



Incredible India

75
Azadi Ka
Amrit Mahotsav



Conference Report

3rd International Conference

Enterprise and Entrepreneurialism in Tourism and Hospitality

January 28th-30th, 2022

Supported by

**Ministry of Tourism
Government of India**

Organized by

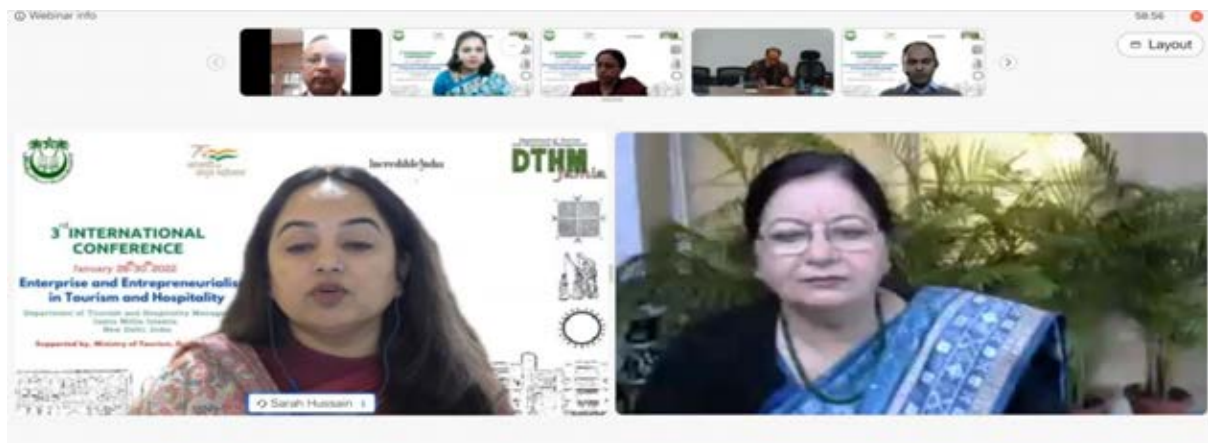
**Department of Tourism and Hospitality Management
Jamia Millia Islamia,
New Delhi, India**

Day – 1 : 28th January, 2022

The 3rd International Conference hosted by the Department of Tourism and Hospitality Management, Jamia Millia Islamia (JMI), New Delhi witnessed the inflow of dignitaries and respected personal on the first day. The Inaugural ceremony started with an introduction about the theme of the conference: Entrepreneurship and Entrepreneurialism in Tourism and Hospitality. This was followed by a formal introduction of the chief guests, and the Chief Patron, Chair and Co-Chair. A recitation from the Holy Quran was followed thereby, creating a divine aura among the listeners.

Prof. Mohd. Asaduddin, Dean, F/O Humanities and Languages, JMI and Conference Patron addressed the conference by welcoming the Chief Patron, guests and participants. He emphasised on the purpose of the conference and explained the importance of the role of entrepreneurship in tourism and beyond, especially during the pandemic. A token of appreciation was extended by him to the department of tourism and hospitality management for choosing an apt theme for the conference.

Dr. Sarah Hussain, Head of the Department and Conference Chair welcomed the national and international guests and the delegates. She further enlightened on aim of the conference to the audience. She emphasised on the development of the university and the department including the ranking and its relations with other universities and institutions. She highlighted on the department since its inception to be a repository of thoughts in the tourism sector. She also talked about theme of the conference focusing towards imparting into to the fiscal growth of the country, to contribute into the demand and supply chain to the other related industries. The conference is a wakeup call towards the new opportunities especially the role of women in entrepreneurship, she added .She also addressed the key notes and technical sessions and all the other paradigms following up of the conference. She welcomed Padma Shri Prof. Najma Akhtar, Vice Chancellor, Jamia Millia Islamia and thanked her for joining the conference taking time out of her busy schedule. She thanked the chief guests and patrons, Dean and Registrar for the constant guidance and support. She also thanked the Ministry of Tourism, media, conference Co-chair, and the entire organizing team and staff of the conference.

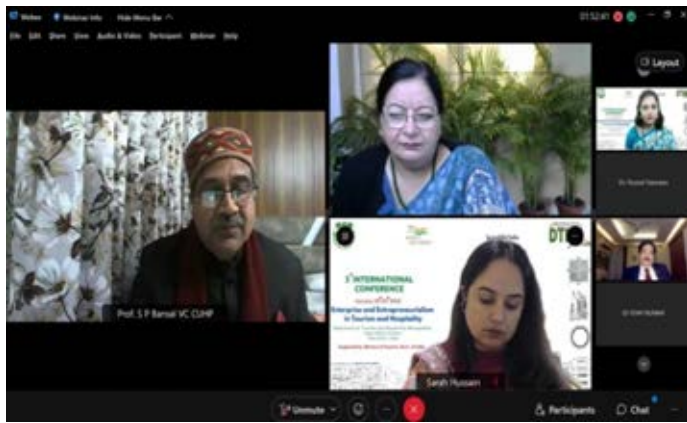


Prof. Nazim Hussain Al-Jafri, Registrar, Jamia Millia Islamia and conference Patron, addressed the inaugural session. He started by welcoming the chief guests, the participants and other guests. He stressed upon the concept of entrepreneurship and anticipated the conference to be successful. He also congratulated entire team for conducting the event.

Prof. Parikshit Singh Manhas, Director, School of Hospitality and Tourism Management, University of Jammu, was the keynote speaker of the inaugural session. He commenced his session by welcoming the listeners. Later, he introduced entrepreneurship as a tool for expansion of growth and development. He discussed about the new trends in tourism and hospitality. He also suggested some strategies like tech-savvy-ness, time-management, creativity, leadership, motivation, vision, passion and decision-making, which would aid in the development of entrepreneurship.

Shri Vinod Zutshi (IAS), Former Secretary of Ministry of Tourism, GOI prolonged over the session as a Guest of Honour. He emphasised that tourism entrepreneurship is a diversification of tourism to derive wealth and employment. He further added that entrepreneurship is an objective to promote ideas into reality and growth, employment and industry. He focused on how the Covid-19 has affected the tourism business and also highlighted how the stakeholders coped up during the unprecedented time through innovation and usage of technology. He emphasised on a draft for national tourism-inclusivity in entrepreneurship. He also envisaged and motivated the role of women and skill development and how academia and industries can collaborate to achieve greater success.

The session was followed by the digital release of the Book of Abstracts commenced by Dr. Nusrat Yasmeen, Assistant Professor and Organising Secretary of the conference. She introduced the book including the abstracts and papers in the book to be highlighted.



The Chief Guest of the session Prof. S. P. Bansal, Vice Chancellor, Dharamshala University in his address emphasised on the role of entrepreneurship being the need of the hour. He stressed upon the contribution of tourism and employment and about the demand

and supply of tourism products in the market. He emphasised on the survival and revival phase of tourism industry amidst pandemic and also suggested coping strategies for the same.

The inaugural session was presided over by honourable Vice Chancellor, Padma Shri Prof. Najma Akhtar who was also the Chief Patron of the conference. She attributed the role of entrepreneurship and job creation. She also congratulated the budding Department of Tourism and Hospitality Management for its immense contribution in the development of tourism sector of the nation. She welcomed the delegates and anticipated positive proceedings of the conference.

Prof. Nimit Chowdhary, former head and conference Co-Chair proposed the vote of thanks and formally concluded the inaugural session of the conference.

Day – 1 : 28th January, 2022

Panel Discussion 1

There is growing recognition within the international community about the challenges faced by women entrepreneurship in tourism and hospitality. This is one of the most neglected yet essential areas in advancing economic and social development of a community. The panel



discussion on “Women in Tourism and Hospitality Entrepreneurship: Issues and Challenges” began with an introductory note by the moderator Ms. Pinaz Tiwari, Research Scholar of DTHM, Jamia Millia Islamia. Dr. Sarah Hussain, welcomed the panelists to the discussion. She stressed on the women empowerment programme initiated by the university by appointing women leaders in key positions of the administration. The session was started with the opening remarks of the panelists, followed by the questions and discussion.

Prof. Sheeba Hamid, Coordinator & Training and Placement Officer of Masters Programme in Tourism, Aligarh Muslim University highlighted the concept ‘travelneurship’ and its significance in post COVID era. She outlined some of the successful stories women entrepreneurs in tourism and hospitality, but most of them are inherited businesswomen. And she highlighted the necessity of digging the opportunity of women entrepreneurship in India by beginning from the scratch. The panelist stressed on the immediate push on awareness about the opportunities, address the issues and challenges, policy framework and possible solutions. Prof. Sheeba highlighted on the focus needed to be given on the educational curriculum. She noted more than 75-80% students are not interested in entrepreneurship, but these aspiration dies out easily.



Dr. Madhu Chandok, President of WICCI, Delhi-NCR Chapter emphasised on successful business run by the women entrepreneurs by quoting her business evolution. She noted that women in rural region have more potential but many are neglected or unnoticed in public platform. The panelist also listed that confidence; patience and networking are the key skills to become a successful entrepreneur. Dr. Chandok highlighted educate yourself and transparency in front of stakeholders are the crucial elements to succeed in business world. She was optimistic about the transformation in view of women empowerment in the society and she highlighted that each parents can make a huge influence in society by teaching their coming generation.

Ms. Rajshree Bhargava, State President of Punjab Rural Tourism Council, WICCI discussed the significance women participation in tourism development. She highlighted that 46% of workforce in tourism are women and educated women can play a very crucial role in strengthening women in the country. The panelist noted that passion for success is the push factor for the success, while prevailing social norms, patriarchy, limited financial aids and work environment are act as the major challenge.

Ms. Sonia Singh, Co-founder of Nippon Taiyo Hospitality expressed similar views shared by other panelists. She opined that practical exposure, lack of financial support and social norms are the major hindrances before the development of women entrepreneurship in India.

The panel discussion went on conclusion by briefing the highlights and addressing the questions raised by the audiences.

Day – 2 : 29th January, 2022

Keynote Address

Prof. Colin Michael Hall

Prof. Colin Michael Hall is a legend in the academia with his exemplary and practical research writings. He is one of the greatest thinkers in the domain of Tourism in the world. He is the most cited researcher globally on tourism.

Prof. Hall is the distinguished Ahruei Professor of Marketing and Tourism in the Department of Management, Marketing & Entrepreneurship, The School of Business, University of Canterbury, and Christchurch New Zealand.



He addressed the conference and spoke on “Enterprise and Entrepreneurialism in Tourism and Hospitality: The need to go back to basics” He joined the session from Christchurch, New Zealand.

The session started with him being introduced by the session moderator/facilitator, Mr. Syed Wali Khaled and graciously welcomed by the Conference Chair and Head of the Department, Dr. Sarah Hussain.

Prof Hall emphasized the need to go back to the basic, especially in the time of Pandemic, for the businesses in Tourism and the Humanity as well. The enterprises, the small business in tourism, as per him are influenced not only by their internal structures but also by the macro environment. The tourists do not see the events at the local level but the news of the

National scale and the marketing campaigns like incredible India are offset by negative activities of disparate groups. Thus, this requires an honest appraisal.

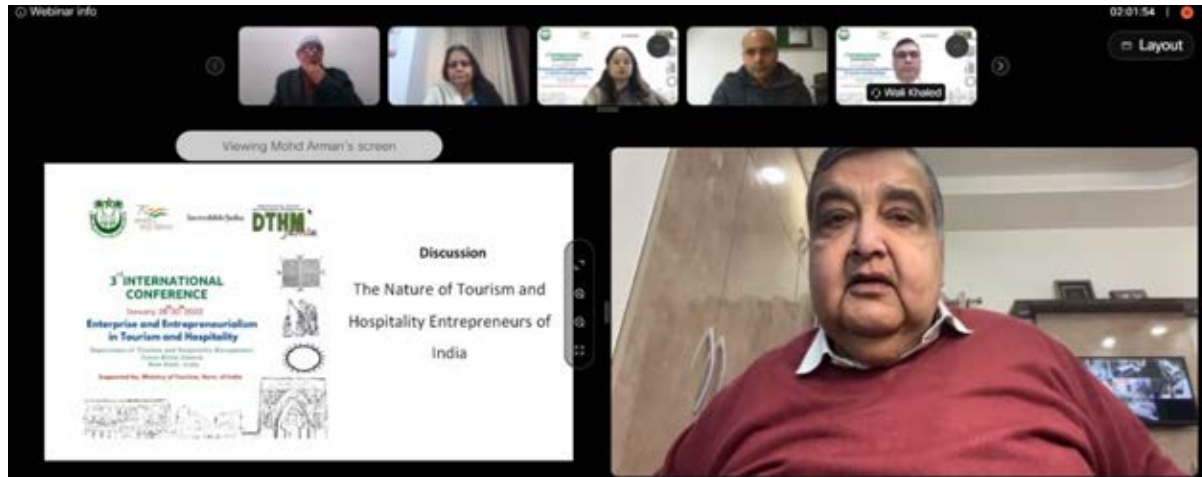
To him, there is a direct connect what the enterprises do at their individual levels in these times for their survival and that is at the braider level, which reflects as a larger picture. The use of innovation, though is imperative but has to be understood that it be grounded soundly into the reason of policy, infrastructure and governmental action. Concerted efforts are need to ingrain these into practice. Tourism in itself is poorly understood by politicians. That is a major challenge for the Tourism Entrepreneurialism.

He also posited that we need to understand where do west and at the entrepreneurship level. Entrepreneurship and Innovation is intrinsically localized and territorial. The direction comes from understating the motive which could from an attempt to increase revenue, share, productivity or reducing cost or all these together. It could also be about reducing energy consumption or environmental impact. It is imperative to understand yourself and your enterprise organizes to add value for your consumer and for yourself. Embracing technology is about embracing others and making connectivity at different levels. Technology seems is overrated as it really not aids the virtual aspect in terms of monetizing and more so it loses on the count of being authentic and be real. Going digital also make people lonely. Being yourself and be real and authentic is the most impressive aspect of Tourism. Being real and authentic is, in fact the entrepreneurial advantage. Bringing in harmonious balance is the challenge and in times of Covid it is so important that we understand and work for it, Prof Hall addedd. Thus, it is important for us to go back to the basics!

Day – 2 : 29th January, 2022

Panel Discussion 2

**Tourism and Hospitality Entrepreneurship Post Covid-19 and
the way forward**



The discussion panel was held under a broad structure where-in the panel session had 4 keynote speakers. The Moderator introduced the Speakers to the audience. The Conference Chair & HoD of the DTHM, Dr. Sarah Hussain, thanked the panelists and she highlighted that the Pandemic has forced the industry and academia to think out of the box and thus it is very imperative to have a dialogue and listen to the perspective of the experts from the industry and the academia.

Mr. Rajiv Mehra started the discussion with his opening remarks wherein he outlined the newer ways the industry will respond, behave and act. Digitization, Technology, guidelines for Brand India will guide businesses; Customer centric skill emphasis; Experiential Tourism, Hygiene; Destination Management will become an internal part of the enterprises; ecosystems for Start-ups and green shoots will be put in place by the government. Quality assurance and R&D will gain prominence in product development and offerings apart from the emphasis on stakeholders' participation and community involvement.

Prof. Bagri in his opening remark mentioned how the distressed tourists in the pandemic can well be catered by the serene isolated pockets of the off-the-beaten tracks of the Mountains in the Himachal, Meghalaya, Ladakh and Uttarakhand with wellness tourism with the use of the rural homestays. Staycations are way to promote community participation amongst the domestic tourists who have the capacity to spend. He also stressed the need to include and update the curricula of the Masters programmes in the HEI of Tourism with the subject

relating to the Pandemic and the practicalities of starting an enterprise beyond the theoretical aspects.

Dr. Poonam Sinha, highlighted the strategic significance of Tourism and hospitality in the Indian Economy development and talked about the integrated approach of entrepreneurship and the scoping studies being done by Ministry of Skill Development NEISBUD in religious tourism destinations. The skills being imparted were more aligned with requirements of networking, serve the customer and earn money.

Mr. Vishal Ray, pointed out the sensitive nature of the Tourism industry, pandemic, crises, restriction on movement and cascading effect on ancillary sectors. He discussed about Government efforts like “Apada mein Avsar”. He further emphasized on need for innovation. He highlighted the great



potential, resources and the growth that Indian tourism industry has achieved and reiterated the government’s initiative to revive the hospitality and tourism industry in the aftermath of the pandemic.

Thereafter, the moderator took forward the discussion.

Discussion Pointers

- The nature of Tourism and Hospitality entrepreneurs of India
- Level and categories of challenges faced by these Entrepreneurs
- COVID -19 pandemic: its Effects and the Coping Strategies on the Tourism and Hospitality Entrepreneurs
- Crises response structures – Governmental and Non-Governmental
- The Three Waves and the Way Forward



Day – 2 : 29th January, 2022

Technical Session 1

Entrepreneurial Opportunities and Challenges in Times of Covid-19.

Chairperson: Prof. S. K. Gupta , Director, Centre for Mountain Tourism & Hospitality Studies, Dean, School of Management, H.N.B.Garhwal University (A Central University)

Co-chairperson: Dr. Tracy Harkison, Associate Prof. Auckland University of Technology

Rapporteur: Mr. Mudassir Khan, Asst. Professor, DTHM, JMI



The first technical session of the day of the conference started with a technical check by Mr. Mudassir, Rapporteur of the session, Department of Tourism and Hospitality, Jamia Millia Islamia. The session was conducted by Mr. Aditya Rajan, In-Charge of the session (Senior Research Fellow), Department of Tourism and Hospitality, Jamia Millia Islamia. He welcomed the Chair- Prof. S. K. Gupta and the Co-Chair, Dr. Tracy Harkison and explained the rules and format for the presentations to be followed by the participants.

The session began with the permission of the Chair. The schedule of the session was as follows-

- 1) The first presentation was authored by Amulya Kumar Sahoo titled- **Impact Assessment of Lockdown amid Covid-19 Pandemic on Tourism Industry of India, Co-Authored with Mohd Altaf Khan**. He spoke immensely about the changes in the tourism sector since the dawn of covid pandemic through a series of graphical representations. He mentioned the importance of foreign tourism and the role of agriculture in this scenario. No Questions were asked after the presentation.
- 2) The second presentation was supposed to be authored by Mr. Mohd. Umar Farukh, but he was not present to deliver the same. Hence, the session progressed with the next presentation.
- 3) The third presentation was authored by Mr. Alam Hussain titled-**Barriers and Consequences of Environmental Management Practice in Hotel Industry**. He aimed to discuss about the sustainable practices regarding environmental stewardship and business strategy as a driver for economic value and also information about those must communicated by highlighting the barriers and their implementation consequences to practice environmental management in tourism that is one of the largest growing sector in India.

The Chair of the session Prof. S.K. Gupta congratulated the participant and raised a question regarding the parameters of sustainability and certification. Dr. Tracy also appreciated the effort and raised a question regarding the next step of research and one or two from the audience raised certain queries. Mr. Alam answered confidently and added that the future research aims for the same paradigm in terms of more studies and literature review.

- 4) The fourth presentation was authored by Ms. Seher Nafees on the topic - **A Theoretical Framework of Entrepreneurship in Heritage Tourism: Challenges and Opportunities in India – Co Authored with Prof. Sheeba Hamid**. Ms. Seher laid out certain objectives regarding heritage entrepreneurship the reasons for entrepreneurship in heritage tourism based on the challenges and opportunities in India and to discuss the different types of entrepreneurships in heritage tourism that are transpiring in Indian tourism industry.

The Chair of the session Prof. S.K. Gupta congratulated the participant and raised a question regarding the present role of heritage entrepreneurship and conservation of the same. Followed this, Dr. Tracy also praised the deliberation of the presenter and raised a query in relation to the stock of Heritage Entrepreneurship in India and what India is doing at its best. The participant answered all the questions with the conclusion that changes have begun, but there is a long way ahead for heritage entrepreneurship in the country which is still a slow and steady process.

- 5) The fifth presentation was authored by Ms. Anjali Gulati on the topic- **Accessibility Analysis of Hotel Websites: Content Analysis from Tourist Perspective- Co Authored with Dr. Shelly Duggal**. She examined the web accessibility of hotel websites to increase the participation of people with special needs through her studies top 30 hotels and their websites. Data analysis was conducted using SPSS software. Descriptive analysis was used to summarize the accessibility issues obtained from the website.

The Chair of the session Prof. S.K. Gupta congratulated the participant and the presentation ended well within the time limit. Dr. Tracy also praised the deliberation of the presenter and raised a query in regard to her preference to opt for top 30 hotels in India and not others. Ms. Anjali welcomed the queries and looked upon the importance of the top 30 hotels and added that this scenario will be resolved and followed by further research if possible for people with special needs.

- 6) The sixth presentation was authored by Mr. Brijeshwar Pradhan titled- **Agri-entrepreneur-tourism is a Realistic Option for National Development: An Indian Viewpoint, Co Authored with Dr. Sonia Sharma and Mou Roy**. The objective of the presentation was to find the socio-economic benefits of agri-tourism for farmers' families, to find the agri-tourism pull factors that encourage visitors to come to a certain area, and to find the guests (tourists) a host (farmers' family) relationship in the context of agri-tourism. The presentation went well and was praised by both the Chair and the Co-chair.

Certain suggestions were shared by the Co-chair regarding the induction of more case studies in the initial paper.

- 7) The seventh and the last presentation was authored by Mr. Syed WaliKhaled, Co-Author by Dr.Vijay Kumar titled-**Covid 19- A Period Of New Normal And New Opportunities For Indian Tourism Entrepreneurs**. The presenter talked about the lockdowns and the social or psychological effect in India in terms of Tourism industry. He also added the role of pandemic which redefined the customers' preferences.

The Chair and the Co-chair applauded the effort of the presenter and shared their views on the future prospects of tourism in India in this context.

At the end of the session, the Chair and the Co-chair were asked to provide their feedbacks about the technical session. Both of them shared their views about the role of tourism in entrepreneurship and how it upholds the future of tourism with a ray of hope and shine for the upcoming generations to come with more fruitful opportunities.

The participants were then asked to share their feedback via feedback form as circulated by the associate in-charge and were also requested to switch on their cameras for a virtual photo. Henceforth, the first technical session concluded at time as proposed with a new perspective on entrepreneurship during covid times.

Day – 2 : 29th January, 2022

Technical Session 2

Women Entrepreneurship: Dynamics and Nature in Tourism and Hospitality

Chairperson: Prof. Mohinder Chand, Professor, Dept. of Tourism & Hotel Management, Kurukshetra University.

Co-chairperson: Mr. Priyadarshan Lakhawat, Principal, IHM, Jaipur.

Rapporteur: Dr. Nusrat Yasmeen, Asst. Professor, DTHM, Jamia Millia Islamia, New Delhi.

The session was primarily focused on prospects, opportunities, issues and challenges faced by women entrepreneurs in India. The session was based on the economic and social implications of women entrepreneurship and the way forward to cope up with the challenges. The discussion highlighted the role of women entrepreneurship in developing economic impact at the ground level of India in connection with the motto of India “AtmaNirbhar Bharat”. It also emphasized the need to focus on the issues and challenges of women entrepreneurship including social stereotype, lack of motivation, Government and institutional assistance, less number of capacity building programmes, financial aids, lack of mentorship and networking programmes, lack of awareness and market oriented risks.

The following were the key takeaway of the session:

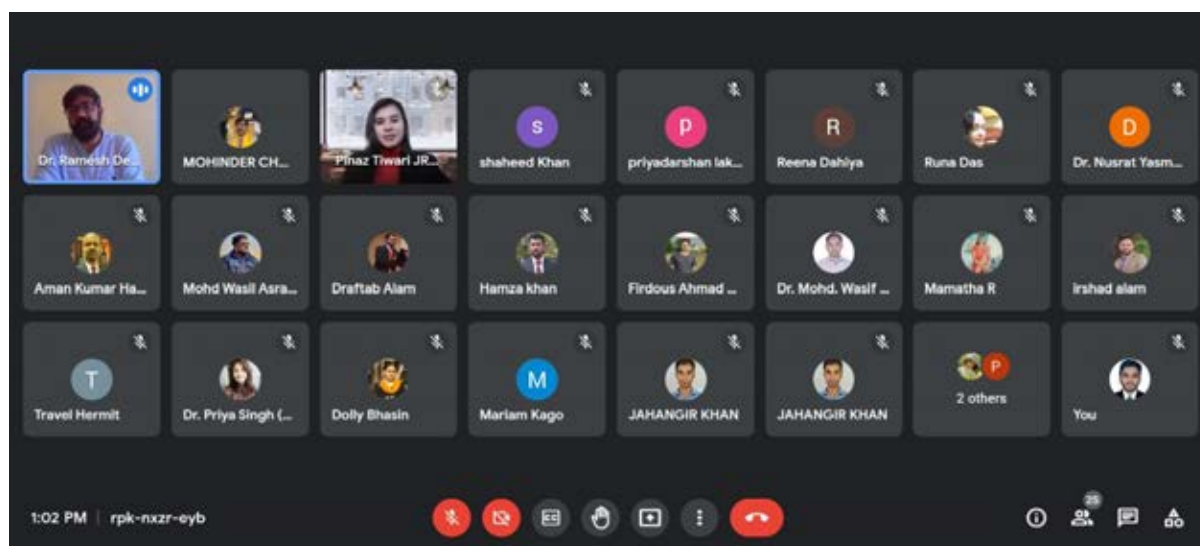
Ms. Runa Das highlighted the effect of rural tourism on sustainable women empowerment in Darjeeling district of West Bengal. The author briefed the reason for women participation in rural tourism in Darjeeling, sustainability and its impact on the socio-economic life of rural community, the level of confidence among the community towards decision making and leadership, suggestions to improve and some success stories of the rural tourism project. Ms. Runa emphasised on the need of public-private collaboration, strong policies and guidelines from the Government, proper orientation from Local Self Government and issues raised by the rural women in tourism development.

Ms. Reena focused on the motivation, hurdles and perceived characteristics of women entrepreneurs in reference to farm tourism destinations in Haryana. The author highlighted that inadequate financial assistance, disruption of work-life balance, scarcity of skilled labour and peer competition are the hurdles and challenges faced by women entrepreneurs in

establishing their farm business. Additionally, author suggested development in phases, cooperative development with land was acquired from several farmers, organising training to the community and extensive research as the strategic actions towards the success of the women entrepreneurship project in Haryana.

Mr. Indrajit Dutta's study gave emphasis on the motivation and challenges faced by women entrepreneurs in Meghalaya. The author has highlighted the varied opportunities of women entrepreneurship including abundant natural tourism resources, human resources, potential for agro-based industries, handloom and handicrafts and rich cultural fabric of the destination. She discussed about the lack of government assistance, social awareness, work-life balance and less business exposure are inferred as the challenges of women entrepreneurship development in Meghalaya.

Mr. Shaheed Khan presented research paper on three ecotourism destinations viz., Sasthakovil, Kovilar Dam and Kodiakarai Village as opportunities for women entrepreneurs in the forest areas of Tamil Nadu. The research was primarily discussed the engagement of women, opportunities for Income Generating Programs (IGP) and pandemic and other issues related to the village. The presentation concluded with that the pandemic has brought unforeseen challenges to the project. The author also suggested adopting more tourism livelihood opportunities besides ecotourism to mitigate the risk during the pandemic.



Dr. Ramesh C Devrath. In the next presentation highlighted the iconographical interpretation of built heritage in India in reference to Hindu, Buddha and Islamic built architecture. The author made a stupendous presentation to show how an icon becomes an integral story tale of a heritage site, role of interpreters in enhancing the experience of the visitors and the way to bring more enthusiast young professionals and tourists towards the niche concept.

Aman Kumar Hamilton, next author presented and shared a macro analysis study of women entrepreneurship in Indian hospitality and tourism industry, primarily focused on the obstacles and opportunities faced by women entrepreneurs. The author highlighted lack of confidence, social & cultural barriers, market oriented risks, motivational factors, knowledge in business administration, awareness about the financial assistance, exposure to the training programs and identifying the available resources are the obstacles faced by women entrepreneurs. The author also stressed on the opportunities like digitalisation, availability of mineral water, available tourism resources etc. will play as opportunities to develop further.

Ms. Pinaz Tiwari, Senior Research Scholar of the Department acted as a Session-In-Charge and Mr. Mohammed Ashraf, Junior Research Scholar of the Department acted as Associate-In-Charge of the technical session. The session was concluded with comments from Chair, Co-Chair and Questions and Answers round from the audience.



Day – 2 : 29th January, 2022

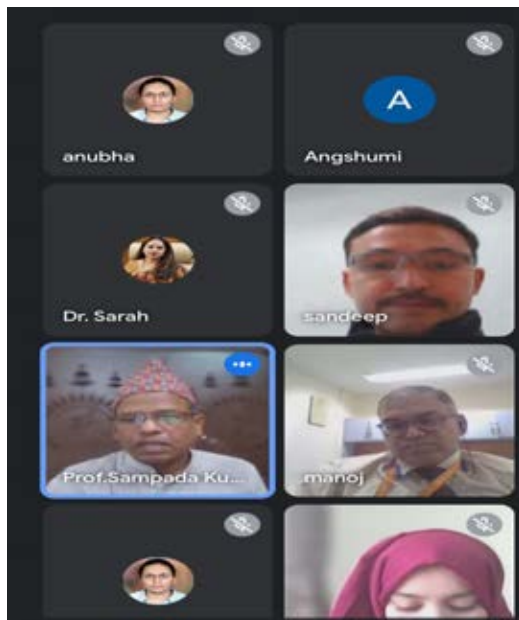
Technical Session 3

**Tourism and Hospitality Entrepreneurship: Practices, Perception
and Theories**

Chairperson: Prof. Sampad K Swain, Dept. of Tourism Studies, Pondicherry University

Co-chairperson: Dr. Sandeep Malik, Director, MDU, Rohtak.

Rapporteur: Dr. Vijay Kumar, Asst. Professor, DTHM, JMI.



The session focused on the role of different factors influencing the entrepreneurial temperament in tourism and hospitality professionals. The discussion focused on the perception of hospitality and tourism professionals in venturing out as an entrepreneur. Various theories in relation to the topic formed the ground. The session focused on the role played by different stakeholders for the growth and development of entrepreneurial temperament in the field of hospitality and tourism in India. Various presentations made by the participants gave an insight on the various aspects

of entrepreneurship in tourism and hospitality sector. The following are the take aways from the session-

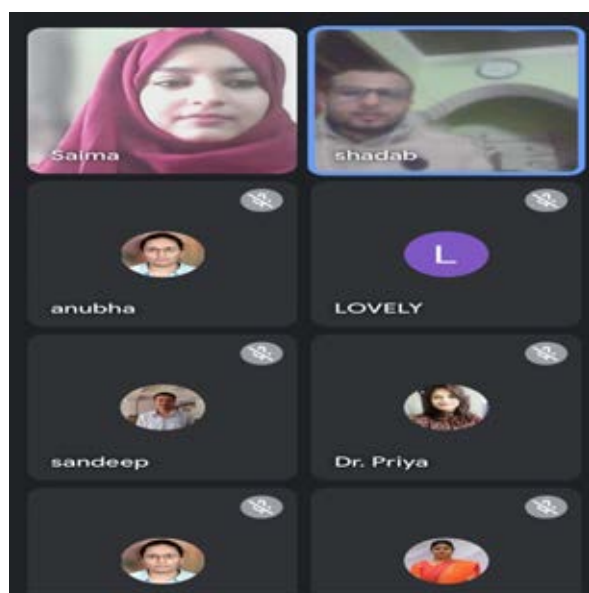
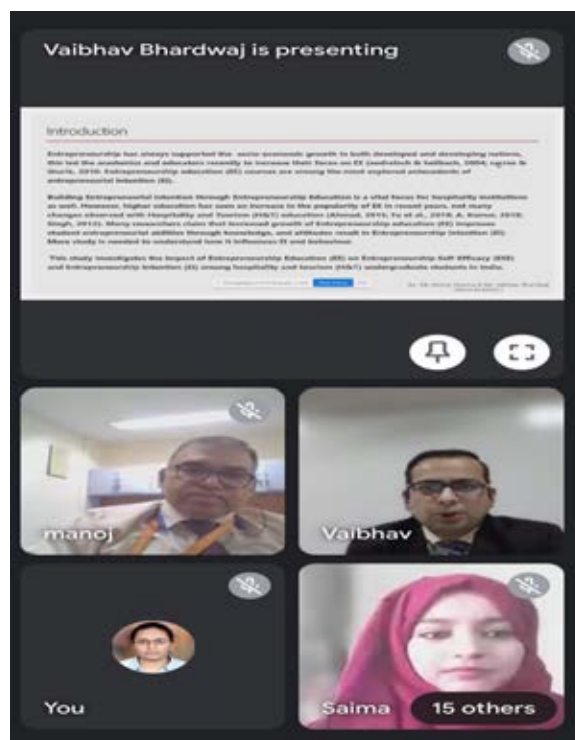
All the presentations in the session focused on entrepreneurial intention in the field of hospitality and tourism and the various factors contributing in promoting entrepreneurial temperament. The major takeaways from the papers presented in the session are as follows:

Mr. Manoj Kumar Sharma presented a paper titled, “Impact of Entrepreneurship education on Hospitality and tourism student’s Self-Efficacy and Entrepreneurship Intention: The moderating role of Self-Regulation”. The presentation focused on the impact of entrepreneurship education on entrepreneurship self-efficacy and entrepreneurship intention among hospitality and tourism undergraduate students in India.

Ms. Angshumi Goswami explained the important of community based tourism in Umswai Valley in Karbi Anglong , Assam. She made an attempt to present the various ways to develop entrepreneurial activities on a micro level in Umswai Valley, which can engage the tourists and help in community upliftment and also development of tourism in the area understudy.

Mr. Anup Kumar presented a paper on the topic, “Analyzing hotel management student’s attitude about acquiring the entrepreneurial skill through modification in hospitality education”. The study emphasized on the role of curriculum development to facilitate and develop inclination towards entrepreneurship. The speaker also laid emphasis on the development of incubation centers at the collegiate level to develop business ideas and business leaders for tomorrow.

Ms. Disha Yadav presented a paper titled, “Significance of Psychological Factors in determining entrepreneurial intention: A literature review. The paper focused on careful examination of the factors determining entrepreneurial intention and the same was achieved by reviewing the extant literature on the topic.



Mr. Shadab Mohd Khan presented a paper on the topic, “Scholarly Contributions in Tourism Social Entrepreneurship Research: A Bibliometric Analysis. The presentation focused on understanding social entrepreneurship research through the lens of bibliometric analysis and the articles published on the database ‘Web of Science’ were analyzed on the basis of major contributors in the research area.

Ms. Rajni Kumari Siddiqui presented a paper on the topic, “Does Technological Advancement Changes the Perception of Hospitality Aspirants towards Housekeeping as a career?”. The study made an attempt to analyze the inclination of hospitality graduates to take up housekeeping as a career.

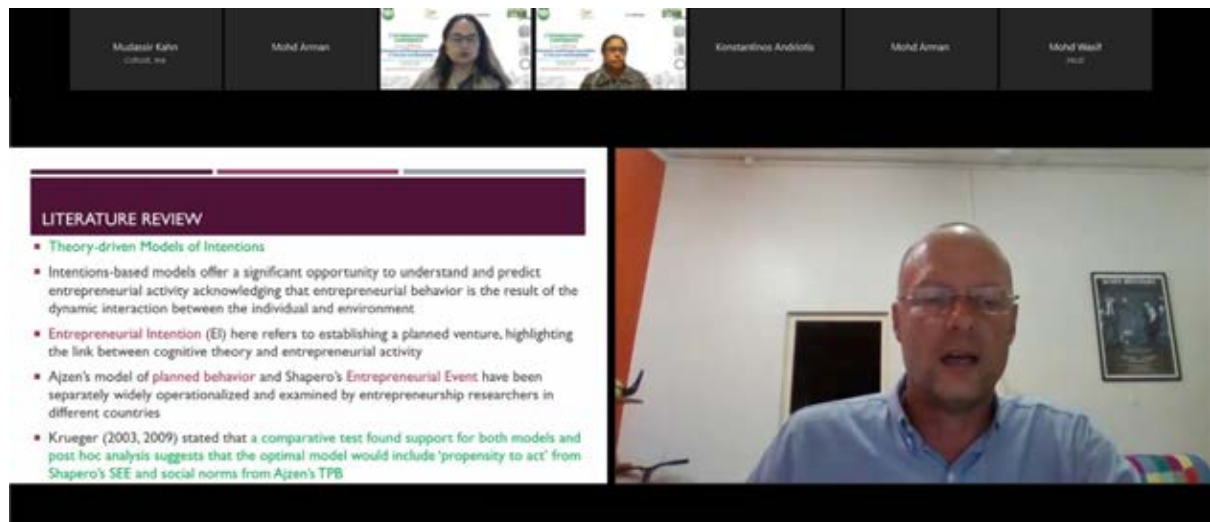
Mr. Yatendra Singh Gusain was not present for the technical session 3 and marked absent.

Day – 2 : 29th January, 2022

Keynote Session 2

Professor Stephen Pratt

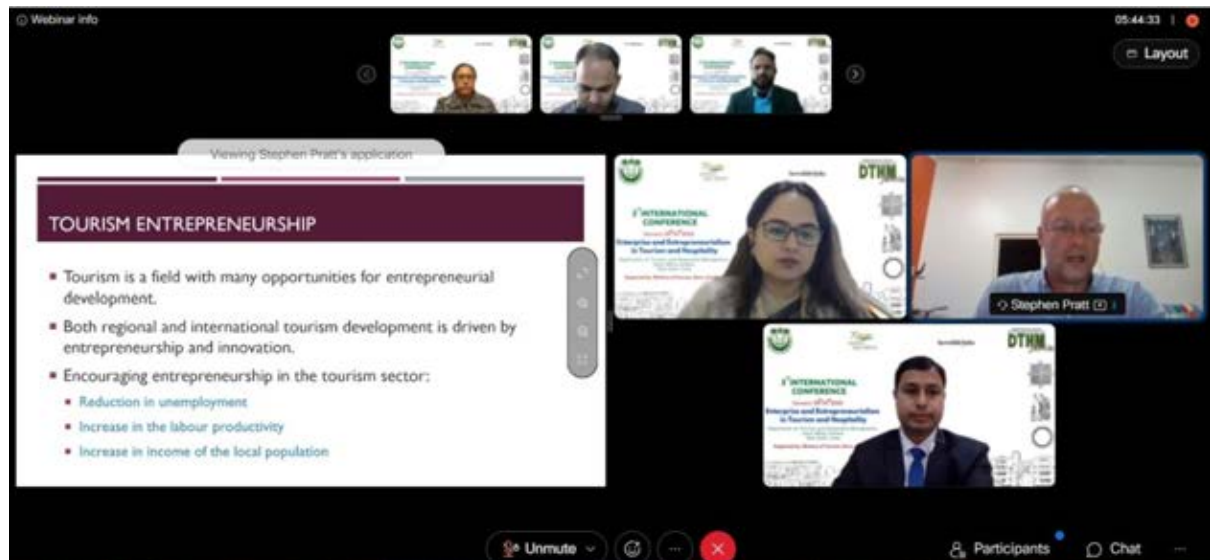
Dr. Sarah Hussain (HoD, Department of Tourism and Hospitality Management, JMI), Chair of the International Conference welcomed second Keynote speaker of the Conference Professor Stephen Pratt. Prof. Pratt is a Deputy Head of the School of Business & Management, University of the South Pacific, Fiji. Prof. Pratt is also a visiting professor at the Center for Tourism Research, Wakayama University, Japan. Prof. Pratt holds the distinction of being one of the top 2 percent scientists in travel and tourism recognized by the Stanford University.



Prof. Stephen Pratt delivered a keynote address on *Fostering entrepreneurship among students*. Prof. Pratt highlighted the importance of entrepreneurial intentions and teaching entrepreneurship. Prof. Pratt mentioned about the Ajzen's model of planned behavior and Shapero's entrepreneurial event, which have been separately widely operationalized and examined by entrepreneurship researchers in different countries. He also mentioned about Krugers model of entrepreneurial intentions, which are empirically tested and very beneficial for understanding the conceptual framework in entrepreneurship research.

Prof. Pratt emphasized on the importance of entrepreneurship among students that helps to develop the economy by creating new employment opportunities and raising productivity. Entrepreneurship can create & revitalize markets through new products. Education planners

may able students to become more entrepreneurial; faculties can improve students' perceptions of business creation feasibility and desirability.



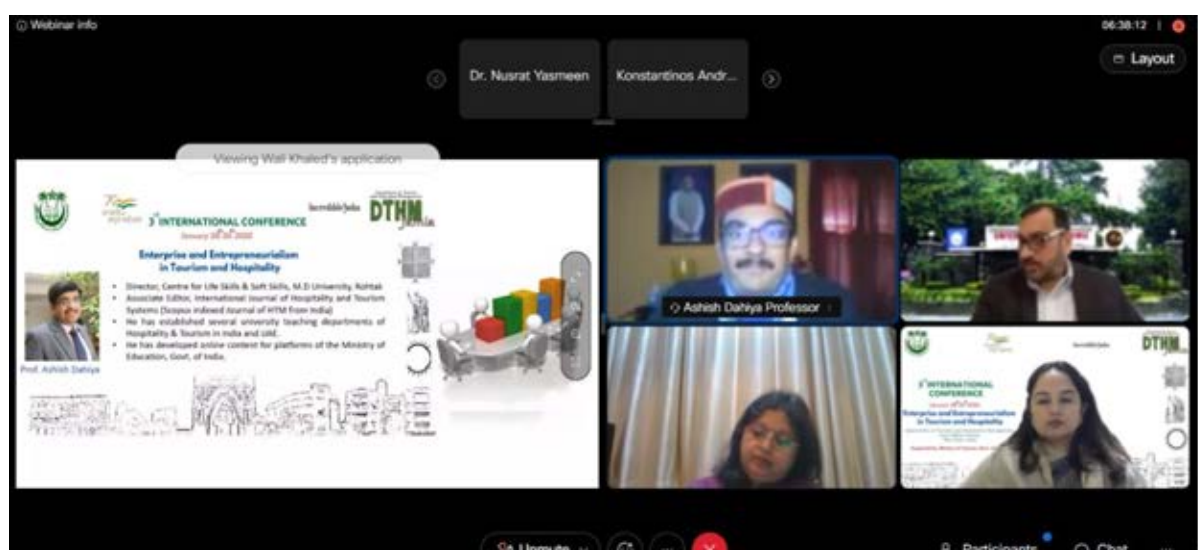
By showing one of his researches Prof. Pratt concluded that personal attitude is the most influential antecedent shaping tourism students' entrepreneurial intention. Personal attitude is a significant predictor of perceived desirability. Prof. Pratt also suggested strengthening student's perceptions of feasibility and desirability of entrepreneurship; faculties must be proactive and create entrepreneurship programs.

Day – 2 : 29th January, 2022

Panel Discussion 3

Tourism and Hospitality Entrepreneurship & Higher Education

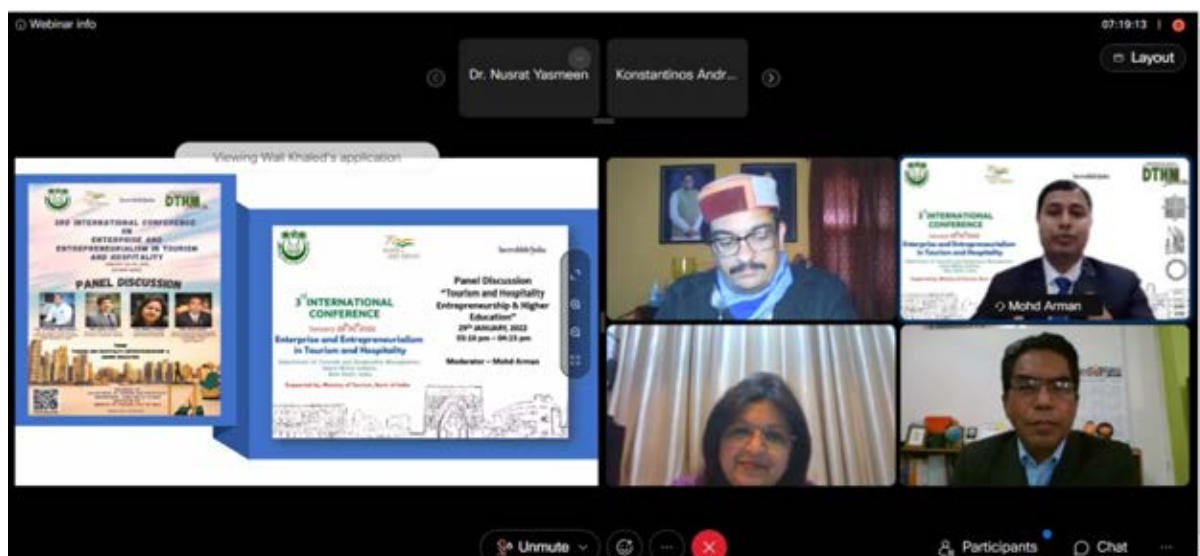
Dr. Sarah Hussain (HoD, Deptt. of Tourism and Hospitality Management, JMI), Chair of the International Conference welcomed all the panelists of the panel discussion III themed on Tourism and Hospitality Entrepreneurship & Higher Education.



Prof. Parikshat Singh Manhas, Director, School of Hospitality and Tourism Management, Faculty of Business Studies, University of Jammu started the discussion with his opening remark, he highlighted the importance of higher education in entrepreneurship. He stated the need for the internationalization of an idea. It is the need of the hour to bridge the gap of international standard of curriculum. He noted the need for the industry connect by the academic institutions. He also included the example of an approved company that can be inside the academic institution. He also emphasized on making tourism and hospitality as the first choice industry for entrepreneurship among the students.

Prof. Ashish Dahiya, Director - Center for Life Skills & Soft Skills, Maharishi Dayanand University, Rohtak, Haryana stressed on the importance of startups in the educational institutions. Travel and Tourism associations should create an ecosystem for the potential entrepreneurship initiative. GST slabs should be reduced for the new startups. He pointed out on the importance of two different internships by the students one is in formal sector another one is in the in-formal sector. He also emphasized on the patience and persistence should be there within the students. He stated that the youth could take much of risks as in Indian

culture parents take complete responsibilities. In a well-defined and calculated way youth can be motivated and they can move ahead for entrepreneurship in tourism and hospitality.



Prof. Monika Prakash, Business Studies, Nodal Officer, IITTM Nellore stated that still old topics are there on the curricula. Now education is not considered only for the employment purposes. Entrepreneurship is not about telling the success stories all the time, experiential-ness is very important. There is a need to revisit our course content. We need to have an ecosystem to honoring those who could not succeed in their entrepreneurial efforts; they should not be criticized later. She pointed the need to merge the higher education and tourism and hospitality entrepreneurship, this synergy is very much required. She stressed on the social system that it must encourage the risk taking ability and the one must be appreciated for the efforts that he or she has taken. She said that it's the time that we must not judge the students on the basis of how well articulated they are but it must be more on the basis of whether they have done something different or not.

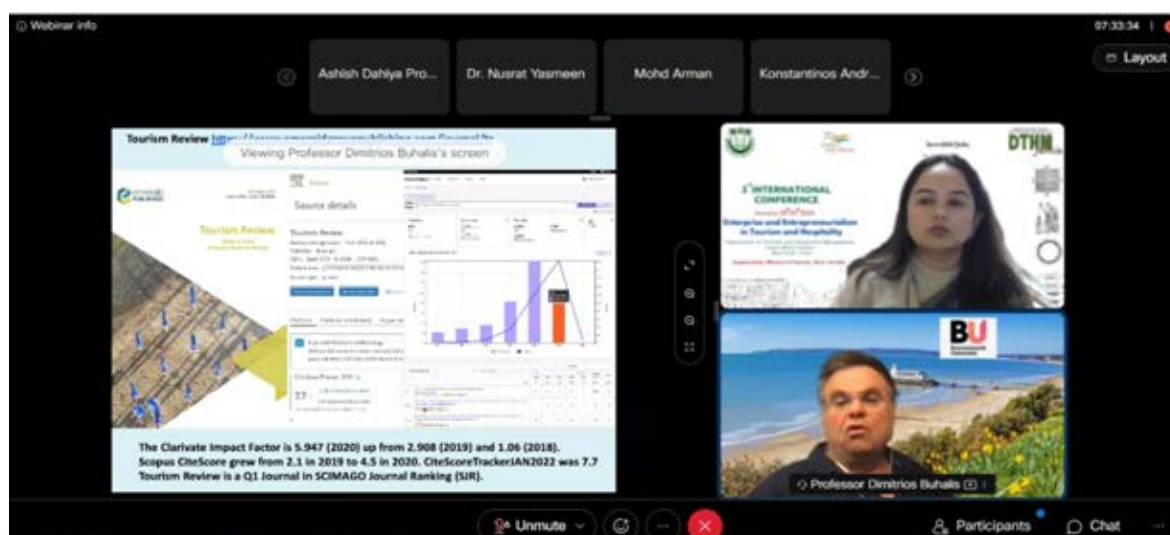
Prof. Ibohal Meitei, Professor, MIMS-Manipur University, highlighted that the development of any country is very much influenced by the entrepreneurship ecosystem, the drivers of economy of any of the country is an entrepreneur only. He stressed on the New Education Policy 2020 (NEP) had also given so much of emphasis on the vocational and skill development programme. By the 2025 50% of the students starting from class 6th onwards will get the vocational exposure. He noted the requirement of the incubation center in the university. He said about the low employability among the graduate students. We need to rethink and relook the entire educational programme and the pedagogy and the over all aspirations of young boys and girls. We need to think for employability as a very important component.

Day – 2 : 29th January, 2022

Workshop : Publishing in High Quality Journal

A workshop on publishing in high quality journal was organised on January 30th 2022 for the duration of one hour and fifteen minutes started at 1615 hours ended 1730 hours in the 3rd International Conference on Enterprise and Entrepreneurialism in Tourism and Hospitality organised by the Department of Tourism and Hospitality Management, Jamia Millia Islamia. The workshop was graced by the eminent experts of international repute, Professor Dimitrios Buhalis from Bournemouth University and Professor Konstantinos Andriotis from Middlesex University. The emcee for the workshop and the workshop in-charge was Mr. Rohan Bhalla, Senior Research Fellow.

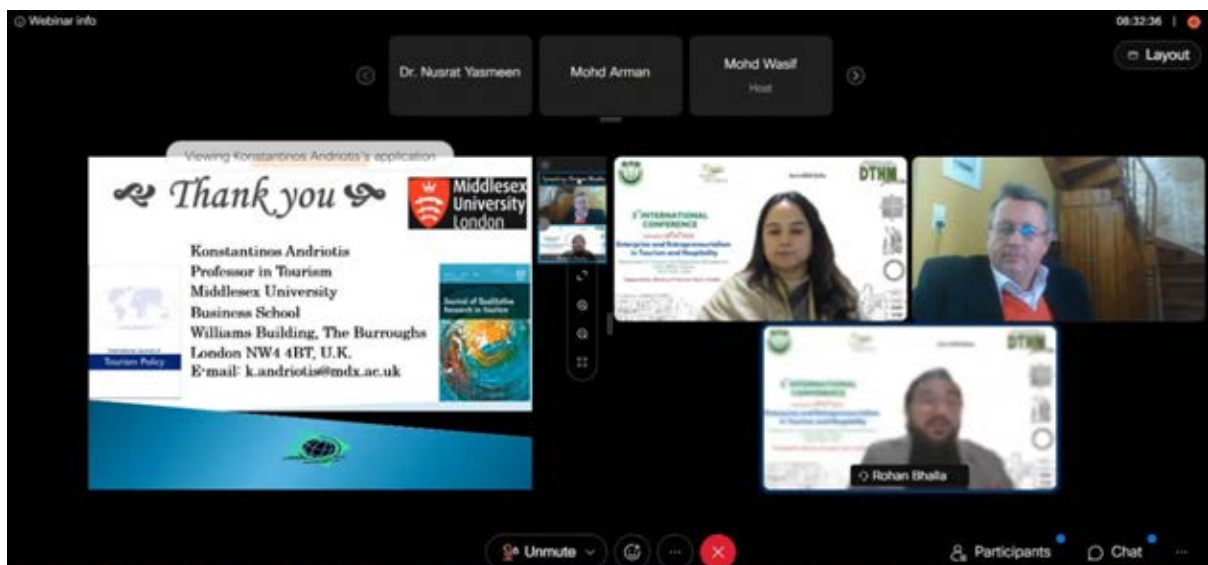
The workshop was conducted over the webex platform where in the conference delegates, participants, faculty and scholars of the department, and experts from different institutes and universities participated. The workshop started by the emcee by introducing the conference title, department, and university to the workshop experts and participants. Thereafter, the emcee introduced the workshop experts Professor Buhalis and Professor Andriotis one after another to the audience by reading their profiles. The Head of the Department, Dr. Sarah Hussain welcomed the workshop experts.



Professor Buhalis started the session by introducing the Journal Tourism Review as in the capacity of Editor-in-Chief of the journal. Tourism Review is high quality journal with an impact factor of more than 5, good cite score, and is Emerald publishing. He emphasised on

the need of reading the journal in terms of its aims and scope, journals trends, and types of submission that one can make to the journal before submitting the manuscript.

Professor Andriotis delivered his keynote on the aspects of writing a good quality paper. He started by highlighting the need to focus on intricacies of every section of a paper that is introduction, literature review, methodology, findings and discussions, and conclusion that should comprise all types of implications, limitations, and future scope of the study. Professor Andriotis used power-point presentation to deliver his keynote address and also highlighted the significance of the Journals which he edits namely Journal of Qualitative Research in Tourism and the International Journal of Tourism Policy.



Towards the end of the session various questions were asked by the emcee and the workshop participants. One of the most prominent questions was understanding the lacking of skills in the Indian researchers in preparing their manuscript and successfully published in a high-quality journal. Towards the end announcement regarding the third and last day of the conference events that were the technical and valedictory session of the conference was made by the emcee.

The session was concluded by proposing vote of thanks.

Day – 3 : 30th January, 2022

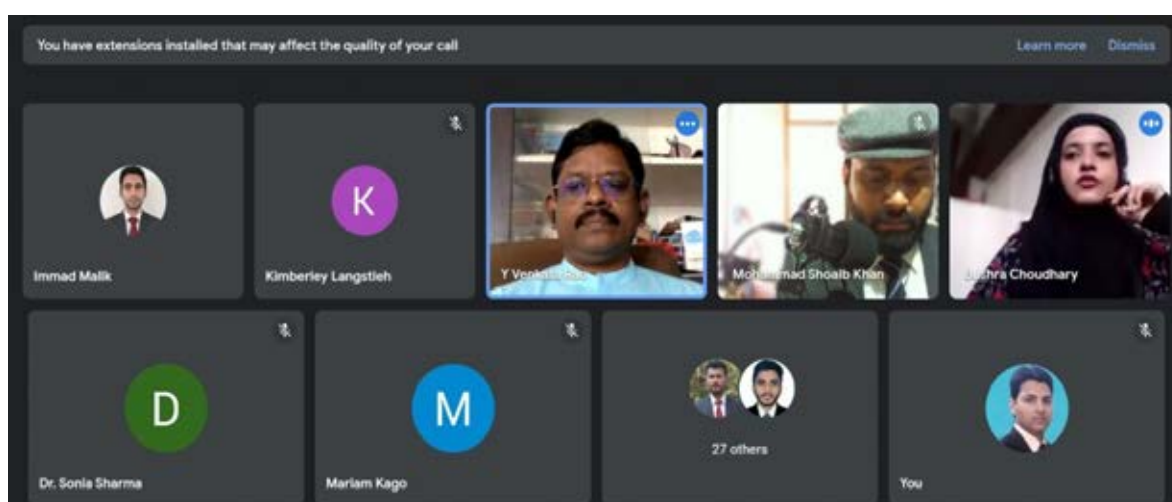
Technical Session 4

Topic - Contemporary Issues in Tourism and Hospitality

Chairperson: Prof. Yedla Venkata Rao, Department of Tourism Studies, Pondicherry University.

Co-chairperson: Dr. Sonia Sharma, Associate Professor, IGNOU.

Rapporteur: Dr. Mohammad Shoaib Khan, Facilitator, Tourism and Research, JLU, Bhopal, MP.



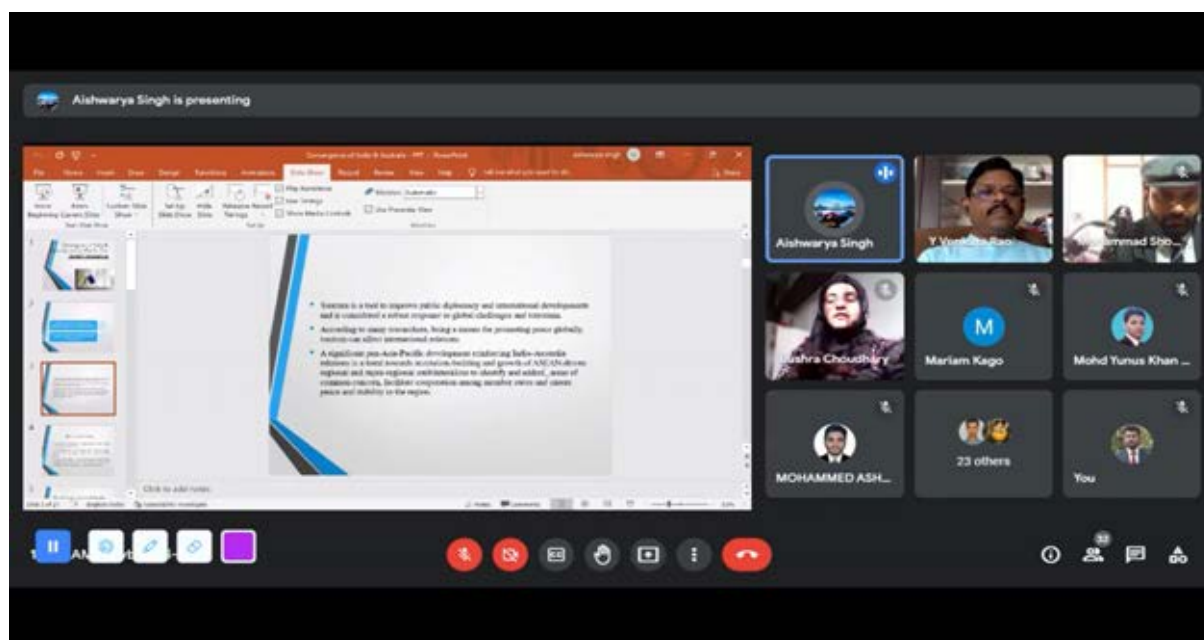
Ms. Bushra started the session by welcoming the Chair, Co-chair and Rapporteur of the session. She briefly introduced all of them. Dr Sarah Hussain appreciated and wholeheartedly welcomed the delegates. The following were the presentation accordingly :-

Ms Kago Mariam presented a paper titled “Involvement of Community in conservation & Development of Rural Tourism: A study of select districts of Arunachal Pradesh”, on behalf of co-authors M. Momocha Singh,

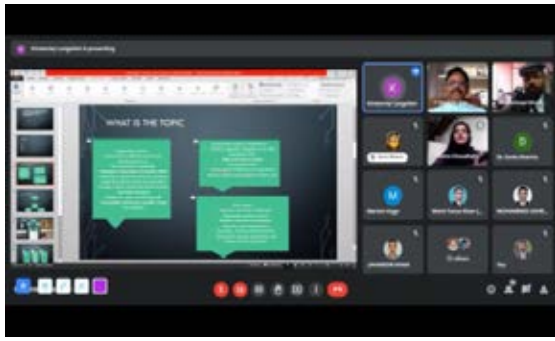


Millo Yasung, and Hage Doley. She highlighted the rural tourism concept and its benefit to the local community. The primary focus of the research was to assess the level of involvement of the local community in preservation and development of the rural tourism. They used mixed method approach. She showed that there is a need to emphasize on the challenges of rural tourism and to have a strategy to follow recommendations for promoting Rural Tourism. Prof Rao had appreciated the presentation and suggested the paper for the publication.

The second paper for the session was titled “Convergence of India and Australia in the

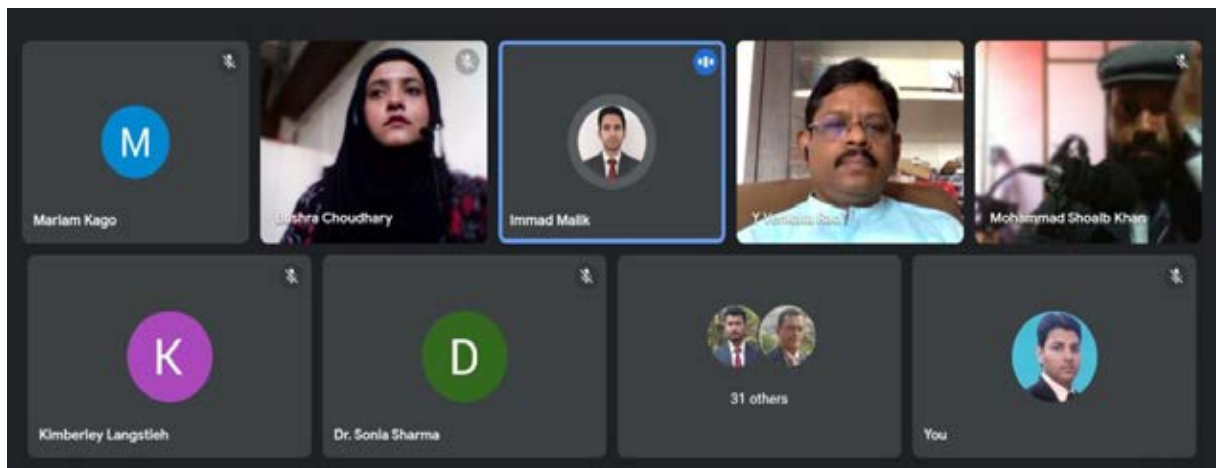


Indo-Pacific: The Tourism Perspective” - authors Ms. Aishwarya Singh and Dr. David T. Easow for the presentation. Ms. Aishwariya Singh presented a paper with major study on Blue economy and Maritime Tourism. She highlighted pan Asia-Pacific development reinforcing India – Australia relations. The objectives of the study include potential of Indian tourism in Indo-pacific and emerging dimensions, how sustain convergence of core security concerned focused on shared interest in Indian Ocean and Indo-Pacific regions and how India can strengthen their tourism market by collaborating with other countries. She tried to find the essentials of International cooperation and how can India collaborate with countries to make the tourism market stronger. They also used mixed method approach. She stated that India receive less number of tourist from Australia due to lack of understanding of India among Australian.



Kimberley Camelia presented a paper on the topic – Cooperative 'society's role in tourism development: A study on *Mawlyngbna* village, Meghalaya, on behalf of co-author Ms. Angshumi Goswami and Mr. Abhijit Abraham. She defined the concept of cooperative society, and its historical background in Meghalaya. She also highlighted why they have chosen Mawlyngbna village for their study. Their objectives are understood cooperative society role in rural tourism development and its role in employment generation. The study incorporated the four A's of components of Tourism which the role and involvement was measured. They used qualitative methods for the study which include structured interview and focus group discussion. She also presents positive and negative outcomes of the study. Some questions have been asked by the audience which includes direct community participation and accommodation facility at the village.

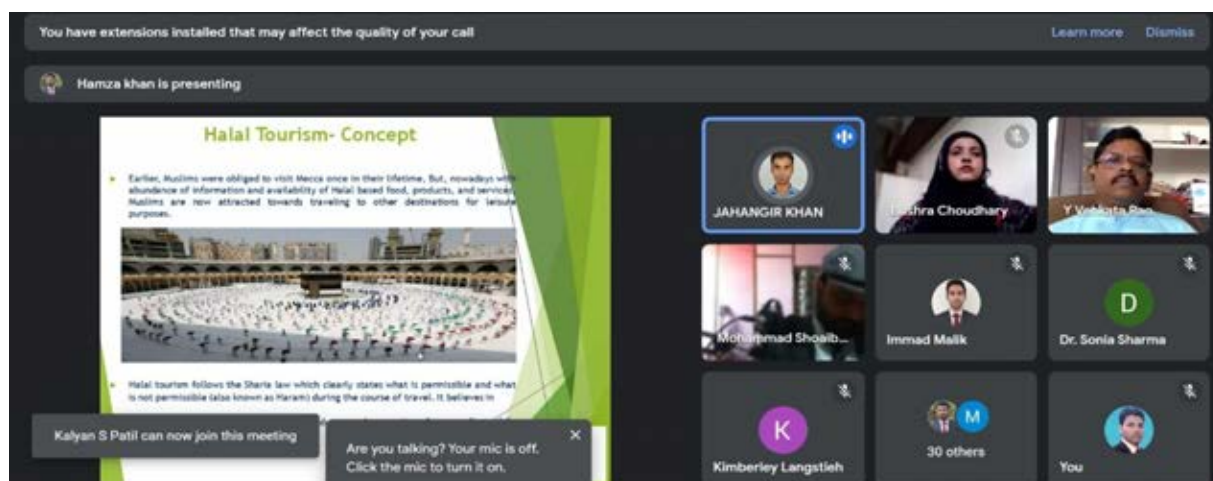
Mr. Imaad Uddin Malik presented a paper titled “Investigating the problems faced by Tourism Social Entrepreneurs of Kashmir in rebuilding craftsmanship : A mixed method approach, on behalf of their co-authors i.e. Dr. Parikshat Singh Manhas, Dr. Ramjit Singh,



Adil Amin Nazki and Mudassir Ahmad Mir. Mr. Immad briefly introduced the two variables tourism social entrepreneurs and Craftsmanship. As he stated that, there has been very less literature available on the topic, they identified more research gaps which allow them to go for this study. Exploratory Factor analysis was used to identify the factors which were marketing, financial irregularities, infrastructure deficiency and unsound planning. They have identified three objectives which mainly include problems faced by tourism social

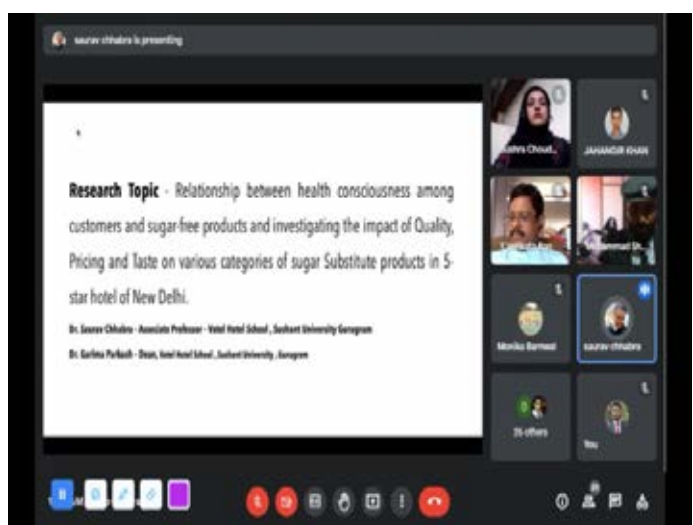
entrepreneurs, highlight various avenues for TSE and suggest and recommend measures for TSE. He also highlighted on problems and challenges of the study.

Fifth paper for the session was Halalpreneurship in Muslim Minority Destinations and dilemma among Indian Muslims; Authors were Mr Jahangir Khan, Monika, Prof Nimit Chowdhary and Dr Vijay Kumar. Mr. Jahangir Khan started a presentation by thanking all the dignitaries and briefly introduced the Halal Tourism concept.



He highlighted on halalpreneurship and how this concept emerge in the muslim community. The objectives of the study were to assess different attributes for comparison among the top 3 muslim minority halalpreneurs destinations, analyze the inclination of Indian muslims towards the attributes of halalpremeurs, and assess the dilemma faced by muslim travelers. Ms. Monika presented afterwards and she put light on GMTI ranking. They used mixed method approach for the study and used random sampling for the data collection.

Dr. Sourav Chhabra presented a paper titled 'Relationship Between Health Consciousness Among Customers and Sugar-Free Products and Investigating the Impact of Quality, Pricing and Taste on Various Categories of Sugar Substitute Products In 5-Star Hotel of New Delhi'', on behalf of co-author Dr. Garima Parkash. Dr. Sourav focused on eating habits and use of



sugar free products among communities. After pandemic, it becomes more important to not compromise on nutrients and their original healing properties. The objectives of the study were to study the relationship between health consciousness among consumers towards the

consumption of healthy sugar alternatives and investigating the impact of quality, pricing, and taste on various sugar free options available in the form of alternates to the regular refined form of sugars 5-star hotel of New Delhi. They also used mixed method approach and collected secondary data. Their findings highlighted how less sugar product is in demand and customers are highly sensitive towards all the three parameter of quality, price and taste.

The last presentation of the day was, Resilience through Tourism Entrepreneurship for peace and development in Jammu & Kashmir, author by Dr. Suvidha Khanna, Ms. Sheetal Bhagat, and Mr. Trilochan Kumar. Ms. Sheetal bhagat presented the paper on behalf of co-authors in which they investigated the issues and challenges related to tourism entrepreneurship for peace and development in J&K and suggested ways to achieve the same.



Also, they explored the impact of capacity building of youths of J&K towards entrepreneurship. Fostering youth with sufficient knowledge, skills, technology and infrastructure required with the help of government support could help them to become good entrepreneurs of the near future was given as implications.

All the presenters successfully defend their work and enlightened the audience with the contemporary issues emerging in the Tourism Industry. Ms. Bushra called Dr Mohammad Shoeb Khan for their concluding remarks. He appreciated all the presentations and asked them to go for the publication. He thanked organizing committee of the conference and wishes all the success to the scholars.

After that, Dr Sonia Sharma concluded the session by thanking the department and putting light on the diversity in the session as presenters highlighted different issues from different parts of the Country. She also praised the organizing committee of the conference for successful completion of the session in this difficult time. In the last session Chair Professor

Yedla Venkata Rao gave his concluding remarks by appreciating and congratulating all the paper presenters. He warmly thanks the Head of the department Dr. Sarah and Prof Nimit for inviting him for the session and also session co-chair and rapporteur.



Day – 3 : 30th January, 2022

Technical Session 5

Innovation and Technology in Tourism and Hospitality

Session Chair: Prof. Prashant Gautam Professor, Institute of Hotel and Tourism Management, Punjab University Session

Co- Chair: Dr. Danish Iqbal Raina Deputy Director, Tourism and Hospitality BGSBU

Rapporteur: Ms. Gagandeep Soni, Asst. Professor, HOD Housekeeping, Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi

Presenter: Mr. Dilraj Singh :

Entrepreneurship And Tourism Development In Assam Through Handicrafts: A Study Of The Indigenous Handicrafts Of Assam

Mr. Dilraj briefly explained about the various handicrafts having potential towards selling for entrepreneurship in Guwahati. The presentation highlighted that lack of finance and marketing issues were the major challenges faced by the handicraft shop owners. A proper government support with increased publicity is the needs of the hour towards handicraft manufacturing and popularity in Guwahati. The presenter also mentioned that inclusion of tourists in engaging activities is a must along with interaction with local people.

Evaluation Of Traditional Cuisine Artist as an Entrepreneur:

Mr. Umang Bhartwal explained that chefs are the gastronomic artists who play a key role as entrepreneurs in the traditional gastronomic business. He quoted key examples of traditional gastronomic businesses managed by chefs cum entrepreneurs from the Indian subcontinent. The paper emphasized on the need of acquiring certain skills and attributes by the “chefpreneurs” for an efficient management of their establishment.

Adoption Of Technology - Is It Converting the Art of Housekeeping to Science

Ms. Sharda Sharma explained the role of technology adoption in guest management and control system in the hotel housekeeping. The paper highlighted the benefits gained by the

housekeeping department through technology implementation in the core areas resulting in guest experience and employee satisfaction. She also mentioned that certain Indian hotels have started integrating various technology-based measures like robotic vacuum cleaners, robotic pool cleaners and lawnmowers. The paper concluded that technology can improve the effectiveness of the housekeeping department.

Systematic Analysis of Smart Guide App Qualities

Presentation of Mr. Arvind Mahajan was based on a systematic review of literature for identification of quality dimensions of the smart applications used in India. He mentioned that the smart guide applications should possess certain qualities that should make it interactive, adaptable, easily accessible, flexible and customizable for the users. The use of Smart guide applications (SGA) will help in enhancing the tourist experience during the destination tour, thereby requiring increased promotion amongst the smart app users.

Entrepreneurial Intention of Tourism and Hospitality Students in India: An examination by employing Theory of Planned Behaviour with Perceived Desirability and Perceived Feasibility

Ms. Samiha Siddiqui through the research explained the entrepreneurial intention of tourism and hospitality students in India by employing the theory of planned behaviour in association with the perceived desirability and feasibility. Structural equation modeling used for analyzing the data revealed that attitude was the strongest predictor of entrepreneurial intention as students consider entrepreneurship as a profitable career option for them. Contradictorily, Perceived behavioral control was the weakest predictor of entrepreneurial intention. Research findings can be used in the design and development of curriculum for assisting students by provision of appropriate career counseling.



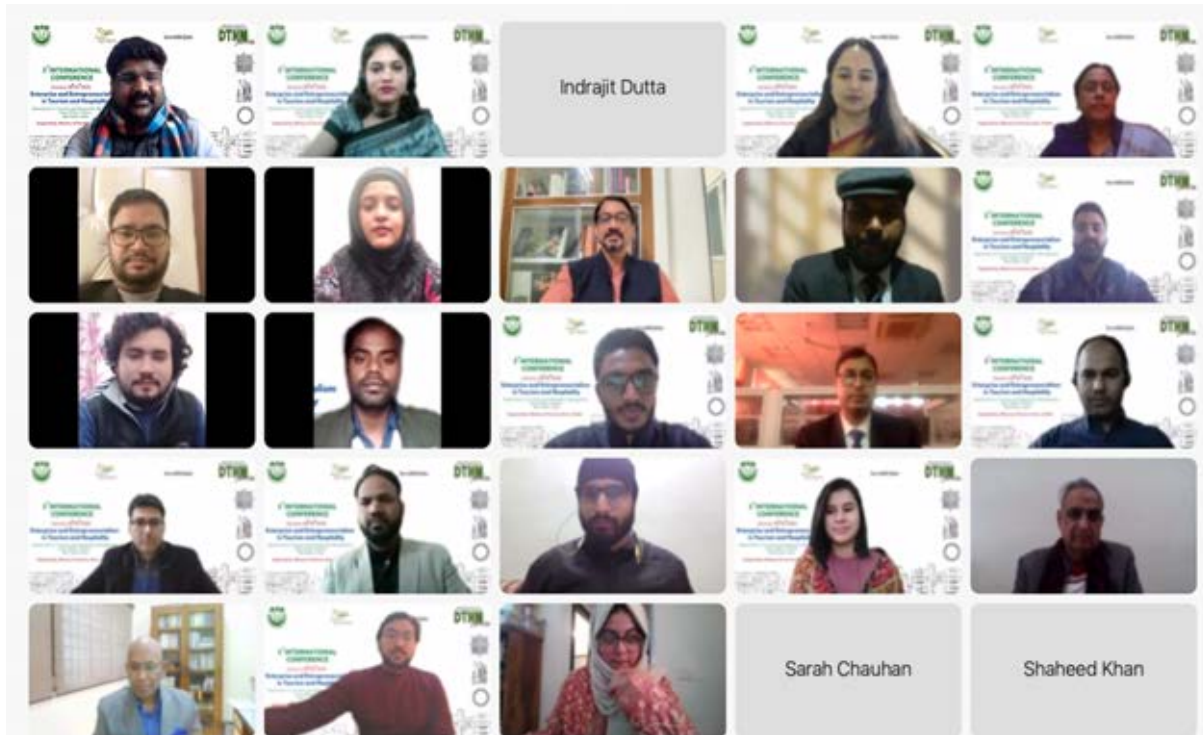
Socio-Economic Implications of Tourism and Hospitality Entrepreneurship on the Local Communities: An Exploratory Case Study of Kovalam, Kerala

Mohd Arman examined cases of entrepreneurial efforts in the development of coastal village tourism and its socio-economic implications on the local communities residing in the Kovalam region. He conducted semi-structured interviews with the entrepreneurs and local community people of the Kovalam region. The presentation highlighted that Development of tourist information centres, roads and lighting facilities, improvement in water supply, are identified as some of the positive social implications. The local communities benefitted from the tourism and hospitality entrepreneurship as they gained new business opportunities with more women coming forward and asserting their positions. Despite of all the benefits tourism poses a threat to the beautiful coastal village of Kovalam because of the lack of a proper waste disposal system, increased use of plastic and production of garbage.

Professor Prashant Gautam concluded the technical session by giving his valuable insights mentioning the challenges faced by the tourism and hospitality industry in the past few years during the pandemic. He emphasized that future researches should focus on overcoming the challenges of entrepreneurship so as to create a conducive atmosphere for the tourism and hospitality sector.

Day – 3 : 30th January, 2022

Valedictory Ceremony



The ceremony began by the welcome address delivered by Conference Co-chair Prof.Nimit Chowdhary. The event was followed by Mr.Khalid's presentation of conference report.

Special guest at Valedictory, Prof. Syed Inayat Ali Zaidi, Former Dean Faculty of Humanities and Languages, Jamia Millia Islamia, outlined the traditional wisdom of the Indian business communities as the bulwark of entrepreneurial zeal in India which weathered many great upheavals since historic times.

Guest of honor, Mr. Anil K Rajput, Joint Secretary, Association of Domestic Tour Operators of India, recounted the successful entrepreneurial models of distant, off the beaten track destinations and the need to replicate these on a wider scale.

The Chief Guest of the valedictory session, Dr. Venu Vasudevan, IAS, Additional Chief Secretary of Higher Education and Tourism, Govt of Kerala, congratulated Jamia Millia Islamia, on organizing a comprehensive, well thought out and extremely relevant international conference. He posited that there is a great need to encourage community involvement and women participation in entrepreneurial activities for a resilient recovery in the tourism and

hospitality sector in the aftermath of the Covid-19 pandemic. He believed that the stakeholders of the industry must have learnt from the conference with its practical and theoretical underpinnings. He also highlighted the Kerala model of entrepreneurial responsible tourism which emphasizes on the triple-bottom line of social, economic and environmental sustainability with the inclusion of the local communities.

Dr. Sarah Hussain, Head, Department of Tourism and Hospitality Management and conference chair presented her concluding remarks about the conference and expressed her gratitude to all the participants and organizers for the successful completion of the 3-day conference.

The ceremony concluded by the vote of thanks proposed by Dr. Nusrat Yasmeen, Organizing secretary of the conference.

Jamia Millia Islamia To Host Three-Day International Conference On Tourism And Hospitality Entrepreneurship

The three-day virtual International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" will be held between January 28 to 30, 2022

Education | Edited by Arnab Mitra | Updated: Jan 24, 2022 8:16 pm IST | Source: Careers360

RELATED NEWS

Jamia Millia Islamia To Allow Employees Vaccinated With Atleast Single Covid-19 Dose

Jamia Millia Islamia Student Wins Two Bronze Medals In National Para Badminton Championship

High Court Asks Centre, Jamia To Respond To Plea Challenging Appointment Of Professors As Member Of NCMEI



Media Coverage

1. NDTV India

News / Education Today / News / Jamia Millia Islamia to host three-day International Conference on Tourism and Hospitality Entrepreneurship

Jamia Millia Islamia to host three-day International Conference on Tourism and Hospitality Entrepreneurship

Jamia Millia Islamia will be to hosting a three-day International Conference on Tourism and Hospitality Entrepreneurship in collaboration with the Ministry of Tourism, Govt. of India.



India Today Web Desk [@indiatoday](#)
New Delhi

January 24, 2022 UPDATED: January 24, 2022 22:46 IST



जामिया में होगा टूरिज़्म एंड हॉस्पिटैलिटी एंटरप्रेन्यूरशिप पर तीन दिवसीय अंतर्राष्ट्रीय सम्मेलन

Updated on 1/24/2022



नई दिल्ली/टीम डिजिटल। पर्यटन एवं आतिथ्य प्रबंधन विभाग, जामिया मिल्लिया इस्लामिया टूरिज़्म एंड हॉस्पिटैलिटी एंटरप्रेन्यूरशिप पर 28 से 30 जनवरी तक तीन दिवसीय अंतर्राष्ट्रीय सम्मेलन आयोजित करेगा। यह सम्मेलन पर्यटन मंत्रालय, भारत सरकार द्वारा प्रायोजित है। सम्मेलन में पर्यटन मंत्रालय, राष्ट्रीय पर्यटन संघ और शिक्षाविद, प्रमुख अधिकारी भाग लेंगे, जोकि निरंतर बदलती दुनिया की ज़रूरतों के सम्बन्ध में अपने व्यापक अनुभव साझा कर सम्मलेन को प्रासंगिक बनायेंगे। एंटरप्रेन्यूरशिप जगत के कुछ उल्लेखनीय वैश्विक विचारक भी सम्मेलन में अपने विचार रखेंगे। सम्मेलन में प्रमुख रूप से प्रो.एसपी बंसल, कुलपति, हिमाचल प्रदेश- केंद्रीय विश्वविद्यालय मुख्य अतिथि होंगे, अन्य विशिष्ट अतिथियों में विशेष रूप से विनोद जुत्शी आईएएस, पूर्व सचिव, पर्यटन मंत्रालय, भारत सरकार; जबकि डॉ. वेणु वासुदेवन आईएएस, के अतिरिक्त मुख्य सचिव, उच्च शिक्षा एवं पर्यटन, केरल सरकार; रूपिंदर पन्नू बराड़, अतिरिक्त महानिदेशक, पर्यटन मंत्रालय, भारत सरकार; राजीव मेहरा, अध्यक्ष, इंडियन एसोसिएशन ऑफ टूर ऑपरेटर्स (आईएटीओ), और अनिल के राजपूत, संयुक्त सचिव, एसोसिएशन ऑफ डोमेस्टिक टूर ऑपरेटर्स ऑफ इंडिया (एडीटीओआई) शामिल रहेंगे।

3. Novodaya Times



3RD THREE-DAY INTERNATIONAL CONFERENCE ON “ENTERPRISE AND ENTREPRENEURIALISM IN TOURISM AND HOSPITALITY” AT JAMIA MILLIA ISLAMIA

Editor | January 24, 2022 | Education | No Comments



4. The News Strike



Jamia Millia Islamia

Image credit: PTI/ FILE

New Delhi:

The Department of Tourism and Hospitality Management, Jamia Millia Islamia (JMI) will organise a three-day International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" between January 28 to 30, 2022. The virtual conference would be attended by the prominent authorities from the Ministry of Tourism, National Tourism Associations and Academia.

The virtual conference will be hosted by the Vice Chancellor Prof. Najma Akhtar. "This conference will help to bring various stakeholders on a single platform to discuss future tourism trends, ideas, implications and methodologies, underlying the theoretical and practical approaches for innovation and entrepreneurial growth in the Tourism and Hospitality sector," the release read.

Prof. S. P. Bansal, VC, Central University of Himachal Pradesh, along with other guests of honour- Mr. Vinod Zutshi, IAS, Former Secretary, Ministry of Tourism, while Dr. Venu Vasudevan IAS, Additional Chief Secretary of Higher Education and Tourism, Govt. of Kerala, other dignitaries will be present at the virtual conference.

The conference will witness many panel discussions, technical tracks, keynote sessions, workshops making it highly interactive and relevant for the industry and the academia. For further information, please visit the website- icdthm.co.in.

[Read Entire Article >](#)

5. AP Direct

Entrepreneurship

Jamia Millia Islamia to host three-day Worldwide Convention on Tourism and Hospitality Entrepreneurship

By **Business News** - January 25, 2022

👁 18 🗨 0

👍 Like 0

 Share	 Facebook	 Twitter	 Pinterest	 WhatsApp	 LinkedIn	 Reddit	 +
---	--	---	---	--	--	--	---





NEWS & ARTICLES

Jamia Millia Islamia set to host three-day International Conference on Tourism and Hospitality Entrepreneurship



Jamia Millia Islamia is set to organise a three-day International Conference on 'Enterprise and Entrepreneurialism in Tourism and Hospitality' from January 28 to 30, 2022. The Ministry of Tourism, Govt. of India(GoI) will be organising the conference.

The conference would be hosted and represented by the JMI Vice Chancellor & Chief Patron Prof. Najma Akhtar, Conference Patrons Prof. Nazim Husain Al-Jafri, Registrar, and Prof. Mohd.

Asaduddin, Dean, F/o Humanities & Languages, Conference Chair, Dr.Sarah Hussain, HoD, DTHM, JMI and Conference Co-Chair Prof. Nimit Chowdhary, DTHM JMI.

Jamia Millia Islamia to host three-day International Conference on Tourism and Hospitality Entrepreneurship

📅 January 25, 2022 💬 No Comments 🏷️ Hospitality sector 📍 Jamia Millia Islamia

Jamia Millia Islamia will be organising a three-day International Conference on 'Enterprise and Entrepreneurialism in Tourism and Hospitality' from January 28 to 30, 2022. The Ministry of Tourism, Govt. of India(GoI) will be organising the conference.

The conference would be hosted and represented by the JMI Vice Chancellor & Chief Patron Prof. Najma Akhtar, Conference Patrons Prof. Nazim Husain Al-Jafri, Registrar, and Prof. Mohd. Asaduddin, Dean, F/o Humanities & Languages, Conference Chair, Dr.Sarah Hussain, HoD, DTHM, JMI and Conference Co-Chair Prof. Nimit Chowdhary, DTHM JMI.

The conference would be hosted and represented by the JMI Vice Chancellor & Chief Patron Prof. Najma Akhtar, Conference Patrons Prof. Nazim Husain Al-Jafri, Registrar, and Prof. Mohd. Asaduddin, Dean, F/o Humanities & Languages, Conference Chair, Dr.Sarah Hussain, HoD, DTHM, JMI and Conference Co-Chair Prof. Nimit Chowdhary, DTHM JMI.

Aim and purpose of Jamia Millia Islamia conference on Tourism

This conference will help to bring various stakeholders on a single platform to discuss future tourism trends, ideas, implications and methodologies, underlying the theoretical and practical approaches for innovation and entrepreneurial growth in the Tourism and Hospitality sector.

The conference would witness many panel discussions, technical tracks, keynote sessions, workshops making it highly interactive and relevant for the industry and academia. For further information, you may visit us at <http://icdthm.co.in>



होम > यूथ

जामिया में 'पर्यटन और आतिथ्य' पर तीन दिवसीय अंतरराष्ट्रीय सेमिनार



जामिया में 'पर्यटन और आतिथ्य' पर तीन दिवसीय अंतरराष्ट्रीय सेमिनार

JANUARY CENTRAL UNIVERSITY INTERNATIONAL CONFERENCE NEW DELHI

International Conference ICEETH 2022, Jamia Millia Islamia University, New Delhi, January 2022

conference, Conference 2022, conference alerts 2022, conference alerts india, conference in delhi, Conference in Delhi 2022, conference in india, conference in jamia millia islamia, delhi, dthm, International Conference, International Conference ICEETH 2022, International Conference on Enterprise and Entrepreneurialism in Tourism and Hospitality, Jamia Millia Islamia University, January 2022, jmi conference 2022, jmi university, New Delhi



**3rd INTERNATIONAL
CONFERENCE**
January 28-30, 2022

**Supported by
Ministry of Tourism, Govt. of India**

**Enterprise and
Entrepreneurialism in Tourism
and Hospitality**

About International Conference ICEETH 2022



Colleges

Today's news

Jamia Millia Islamia To Host Three-Day International Conference On Tourism And Hospitality Entrepreneurship – Education News

January 25, 2022 admin 0 Comments daily education news, education news, education news india, Education News

11. Education Today

ENTREPRENEURSHIP

Jamia Millia Islamia to host a 3-day conference on entrepreneurial growth in tourism

 Our Correspondent

Posted on 26 Jan 2022 10:41 AM



Home > News Details

INSTITUTIONAL ACTIVITIES

Conference on “Enterprise and Entrepreneurialism in Tourism and Hospitality” from 28th January

3rd Three-Day International Conference on “Enterprise and Entrepreneurialism in Tourism and Hospitality” at Jamia Millia Islamia, New Delhi

By: EduAdvice © 2022-01-26 08:45:10



جامعہ ملیہ میں سیاحت پر سہ روزہ سیمینار: Three Day International Conference In Jamia Millia Islamia

Published on: Jan 25, 2022, 10:39 PM IST



14. ETV Bharat

अमर उजाला

25.01.2022

जामिया में अंतरराष्ट्रीय सम्मेलन 28 से

नई दिल्ली। जामिया मिल्लिया इस्लामिया टूरिज्म एंड हॉस्पिटैलिटी एंटरप्रेन्योरशिप पर तीन दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन कर रहा है। 28 से 30 जनवरी तक चलने वाले इस ऑनलाइन सम्मेलन में पर्यटन मंत्रालय, राष्ट्रीय पर्यटन संघ और शिक्षाविद भी शामिल होंगे। ब्यूरो

हिन्दुस्तान

25.01.2022

जामिया में पर्यटन पर सम्मेलन होगा

नई दिल्ली (प्र.सं)। जामिया मिल्लिया इस्लामिया के पर्यटन एवं आतिथ्य प्रबंधन विभाग की ओर से टूरिज्म एंड हॉस्पिटैलिटी एंटरप्रेन्योरशिप पर तीन दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन करेगा। 28 से 30 जनवरी तक चलने वाले इस ऑनलाइन सम्मेलन में पर्यटन मंत्रालय, राष्ट्रीय पर्यटन संघ और शिक्षाविद्, प्रमुख अधिकारी भाग लेंगे।

राष्ट्रीय
सहारा

25.01.2022

जामिया में अंतरराष्ट्रीय सम्मेलन का आयोजन

नई दिल्ली। जामिया मिल्लिया इस्लामिया पर्यटन एवं आतिथ्य प्रबंधन विभाग 'टूरिज्म एंड हॉस्पिटैलिटी एंटरप्रेन्योरशिप' पर 28 से 30 जनवरी, 2022 तक तीन दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन करेगा। यह सम्मेलन पर्यटन मंत्रालय, भारत सरकार द्वारा प्रायोजित है। ऑनलाइन तीन दिवसीय सम्मेलन में पर्यटन मंत्रालय, राष्ट्रीय पर्यटन संघ और शिक्षाविद्, प्रमुख अधिकारी भाग लेंगे, जोकि निरंतर बदलती दुनिया की ज़रूरतों के सम्बन्ध में अपने व्यापक अनुभव साझा कर सम्मेलन को प्रासंगिक बनाएंगे। एंटरप्रेन्योरशिप जगत के कुछ उल्लेखनीय वैश्विक विचारक भी सम्मेलन में अपने विचार रखेंगे।

जामिया मिल्लिया इस्लामिया में उद्यमिता पर अंतर्राष्ट्रीय सम्मेलन आयोजित किया गया

सद्भावना टुडे, संवाददाता

नई दिल्ली। जामिया मिल्लिया इस्लामिया के पर्यटन और हॉस्पिटैलिटी विभाग द्वारा 28 से 30 जनवरी, 2022 के बीच पर्यटन और अतिथ्य में उद्यम और उद्यमिता पर तीन दिवसीय अंतर्राष्ट्रीय सम्मेलन (ऑनलाइन) का आयोजन किया गया। यह सम्मेलन पर्यटन मंत्रालय, भारत सरकार द्वारा प्रायोजित है।

तीन दिवसीय सम्मेलन का शुरुआत मानविकी और भाषा संकाय के डॉन और सम्मेलन संरक्षक प्रो. मोहम्मद अमदुद्दीन के स्वागत भाषण से हुई उन्होंने महसूस किया कि अभूतपूर्व कोरोना-19 महामारी के महदेनबर संकटग्रस्त पर्यटन उद्योग के संकट, उद्योग के पुनरुद्धार के लिए एक ठोस और लंबे समय तक चलने वाले लचीले समाधान के लिए बहुत गंभीर विचार-विमर्श की आवश्यकता है। इसलिए, इस सम्मेलन की कल्पना उद्योग के उद्यमियों के कार्यों को संवाद शुरू करने और समर्पित करने के लिए की गई है। प्रतिनिधियों को संबोधित करते हुए, सम्मेलन अध्यक्ष और विभाग के प्रमुख, डॉ. सारा हुसैन ने कहा कि पर्यटन भारत और दुनिया में सबसे तेजी से बढ़ते क्षेत्रों में से एक रहा है। पर्यटन कंपनियों और गैर सरकारी संगठनों के साथ घनिष्ठ संबंध के कारण



विश्वविद्यालय वर्तमान परिस्थितियों के लिए जीवित है। इस प्रकार, हितधारकों के साथ अत्यधिक संवादात्मक जुड़ाव के लिए यह आवश्यक है। हाल ही में पद्म श्री से सम्मानित माननीय कुलपति, प्रो. नजमा अख्तर ने उद्योग और शिक्षाविदों के सक्रिय सहयोग की आवश्यकता पर बल दिया। उन्होंने इस बात पर जोर दिया कि विश्वविद्यालय हमेशा

सर्वोत्तम शोध और सहयोगी परिचोजनाओं को लाने के लिए प्रयासरत है, जो इसे अंतर्राष्ट्रीय स्तर पर भी समाधान देने की इच्छुक संस्था बनाते हैं।

मुख्य अतिथि, हिमाचल प्रदेश के केंद्रीय विश्वविद्यालय के माननीय कुलपति, प्रो. एसबी बंसल ने उठरने और अन्य प्रश्नों के नए रूझों के साथ नए सामान्य में होने वाले

प्रतिमान बदलाव पर प्रकाश डाला और उन्होंने स्थानीय (ग्रामीण) पर्यटन को बढ़ावा देने की आवश्यकता पर भी बल दिया। विशिष्ट अतिथि श्री विनोद जुत्ती, पर्यटन मंत्रालय, पूर्व सचिव भारत सरकार, ने सभा को संबोधित करते हुए कहा कि राष्ट्रीय पर्यटन नीति के मसौदे और उद्यमियों को आर्थिक रूप से समर्थन देने और एमएसएमई पोटेंशियल के तहत पर्यटन उद्यमियों के पंजीकरण के माध्यम से व्यवसाय करने में आसानी के लिए सरकार द्वारा किए गए महान कार्यों के बारे में बताया। साथ ही उन्होंने नए स्टार्ट-अप के समर्थन के लिए अनुकूल माहौल बनाने में सरकार की भूमिका पर प्रकाश डाला। उद्घाटन सत्र के दौरान सम्मेलन के आयोजन सचिव डॉ. नुसरत याम्मोन, सहायक प्रोफेसर, डीटीएचएम, जामिया मिल्लिया इस्लामिया द्वारा सार की एक पुस्तक का विमोचन किया गया। सम्मेलन के संरक्षक प्रो. नाज़िम हुसैन अल-जाफरी, रजिस्ट्रार, जामिया मिल्लिया इस्लामिया ने सभा को संबोधित किया और सामाजिक उद्यमिता के बारे में बात की। उन्होंने कहा कि विश्वविद्यालय नवोन्मेषी क्षमताओं और उद्यमशीलता की संभावनाओं के दोहन के महत्व को समझता है। इसके बाद प्रो. परीक्षित सिंह मन्हास, निदेशक, स्कूल ऑफ

हॉस्पिटैलिटी एंड टूरिज्म मैनेजमेंट, फैकल्टी ऑफ बिजनेस स्टडीज, जम्मू विश्वविद्यालय ने मुख्य भाषण दिया। उनके संबोधन से मुख्य बात यह थी कि उद्यमियों के लिए सफल रणनीतियों का मॉडल कैसे कि तकनीक की समझ, अनुकूलन क्षमता, लचीलापन और दूसरों के बीच प्रासंगिक कौशल प्राप्त करना शामिल था। इससे नए जमाने के उद्यमी प्रमुख सामग्री के रूप में पर्यटन और अतिथ्य उद्यमिता में संकट की अनिश्चितताओं को दूर करने में सक्षम होंगे।

सम्मेलन के सह-अध्यक्ष प्रो. निमित चौधरी, डीटीएचएम, जामिया मिल्लिया इस्लामिया ने सभी मेहमानों और प्रतिभागियों को धन्यवाद के गहरे और विपुल मत के साथ उद्घाटन कार्यक्रम का समापन किया। दिन का पहला सत्र प्रो. सीमा हामिद द्वारा पर्यटन और अतिथ्य उद्यमिता में महिलाएं, मुद्दे और चुनौतियां विषय पर एक पैनेल चर्चा के साथ शुरू किया गया था। (प्रोफेसर, समन्वयक और प्रशिक्षण और पर्यटन, एएमयू में मास्टर्स प्रोग्राम के प्लेसमेंट अधिकारी), डॉ. मधु चंडोक, (WICCI दिल्ली एनसीआर चैंपियन अध्यक्ष), सुश्री सोनिया सिंह (सह-संस्थापक निर्यात ताइपो हॉस्पिटैलिटी) और सुश्री दीपिका अरोड़ा, (संस्थापक-रोसाब्यू हॉस्पिटैलिटी)

3rd Three-Day International Conference on “Enterprise and Entrepreneurialism in Tourism and Hospitality” at Jamia Millia Islamia, New Delhi

One of the highest-ranking central universities of India, Jamia Millia Islamia, with NAAC A++ accreditation organized a three-day 3rd International Conference on Enterprise and Entrepreneurialism from the 28th – 30th January, supported by the Ministry of Tourism, Govt. of India.

The conference saw the unique blend of eclectic and high-octane, power packed more than 20 sessions- including three plenary and five technical tracks of discussions, discourses, deliberations and workshops- witnessing newer research insights and the best practices with viable solutions being presented on Entrepreneurial Opportunities, Women as Entrepreneurs, Contemporary Issues, Innovation and Technology, etc. in Tourism and Hospitality.

With the presence of legendary international thought leaders, inclusive of 4 serving or former Vice Chancellors, 20 world-class speakers representing 5 International and 11 national Universities, 2 institutes of higher education run by the Ministry of Tourism, along with Government-run 2 Entrepreneurship Development Institutes, the conference offered the participants a unique opportunity to discuss, deliberate, interact so as to open up to the many facets of Entrepreneurship in Tourism & Hospitality and participate in workshops to learn and hone their skills to publish world-class researches by the Influential editors of highly coveted top-ranking International Journals in the domain of Tourism and Hospitality.

At its culmination, the Chief Guest of the valedictory session, **Dr Venu Vasudevan, IAS, Additional Chief Secretary of Higher Education and Tourism, Govt of Kerala, congratulated Jamia Millia Islamia**, on organizing a comprehensive, well thought out and extremely relevant international conference.

On similar veins, **Mr. Anil K Rajput, Joint Secretary, Association of Domestic Tour Operators of India**, recounted the successful entrepreneurial models of distant, off the beaten track destinations and the need to replicate these on a wider scale.

Over the three days, the conference initiated the much-required public engagement and discourse on the issues of the revival and resilience of entrepreneurship in the wake of Covid-19 and its impacts on tourism and hospitality with the special contributions of women in entrepreneurship. It refocused the role of higher education and innovation in the domain to enhance the efficiency of entrepreneurship and to welcome new avenues and opportunities offering solutions to the beleaguered industry and offer direction for its bright future.

The leaders who enriched the participants with their world views and insights included, the world's most cited tourism research Scholar, **Professor Colin Michael Hall, from School of Business, University of Canterbury, New Zealand;**

From the Entrepreneurship Development Institutes, we had experts in Dr. Poonam Sinha and Mr. Vishal Ray.



From the Industry it was well represented by Mr. Rajeev Mehra the President of IATO and Hon Secretary of FAITH, Dr. Madhu Chandok, President Women's Indian Chamber of Commerce & Industry (WICCI), Delhi Chapter, Sonia Singh, Co-Founder Nippon Taiyo Hospitality.

The University having one of the most comprehensive tourism and hospitality departments in the South Asia region, took up the pioneering role and responsibilities to align and serve India's priorities of making it “Atma Nirbhar Bharat” whilst commemorating the 75 glorious years of independent India through the “Azadi ka Amrit Mahotsav”.

In her inaugural address, **Honourable Vice Chancellor Padma Shri, Prof. Najma Akhtar Ma'am** stressed upon the need for an active collaboration of the industry and the academia. She emphasized that the University has always striven to bring out the best research and collaborative projects with the practitioners making it an institution at the forefront and aspiring evermore to deliver solutions even at the international level.

The Guest of Honour **Shri Vinod Zutshi, the former Secretary of Ministry of Tourism, Govt. of India**, while addressing the gathering, spoke about the draft National Tourism Policy and the great work done by the Government in supporting the entrepreneurs financially and in offering the ease of doing businesses through simplification of registrations of the Tourism entrepreneurs under the MSME portals. Also he highlighted the Govt's role in making a conducive atmosphere for the support of the new start-ups.

The Book of Abstracts was released by Conference Organizing Secretary, Dr. Nusrat Yasmeen, Assistant Professor, DTHM, Jamia Millia Islamia.

Conference Patron addressed the gathering and talked about the social entrepreneurship. He said that the university understands the importance of harnessing the innovative capabilities and entrepreneurial possibilities.

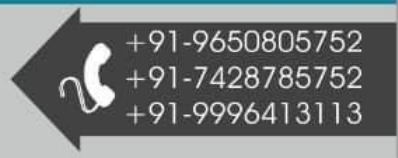
The Conference Co-Chair Prof. Nimit Chowdhary, DTHM Jamia Millia Islamia concluded the inaugural event with the deep and profuse vote of thanks to all the guests and the participants.

The University having one of the most comprehensive tourism and hospitality departments in the South Asia region, displayed through this conference that it is alive to its pioneering role and responsibilities.

Entrepreneurship in tourism and hospitality contributes towards the fiscal growth of the country. It paves a way to increase employment opportunities for the countrymen and ushers the nation on a growth trajectory that is so much the need of the hour. It provides the service sector to be a part of the demand and supply chain, thereby, assuring economic progress and socio-economic balance in the nation.



✉ musafirmediahub@gmail.com
 🌐 www.musafirmediahub.com
 📱 @musafirmediahub



+91-9650805752
 +91-7428785752
 +91-9996413113



Home > national



20. The Times Bureau



Jamia Millia Islamia To Host Three-Day International Conference On Tourism And Hospitality Entrepreneurship

January 24, 2022 by Thetechyworld



By [India Education Diary Bureau Admin](#) on January 29, 2022

Aligarh : Professor Sheeba Hamid, Coordinator, Master of Tourism and Travel Management (MTTM), Department of Commerce, AMU spoke on “Women in Tourism and Hospitality Entrepreneurship: Issues and Challenges” in the virtual International Conference on Enterprise and Entrepreneurialism in Tourism and Hospitality, organized by the Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi.

Professor Sheeba said, “to unlock the potential of tourism and hospitality industry, women entrepreneurs need to embrace education and get trained on how to use modern technologies, which is fundamental in coping with the trends in the globalized environment.”

Need to promote local tourism stressed on



By theokhlatimes – January 29, 2022 No Comments 4 Mins Read

f Facebook

Twitter

in LinkedIn



SHARE



Freelance Helpline / Services

- Attestation - Birth / Marriage / Degree / Visit & Family Visa Through Embassy.
- Matrimonial Services.
- To Establish New / Old Business.
- Sales / Purchase / Collaboration of Property

Plz. Contact at

Email & Whatsapp

ehsaas666@gmail.com Mob: 9810593530

Need to promote local tourism stressed on

A three-day International Conference (online) on “Enterprise and Entrepreneurialism in Tourism and Hospitality” between January 28 and 30 is being organised by the Department of Tourism and Hospitality, Jamia Millia Islamia. The conference is sponsored by the Ministry of Tourism, Govt. of India.

Jamia organises Three Day 3rd International Conference on Entrepreneurship in Tourism and Hospitality

A three-day international conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" between 28th – 30th, January, 2022 is being organised

By: **EduAdvice** | © 2022-01-30 08:03:17





NEWS ▾ AVIATION ▾ STATISTICS ▾ DESTINATION ▾ AGENTS ▾ TOURISM ▾ PEOPLE ▾ ED

MINISTRY • HOSPITALITY • TOURISM • DESTINATION • TECHNOLOGY • EVENTS • ONLINE EVENTS

ET TravelWorld News / Latest ET TravelWorld News / Education / Institutes

Jamia conference to dwell on entrepreneurship in tourism and hospitality

Jamia Millia Islamia will host a three-day international conference on Enterprise and Entrepreneurialism in Tourism and Hospitality, The event intends to initiate and engage public discourse on the issues of the response and resilience of entrepreneurship in the wake Covid-19 and its aftermath on tourism and hospitality.

ETTravelWorld • January 27, 2022, 13:54 IST



CONFERENCE

Jamia Millia hosts international conference on Entrepreneurship in Tourism and Hospitality



Our Correspondent

Posted on 30 Jan 2022 14:52 PM



The webinar was held from January 28 to 30. Source: AMU

Three-Day international conference by Jamia focuses on “Enterprise and Entrepreneurialism in Tourism and Hospitality”

.....TBM Staff | New Delhi

New Delhi-based Jamia Millia Islamia organised a three-day 3rd International Conference on Enterprise and Entrepreneurialism from January 28 to 30, supported by the Union Ministry of Tourism (MoT).

The conference saw the unique blend of more than 20 sessions - including three plenary and five technical tracks of discussions, discourses, deliberations and workshop - witnessing newer research insights and the best practices with viable solutions being presented on Entrepreneurial Opportunities, Women as Entrepreneurs, Contemporary Issues, Innovation and Technology, etc. in Tourism and Hospitality.

With the presence of international thought leaders, inclusive of 4 serving or former Vice Chancellors, 20 world-class speakers representing 5 International and 11 national Universities, 2 institutes of higher education run by the MoT, along with government-run 2 Entrepreneurship Development Institutes, the conference offered the participants a unique opportunity to discuss, deliberate, interact so as to open up to the many facets of Entrepreneurship in Tourism & Hospitality, and participate in workshops to learn and hone their skills to publish world-class researches by the Influential editors of travel & tourism international journals.

At its culmination, the Chief Guest of the valedictory session, Dr Venu Vasudevan, IAS, Additional Chief Secretary of Higher Education and Tourism, Government of Kerala, congratulated Jamia Millia Islamia, on organising a comprehensive, well thought out and extremely relevant international conference. He posited that there is a great need to encourage community involvement and women participation in entrepreneurial activities for a resilient recovery in the tourism and hospitality sector in the aftermath of the Covid-19 pandemic. He believed that the stakeholders of the industry must have learnt from the conference with its practical and theoretical underpinnings. He also highlighted the Kerala model of entrepreneurial responsible tourism which emphasises on the triple-bottom line of social, economic and environmental sustainability with the inclusion of the local communities.

Other guests of honour, Prof. Syed Inayat Ali Zaidi, Former Dean Faculty of Humanities and Languages, Jamia Millia Islamia, outlined the traditional wisdom of the Indian business communities as the bulwark of entrepreneurial zeal in India which weathered many great upheavals since historic times. On similar veins, Anil K Rajput, Joint Secretary, ADTOI, recounted the successful entrepreneurial models of distant, off the beaten track destinations and the need to replicate these on a wider scale.

Over the three days, the conference initiated

addresses by the Patrons of the conference, Prof. Nazim Husain Al-Jafri, Registrar, Jamia Millia Islamia and Prof. Mohd. Asaduddin, Dean Faculty of Humanities and Languages.

Addressing the delegates, the Conference Chair and Head of Department, Dr. Sarah Hussain stated that tourism has been one of the fastest growing sectors in India and the world. The university owing to its close association with tourism companies has been alive to the present conditions.

The Chief Guest, Vice Chancellor of the Central University of Himachal Pradesh, Prof.

SP Bansal, highlighted the paradigm shift that has taken place in the new normal with the new trends of staycations and other practices and he also stressed the need to promote local tourism in the country side to create job opportunities for the local villages.

The Guest of Honour Vinod Zutshi, former Tourism Secretary while addressing the gathering, spoke about the draft National Tourism Policy and the great work done by the government in

supporting the entrepreneurs financially and in offering the ease of doing businesses through simplification of registrations of the Tourism entrepreneurs under the MSME portals. Also he highlighted the government's role in making a conducive atmosphere for the support of the new start-ups.

Conference Patron addressed the gathering and talked about the social entrepreneurship. He said that the university understands the importance of harnessing the innovative capabilities and entrepreneurial possibilities.

This was followed by the key note address by Prof Parikshat Singh Manhas, Director, School of Hospitality and Tourism Management, Faculty of Business Studies, University of Jammu. Key take aways from his address were the model of successful strategies for the Entrepreneurs with the inclusion of components such as tech savviness, adaptability, flexibility and acquiring of relevant skills amongst others. With this, the new age entrepreneurs shall be able to overcome the vagaries of crises in tourism and hospitality entrepreneurship as the key ingredients.

The Conference Co-Chair Prof. Nimit Chowdhary, DTHM Jamia Millia Islamia concluded the inaugural event with the deep and profuse vote of thanks to all the guests and the participants. ♦



the much-required public engagement and discourse on the issues of the revival and resilience of entrepreneurship in the wake of Covid-19 and its impacts on tourism and hospitality with the special contributions of women in entrepreneurship. It refocused the role of higher education and innovation in the domain to enhance the efficiency of entrepreneurship and to welcome new avenues and opportunities offering solutions to the beleaguered industry and offer direction for its bright future.

From the industry it was well represented by Rajeev Mehra the President of IATO and Hon Secretary of FAITH, Dr. Madhu Chandok, President Women's Indian Chamber of Commerce & Industry (WICCI), Delhi Chapter, Sonia Singh, Co-Founder Nippon Taiyo Hospitality.

In her inaugural address, Honourable Vice Chancellor Padma Shri, Prof. Najma Akhtar stressed upon the need for an active collaboration of the industry and the academia. She emphasised that the University has always striven to bring out the best research and collaborative projects with the practitioners making it an institution at the forefront and aspiring evermore to deliver solutions even at the international level.

The online conference commenced with the



Jamia Millia Islamia, New Delhi

1 h ·

3rd Three-Day International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" at Jamia Millia Islami... See more



28. JMI Social media

THE NEWS STRIKE

VOCAL FOR LOCAL NEWS



HOME

BUSINESS

POLITICS

EDUCATION

TECHNOLOGY

NEWS UPDATE

JMI ORGANISES INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY

Editor | January 31, 2022 | Education | No Comments



29. The News Strike

Experts deliberate many facets of entrepreneurship in tourism sector

By theokhlatimes - February 1, 2022 No Comments 8 Mins Read



SHARE



Freelance Helpline / Services

- Attestation - Birth / Marriage / Degree / Visit & Family Visa Through Embassy.
- Matrimonial Services.
- To Establish New / Old Business.
- Sales / Purchase / Collaboration of Property

Plz. Contact at

Email & Whatsapp
ehsaas666@gmail.com Mob:9810593530

A three-day 3rd International Conference on Enterprise and Entrepreneurialism from January 28 and 30, supported by the Ministry of Tourism, saw the unique blend of eclectic and high-octane, power packed more than 20 sessions, including three plenary and five technical tracks of discussions, discourses, deliberations and workshops-witnessing newer research insights and the best practices with viable solutions being presented on Entrepreneurial Opportunities, Women as Entrepreneurs, Contemporary Issues, Innovation and Technology, etc. in Tourism and Hospitality.

TOP NEWS

- 1 **Jamia School**
February 12, 2022
- 2 **Delhi Govt scl for upcoming**
February 12, 2022
- 3 **MCD poll: Rat ticket**
February 12, 2022

Subscri

Get the latest sp about socce

Home · Press Release · Department of Tourism and Hospitality Management Jamia Millia Islamia

Press Release

Department of Tourism and Hospitality Management Jamia Millia Islamia

3rd-Day International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" at Jamia Millia Islamia, New Delhi

By **TPT Bureau** · February 1, 2022

0

Like 1



होम > शिक्षा

जामिया में पर्यटन पर अंतरराष्ट्रीय सम्मेलन



जामिया में पर्यटन पर अंतरराष्ट्रीय सम्मेलन

awazthevoice.in Published: 30-01-2022 11:13:00 AM 4 min read

आवाज द वॉयस /नई दिल्ली

32. Awaz The voice

होम > देश > जामिया मिल्लिया इस्लामिया में आयोजित हुआ पर्यटन और आतिथ्य उद्यमिता प...

जामिया मिल्लिया इस्लामिया में आयोजित हुआ पर्यटन और आतिथ्य उद्यमिता पर अंतर्राष्ट्रीय सम्मेलन

यह सम्मेलन पर्यटन मंत्रालय, भारत सरकार द्वारा प्रायोजित है. तीन दिवसीय सम्मेलन की शुरुआत मानविकी और भाषा संकाय के डीन और सम्मेलन संरक्षक प्रो. मोहम्मद असदुद्दीन के स्वागत भाषण से हुई.

Reported by मोहम्मद अतहरुद्दीन मुन्ने भारती Updated: 1 फ़रवरी, 2022 11:44 PM

ट्रेंडिंग



टूटे दांत के साथ पापा की गोद में दिख रही ये बच्ची आज है लेडी सुपरस्टार, खड़े कर देंगे हाथ लेकिन नहीं बता पाएंगे नाम



इस मेकअप आर्टिस्ट ने अलग अंदाज़ में लता मंगेशकर को दी श्रद्धांजलि, देखें वायरल वीडियो



रानू मंडल पर चढ़ा पुष्पा के अल्लू अर्जुन का खुमार, श्रीवल्ली गाने पर करने लगी स्टेप्स तो हंस हंस कर लोट पोट हुए फैस



यह सम्मेलन पर्यटन मंत्रालय, भारत सरकार द्वारा प्रायोजित है. (प्रतीकात्मक फोटो)

जामिया मिल्लिया इस्लामिया में 'पर्यटन और आतिथ्य उद्यम और उद्यमिता' पर तीन दिवसीय अंतर्राष्ट्रीय सम्मेलन का समापन हुआ



सद्भावना टुडे, संवाददाता

नई दिल्ली। भारत के सर्वोच्च रैंकिंग वाले केंद्रीय विश्वविद्यालयों में से एक, जामिया मिल्लिया इस्लामिया ने NAAC ए ++ मान्यता के साथ, पर्यटन मंत्रालय द्वारा समर्थित 28 से 30 जनवरी तक उद्यम और उद्यमिता पर तीन दिवसीय तीसरा अंतर्राष्ट्रीय सम्मेलन आयोजित किया।

सम्मेलन में 20 से अधिक सत्रों में उदार और उच्च संकुल का अनुत्तम मिश्रण देखा गया- जिसमें तीन पैनल चर्चा और पांच तकनीकी ट्रैक चर्चा, विचार-विमर्श और कार्यशालाएं शामिल हैं-नई शोध अंतर्दृष्टि और व्यवहार्य समाधानों के साथ सम्मेलन में सर्वोत्तम प्रथाओं को प्रस्तुत किया गया जैसे पर्यटन और आतिथ्य में उद्यमी अवसर, उद्यमियों के रूप में महिलाएं, समकालीन मुद्दे, नवाचार और प्रौद्योगिकी आदि। 4 सेवारत या पूर्व कुलपति, 5 अंतर्राष्ट्रीय और 11 राष्ट्रीय विश्वविद्यालयों का प्रतिनिधित्व करने वाले 20 विश्वस्तरीय वक्ताओं, पर्यटन मंत्रालय द्वारा संचालित उच्च शिक्षा के 2 संस्थानों के साथ-साथ सरकार द्वारा संचालित 2 उद्यमिता सहित महान अंतरराष्ट्रीय विचार नेताओं की

उपस्थिति के साथ सम्मेलन का समापन हुआ। इस अंतर्राष्ट्रीय सम्मेलन ने प्रतिभागियों को पर्यटन और आतिथ्य में उद्यमिता के कई पहलुओं पर चर्चा करने, विचार-विमर्श करने, बातचीत करने का एक अनूठा अवसर प्रदान किया और विश्व स्तरीय शोधों को प्रकाशित करने के लिए अपने कौशल को सीखने और सुधारने के लिए कार्यशालाओं में भाग लिया। पर्यटन और आतिथ्य के क्षेत्र में उच्च प्रतिष्ठित अंतरराष्ट्रीय पत्रिकाओं के प्रभावशाली संपादकों ने प्रतिभागियों को शोध पत्र लिखने के गुर सिखाए। इसके समापन पर, समापन सत्र के मुख्य अतिथि, डॉ वेणु वासुदेवन, आईएसएस, उच्च शिक्षा और पर्यटन के अतिरिक्त मुख्य सचिव, केरल सरकार ने जामिया मिल्लिया इस्लामिया को एक व्यापक, सुविचारित और अत्यंत प्रासंगिक अंतर्राष्ट्रीय सम्मेलन आयोजित करने पर बधाई दी। उन्होंने कहा कि कोविड 19 महामारी के बाद पर्यटन और आतिथ्य क्षेत्र में एक लचीली वसूली के लिए उद्यमशीलता की गतिविधियों में सामुदायिक भागीदारी और महिलाओं की भागीदारी को प्रोत्साहित करने की बहुत आवश्यकता है। उनका मानना था कि उद्योग

के हितधारकों ने सम्मेलन से इसके व्यावहारिक और सैद्धांतिक आधार के साथ सीखा होगा। उन्होंने उद्यमशीलता के लिए जिम्मेदार पर्यटन के केरल मॉडल पर भी प्रकाश डाला, जो स्थानीय समुदायों को शामिल करने के साथ सामाजिक, आर्थिक और पर्यावरणीय स्थिरता की ट्रिपल-बॉटम लाइन पर जोर देता है। अन्य विशिष्ट अतिथि, प्रो सैयद इनायत अली जैदी, पूर्व डीन फैकल्टी ऑफ ह्यूमैनिटीज एंड लैंग्वेज, जामिया मिल्लिया इस्लामिया ने भारत में उद्यमशीलता के उत्साह के आधार के रूप में भारतीय व्यापारिक समुदायों के पारंपरिक ज्ञान को रेखांकित किया, जिसने ऐतिहासिक समय से कई बड़ी उथल-पुथल का सामना किया। इसी तरह, श्री अनिल के राजपूत, संयुक्त सचिव, एसोसिएशन ऑफ डोमेस्टिक टूर ऑपरेटर्स ऑफ इंडिया, ने दूर के सफल उद्यमी मॉडल, सुदूर गंतव्यों और इन्हें व्यापक पैमाने पर दोहराने की आवश्यकता के बारे में बताया। तीन दिनों में, सम्मेलन ने कोविड -19 के मद्देनजर उद्यमिता के पुनरुद्धार और लचीलेपन के मुद्दों और उद्यमिता में महिलाओं के विशेष योगदान के साथ पर्यटन और आतिथ्य पर इसके प्रभावों पर बहुत आवश्यक सार्वजनिक जुड़ाव पर जोर दिया गया। इसने उद्यमिता की दक्षता बढ़ाने और संकटग्रस्त उद्योग को समाधान प्रदान करने वाले नए अवसरों और अवसरों का स्वागत करने और इसके उज्वल भविष्य के लिए दिशा प्रदान करने के लिए इस दिशा में उच्च शिक्षा और नवाचार की भूमिका पर फिर से ध्यान दिया। ऑनलाइन 3-दिवसीय सम्मेलन में पर्यटन मंत्रालय, राष्ट्रीय पर्यटन संघों और शिक्षाविदों के प्रमुख अधिकारियों ने भाग लिया, जिससे यह हमारी बदलती दुनिया की जरूरतों के लिए अपने विशाल अनुभवों के साथ बेहद प्रासंगिक हो गया। उद्यमिता के क्षेत्र में कुछ उल्लेखनीय वैश्विक विचार नेता सम्मेलन में अपनी अंतर्दृष्टि साझा करने और अपने ज्ञान का प्रसार करने के लिए शामिल हुए।

Home > News Details

INSTITUTIONAL ACTIVITIES

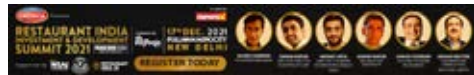
Jamia Millia Islamia organized 3rd Three Day International Conference on “Enterprise and Entrepreneurialism in Tourism and Hospitality”

The conference offered the participants a unique opportunity to discuss, deliberate, interact so as to open up to the many facets of Entrepreneurship in Tourism & Hospitality

By **EduAdvice** © 2022-02-03 10:19:20



35. Edu Advice



HOTELS | F&B OVERVIEW | OPERATIONS | MINISTRY | ASSOCIATIONS | EQUIPMENT | EDITORIAL | HR | EXPERT SPEAK | TECHNOLOGY | ADVISORY BOARD | COMMUNITY

Home > NewsTrack

NEWSTRACK

Jamia Millia Islamia, New Delhi organises three-Day International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality"

Friday, February 4, 2022, 19:54 Hrs [IST]
HBI Staff | Hyderabad

One of the highest-ranking central universities of India, Jamia Millia Islamia, with NAAC A++ accreditation organized a three-day 3rd International Conference on Enterprise and Entrepreneurialism from the 28th – 30th January, supported by the Ministry of Tourism, Govt. of India.

The conference saw the unique blend of eclectic and high-octane, power packed more than 20 sessions-including three plenary and five technical tracks of discussions, discourses, deliberations and workshops-witnessing newer research insights and the best practices with viable solutions being presented on Entrepreneurial Opportunities, Women as Entrepreneurs, Contemporary Issues, Innovation and Technology, etc. in Tourism and Hospitality.

With the presence of legendary international thought leaders, inclusive of 4 serving or former Vice Chancellors, 20 world-class speakers representing 5 International and 11 national Universities, 2 institutes of higher education run by the Ministry of Tourism, along with Government-run 2 Entrepreneurship Development Institutes, the conference offered the participants a unique opportunity to discuss, deliberate, interact so as to open up to the many facets of Entrepreneurship in Tourism & Hospitality and participate in workshops to learn and hone their skills to publish world-class researches by the Influential editors of highly coveted top-ranking International Journals in the domain of Tourism and Hospitality.

At its culmination, the Chief Guest of the valedictory session, Dr Venu Vasudevan, IAS, Additional Chief Secretary of Higher Education and Tourism, Govt of Kerala, congratulated Jamia Millia Islamia, on organizing a comprehensive, well thought out and extremely relevant international conference. He posited that there is a great need to encourage community involvement and women participation in entrepreneurial activities for a resilient recovery in the tourism and hospitality sector in the aftermath of the Covid 19 pandemic. He believed that the stakeholders of the industry must have learnt from the conference with its practical and theoretical underpinnings. He also highlighted the Kerala model of entrepreneurial responsible tourism which emphasizes on the triple-bottom line of social, economic and environmental sustainability with the inclusion of the local communities.

Other guests of honour, Prof. Syed Inayat Ali Zaidi, Former Dean Faculty of Humanities and Languages, Jamia Millia Islamia, outlined the traditional wisdom of the Indian business communities as the bulwark of entrepreneurial zeal in India which weathered many great upheavals since historic times. On similar veins, Mr. Anil K Rajput, Joint Secretary, Association of Domestic Tour Operators of India, recounted the successful entrepreneurial models of distant, off the beaten track destinations and the need to replicate these on a wider scale.

Over the three days, the conference initiated the much-required public engagement and discourse on the issues of the revival and resilience of entrepreneurship in the wake of Covid-19 and its impacts on tourism and hospitality with the special contributions of women in entrepreneurship. It refocused the role of higher education and innovation in the domain to enhance the efficiency of entrepreneurship and to welcome new avenues and opportunities offering solutions to the beleaguered industry and offer direction for its bright future.

The online 3-day Conference was well attended by the prominent authorities from the Ministry of Tourism, National Tourism Associations and Academia, making it extremely relevant with their vast experiences to the needs of our ever-changing world. Some of the notable global thought leaders in the domain of entrepreneurship joined to share their insights and disseminate their knowledge in the conference.

The leaders who enriched the participants with their world views and insights included, the world's most cited tourism research Scholar, Professor Colin Michael Hall, from School of Business, University of Canterbury, New Zealand; Prof. Dimitrios Buhalis, from the Hong Kong Polytechnic University, who is the Editor-in-Chief of the journal "Tourism Review"; Prof. Konstantinos Andriotis, from the Middlesex University, London, United Kingdom, Prof. Stephen Pratt, The University of the South Pacific, Fiji, Dr. Tracy Harkison, Associate Professor, Auckland University of Technology, New Zealand, Prof. S.C. Bagri, Former Vice Chancellor, Himgiri Zee University and Former HoD, Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, Prof. Pankshat Singh Manhas, Director, School of Hospitality and Tourism Management, University of Jammu, Prof. Monika Prakash, Nodal Officer, IITM Nellore, Prof. S.K. Gupta, Head, Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, Prof. Mohinder Chand, Deptt. of Tourism & Hotel Management, Kurukshetra University, Mr. Priyadarshan Lakhawat, Principal, Institute of Hotel Management, Jaipur, Prof. Sampad K Swain, Deptt. of Tourism Studies, Pondicherry University, Prof. Ashish Dahiya, Director, Centre for Life Skills & Soft Skills, M. D. University, Rohtak, Prof. Ibohail Meitei, Manipur University, Prof. Yedla Venkata Rao, Department of Tourism Studies, Pondicherry University, Prof. Prashant Gautam, Institute of Hotel and Tourism Management, Punjab University, Prof. Sheeba Hamid, Coordinator & Training and Placement Officer, Department of Tourism, Aligarh Muslim University, and Ms. Rajshree Bhargava, Asst Prof, UIITHM, Chandigarh Univ & State President, Punjab Tourism Rural Tourism Council (WICC).

From the Entrepreneurship Development Institutes, we had experts in Dr. Poonam Sinha and Mr. Vishal Ray.

From the Industry it was well represented by Mr. Rajeev Mehra the President of IATO and Hon Secretary of FAITH, Dr. Madhu Chandok, President Women's Indian Chamber of Commerce & Industry (WICC), Delhi Chapter, Sonia Singh, Co-Founder Nippon Taiyo Hospitality. This conference was the third in series of International Conferences we had over the last four years. With each Conference we have evolved and added many new dimensions despite the trying conditions we found ourselves in.

www.hospitalitybizindia.com/detailNews.aspx?aid=42581&sid=1

SEARCH GO

COVERSTORY

ANALYSIS

Architecture

The Indian Institute of Architects (IIA) Natcon 2020 virtual event concludes successfully

Hotel Design

Winners of The Park Elle Décor Student Contest felicitated at Indian Design ID 2020

>> more

Weekly e-Newsletter
Receive the best of Hospitality content in your mailbox.
Weekly e-Newsletter
SUBSCRIBE

EVENTS CALENDAR



PEOPLE

INTERVIEWS >>

NEW APPOINTMENTS >>

EXPERTS SPEAK >>

36. Hospitality Biz India

<https://www.youtube.com/watch?v=YcWEk0D4Vh4>

37. Education Today TV