UGC Sponsored Two Day National Workshop on “Tourism - An Engine for Income Generation & Employment for the Nation Building”

Registration Form

Name: 

Designation: 

Organization: 

Address: 

Mobile: 

E-Mail: 

Registration fee Paid Rs. DD No. 

Date: 

Place: Signature of the Applicant

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

Travel Allowance:
Travel Allowance (TA) will not be provided to the participants.

For further details, Kindly contact

Dr. P. Purna Chandra Rao
Director of National Workshop
HOD, Dept. of Tourism & Hospitality Management
Acharya Nagarjuna University
Nagarjuna Nagar - 522 510, Guntur, A.P., India

Cell : 9885830170

E-mail : anutourismworkshop2020@gmail.com

Venue:
Deichmann Auditorium
at 10:30 A.M.
ANU

Organized by
Dept. of Tourism & Hospitality Management
Acharya Nagarjuna University
Nagarjuna Nagar, Guntur - 522510
Andhra Pradesh, India
Website: www.anu.ac.in
About Department of Tourism & Hospitality Management, Acharya Nagarjuna University

As a part of offering market oriented and professional courses, Acharya Nagarjuna University has started the Department of Tourism and Hospitality Management, keeping in view the growing demand for the skilled manpower who can render their services in Tourism and Hospitality Sectors. The Department has started by offering a Master of Tourism and Travel Management from the academic year 2005-2006. The nomenclature is changed from MTM 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 4 State level awards to its credit from AP Tourism in 2010, 2013, 2014 & 2017.

About the Workshop Theme:

We are living in the “Era of Globalization” which is commonly refer to a world becoming borderless and interdependent whole. Tourism is all about the complete internationalisation of human beings for better global understanding. The concept of Tourism always contributes to mutual understanding and respect between people and human societies, irrespective of races, colours, creed and language because of Guest-Host relationships that further strengthen the Global Understanding.

It is predicted in the 21st century the Tourism and Hospitality will be one of the world’s 3rd biggest growth sector, Total earning from the sector in India stood at US$ 28.6 billion in 2018 and is targeted to reach US$ 50 billion by 2022. As of 2019, 4.2 crore jobs were created in the tourism sector in India which was 8.1 per cent of total employment in the country.

Tourism activity unquestionably produces an interaction between the cultural customs of the guest and those of the host population. Cultural tourism is a fertile ground in the present scenario exercising creative talents, fostering special kind of relation between the visitors/tourists and the host environment that certainly leads to income and employment generation with better global understanding. It is certain that tourism actually enables to form a view of present world and global concept of historical past. Foreign Exchange Earnings (FEE) on the other hand are the promotive for various Nations to promote tourism for better global understanding for a true human harmony, respect and world peace and also for Healthy Nation Building. Tourism industry with dynamic qualified young men and women with skills and come forward to prove their professionalism to the entire satisfaction of the world tours of 21st century, then it is a true justification to the theme of the national work shop, i.e. Tourism is an Engine for Generating Income and Employment. At present tourism activities are heart touching dreams and deeds with friends and family members, whose requirements will be fulfilled with tourism professional and quality of service for better Global harmonious relations.

Workshop Main Objective

To examine & review the Tourism in the New State of Andhra Pradesh and also to create awareness on the proposed main theme of the workshop. It is meant primarily to the Students and all the participants of Tourism stakeholders.

Sub Themes of the Workshop:

- Education & Training in Tourism
- Role of HR in Tourism
- Tourism Marketing
- Tourism & Economy
- Employment in Tourism & Hospitality Industry
- Entrepreneurship in Tourism (PPP)
- Sustainable and Responsible Tourism
- Role of Technology in Tourism & Hospitality
- Role of Govt. towards Tourism & Hospitality
- Role of ICT in Tourism & Hospitality Industry
- Inclusive Tourism
- Tourism Destinations
- Event Tourism, MICE Tourism
- Andhra Pradesh Tourism

Expected Participants:

Academics, Tour operators, Hoteliers, Event managers, other Tourism Practitioners, Policy makers, Entrepreneurs, Research Scholars, Students and other stake holders of Tourism Industry.

Registration Fee:

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<thead>
<tr>
<th>S.No</th>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1</td>
<td>Industry Professionals</td>
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<tr>
<td>2</td>
<td>Academicians</td>
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</tr>
<tr>
<td>3</td>
<td>Research Scholars</td>
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<tr>
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<td>Students</td>
<td>Rs 100</td>
</tr>
</tbody>
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Registration Fee:

Drawn in favor of Director, UGC National Workshop 2020, Department of Tourism & Hospitality Management, payable at Andhra Bank, N.U Campus, Nagarjuna Nagar,
Current Account No: 1508111000013529,
IFSC Code: ANDIO0015058.

The Registration fee includes Workshop kit, Certificate, working lunch, snacks & Tea. The Workshop Kit is provided only to the Academicians and Professionals.

Organizing Committee

Chief Patron
Prof. Rajasekhar Patteti
Vice-Chancellor (FAH), Acharya Nagarjuna University

Patrons
Prof. K. Rosiaah
Registrar I/c, Acharya Nagarjuna University

Prof. R. Siva Rama Prasad
Dean, Faculty of Commerce & Management Studies

Prof. Ratna Sheela Mani
Principal, University College of Arts, Commerce & Law
Acharya Nagarjuna University

Workshop Director
Dr. P. Purna Chandra Rao
Dept. of Tourism & Hospitality Management
Acharya Nagarjuna University

Treasurer
Dr. G. Jyothi

Organising Committee Members
Sk. Abdul Rahimn Saheb
N. Geetha Sany
K. Rajesh
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