

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 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



UGC Sponsored
Two Day National Workshop
on

"Tourism - An Engine for Income Generation & Employment for the Nation Building"

Registration Form

Name:

Designation:

Organization:

Address:

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Mobile:

E-Mail:

Registration fee Paid Rs. DD No.

Date:

Place: Signature of the Applicant



UGC SPONSORED,
ANU
Two Day



National Workshop on "Tourism - An Engine for Income Generation & Employment for the Nation Building"

17th -18th March, 2020



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 it's 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 languages 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 unquestionable produces an interaction between the cultural customs of the guests 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 tourist of 21 century, then it is a true justification to the theme of the national workshop, 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:

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

Registration Fee:

S.No	Category	Amount
1	Industry Professionals	Rs 500
2	Academicians	Rs 400
3	Research Scholars	Rs 200
4	Students	Rs 100

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:150811100001529,

IFSC Code: ANDB0001508.

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. Rajasekhara Patteti

Vice-Chancellor (FAC), Acharya Nagarjuna University

Patrons

Prof. K. Rosaiah

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Prof. Ratna Shela 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

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