS Chief Secretary, Govt. of Telangana, India
6.	Conference Director	Sri Dr. S Chinnam Reddy Director, NITHM, Hyderabad, India
7.	Conference Organizing Secretary	Sri. V Narendra Kumar, Vote of thanks, Principal NITHM, Hyderabad, India

DAY 2: 09 FEBRUARY 2020**09.30 AM - 11.00 AM Delegates Registration Venue: Lobby, Hospitality Block, NITHM Campus****9.30AMto 11.00AM****Paper Presentation Session – Parallel Tracks 4, 5 & 6****09 FEBRUARY 2020 Track 4: Sustainable Development & Tourism Rapporteur: Ms. Archana****Venue: Lake side, NITHM Campus****Time: 9.30AMto 11.00AM****Session Chair: Dr. Hassan Refaat & Dr. Chetan Srivastava**

S.No	Name of the Delegate/Presenter	Affiliation	Title of Research paper
1.	Bhumi D. Bhatt	Research Scholar, K.S.K.V. Kachchh University, Bhuj – Kutch, Gujarat	Economic & Social Impact of Tourism: A Review Article of TourismSector
2.	Victor Anderson Hodibert, Robert Amankwaa, & Eudora Hagan.	Department of Tourism Management, Takoradi Technical University, Ghana	Tour Guiding Certification And Professionalism In Ghana: Issues And Challenges
3.	Saidova Malohat Hamidovna	senior teacher of English language at Engineering Pedagogical College of Dushanbe	Tourism Development And Folk Crafts Of Tajikistan
4.	Aruna Pariti	Assistant Professor, University College for Women, Koti, Osmania University, Hyderabad.	Folk Arts And Crafts Of Telangana As Sustainable Tourism Products
5.	Kulkarni, Revankar	Asst.Professor Centre for Multi-disciplinary Development Research (CMDR), Dharwad, Karnataka	Sanitation and Its Impact on Tourism in Karnataka
6.	Revankar, Kulkarni	Asst.Professor Centre for Multi-disciplinary Development Research (CMDR), Dharwad, Karnataka	Managing Sanitation at Tourist Places in Karnataka: Issues and Challenges
7.	S.Kumaran, Dr.Manjeet Singh	Professor, Alliance school of Business, Alliance University, Central University of Jammu	Nature Tourism in Agumbe -A trekker's paradise and the Hills of Waterfalls
8.	S.Kumaran, Dr.R. Kannan, Dr.T.Milton	Alliance University, Bangalore, M.K University	Sustainable Water Management Practices: A study with reference to Tourism Hotels in Madurai.
9.	Rahmonov U.G	Head of the practical department of the Engineering and pedagogical college of Dushanbe.	Geographical Features of Accommodation of Tourism and Recreational Resources of Tajikistan
10.	Raja , Milton	Chennai	Review of Tourist Destinations in Tamilnadu
11	Deepanjali Mishra	School of Humanities KIIT, Bhubaneswar, India	The Golden Triangle of Odisha, An Aspect of Boosting Tourism
12	Lilli Kumari Padhy, Deepanjali Mishra	School of Humanities KIIT, Bhubaneswar, India	Ecotourism As An Urgent To Green Living
13	Venkata Ramana Moorthy D, Indra Kumar Ranadheer D	Sr. Lecturer in History, Telangana Integrated Civil Service	Sustainable Development of Silpins - A Case study of Silpins of Allagadda, Andhra
14	K.V.S.Narendar	Warangal, Telangana, India.	Tourism Practices at Medaram Tribal Fair –A Study

09 FEBRUARY 2020 Track 5: Sustainable Development & Hospitality Rapporteur: Ms. Kiranmai			
Venue: Training Hall, First Floor, Academic Block, NITHM Campus			Time: 9.30AM to 11.00AM
Session Chair: Mr. Narendra Kumar, Dr. Shreekanth Sharma, NIMSME & Dr. Dipanjali Mishra			
S.No	Name of the Delegate	Affiliation	Title of Research paper
1.	Balaji D, Dr. Thangasamy Milton	Research Scholar, Dean, Department of THM, Bharath Institute of Higher Education and Research, Chennai	Entrepreneurship and Sustainable Tourism Development in Hotel Industry - India
2.	Narendra Kumar	Principal, School of Hospitality, NITHM	A Study on Competency Mapping Impact on Service Performance in 5- Star Hotels in Hyderabad
3.	Chelleswara Rao	Lecturer , Indian Culinary Institute, Tirupati. Andhra Pradesh.	Role of Sourcing Raw Materials by Five Star Hotels in Tirupati towards Sustainable Development of Tourism: A Case Study of Milk and Milk Products.
4.	Sheetal Kumbhare, Dr. Mrs. Vandana Mahajani	Research Scholar, Faculty of Tourism & Hotel Management, Pacific Academy of Higher Education & Research University, Udaipur	Role of Saoji Cuisine as Cultural Heritage in Promoting Sustainable Nagpur Tourism
5.	Prabhakar Reddy Aparajitha Das Gupta	Academic Director, ISTTM Business School, ESCI Campus, Hyderabad	Sustainable Tourism in India - Issues and Challenges
6.	Archanna Mangarr	Asst. Professor, NITHM, Hyderabad.	Tilonia – A Model TO The World
7.	Hemanth. P	Asst. Professor, NITHM, Hyderabad	Dark Tourism
8.	Balaji D, Dr. Thangasamy Milton	Research Scholar, Dean, Department of THM, Bharath Institute of Higher Education and Research, Chennai	Entrepreneurship and Sustainable Tourism Development in Hotel Industry - India
9	Paul Iruthayaraj	Head, Tourism & Hospitality Studies, St.Philomenas College, Mysore	Ecotourism In and Around Mysore, Karnataka Problems and Prospects of Sustainability
10	Sangeetha, Dr Jeyanthi Rebecca	Research Scholar, Bharath University, Chennai & HOD, Bio Tech Dept.	Factors on Adoption and Implementation of Green and Environment Sustainable Practices of Hotel Industry: An Assessment Through Regression
11	Agita Livina, Anda Arklina, Kristine Grinberga, Ilze Grinfelde	Vidzeme University of Applied Sciences, Latvia	Translation of sustainability of travelling in nature for Z & Y generations. Case study: North Vidzeme Biosphere Reserve, Latvia, Europe.
12	Wroshmin Sediqi	Student of MBA - NITHM, Hyderabad	Problems of writing course among senior students

09 FEBRUARY 2020 Track 6: Sustainable Development & Business Management Rapporteur: Dr. Hemanth**Venue: Class room No-3, First Floor, Academic Block, NITHM Campus****Time: 9.30AM to 11.00AM****Session Chair: Dr. Saeda Mohammad Mustafa & Dr. Jitendra Mohan Mishra**

S.No	Name of the Delegate	Affiliation	Title of Research paper
1	Michelle J. Francis	Sr Asst. Professor, NITHM, Hyderabad	Challenges “Working with Intractable People in the Service Industry” – And how to best work with them.
2	Ajay Budke & Ms. Riddhi Girigosavi	Associate Professor, Bharati Vidyapeeth College of Hotel & Tourism Management Studies Navi Mumbai	Lack Of Safety Standards And Its Impact On Tourists Of India
3	Vijay G and V. Radhika	Asst Professor, Chaitanya Institute of Science & Technology, Warangal	Impact Of Tourism Industry On Socio - Economic Developments Of Koyyalagudem Handloom Cluster Village, Yadadri District Of Telangana State – A Study
4	Hardik K Parikh and Ms. Paridhi Hardik Parikh	Vedic Math Learning System (VMLS), India	Contribution of India in the history of Mathematics from Vedic era
5	Narayani Bhatt	Assistant Professor-Faculty of Management, Marwadi University, Rajkot, Gujarat	“Emotional Intelligence In The Work Place: Exploring Its Effect On Occupational Stress And Organisational Commitment”
6	Parikshat Singh Manhas	Director, SHTM, University of Jammu, (J&K) India.	Innovation in Indian Destinations through Tourism Mobile Applications
7	Sayedul Huq	Ex Director, National Institute of Local Government, 29 Agargaon, Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh.	Union Parishad and good governance at grass roots of Bangladesh
8	P. Manikandan	Associate Dean, NMIMS School of Hospitality Management, Navi Mumbai	Role of ICT in Hospitality Industry
9	Vijaya Lakshmi Ravi	Asst. Professor, NITHM, Hyderabad	Tourism and Women’s Sustainability: Issues & Challenges
10	Latha Lavanya. B	Associate Professor, Nodal officer, Measi Institute Management,	Analyzing the attainability of the Sustainable Development Goals
11	Indranil Banerji	Research Scholar, Kadi Sarva	Better Parking Management Practices For Improving Mall Profitability And Customer Experience
12	Sree Haritha. N, Dr. B.R Megharaj	Research Scholar, SKIM, Sri	Ecopreneurship - An Innovative Solution for Global Warming
13	Veepuri Sudarshan	Reader, Head Dept of HTS, V.S.M College, Ramachandrapuram (E.G), A.P	Sustainable Tourism: A Study on Buddhist Monuments of Andhra Pradesh
14	Leena George	Assistant Professor, ISTTM Business School, Gachibowli, Hyderabad	Medical Tourism

11.00 AM- 11.30 AM Networking High- Tea

09 FEBRUARY 2020 KEYNOTE SPEAKER SESSION –I 11.30 AM- 01.00 PM**Venue: Lake Side, NIHTM****Reporter: Ms. Michelle J Francis**

Name
Dr. Tarek Rashed Director, Vice President, Civilizology LCC, WY, USA
Prof. Sabreen G. Abd Eljalil Mohamed, Dean of Faculty of Tourism and Hotels, Luxor University, Arab Republic of Egypt
Mr. Rajeev Jalanapukar CEO Ramoji Film City, Hyderabad, India
Dr. K.K. Ramachandran, Director, GRD Institute of Management, Coimbatore, India.
Dr. Mohammed Heragi A. Sayed & Dr. Mohamed Ali Zienelabdein, Luxor University, Luxor, Egypt

01.00 PM - 02.00 PM Networking Lunch**2.00PM-03.30PM PARALLEL PANEL DISCUSSIONS-2,3,4&5****PANEL DISCUSSION-2 ROLE OF TOURISM IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS****Venue: Lake Side, NITHM Campus****Time: 2.00PM- 03.30PM****Rapporteur: Mrs. Archana****Moderator: Mr. Siraj Ansari**

Name	Affiliation
Dr. Sampada Kumar Swain	HoD, Dept. of Tourism, Pondicherry University, India
Dr. V. Krishna Ranga Rao	Consultant, World Bank, Hyderabad, India
Dr. Hassan Refaat	Assistant Professor, Tourism, Luxor University, Egypt
Mr. L K Ganguly	Director, NCHMCT, New Delhi, India
Mr. Siraj Ansari	Avion Holidays, Hyderabad, India
Mr. Abdul Sttar	GM, Thomascocok India Pvt. Ltd, Hyderabad, India

PANEL DISCUSSION-3 ROLE OF HOSPITALITY IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS**Venue: Training Hall, First Floor, Academic Block, NITHM Campus****Time: 2.00PM- 03.30PM****Rapporteur: Mrs. Sirisha****Moderator: Mr. Vijay Tennati**

Name	Affiliation
Prof. Engy Yehia Mohamed Emam El-Kilany	Head of Tourist Guidance Department – Faculty of Tourism and Hotels, Minia University, Arab Republic of Egypt
Prof. Hala Ahmed Aly Gomaa	Vice Dean - Faculty of Tourism and Hotels - Helwan University, Arab Republic of Egypt
Mr. Vijay Tennati	Hospitality Consultant, Rewa Hotels, Hyderabad, India
Sr. Swami Pranavashudhan Jnana Tapaswi	Santhigiri Ashram, Santhigiri
Mr. Ashok Hemranjani	Group President, Minerva Grand, Hyderabad, India

PANEL DISCUSSION-4 ROLE OF MICE TOURISM IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS**Venue: Class Room No-3, First Floor, Academic Block, NITHM Campus****Time: 2.00PM- 03.30PM****Rapporteur: Ms. R Vijayalaxmi Moderator: Dr. Parikshat Singh Manhas**

Name	Affiliation
Mr. Neeraj KS Thakur	Chairman of TCEI, Hyderabad, India
Mr. Satyanarayana Marthala	Chairman FMCTS, Hyderabad, India
Mr. Arjun Narne	KW Conferences, Hyderabad, India
Mrs. Vishala Reddy Vuyyala	Entrepreneur & Destination Marketing Consultant, Hyderabad, India
Dr. Parikshat Singh Manhas	Professor University of Jammu, Jammu, India
Mr. Balaram Babu Alla	Director, Violet Events Pvt. Ltd., Hyderabad, India

PANEL DISCUSSION-5 ROLE OF ENTREPRENURSHIP IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALSVenue: Class Room No-3, Ground Floor, Academic Block, NITHM Campus
03.30PM

Time: 2.00PM-

Rapporteur: Ms. Kiranmai**Moderator: Dr. Vidhyadhar Reddy**

S. No.	Name	Affiliation
1	Dr. Vidhyadhar Reddy	Dean Mgt. Dept. NALSAR, Hyderabad, India
2	Mr. Hemanth Satyanarayana	CEO, Imagine Solutions, Hyderabad, India
3	Ms. Preeti Sinha	CEO, Green and More, Hyderabad, India
4	Mr. Aditya Deendayal	Executive Director, Alankita Resorts & Spa, Hyderabad, India
5	Dr. Victor Anderson Hodiber	Head of Department of Tourism Management, Takoradi technical University, Ghana

**3.30PM to 4.00PM Networking High-
Tea****09 FEBRUARY 2020 KEYNOTE SPEAKER SESSION –II 4.00PM- 05.30 PM****Location: Lake Side, NIHTM****Rapporteur: Ms. Michelle Francis**

1	Prof. Ahmed Rashed. British University in Egypt & Founding Director of Farouk ElBaz Centre for Sustainability and Future Studies, Arab Republic of Egypt
2	Prof. Agita Livina, Director HEPSI, Vidzeme University, Latvia
3	Dr. Sandeep Kulshreshtha, Former Director, IITTM, Gwalior, India
4	Dr. Hasan Refaat Asst. Professor, Luxor University, Arab Republic of Egypt

05.30 PM- 05.45 PM Changeover Break**VALEDICTORY PROGRAM****05.45 PM- 06.45 PM Valedictory Venue: lake Side, NITHM Campus****Rapporteur: Ms. R Vijayalaxmi & Mrs. Archana**

1	Chief Guest	Sri Somesh Kumar Chief Secretary, Govt. of Telangana
2	Chief Guest	Sri. Vishnu Vardhan Reddy, IFS as Regional Passport Officer, Hyderabad, India
3	Guest of Honor	Sri. Dr. Tarek Rashed Director, Vice President, Civilizology LCC, WY, USA
4	Guest of Honor	Sri. Prof. Ahmed Rashed. British University in Egypt, Arab Republic of Egypt
5	Guest of Honor	Smt. Prof. Agita Livina, Director HEPSI, Vidzeme University, Latvia
6	Guest of Honor	Smt. Prof. Eudora Hagen, Dean, Takaradi Technical University, Ghana
7	Conference Director	Sri Dr. S. Chinnam Reddy Director, NITHM, Hyderabad, India
8	Conference Secretary	Sri. V Narendra Kumar, Vote of thanks, Principal NITHM, Hyderabad, India

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2ND JOINT INTERNATIONAL CONFERENCE

On Tourism, Hospitality & Sustainable Development Goals February 8-10, 2020



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Keynote Speakers Session-1 Tourism, Hospitality And Sustainable Development Goals

Date: 9-02-2020 at 11:30 a.m., at NITHM Campus.



Dr. Tarek Rashed
Vice President & Chief Technical Officer
Civizology, LLC, WY, USA



**Prof. Sabreen
G. Abd Eljalil**
Dean Faculty of Hotels,
Luxor University Egypt



Mr. Rajeev Jainapurkar
C.E.O. Ramoji Film City,
Hyderabad, TS.



Dr. Kk Ramachandran
Director GRD Institute of Management,
Coimbatore, TN.



Dr. Mohamed Ali Zienelabdein
Assistant Professor, Department of Tourism
Guidance Faculty of Tourism &
Hotel Management - Luxor University, Luxor, Egypt.



Dr. Mohammed Heragi A. Sayed
Lecturer of Egyptology, Tourist Guidance Department,
Faculty of Tourism and Hotels, Luxor University, Egypt.



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Keynote Speakers Session-1

Tourism, hospitality and Sustainable development goals

Rapporteur: Michelle J Francis

Summary:

1. Dr. Tarek Rashed: In his message spoke of Science Inflation for responsible tourism and civilization rights. Wayanad example of (Kerala) her lakes and beauty enhanced tourism of the state - bringing out how sustainable development helped Kerala become a great tourist attraction. It is very important to have sustainable goals in order to develop, sustain and transform tourist destinations. There was amazing tourist attractions that have either destroyed or deteriorated – the necessary steps should have been taken to preserve tourism. Steps are to be taken for sustainable tourism, responsible tourism and the responsibility towards the resistance of communities surrounding tourist destination. Using some frame work for responsible tourism such as 1.Theory of change 2. Risk management and 3. Complex system thinking will certainly help. Conclusion was with a few guiding values that will help Sustainability, System origin, Accountability, Innovative and Social goods. The Positive goal such as to Transform and Change through durable Interventions. Everyone should be responsible for tourism.

2. Prof. Sabreen G.Abd Eljalil: Mentioned in her opening statement that Peer-to-Peer, tourism projects have a different approach to market destination, front stage, backstage. The P2P tourism is the new version of backstage tourism. Tourists usually buy mementoes, meals etc and create a sense of pride and belonging to the local community create a sense of pride and belonging. Few points that need to be considered are Tangible heritage and .Intangible heritage, the cultural and regional festival etc. In conclusion the important factors are Tourism ethics of the Tourist, Local community's access immediate, Case of Kenya Egypt.

3. Mr. Rajeev Jalnapurkar: In his message mentioned that today, tourist destination are emerging all across the globe and it's the phase of Sustainable Tourism which is the need of the hour. Talking of travel destinations such as Urban and Coastal Destination., developing a local destination ecosystem, A complete ecosystem restaurant or Destination management – does impact areas for exchanging the visitor experience's- helps increasing tourist's to the destination. In conclusion he showed the video of Ramoji Film City and invited the delegates' to visit.

4. Dr K.K.Ramachandran : Spoke on sustainability in hospitality and tourism – the change happening at a place cannot measure, picture or contribute to ones smiles. What happens on the internet is not always true? The change and eco-tourism always sink in with new ideas, to save energy, using solar energy and reducing water wastage and local materials. How we need to look at sustainable tourism with conservational goals.

5. Dr. Mohammed Heragi A.Sayed & 6. Dr. Mohammed Ali Zienelabdein: Contributed a lot of knowledge of the Gzay Egyptian Museum. In their presentation and video they brought out the ancient history, old kingdoms, middle kingdoms, the new kingdom and the gem complex. The beautiful complex that has been constructed to preserve, sustain and enhance the ancient history of Egypt to the world.

KEYNOTE SPEAKER SESSION - 1



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Keynote Speakers Session-2 Tourism, Hospitality And Sustainable Development Goals

Date: 9-02-2020 at 04:00 p.m., at NITHM Campus.



Prof. Ahmed Rashed
Professor
British University Egypt



Prof. Agita Livina
Vidzeme University of
Applied Sciences, Latvia.



Dr. Sandeep Kulshreshtha
Ex- Director, IITTM,
Gwalior, MP



Dr. Hassan Refaat
Asst. Prof.
Luxor University Egypt



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Keynote Speakers Session-2

Tourism, hospitality and Sustainable development goals

Rapporteur: Michelle J Francis

Summary:

1. Prof. Ahmed Rashed: Began speaking on Science and Invasion for Responsible Tourism and civilization rights - Civilization tourism needs to build Civilization timeline. Speaking of Kerala how sustainable development goal of their lakes, tourist attraction places. Centre of sustainability and Egypt – to connect / to manage / to invest. Civilization rights (mostly based on Egypt) – new concert / repetition of items / existing international laws and copyrights protection. Initiative-research-campaign-engage-civilization science-copyrights. Few points he stressed on were the use of the right platform and to discuss ideas of possible future collaborations to connect, to manage and to invest.

2. Prof. Agita Livina: In her presentation spoke of the sustainability nature of travelling of the young generation. Sustainability goals 1. Climate changes 2. Consumption 3. Circular economy & 4. Change of habit and behavior in daily routines. Speaking of the translation of sustainability travelling in Z and Y generation and protected areas north vidzone biosphere reserve youth Z and Y generation few break tour generation is different Future travel in tourism. Z generation 1995 to 2000, Y generation 1982 to 1995. The characteristics and social media in forming promoting methods such as 1. Online question 2. Focus groups & 3. Observation. Implemented trips and activities with direct nature. In conclusion she mentioned the importance of methods to stress of ease tension, the need to experience happiness-enthusiasm-visit places. The self motivation requirement and the need for good communication and personal experience

3. Dr. Sandeep Kulshreshtha: In his presentation spoke on the sustainable development in tourism and hospitality that is setting the agenda for the future. Speaking of Ancient India and HER Sustainable Tourism - Ancient relations with nature, changing the world, social media traditional markets opening doors for sightseeing versus expensive depends on home stays, cross culture, emerging demographic groups, travel happiness, Next generation Peer-to-Peer Travels, the privileges-how the World White Wash Destination Marketing System. He concluded on the global issues of carrying capacity, limited resources, the concrete jungles in urban lands and the various tourism innovations and the numerous advantages for India with HER rich heritage.

4. Dr. Hassan Rafeet: In his message mentioned on the Sustainable Tourism, with the case of study effect of Hand Weavers in Egypt and Poochampalli in TS, India. The hand weaving - triplex past of the Egypt and Indian identities, the challenges facing unique selling point experience U n e s c o, the safeguarding traditional and craft man ship with the sense of pride and identity, the marketing channel, increase the desire of the master. In conclusion he mentioned regarding the skill of the new generation, the income and economy, handcrafts and tourism, the pull factor in tourism with the worldwide marketing campaigns.

KEYNOTE SPEAKER SESSION - 2



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Panel Discussion-1 on Adventure Tourism and Sustainable Development Goals Date: 8-02-2020 at 4:00 p.m., at NITHM Campus.



Jai Bharathi

Founder & CEO of MOWO Social
Initiatives Foundation, Hyderabad



Ms. Candida Louis

"Founder, India on a Motorcycle"
World traveler.



Kumar Shah

Proprietor Ride Your
Dreams lives in Vadodara, Gujarat



Mr. Sukumar Rock climber

Paraglide & Paramotor pilot,
Hyderabad



Shekhar Babu

Mountaineer & adventure sports promoter
Director, Transcend Adventure, Hyderabad



Mr. Harikishan Valmiki

Founder & Executive Director
at Valmiki Tourism, Moderator



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PANEL DISCUSSION-1

ADVENTURE TOURISM AND SUSTAINABLE DEVELOPMENT GOALS

Moderator: Mr. Valmiki Harikishan

Rapporteur : Michelle J Francis

Speakers were: Mr. Hari Kishan Valmiki - CEO Valmiki Travels, Hyderabad; Ms. Jai Bharati Founder & CEO of MOWO Social Initiatives Foundation, Hyderabad; Ms. Candida Louis-Biker, Bangalore, India; Mr. Kumar Shah - Director, Ride Your Dreams, Vadodara, India and Mr. Sukumar Das Managing Director, Vertical World, Hyderabad, India. They all shared their story of success as lay people who became famous with reason and cause, how they explore the world with an eye for tourism and also help promote the same either through biking or adventure.

Summary:

1. Mr. Valmiki Harikishan and Jai Bharati: The panel discussion commenced with lady Jai Bharati who started her dream to be biker since her 9yrs from a cycle to driving a bike. She covered around 1 lakh kilometers in last decade. Her 1st international trip was from Hyderabad-Vietnam for 56days and 17000kms and without a flat tyre she completed her expedition; she covered all Indian states and her latest expedition was 17300kms across USA for a social cause. My dream to prove to the world * Women are equal to men even in adventure* and my aim is to carry this message across the world.

2. Mr. Sukumar: Stated in that his passion was to be biker and go across India * made him dream to fly. He learned his basic course in Kamset (Maharashtra) the further continued his advanced course in Thailand. He states people need to learn and participate in aero sports and enjoy the bird eye view of the world. He also stated about Egypt tourism “FLY ABOVE PYRAMIDS”. The Aero Club of India and FAI will provide necessary documents to fly. He has opened - his own flying institute Vertical World and recently during 2019 they celebrated “Akasamlo Bathukamma” (Telangana state Festival)

3. Ms. Candida Louis: Hails from Karnataka her parent's dream of her being a Banker made her worked for few years * but her inner soul was telling her that her life is something more so she made her 1st trip for 3 months in India and later she went for 4 months and covered 32 states. She quoted: “If you have passion, put in hard work and achieve wonders”. Her motorcycle made her independent and confident. Recently she travelled from India to Australia (via Bali) in total she covered in 8 months to reach Perth. Q1. How you cross do from country to another if there is a sea in between? She replied she take her bike through container in a ship.

4. Kumar Shah: Mentioned, after his mild cardiac arrest, he took 3 months rest and made a wish to travel to London. He started all his preparations with his 19yr old Royal Enfield and set his way from India following 21 countries before reaching London in England. There was thrilling experiences apart of fear, on the way he met many people and made great friends and collected 1 lakh for social cause SAVE THE CHILDREN. Sustainable development goals he added all the bikers must carry metal water bottles and reduce plastic usage as much as possible. One lady of Allahabad give 1 cup of tea for every 3 water bottles.

5. Valmiki Harikishan: Quoted “Relief with Belief which can make anyone travel with great experience and passion to do something - is important in everyone's life”; so every student, faculty and all individuals should start and make a bucket list, pack your luggage and Get Set and Go. – Enjoy Life's Adventure.

PANEL DISCUSSION - 1 ON ADVENTURE TOURISM & SUSTAINABLE DEVELOPMENT GOALS



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Panel Discussion-2 on Tourism And Sustainable Development Goals

Date: 9-02-2020 at 2:00 p.m., at NITHM Campus.



Prof. Sampada Kumar Swain
HOD, Dept. of Tourism,
Pondichery Central University,
Pondichery, TN



Prof. C. Krishna Ranga Rao
Senior Tourism Consultant,
Hyderabad, TS



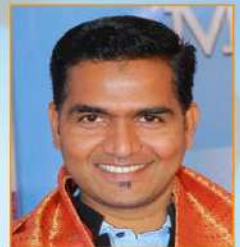
Dr. Hassan Refaat
Asst. Prof.
Luxor University Egypt



Mr. LK Ganguly
Director, NCHMCT,
Noida.



Siraj Ansari
President, TOAT, Hyderabad, TS



Abdul Sattar
General Manager, Thomas Cook,
Hyderabad, TS



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PANEL DISCUSSION- 2

ROLE OF TOURISM IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS

Moderator: Dr. Jatendra Mishra

Rapporteur: Mrs. Archana Managar

Speakers were: Dr. Sampada Kumar Swain, HoD Dept, of Tourism, Pondichery University; Prof. C. Krishna Ranga Rao, Sr.Tourism Consultant – Hyderabad; Dr. Venkata Rao, Tourism Dept. at Pondichery University; Dr. Jatendra Mishra, Tourism Dept. Indira Gandhi National Tribal University – Amarkantak; Mr. Abdul Sttar, GM Thomas Cook India Pvt. Ltd. Increasing destinations and tourism operations are endorsing and more "responsible tourism" as a pathway towards sustainable tourism. Responsible tourism and sustainable tourism have identical goals, for sustainable development. Tourism supports the local economy what can be done in to-days country competitive markets.

Summary:

1. Dr. Sampada Kumar Swain: HoD Dept, of Tourism, Pondichery University spoke on the Role of Tourism in Achieving Sustainability Development, Evolution of tourism from 1900's – 2020. He spoke on the 2000+ alternative modernization and post development, silent spring in 1962 (economic growth and development) environmental degradation. He concluded on the highlights of the conference on Human Environment in 1972. And it's amazing Milestones' in sustainable development.

2. Prof. C. Krishna Ranga Rao, Sr .Tourism Consultant – Hyderabad, T.S: Spoke on the following Sustainable factors of Tourism Products and the Convenience and Consciousness' of Tourism to-day. How training programs help the local people achieve sustainability. Informing themselves of the culture, politics, and economy of the communities visited anticipating and respecting local cultures, expectations and assumptions. Supporting the integrity of local cultures by favoring businesses which conserve cultural heritage and traditional values.

3. Dr. Venkata Rao, Tourism Dept. at Pondicherry University spoke on the Role of Tourism in Achieving Sustainability Development, Sustainable Tourism Vs Responsible Tourism. Every individual should feel the responsibility of sustainability within their cultures and cities. Finding right solutions and helping sustainability is required (instead of only speaking about it. The necessity of educating the alternate's should be implements before just trying to ban products example plastic bottles, bags etc. He concluded saying that 193 countries met in the year 2017, to form the strategies for Sustainable development goals, they came up with 17 different methods.

4. Dr. Jatendra Mishra, Tourism Dept. Indira Gandhi National Tribal University – Amarkantak Spoke of the Global economists forecast, International tourism growth, the amount depending on the location. Biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. Sustainable tourists can reduce the impact of tourism in many ways and contribute to sustainability of tourism.

5. Mr. Abdul Sttar, GM Thomas Cook India Pvt. Ltd: Spoke in the importance of people when we talk of sustainability. **Quoted:** "People are so busy working extra hours and have no time for family life". More and more travelers are choosing ecotourism as the way to go. It's a form of tourism that happens on a small scale and in a way that respects the biodiversity and ecosystems in the areas you visit. Also, look for hotels or lodges that employ local people, use local food and contribute to the local community. The resort should also have minimal environmental impact and use water and other precious resources wisely. . Therefore while talking of various sustainability's – we should also value people – and help to sustain them.

PANEL DISCUSSION – 2 ON ROLE OF TOURISM IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS



2nd JOINT INTERNATIONAL CONFERENCE

On Tourism, Hospitality & Sustainable Development Goals February 8-10, 2020



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Panel Discussion-3 on Hospitality And Sustainable Development Goals

Date: 9-02-2020 at 2:00 p.m., at NITHM Campus.



**Prof. Engy Mohamed
Yehia El-Kilamy**
Professor of Tourism Guidance,
Minia University, Egypt



**Prof. Hala Ahmed
Aly Gormaa**
Professor of Tourism Studies
Helwan University, Egypt



Mr. Vijay Tenneti
Senior Hospitality Consultant,
Hyderabad, TS



**Sri Swami Pranavashudhan
JnanaTapaswi**
Santhigiri Ashram,
Trivandrum



Mr. Ashok Hemranjani
President, HRATS,
Hyderabad, TS



Panel Discussion- 3

Role of Hospitality in Achieving Sustainable Development Goals

Moderator: Mr. Vijay Tennati

Rapporteur: Mrs. Sirisha

Speakers were: Mr. Vijay Tennati- Hospitality Consultant & GM Rewa Hotels, Hyderabad; Sri. Swami Pranavashudhan Jnana Tapaswi - Santhigiri Ashram , Kerala; Mr. Ashok Hemranjani- Group President, Minerva, Hyderabad and Mr. Narendra - Principal, NITHM, Hyderabad. All of them shared their experiences in the industry, discussed the about the need or role of sustainable development in the hospitality industry in general and through their perception.

Summary:

1. Mr. Vijay Tennati: Gave an overview of the Hospitality Industry .The tourism and hospitality is a major sector contributing towards the GDP. According to UNWTO's survey tourism and hospitality industry is becoming one of the main industries for any country's economic growth across the globe. Therefore when there is large scale development of the industry where a lot of natural resources are used its essential for us to think about sustainable development. Use of resources should be in such a way that the future generations do not face shortage of resources and that is what is called using resources with sustainability. The hospitality industry, took the initiative of sustainable development by following the 3 R's concept of reduce, reuse, and recycle. This not only decreases the waste generated but also reduces the cost or expenses in the industry.

2. Mr. Ashok Hemranjini: He explained about how the consumption of resources should be checked upon and controlled. India has come up with many sustainable development practices and measures which are followed by many hotels. There are many green hotels that came into existence in the recent time. About 66% of people are ready to pay higher than usual for the hotels which used or adopted green practices .He added that socio-environmental awareness is must in order to save the planet. Technology should be used productively and accurately for economic growth of any area. There are various government regulations that must and are followed by the tourism and hotel industry toward green practices.

3. Sri. Swami Pranavashudhan Jnana Tapaswi: He discussed about the various types of green practices adopted by the industry. Solar panels are installed to use the sunlight and convert into electrical energy. The infrastructure is built in such a way that all the natural resources are utilized in an effective way. The resources like sunlight naturally lights up the premises reducing the use of electricity. Refilling of bottles, dietaries, soap dispensers and hotels help in many ways. With these small things though they may look tiny, we can make a difference to our planet. If every hotel starts practicing this will impact a huge positive influence on others and will create an impact to save the planet and reduce pollution and huge costs.

4. Mr. V. Narendra Kumar: Three zero concept: use available people, material, local skill which gives benefits for locals. It should do eco hotel into stage project .The importance of using solar will reduce the cost as well a generate benefit for hotel if they use solar panels because they can sell it out of it. He mentioned about pollution: sound, air, water should help society and need to be concerned. Also the food: use of organic food, reduce the wastage of food by customers. 2/3 of customers are willing to pay higher for eco products services. Responsibility awareness should be increased. Noise pollution should be minimized. Self discipline should be adopted and the discussion was concluded.

PANEL DISCUSSION – 3 ON ROLE OF HOSPITALITY IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS



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Panel Discussion-4 on MICE Tourism and Sustainable Development Goals

Date: 9-02-2020 at 2:00 p.m., at NITHM Campus.



Mr Neeraj KS Thakur
Director, TCEI,
Hyderabad TS



Satya Narayana Mathala
Chairman, FMCTS, Hyderabad, TS.



Arjun Narne
Director, KW Conference,
Hyderabad, TS



Vishala Reddy Vuyyala
Entrepreneur, Destination
Marketing Consultant



Dr Parikshat Singh Manhas
Director, School of Hospitality
And Tourism Management,
University of Jammu, JK.



Balaram Babu Alla
Director- Violet Event Mktg
(India) Pvt Ltd.



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Panel discussion-4

Mice Tourism and Sustainable Development Goals

Moderator: *Dr.Parikshat Singh Manhas*

Rapporteur : *Ms. R Vijayalakshmi*

Speakers were: Dr. Parikshant Singh M Prof. University of Jammu; Mr.Neeraj KS Thakur Chairman TCEI Events; Mr. Arjun Narne MD, KW Conference Hyderabad; Mrs. Vishala Reddy V MD IDENT City; Mr. Balram Babu Alla Director of Violet events Pvt.Ltd. The sharing was on sustainable development goals that can be achieved by local people by protecting All shared their experiences in the industry, discussed the about the need or role of sustainable development in the hospitality industry in general and through their perception.

Summary:

1. Dr. Parikshat Singh M Prof. University of Jammu: Initiated the discussion on sustainable tourism, which is a complex thing to analyze - each one, interprets it in their - own way. Asserting that to-day Sustainable Tourism is leaving the things as they are acquired. What we do in our life is very important and we should not leave footprints and instead do things in such a way that will make an improvement of that activity. Development in few cases harm the environment and innovation refers to change and definitely we need to create awareness. Summing up MICE Tourism can achieve sustainable development goals by working towards having positive or minimal negative impact.

2. Dr.Neeraj KS Thakur Chairman TCEI Events: A Practitioner of MICE stated saying Sustainable Development Goals & MICE Tourism is important and difficult to deliberate. India as a MICE sector has been lagging behind; there is no emphasis on growing MICE in India as we are unable to promote it at the domestic level like promotion of domestic destination like northeast region of the country. By collaborating with foreign markets, we attract global tourism. Speaking of the SDG of 2016 and Agenda 2030, where every economy in the world will strive using its Sustainable Development Goals.

3. Mr. Arjun Narne MD, KW Conference Hyderabad: A lot of MICE development has happened in Hyderabad and the whole country, as well as the sustainability at local levels. Speaking about Rajahmundry in Andhra Pradesh, with its MICE convention centre helped to develop infrastructure, local industries and attracted tourist now need to sustain for future. The importance of certain sustainable practices like avoiding food wastage which can be kept under control and accommodation units coming up with the idea of Green Hotels. In conclusion quoted” Sustainability should be there in actions and ideas while satisfying the needs and wants”.

4. Mrs. Vishala Reddy V MD IDENT City: Mentioned that MICE brings people together and is very different from Leisure Tourism and other forms of Tourism. Just as Leisure is for relaxation and one decides to visit a destination of their choice. MICE Tourism helps one to learn and grow; eventually the marketing strategies also differ to attract various categories of visitors. Eg: How Mr. Trump’s daughter Evana Trumps visit to Hyderabad - for a conference had a profound impact on Hyderabad, giving opportunities to various stake holders. In conclusion MICE helps Sustainable Development Goals by sustaining the tourism of cities.

5. Mr. Balram Babu Alla Director of Violet Events Pvt. Ltd.: Spoke giving the example of Eiffel Tower, Paris. He explained how the tower was an arch for an Expo in Paris and today it’s a world famous monument which attracts visitors from around the globe. Therefore MICE contributes in promotions of destinations and speeds up the tourism economy. In conclusion he said a very systematic approach is needed to organize events, conferences and exhibitions. All events should take care of waste and scrap management and improve on the existing resources.



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Panel Discussion-5 on Entrepreneurship and Sustainable Development Goals Date: 9-02-2020 at 2:00 p.m., at NITHM Campus.



Dr. Vidyadhar Reddy
Dean, Management
Department, NALSAR University,
Hyderabad, TS



Hemanth Satyanarayana
C.E.O. Imagine Software Lab,
Hyderabad, TS



Preeti Sinha
C.E.O. Greens & More,
Hyderabad, TS



Aditya Deenadayal
Executive Director
Aalankrita Resorts & Convention



**Mr. Victor Anderson
Hodibert**
(Ph. D), Sr. Lecturer, Takoradia
Technical University, Ghana



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PANEL DISCUSSION - 5

ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT GOALS

Moderator: Dr. Vidhyadhar Reddy

Rapporteur : Ms. Kiranmai

Speakers were: Ms. Deepshika—Communication specialist at Tech Mahindra; Mr. Hemanth Satyanarayana - CEO of Imagine Solutions Hyderabad; Ms. Preeti Sinha- CEO of Green and more Hyderabad; Mr. Aditya Deendayal—Executive Director of Aalankita Resorts and Spa Hyderabad and Dr. Eng. Zdzislaw Polkowski – Professor at Jan Wyzykowski University Polkowice Poland. They all shared their stories of success as lay people who became famous with reason and cause, how they explored the world with an eye for tourism and also help to promote entrepreneurship around the globe with their perceptions.

Summary:

1. Mr. Aditya Deendayal: *Enough for man's need – but not for the man's greed*. By giving this statement he also spoke about the entrepreneurship. He stated about the three pillars of sustainability in entrepreneurship – social, economical and environment. In conclusion he explained the three important pillars as training people and women empowerment, money making and eco friendly entrepreneur respectively.

2. Mr. Hemanth Satyanarayana: He spoke about the balance between technology and face to face conversations regarding the communication playing an important role in business and world. Speaking about the future web being 5.0 will make it possible for the people to know what the customers from the virtual world. The product and know from the everyone's perspective whereas we are between 1.0 to 2.0. He even added human can highlight connections with their superior technology help entrepreneurship.

3. Ms. Preeti Sinha: She supported the women in rural areas who are having access to training and are being provided with jobs. This is also done by NITHM. She spoke about the nutritional balances in salads, buying the product directly from the farm minimizing the usage of plastic products. Dump the waste into organic waste there is a efficient waste management done. Biodegradable waste is used for manure and other purposes.

4. Dr. Eng Zdzislaw Polkowski: He spoke about the digitalization of all processes in tourism sector – E tourism. People prefer companies or hotels with internet access Information Technology plays vital role in delivering the services to the customers. Consideration of the contributions of SME's into the industry of about 90% in Europe which needed to be innovated. * If you are not updated you are outdated*.

5. Ms. Deepshika Sharma: In the discussion, she gave her opinions and suggestions regarding the development in technology and Human interactions. She summarized the discussion in the end stating a few more points on sustainability and its development.

PANEL DISCUSSION – 5 ON ROLE ENTREPRENURSHIP IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS



Brief Summary on few papers presented: Sustainable Development & Tourism Goals

TRACK 1

Sessions Chair: Dr. Sndeeep Kulshreshta & Prof Sabreen G AbdEljalil Mohamed

Rapporteur :Dr. Hemanth

1) Pravati Panda : Impact of Bollywood on Tourism in India: Session started with her presentation on how Indians cinemas are influencing locals and foreign tourist to visit certain destinations in India and across the world contributing for economy growth and employment for the locals. Indian cinemas had a great impact on her mind particularly when she watch certain location in movie, she tried to locate the place and wish to visit the destination or add it to her travel bucket list. Cinema or movie creates a positive impact on youngster's mind which enables them to watch movies. The impact of the 3 idiots the destination Ladak or any destinations in Himanchal Pradesh was so popular for many teenagers and even now people are travelling as their favorite destination to visit.

2) G.Jaya Prakasj Narayana – Rural Tourism Development in India Potential & Prospects: He stated rural tourism is a great way to kick start 2020 travel list for present generation who are keen to know about the life in villages and experience the unique culture and lifestyles of the country side. Promotion of rural tourism will help giving employment to locals and help them financially as much as possible. People migrate towards cities due to employment opportunities and advanced lifestyle forgetting their roots by tourism this can be controlled for some extent and keep our rural lifestyle intact. 100km away from Hyderabad there is a village named Ankapur which is totally dependent on the specialized Chicken cuisine making the destination - a weekend getaway and experiences the local lifestyle along with employment to the locals who are currently dependent on this business.

3) Rajani Prasad – Challenges of heritage & Sustainable Tourism in India: India got priceless gifts since ancient time from culture; traditions; lifestyle; cuisine; architecture and great heritage which made HER stand unique. Tourism and hospitality is contributing approx. 9.2% for India's GDP and 17.5% for Worlds GDP. Tourism must be sustainable for every individual with a feeling of belongingness towards the destination. Old customs, festivals, fairs and culinary can be practiced. People must stop any kind of scribbling on walls and vandalism of monuments should be punished completely. Overcrowding at destinations can be controlled by limiting entry per day. Good law and administration should be followed. Public awareness and education must improve.

4) E Joshu Ajoon & Dr. Y. Venkata Rao: Tourism in Pondicherry mainly by young travelers made a high rise in Puducherry tourism activities. Over exploitation of destination by plastic landfills, water pollution, cruise threat is disrupting the ecological balance of the place. "Tourist your luxury trip, my daily misery". Tourist must be like part of the destination. Tourism must start from grassroot. 7P's must be followed.



TRACK 1 – SUSTAINABLE DEVELOPMENT AND TOURISM



TRACK 2 – SUSTAINABLE DEVELOPMENT AND HOSPITALITY

Session Chair: Prof. Engy Yehia Mohamed Emam El-Kilany & Prof. Kannan
Rapporteur: Ms. Kiranmai

1) Ms. Saraswati Sankaramani, Rajesh L-Sustainable practices in hotels: The increase of global warming, pollution and other environmental changes may affect the sustainable development. A lot of sources are used by the hotel industry and it is very necessary to use them in a sustainable manner. There are a few methods adopted by the hotel industry for sustainable development: Upgrade detergents quality to reduce water pollution; Rainwater harvesting can be implemented; Waterless urinals; Aerators in faucets. The importance to Reduce, Recycle, Reuse and Regenerate must be adopted. Save Energy and use solar panels, utmost usage of natural light must be adopted and using smart sensors to stop unnecessary use of electricity. Waste management by “No waste day” to reduce any kind of wastage can be slowly practiced. Using reusable dishware and waste categorizing bins for recycling and water should be conserved, waste management using resources efficiently. Be responsible about your footsteps.

2) Sirisha Murthy, Ganesh MK-A study on influence of social media for the promotion of hospitality services. : 95% of people use social media for hospitality or travel mainly used to for booking services, feedback, reviews and recommendations. Advantages-Easy accessibility, quick availability of information, huge number of options Disadvantages-Non stable or constantly changing, inaccuracy of information, individual opinion is in dominant, compromise privacy. How can hotel make full use of social media? Identify the type of customers and their preferences, pop up ads, promotion of new products through employees and not only through official page.

3) Akanksha Rajora -Green practices in ITC Hotels : Green practices as climatic change is happening because of many practices like deforestation. Green practices used in ITC to overcome environmental problems and save our environment. Energy efficiency and renewable energy, indoor environmental quality, conservation of materials and resources, safe guarding water and water efficiency, sustainable site planning.



TRACK 3 – SUSTAINABLE DEVELOPMENT AND BUSINESS MANAGEMENT

Session Chair: Dr. Kumaran, Alliance university & Dr. Tamra Yacoub Naser Eddin

Rapporteur: Mrs. Pallavi Dey

1) Dr. Anand Bethapudi, Dr. Neeraj: M -Does The Effective Experiential Marketing Affect The Tourist Value? : A marketing strategy that directly engages consumers and invites and encourages them to participate through real world situations. The dimensions of experimental marketing are sense, feel, think, act and relate. Hospitality experiences create more value to the tourist.

2) Sandhya Anilkumar: Sustainability in waste management: Hotels should adopt environment friendly contributions also can earn profits from proper recycling of waste in long run. Solid waste management should be analyzed assessed in detail. To carry out waste audit.

3) Dr. Jayesh Tanna, Harshita: Vijay-Merger and acquisition in hospitality industry: A pre and post-performance analysis. In present scenario merger and acquisitions are creating a great impact on hospitality industry a new horizon of investment is opening up due to that.

4) Jayesh J Tanna & Janaki Ashokbhai: Dave-Impact of Foreign Tourist Arrival On The Growth Of Foreign Exchange Earnings. Foreign tourist arrival is directly proportional to the foreign exchange earnings of India. The growth of foreign tourist arrival is creating a great impact on foreign exchange earnings and revenue generation



TRACK 4 – SUSTAINABLE DEVELOPMENT AND TOURISM

Session Chair: Dr. Hassan Refaat & Dr. Chetan Srivastava
Rapporteur : Mrs. Archana mangar

1) Bhumi D Bhatt -Economic & Social Impact Of Tourism: A Review Article Of Tourism Sector, tourism is a hub filled with travelling experiences. How can we evaluate the global impact? The use of E board members in view of the economic impacts; employment generation through increase of hotels, increase in public service, infrastructure gap/lack of tourism support, the socio cultural impact and how the need to up-lift the tourism standards. The need to respect other local cultures and social changes, environmental impact and tourist life.



TRACK 5 – SUSTAINABLE DEVELOPMENT AND HOSPITALITY

Session Chair: Mr. Narendra Kumar, Dr. Shreekanth Sharma, NIMSME & Dr. Dipanjali Mishra
Rapporteur: Ms. Kiranmai

1) Ms. Sirisha K - A Study on the Effect of Room Design on Consumer Behavior: Hotel design has a great influence on consumers. Even though other services are very good in a hotel a bad or good common design makes a customer still unsatisfied. Facility aesthetics-57% of respondents is satisfied. Layout accessibility-66% of respondents are satisfied. Evaluation-64% respondents claimed to have experienced good emotions in a well-designed, aesthetic rooms limited to the city of Hyderabad. Different aspects of design play an important role in customer satisfaction. Interior design, well décor, furniture, color, lighting, plants are necessary for a consumer's happiness and satisfaction accords to 80% of respondents.

2) Mr. Chelleswara Rao - Role Of Sourcing Raw Materials Towards Sustainable Development Of Tourism : Locals should get benefits from sustainable tourism development Regarding how locals and tourism service providers like hotels benefit each other .Role of sourcing raw materials by categorized hotels Study In Tirupati Number of milk producer companies are there in Tirupati to fulfil the demand there as tourism flow is very high. Analysis of how many suppliers are there in the knowledge of hoteliers: Most hotels are known to local agencies. Dairy industry: Market size, growth, price, segments, cooperatives, private dairies, procurement & distribution. The dairy market in India reached high value which is benefiting both locals and tourists.

3) Dr.M.Prabhakar Reddy & Aparajitha Das Gupta - Sustainable tourism in India-Issues and challenges Tourism is a major source for employment in India. Sustainable Tourism: Preserve socio cultural integrity Respect for culture values, diversity and heritage. Respect for culture values, diversity and heritage. How mutual understanding, peace and security, strict rules and regulations would help evolve sustainable tourism in India.

4) Mr. Narendra Kumar- A study on competency mapping impact on service performance in 5 star hotels in Hyderabad, Visitors or Guests are treated like God in India and it's how hotels are supposed to treat the guests. Challenges in Indian hotels-1) Short skilled employees.2)Lack of tourism and hospitality institutes. Training is highly important for the staff as it affects image of the hotel as well as customer satisfaction. Training improves service quality, job stability, good team work, reduce recruitment cost of hotels. **Objectives:** Examine training system evaluate training and development programs evaluate various departments in hotels **Result** - Highest staff is in housekeeping department, Training and development is highly important for various purposes for employees as well as employees in hotel industry. Proper training of staff reduces recruitment cost builds leadership quality will influences growth of employees as well as hotel name.

5) Ms Sangeetha & Dr Jayanthi Rebecca - Factors on adoption and implementation of green and environment sustainable practices of hotel industry: An assessment through regression. Environmental sustainability depends of decisions, awareness regarding measures that must be taken for sustainability of environment. Study is conducted in 3-4 star hotels in Chennai. Possibility and capability among hotels is high but then implementation is very low. Variables studied: Hotel environment, employee behavior, management and business practices and implementation of measures for sustainability recycling activities: Serves proper portion of food; Recycling water reusing linens; towels etc. Energy efficiency practices: Use high energy efficient lights Led bulbs, waste control awareness. And the Green environmental practices and not forgetting the Transportation related green practices.

6) Mr. Balaji D & Dr. Thangasamy Milton - Entrepreneurship and sustainable tourism development in hotel industry-India. Tourism across world is increasing due to globalization, increased income of citizens, availability of holidays and low cost airlines. There has been growing concern among hotel owner's sustainable practices. Energy, water, waste main concern of hotels is now focusing upon Green eco hotels in India-ITC Grand Cholla, CGH Earth Group Hoteliers around globe need to pay attention for sustainable growth especially new and existing entrepreneurs should study and plan models to make and implement measures for sustainable development and growth.

TRACK 5 – SUSTAINABLE DEVELOPMENT AND HOSPITALITY



TRACK 6 – SUSTAINABLE DEVELOPMENT AND BUSINESS MANAGEMENT

Session Chair: Dr. Saeda Mohammad Mustafa & Dr. Jitendra Mohan Mishra

Rapporteur: Dr. Hemanth

1) Michelle J Francis - Challenges “Working with intractable people in service industry”- And how to best work with them. Dealing with intractable people or unpleasant people in the service industry is one of the biggest challenges that continuous. While dealing with difficult people around you who knows you may be one yourself it takes one to know one – stated by Author and Management Speaker Mr. Chris Croft.

2) Dr. G Vijay and V Radhika - Impact of Tourism industry on socio economic developments of Koyyalagudem village. As per latest, data available tourism in India has shown a potential growth in the past decade contributing 6.8% to India’s GDP. Kovvalagudem is popular centre for Ikkat products and hand-woven silk sarees after Pochampally for its handloom works.

3) Hardik K Parikh & Ms. Paridhi Hardik Parikh - Contribution of India in the history of mathematics from Vedic era. All the numbers, mathematical formulas and equations, theorems are said in Vedic period. Speed of light, Zero (number) and number system are explained at that times i.e. pre-Vedic period.

4) Narayani Bhatt - Emotional intelligence in work place exploring its effect on occupational stress and organizational commitment. EI or emotional intelligence refers to ability to perceive, control and evaluate emotions. People can control over their emotions and they know very well when they have to share personal problems.

5) Indranil Baneerji - Better parking management practices for improving mall profitability and customer. Way finding, design safety, parking security, maintenance features are critical factors. Parking the vehicles in shopping malls should provide ease to customers.

6) Sree Haritha N; DR B R Megharaj - Ecopreneurship - An innovative solution for global warming. Ecopreneurship sometimes referred as green entrepreneurship. It gives scope to the main entrepreneurs who distinguish and endeavor such chances.

7) Leena George - Medical Tourism: Medical Tourism is growing rapidly these days even for people from rural areas. Medical tourism provides all kinds of treatments to the public.

8) **N. Yadagiri** - Evolution of user satisfaction with RFID technology in libraries: It's a type of Library Automation and Networking System which provides library Services through RFID Technology, Library user friendly, Selfcheck Machine for Barrowing Books and Returning of Books, for my Account details User can login Library Webpage with User Id and password along with thumb impression. Security Gate will work Anti theft System. RFID plays a vital role in library automation and networking,

TRACK 6 – SUSTAINABLE DEVELOPMENT AND BUSINESS MANAGEMENT





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2nd International Conference on Tourism, Hospitality and Sustainability Development Goals on February 8 -10, 2020.

**You are cordially invited for the Velductroy Programme
on 9th February 2020 at 5.30 pm onwards**

Chief Guest

Sri. Vishnu Vardhan Reddy, I.F.S.

Regional Passport Officer,
Hyderabad, India,

Guests of Honor

Sri. Dr. Tarek Rashed,

Director, Vice President, Civilizology LCC, WY, USA

Sri. Prof. Ahmed Rashed

British University in Egypt, Arab Republic of Egypt

Smt. Prof. Agita Livina,

Director HEPSI, Vidzeme University, Latvia

Smt. Prof. Eudora Hagen,

Dean, Takaradi Technical University, Ghana

Conference Director

Dr. S. Chinnam Reddy,

Director, NITHM

**Venue: Lake Side Open Auditorium,
National Institute of tourism and Hospitality Management**

The Valedictory

Commenced at 05:30pm. The Director NITHM – welcomed the dignities’ Thanking the Delegates’ from around the globe. Spoke on statics of the conference – 72 papers presentation completed in 6 different tracks - by professors from all over India and 34 foreign countries; 5 panel discussions, 2 key note sessions.. He also mentioned the next year’s conference would be bigger with more countries participating and the aim is to get more that 100 paper presenters. He thanked the conference committee, staff members and students for joining hand to make this conference a successful one.

Our Chief Guest. Sri. Vishnu Vardhan Reddy, IFS as Regional Passport Officer, Hyderabad, India, in his address mentioned that, it was his privilege to be a part of this conference*Tourism is the oldest and ever green industry. The Tourism & Hospitality Industry generated a huge income and contributes to the nations GDP, and other stake holders are dependent on tourism. He congratulated NITHM for conducting such great tourism conference. In his conclusion mentioned we need to focus on medical and wellness tourism. Smt. Prof. Agita Livina, Director HEPSI, Vidzeme University, Latvia – The quality of this year’s conference improved and she looking forward for next year. She thanked the staff and students for all their hospitality. Other Guest of honor were: Sri. Dr. Tarek Rashed Director, Vice President, Civilizology LCC, WY, USA ; Sri. Prof. Ahmed Rashed. British University in Egypt, Arab Republic of Egypt; Smt. Prof. Eudora Hagen, Dean, Takaradi Technical University, Ghana – And the dignitaries thanked Director for the wonderful conference and hospitality. The digitries were facilitated by the Director and Principal of NITHM, The program came to an end with Vote of Thanks was given by Dr. Neeraj Gohil - HoD Tourism (NITHM).

Details of the conference : The National Institute of Tourism & Hospitality Management (NITHM), Hyderabad – INDIA & Vidzeme University of Applied Science, LATIVIA are jointly hosting the 2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals from the 08th – 10th February 2020, at the NITHM campus – Gachibowli, Hyderabad, TS. More than 72 International delegates from over 18 countries or more, along with delegates from within INDIA as well will be participating. The following five International Universities are collaborating, University of Africa, Bayelsa State, Nigeria, South Valley University- Luxor Branch, Arab Republic of Egypt, Takoradi Technical University, Ghana, The Engineering and Pedagogical College of Dushanbe, Tajikistan and University of Birjand, Birjan, Iran.

The Aim 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. NITHM is hosting this conference for faculty, research scholars, Industry stakeholders from both the Tourism & Hospitality Industry's to help enrich their knowledge with panel sessions; paper presentations and use this platform to its maximum benefits.

As part of the conference around 70 researchers are presenting papers in two days. This includes professors from foreign universities and Indian Universities. Apart from researchers, around 40 speakers are various panel discussions spread over Adventure Tourism to Entrepreneurship.

VALEDICTORY PROGRAM



Summary

Day 1: 08th Feb 2020.

1 Panel Discussion on Adventure Tourism - Speakers were : Mr. Hari Kishan Valmiki CEO Valmiki Travels, Hyderabad, India; Ms. Jai Bharati Founder & CEO of MOWO Social Initiatives Foundation, Hyderabad; Ms. Candida Louis Biker, Bangalore, India; Mr. Kumar Shah Director, Ride Your Dreams, Vadodara, India and Mr. Sukumar Das Managing Director, Vertical World, Hyderabad, India. In the panel discussion they all shared their story of success as lay people who became famous with reason and cause, how they explore the world with Tourism and help promote the same either through biking or adventure.

Day 1: 08th Feb 2020. : The morning of 08th Feb 2020 * Three 3 track of paper presentation conducted - where 15+ papers were presented.

Day 2 - 09th Feb 2020.

The 2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals on the 09th Feb'20, at the NITHM campus – Gachibowli, Hyderabad, Day 2, morning sessions commenced with 3 panel tracks where we had paper presentations of 30+ professors.. The Keynote address of 5 speakers followed at 11:30 am. Eminent speakers 1. Dr. Tarek Rashed Director, Vice President, Civilizology LCC, WY, USA 2. Prof. Sabreen G. Abd Eljalil Mohamed, Dean of Faculty of Tourism and Hotels, Luxor University, Arab Republic of Egypt 3. Mr. Rajeev Jalanapukar CEO Ramoji Film City, Hyderabad, India 4. Dr. K.K. Ramachandran, Director, GRD Institute of Management, Coimbatore, India. & 5. Dr. Mohammed Heragi A. Sayed & Dr. Mohamed Ali Zienelabdein, Luxor University, Luxor, Egypt. Summary of the key note 1 speakers: The stressed on Science of sustainability; Women Empowerment; Sustainable and responsible tourism. All the frame work – Theory change; Risk management and Complex system thinking. The importance of Goals, Guiding Values and how tourism destinations, need to have sustainability for the generations to follow. How to-day we change with time on the eco system, saving energy, reduce water waste and material waste. How cultures are blending with tourism.

Four panel discussions commenced after lunch: panel speakers were: Discussion 1 (Tourism Sustainability) : Dr. Sampada Kumar Swain ; Dr. V. Krishna Ranga Rao - Consultant, World Bank , Hyderabad, India; Dr. Hassan Refaat - Assistant Professor, Tourism, Luxor University, Egypt; Mr. Abdul Sttar GM, Thomas cook India Pvt. Ltd, Hyderabad, India; Venkat Rao Professor – Pondicherry University; Dr. Jitendra Mishra – IGNTU Amarakanta . Discussion 2 (Hospitality Sustainability) Speakers were: Mr. Vijay Tenneti - Hospitality Consultant, Rewa Hotels, Hyderabad, India; Srr. Swami Pranavashudhan Jnana Tapaswi - Santhigiri Ashram, Santhigiri; Mr. Ashok Hemranjani - Group President, Minerva Grand, Hyderabad , India & NITHM Principal – Mr.V. Narendra Kumar. Discussion 3 (MICE Tourism) Speakers were : Mr. Neeraj KS Thakur- Chairman FMCTS, Hyderabad , India; Mr. Satyanarayana Marthala - COO, HITEK and President, IEIA, Hyderabad, India ; Mr. Arjun Narne – MD KW Conferences, Hyderabad, India; Mrs. Vishala Reddy Vuyyala - Entrepreneur & Destination Marketing Consultant, Hyderabad, India; Dr. Parikshat Singh Manhas - Professor University of Jammu , Jammu, India; Mr. Balaram Babu Alla - Director, Violet Events Pvt. Ltd. , Hyderabad, India. Discussion 4 (Entrepreneurship) Speaker were: Ms. Dipshika Sharma – MSME Trainer Delhi; Mr. Hemanth Satyanarayana - CEO, Imagine Solutions, Hyderabad, India; Ms. Preeti Sinha - CEO, Green and More, Hyderabad, India; Mr. Aditya Deendayal - Executive Director, Alankita Resorts & Spa, Hyderabad, India & Dr.Eng.Zdzislaw Polkowski - Professor at Jan Wyzykowski, University Polkowice, Poland.

After all the panel sessions there was the 2nd Key note Speakers session, four speakers were: 1. Prof. Ahmed Rashed. British University in Egypt & Founding Director of Farouk ElBaz Centre for Sustainability and Future Studies, Arab Republic of Egypt 2. Prof. Agita Livina, Director HEPSI, Vi dzeme University, Latvia; 3. Dr. Sandeep Kulshreshta, Former Director, IITTM, Gwalior, India & 4. Dr. Hasan Refaat Asst. Professor, Luxor University, Arab Republic of Egypt. The Summary of the key note 2 speakers: Many of the speakers spoke on the scientific tourism; Future and the protection of tourism; Sustainable Development of Tourism & Hospitality; Strategies' of change for the future; the emerging trends of cross cultures in tourism and its products of different countries. Handicrafts of India going around the globe.

Day 3 - 10th Feb 2020. :


The last day of the 2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals that was from 08th to 10th Feb'20, foreign delegates along with other states delegates were taken on a city tour to expire the beautiful city of Hyderabad. The tour was with conducted with INTACH Anuradha Reddy. The trip was to see feel and experience the rich heritage of Hyderabad's Golkonda fort, Charminar and Chocolate Palace. The delegates enjoyed the trip and interacted with the local tourists and enjoyed shopping at Laad bazaar. The delegates were grateful to Director NITHM Dr. S Chinnam Reddy for arranging the trip, they enjoyed the hospitality and warmth of people of Hyderabad.



NEWS COVERAGE – CLIPPINGS

పర్యాటక రంగానికి ఉజ్వల భవిష్యత్

రాయదుర్గం: భారతదేశంలో పర్యాటకరంగం ప్రాధాన్యత సంతరించుకున్న రంగంగా గుర్తింపు పొందిందని హైదరాబాద్ రీజనల్ పాస్ పోర్టు అధికారి విష్ణువర్ధన్ రెడ్డి అన్నారు. గచ్చిబౌలిలోని నేషనల్ ఇన్ స్టిట్యూట్ ఆఫ్ టూరిజం అండ్ హాస్పిటాలిటీ మేనేజ్ మెంట్ (నిడమ్)లో మూడు రోజుల పాటు సాగే అంతర్జాతీయ సదస్సు రెండో రోజైన ఆదివారం ముగింపు సమావేశానికి ఆయన ముఖ్య అతిథిగా విచ్చేశారు. ఈ సందర్భంగా విష్ణువర్ధన్ రెడ్డి మాట్లాడుతూ.. పర్యాటక, ఆతిథ్య రంగాలు దేశానికి ఆదాయాన్ని సమకూర్చేలా గుర్తింపు పొందాయ అన్నారు. రానున్న రోజుల్లో మెడికల్, వెల్ నెస్ టూరిజం అభివృద్ధిపై మరింతగా అభివృద్ధి చెందితే ఈ రంగం దేశంలో ఆదాయం సమకూర్చే వే కాకుండా ఉపాధి అవకాశాలు కల్పించేవిగా మారుతాయన్నారు. లాల్ వీయా దేశం విడ్డెమ్ యూనివర్సిటీ హెచ్ ఈపీఎస్ ఐ డైరెక్టర్ ప్రొఫెసర్ ఆగితాలివి నా మాట్లాడుతూ.. నిడమ్ ఆధ్వర్యంలో నిర్వహించిన ఈ సదస్సు అందిరికి ఉపయోగపడాలా ఉందన్నారు. రెండో రోజు కార్యక్రమంలో 34 దేశాం ప్రతనిధులతో ఐదు ప్యానల్ డిస్ కషన్స్, రెండు కోనేట్ సెషన్స్ నిర్వహించగా 100 మంది విద్యార్థులు, అధ్యాపకులు పత్ర సమర్పణ చేశారు. ఆనంతరం సదస్సులో పాల్గొన్న అతిథులకు నిడమ్ డైరెక్టర్ డాక్టర్ ఎన్. చిన్నంరెడ్డి, ప్రిన్సిపాల్ నరేంద్రకుమార్ నన్నానించారు. ఈ కార్యక్రమంలో యూఎస్ఎ ప్రతినిధి డాక్టర్ తారక్ రషీద్, ఈజిప్ట్ లోని బ్రిటిష్ యూనివర్సిటీ ప్రొఫెసర్ అహ్మద్ రషీద్, ఘనా యూనివర్సిటీ ప్రొఫెసర్ ఎడురాహగెన్, నిడమ్ పాఠశాల ప్రతినిధులు, అధికారులు, విద్యార్థులు



నిధమ్

నిధమ్

హైదరాబాద్ నిధమ్ మేనేజ్ మెంట్ సెంటర్ ఫర్ టూరిజం అండ్ హాస్పిటాలిటీ

నిధమ్ మేనేజ్ మెంట్ సెంటర్ ఫర్ టూరిజం అండ్ హాస్పిటాలిటీ

నిధమ్ మేనేజ్ మెంట్ సెంటర్ ఫర్ టూరిజం అండ్ హాస్పిటాలిటీ

శేరిలింగంపల్లి

నియోజకవర్గం



పర్యాటక రంగం అభివృద్ధిలోనే దేశాభివృద్ధి

రీజనల్ పాస్ పోర్టు షేఫర్స్ విష్ణువర్ధన్ రెడ్డి • నిడమ్ లో రెండో రోజు అంతర్జాతీయ సదస్సు

రాయదుర్గం: పర్యాటక రంగం ప్రాధాన్యత సంతరించుకున్న రంగంగా గుర్తింపు పొందిందని హైదరాబాద్ రీజనల్ పాస్ పోర్టు అధికారి విష్ణువర్ధన్ రెడ్డి అన్నారు. గచ్చిబౌలిలోని నేషనల్ ఇన్ స్టిట్యూట్ ఆఫ్ టూరిజం అండ్ హాస్పిటాలిటీ మేనేజ్ మెంట్ (నిడమ్)లో మూడు రోజుల పాటు సాగే అంతర్జాతీయ సదస్సు రెండో రోజైన ఆదివారం ముగింపు సమావేశానికి ఆయన ముఖ్య అతిథిగా విచ్చేశారు. ఈ సందర్భంగా విష్ణువర్ధన్ రెడ్డి మాట్లాడుతూ.. పర్యాటక, ఆతిథ్య రంగాలు దేశానికి ఆదాయాన్ని సమకూర్చేలా గుర్తింపు పొందాయ అన్నారు. రానున్న రోజుల్లో మెడికల్, వెల్ నెస్ టూరిజం అభివృద్ధిపై మరింతగా అభివృద్ధి చెందితే ఈ రంగం దేశంలో ఆదాయం సమకూర్చే వే కాకుండా ఉపాధి అవకాశాలు కల్పించేవిగా మారుతాయన్నారు. లాల్ వీయా దేశం విడ్డెమ్ యూనివర్సిటీ హెచ్ ఈపీఎస్ ఐ డైరెక్టర్ ప్రొఫెసర్ ఆగితాలివి నా మాట్లాడుతూ.. నిడమ్ ఆధ్వర్యంలో నిర్వహించిన ఈ సదస్సు అందిరికి ఉపయోగపడాలా ఉందన్నారు. రెండో రోజు కార్యక్రమంలో 34 దేశాం ప్రతనిధులతో ఐదు ప్యానల్ డిస్ కషన్స్, రెండు కోనేట్ సెషన్స్ నిర్వహించగా 100 మంది విద్యార్థులు, అధ్యాపకులు పత్ర సమర్పణ చేశారు. ఆనంతరం సదస్సులో పాల్గొన్న అతిథులకు నిడమ్ డైరెక్టర్ డాక్టర్ ఎన్. చిన్నంరెడ్డి, ప్రిన్సిపాల్ నరేంద్రకుమార్ నన్నానించారు. ఈ కార్యక్రమంలో యూఎస్ఎ ప్రతినిధి డాక్టర్ తారక్ రషీద్, ఈజిప్ట్ లోని బ్రిటిష్ యూనివర్సిటీ ప్రొఫెసర్ అహ్మద్ రషీద్, ఘనా యూనివర్సిటీ ప్రొఫెసర్ ఎడురాహగెన్, నిడమ్ పాఠశాల ప్రతినిధులు, అధికారులు, విద్యార్థులు

దేశానికి ఆదాయ వనరు పర్యాటక రంగం

రాయదుర్గం, న్యూస్ టుడే: పర్యాటకం, ఆతిథ్య రంగాలు దేశానికి గొప్ప ఆదాయ వనరులుగా నిలుస్తాయని ప్రాంతీయ పాస్ పోర్టు అధికారి విష్ణువర్ధన్ రెడ్డి పేర్కొన్నారు. గచ్చిబౌలి నేషనల్ ఇన్ స్టిట్యూట్ ఆఫ్ టూరిజం అండ్ హాస్పిటాలిటీ మేనేజ్ మెంట్ (నిడమ్)లో నిర్వహించిన అంతర్జాతీయ పర్యాటకం, ఆతిథ్య రంగం.. సుస్థిరాభివృద్ధి లక్ష్యాలు అనే అంశంపై రెండు రోజుల సదస్సు ఆదివారం ముగిసింది. ఆ రోజు మాట్లాడుతూ జీడిపీలో పర్యాటకం కీలక పాత్ర పోషిస్తుందన్నారు. ఈ రంగం ద్వారా అనేక ఇతర రంగాలూ ఆదారపడతాయని, ఈ క్రమంలో అనేక ఉపాధి, ఉద్యోగావకాశాలు కల్పిస్తుందని చెప్పారు. నితం డైరెక్టర్ చిన్నంరెడ్డి మాట్లాడుతూ ఆరు వివిధ విభాగాల్లో భారత్ తోపాటు పలు దేశాలకు చెందిన 34 మంది ప్రొఫెసర్లు 72 పేపర్ ప్రజెంటేషన్లు చేశారన్నారు. నితం ప్రిన్సిపాల్ నరేంద్ర కుమార్, పర్యాటకం విభాగపతి డా. నీరజ్ గోహిల్ తదితరులు పాల్గొన్నారు.



మాట్లాడుతున్న విష్ణువర్ధన్ రెడ్డి

Global tourism meet at NITHM



Minister for Tourism V Srinivas Goud at the International Conference on Tourism, Hospitality and SDGs in Gachibowli.

CITY BUREAU Hyderabad

The 2nd Joint International Conference on Tourism, Hospitality and Sustainable Development Goals is being organised by the National Institute of Tourism & Hospitality Management (NITHM), Hyderabad, and Vidzeme University of Applied Science, Latvia, on the NITHM campus, Gachibowli.

More than 70 international delegates from over 18 countries along with delegates from the country are participating in the conference, which is being collaborated by University of Africa, Nigeria, South Valley University-Luxor Branch, Egypt, Takoradi Technical University, Ghana, The Engineering and Pedagogical College of Dushanbe, Tajikistan, and University of Birjand, Iran.

The aim is to provide a platform for 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. As part of the conference, around 70 researchers are presenting papers in two days and 40 speakers are on various panel discussions from adventure tourism to entrepreneurship, a release said.

సిటీలో విదేశీయుల సందడి



రాయదుర్గం: గద్దెబొలిలోని నేషనల్ ఇన్స్టిట్యూట్ ఆఫ్ టూరిజం అండ్ హాస్పిటాలిటీ మేనేజ్మెంట్(నిఘమ్)లో మూడు రోజులుగా నిర్వహిస్తున్న అంతర్జాతీయ సదస్సులో పాల్గొన్న విదేశీ ప్రతినిధుల బృందం నగరంలో సందడి చేశారు. శని, ఆదివారాల్లో విధిమీద జరిగిన అంతర్జాతీయ సదస్సులో 18 దేశాల నుంచి 34 మంది విదేశీ ప్రతినిధులు పాల్గొన్నారు. వారంతా సోమవారం నగరంలోని చార్మినార్, గోల్కొండకోట తదితరాలను సందర్శించారు. ఈ సందర్భంగా ఆయా ప్రదేశాల ప్రాముఖ్యత, ఏర్పాటు, ప్రాధాన్యతను ఇంట్రిక్ హైదరాబాద్ ఛాంసెల్లర్ ప్రతినిధి అను రాధారెడ్డి విదేశీ ప్రతినిధులకు వివరించారు. అనంతరం టేగ్ ముబిజాల్, చూడీబజార్ లో షాపింగ్ టేస్టు ఎంజాయ్ చేశారు. అనంతరం వారు తిరిగి గద్దెబొలిలోని సిడ మేకు చేరుకున్నారు. ఈ సందర్భంగా నిఘమ్ డైరెక్టర్ డాక్టర్ చిన్నారెడ్డి, ప్రెస్సిపల్ నరేంద్రకూమర్, ప్యాకల్టీ ప్రతినిధులు కలిశారు.



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ఈనాడు
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గోల్కొండ కోటను సందర్శించిన విదేశీ ప్రతినిధులు

పర్యాటక ప్రాంతాలను సందర్శించిన విదేశీ ప్రతినిధులు

రాయదుర్గం, ఫిబ్రవరి 10 (ఆంధ్రజ్యోతి): గద్దెబొలిలోని ఇన్స్టిట్యూట్ ఆఫ్ టూరిజం అండ్ హాస్పిటాలిటీ మేనేజ్మెంట్(నిఘమ్)లో నిర్వహించిన మూడు రోజుల అంతర్జాతీయ సదస్సు సోమవారం ముగిసింది. సదస్సు ముగిసిన అనంతరం విదేశాల నుంచి సదస్సులో పాల్గొనేందుకు వచ్చిన ప్రతినిధులు సోమవారం హైదరాబాద్ నగరంలోని చారిత్రక ప్రదేశాలను సందర్శించారు. ఈ సందర్భంగా గోల్కొండ కోట, చార్మినార్, చాళోలెట్ వ్యాలీస్, వంటి పలు చారిత్రాత్మక పర్యాటక ప్రాంతాలను చూసి ఆనందించారు. సదస్సును విజయవంతం చేసిన ప్రతినిధులకు నిఘమ్ డైరెక్టర్ ఎన్. చిన్నారెడ్డి దన్యా వాదాలు తెలిపారు.

ఆంధ్రజ్యోతి ABN Tue, 11 February 2020
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‘హైదరాబాద్ అద్భుతం’



రాయదుర్గం: నితంలో అంతర్జాతీయ సదస్సులో పాల్గొనేందుకు వచ్చిన పలువురు దేశవిదేశీ ప్రతినిధులు సోమవారం నగరంలో పర్యటించారు. గోల్కొండ, చార్మినార్ను సందర్శించారు. నితం ప్రతినిధి అనురాధారెడ్డి.. వాటి చారిత్రక ప్రాముఖ్యత గురించి తెలిపారు. హైదరాబాద్ అద్భుత నగరమని వారు కొనియాడారు.



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