

Registration Fee:

Drawn in favor of **Director, UGC National Workshop 2022**, Department of Tourism & Hospitality Management, payable at Union Bank, N.U Campus, Nagarjuna Nagar, **and Current Account No: 150811100001529, IFSC Code: UBIN0815080.**

The Registration fee includes Workshop kit, lunch, snacks & Tea.

Venue: Department Seminar Hall, MBA (TTM)

How to reach ANU:

Acharya Nagarjuna University is located beside Chennai- Howrah National Highway (NH 5) at a distance of 12 km from Guntur and 19 km from Vijayawada, Andhra Pradesh. Both the cities are well connected by rail and road. Buses fly round the clock in between these two cities. Nearest Air Port is at Gannavaram, Vijayawada.

Accommodation:

For the Outstation participants, accommodation will be provided on payment basis on the prior intimation at ANU Campus only.

Travel Grant:

No TA & DA will be provided to the participants.

For further details, Kindly contact

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Principle, University college of ACL,ANU

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Dean, Faculty of Commerce & Mgmt. studies

Workshop Director

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HOD,

Dept .of Tourism & Hospitality Mgmt

Treasurer - Dr. G. Jyothi

Conveners of the Workshop

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Organizing Members

Research Scholars & Students MBA (TTM)

ANU-UGC SPONSORED



Two Day National Workshop



Issues and Challenges of Tourism Industry during and aftermath of the Corona pandemic

25th & 26th March, 2022



Acharya Nagarjuna University

The Acharya Nagarjuna University has completed 42 years of its existence, It was inaugurated on 11th September. 1976 by the former President of India. Sri, Fakruddin Ali Ahmed. The University was established by Act 43 of 1976 of A.P. State Legislature and Governed by Act 4 of 1991. The University is spread across sprawling 300 acres located on the Chennai - Kolkata NH 5 within the Capital Region of Amravati, between the Vijayawada and Guntur. Acharya Nagarjuna University since then has grown into a large University with Academic Departments having over 400 affiliated colleges in Guntur and Prakasam Districts offering Under-Graduate. Post-Graduate. Engineering. Education. Law. Pharmacy and Oriental Languages courses & M.Phil., & Doctoral Programs . Now it has 55 Post-Graduate teaching-cum research courses on the campus, while around 70 affiliated colleges offer P.G. Courses. The University runs PG Campus at Ongole. Funded by the U.G.C., recognized by the Association of Indian Universities (A.I.U) and the Associations of the Common Wealth University (A.C.U) and accredited by NAAC - 'A' Grade. ANU got 9th rank in India and 2nd rank in Andhra Pradesh recently among top Universities by Times Higher Education, London. It is also bagged several ranks like Asia Book of Records, India Book of Records, Guinness World Records, Green University Award etc., to the credit of ANU.

University College of Arts, Commerce and Law

The University College of Arts, Commerce and Law was established on 1st Nov. 2010 consequent to the decision made by the university to divide the campus college into 6 colleges. Today, it has 16 Departments and 8 Research Centers and all the Departments are equipped with Departmental Libraries. Computer Labs. Smart Classrooms. Seminar Halls. Etc.,

About the Department of THM

The Department of Tourism & Hospitality Management has started by offering a Master of Tourism and Travel Management from the academic year 2005-2006. The nomenclature is changed from MTTM to MBA (TTM) from 2013-2014. As well as introduced the Research programmes such as M.Phil, Ph.D. in the same academic year. Sound knowledge of Tourism course Curriculum is the real strength of each and every student when they part with the University after two years successful course completion to experience the True traveler's life style. The department has received 5 State level awards to its credit from AP Tourism in 2010, 2013, 2014, 2017 & 2019 so far.

About the Theme of National Workshop:

The 21st-century first quarter hold a fearful share of gloom over the past couple of years. Covid -19 and its Cousin Omricon had caused great agony to everyone would be an understatement. A microscopic parasite brought down the smartest (Tourists) most ruthless species on the Planet Earth. The proper onset of pandemic in March 2020, the second wave in March – April 2021, and now the Threat of the Omricon Variant – this drama virus is testing us all beyond comprehension.

Two calendar /academic years had taught us wonderfully, fearful lessons – how to take care of us for our existence on Earth from the virus and to strive with serious-mindedness for work collectivity both by the Tourism in academics and also the stakeholders of Tourism sector Worldwide.

The very purpose of this National Workshop is to think very seriously with Psychological & Scientific spadework to protect the lives of the frontline workers in Covid -19 field and the Professionals to come forward to render service to the tourists is a top priority to revive the tourism sector to bring back to normally. The event is to motivate and stimulate a valuable dialogue among faculty-students (teacher and taught) and research scholars with the open-mindedness of tourism stakeholders (travel agents, tour operators, hoteliers, etc.) to revive the calamities happening during the last two years with serious pandemic effects that have shattered the hopes and dreams of students on the college campus and tourists of the tourist destinations.

To work with a professional commitment to giving moral boost with hope and cautious/precautions with all necessary very advanced arrangements to welcome, receive and serve with best Hospitality care at every Tourist destinations, then only to both domestic & International Tourists dare to begin their tourist activities. Our joint appeal is with an optimistic approach to assure hope and quality with the highest hygienic service to the tourists alone revives tourism activities.

We are bored and have lost the freedom to travel extensively to new places. Let us not experience disappointment anymore. To miss happiness is a painful psychological and social aspect. Let us put an end to this by accepting the valuable suggestions of experienced and resourced persons of the Tourism and Hospitality sectors who will participate in this event.

Workshop Main Objective

To examine & review the tourism activities & services – During and Post-Corona Scenario and to create awareness & education on the proposed theme of the workshop. It is primarily meant to the tourism students and all other participants.

Sub Themes of the Workshop:

- The impact of the Omicron pandemic on the tourism industry
- Frontline Warriors' Contribution to Tourism During and After the Pandemic
- Ek Bharat Shreshtha Bharat
- Religious Tourism in the aftermath Corona
- Issues & Hurdles towards Sustainable Tourism
- Impact on Eco-Tourism
- Impact on MICE Tourism.
- Entrepreneurship in Tourism
- Challenges of Adventure Tourism
- Sustainability of Heritage and Cultural Tourism
- Affects of Tourism Marketing
- Technological Innovations in Tourism Industry
- The Government's Role in Sustainable Tourism in AP and India.

Expected Participants:

Academicians, Tour operators, Hoteliers, Event managers, Students, Research Scholars, Entrepreneurs, Policymakers, and all other stakeholders of Tourism Industry.

Registration Fee:

S. No	Category	Amount
1	Industry Professionals	Rs. 700
2	Academicians	Rs. 500
3	Research Scholars	Rs. 200
4	Students	Rs. 100

ANU-UGC Sponsored

Two Day National Workshop

On

**Issues and Challenges of Tourism Industry during and aftermath of the
Corona pandemic**

Registration Form

Name:

Designation:

Organization:

Address:

Mobile:

E-Mail:

Registration fee Paid Rs.

DD No.

Date:

Place:

Signature of the Applicant

Date: