

## Five Days Online Faculty Development Programme on “Responsible Tourism in New Normal” supported by AICTE Training and Learning (ATAL) Academy



The banner features logos for AICTE, Jamia Millia Islamia, DTHM, and ATAL. The central text reads "ALL INDIA COUNCIL FOR TECHNICAL EDUCATION" and "AICTE TRAINING AND LEARNING (ATAL) ACADEMY". Below this, it states "5 DAYS FDP" and "Responsible Tourism in the New Normal". There are buttons for "JOIN US" and "LIVE" with a video camera icon. The date and time are listed as "DECEMBER 6, 2021 | 12:00 NOON ONWARDS". Two speakers are featured in circular portraits: Prof. Harold Goodwin, Advisor for WTM Responsible Tourism, and Mr. K. Rupesh Kumar, Coordinator of SRTM.

The Department of Tourism and Hospitality Management, Jamia Millia Islamia (A Central University), New Delhi organized a Five Days Online Faculty Development Programme on “Responsible Tourism in New Normal” supported by AICTE Training and Learning (ATAL) Academy. Eminent speakers from academics and industry were invited to deliver online sessions elaborating the challenges faced in the current times and the growing need for responsible tourism. Various aspects were elaborated by the speakers and the attendees were evaluated by participating in a quiz at the end of each session.

### Day 1, 6<sup>th</sup> December 2021, Monday

The Five Days Online Faculty Development Programme was initiated on 6th December 2021 with a welcome address by Dr Sarah Hussain, Head, Department of Tourism and Hospitality Management. The session was followed by a keynote address delivered by Shri Rakesh Mathur, Honorary President, Responsible Tourism Society of India. Post his presentation, Prof. Nimit Chaudhary, Former Head of the Department of Tourism and Hospitality Management, JMI addressed all the participants elaborating on the relevance of the Faculty Development Programme.

The first day of the faculty development programme started with a keynote address by **Shri Rakesh Mathur**, who touched upon the various fundamental concepts of sustainability and responsible tourism practices to be adopted by the hospitality industry. He ignited the thought of responsible tourism in all the participants. Based on his extensive experience in the hospitality sector, Mr Mathur took up an initiative and started an organisation titled 'Responsible Tourism Society of India (RTSOI)'. The organisation works closely with the Ministry of Tourism and state governments. In his session, the speaker elaborated on the need for change in the pattern of consumption. He emphasised that responsible travelling should become a habit, and this would happen if everyone consciously chooses to save nature and change their mindset. The speaker made a robust attempt to bring out the challenges of responsible tourism and how the hospitality industry and hotels, in particular, can bring in changes to reduce carbon footprint. The speaker also laid stress on the need of introducing the



concept of responsible citizens right in the school curriculum. Mr Mathur ended the session by encouraging the participants to join the RTSOI and contribute towards making Indian tourism carbon positive in the years to come.

The second technical session

**“Your everyday life is someone else’s adventure”**

Swedish NGO fly-posting in Ljubljana, Summer 1997



## Culture & Tourism

was taken by **Emeritus Prof. Harold Goodwin**, who is a specialist and expert on responsible tourism. Prof. Goodwin elaborated on the topic, “Understanding Responsible Tourism” and explained that sustainable tourism and responsible

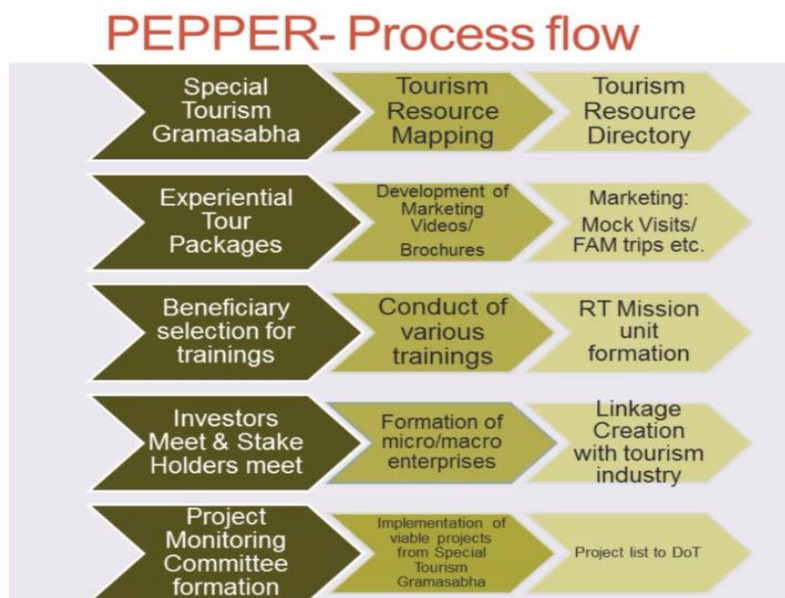
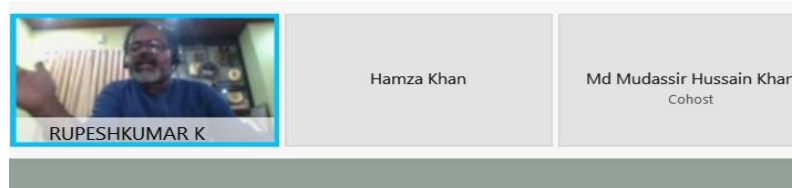
tourism are not overlapping terms and responsible tourism is about taking responsibility for achieving sustainable tourism development through tourism. In the context of the COVID-19, Prof Goodwin stated that COVID-19 encouraged travellers to be responsible while travelling



and Trust have become the new currency. Criticising the tourism industry as a polluting industry owing to several factors like carbon emission, litter and waste mismanagement, congestion etc., he took the session forward by questioning the accountability of these actions. He posed a crucial question, *“Whose responsibility, is it?”* He elaborated on the role of various stakeholders in promoting responsible tourism and shared the success stories of destinations like Kerala and Barcelona in developing responsible tourism paradigms. An extremely concerning challenge raised by Prof. Goodwin was, *“responsible tourism aspires to use tourism rather than to be used by it.”* He also emphasised the critical decade that we have entered and also shed light on greenwashing still being prevalent in the sector. He concluded the sector with a thought for everyone *“Tourism is like a fire- you can use it to cook your food or it can burn your house down.”*

**Kumar.** Mr Kumar has played an instrumental role in devising and implementing policies related to respon After an extremely thought-provoking session, the third technical session was taken by **Mr Rupesh** sible tourism in

Kerala. He explained the role of the Ministry of Tourism, Kerala in positioning Kerala as a state promoting responsible tourism. Mr Rupesh Kumar informed that Kerala started the Responsible Tourism initiative in 2007 to address the concerns faced by the local community due to tourism. The speaker also brought to notice the conflict between the tourism industry and local communities in Kumarakom (and other destinations in Kerala) and suggested that the government relied on the participatory approach is the achieve responsible tourism in the state. The state is promoting community-level tourism services by creating tourism trade – community level linkages. Various environmental protection initiatives are being taken by the state government and encouraging plastic-free accommodations. One such initiative is



**PEPPER** which stands for **PE**ople’s **P**articipation for **P**articipatory **P**lanning and **E**mpowering through **R**esponsible **T**ourism. The speaker further discussed the village life experiences packages offered in Kerala and their related benefits to the villagers. He concluded the session by making the participants aware of the future directions for developing and sustaining responsible tourism in the state.

## Day 2, 7<sup>th</sup> December 2021, Tuesday

**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**  
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5 DAYS FDP

**Responsible Tourism in the New Normal**

JOIN US **LIVE**

DECEMBER 7, 2021 | 10:00 AM ONWARDS

Department of Tourism and Hospitality Management  
**DTHM**  
 Jamia

Department of Continuing Education  
**ATAL**

PROF. NIMIT CHOWDHARY  
 DTHM, JMI

MS. MANISHA PANDE  
 MD, Village Ways

PROF. ASHISH DAHIYA  
 Director, Centre For Life Skills & Soft Skills,  
 MDU, Rohtak

The second day of the Five Days Online Faculty Development Programme was initiated on 7th December 2021. It started with a session by **Prof. Ashish Dahiya** on the topic, “*Responsible Tourism: Challenges and Prospects.*” Prof. Dahiya began the session by addressing a very crucial question, ‘Why do we need responsible tourism?’. The speaker briefly explained

Zoom Meeting Participants: Prof Nimit Chowdhary, Bushra Cohort, Sarah Hussain, Hamza Khan, Md Mustasir Hus Cohort

Viewing Prof. Dr. Ashish Dahiya

Mass Tourism	Responsible Tourism
<ul style="list-style-type: none"> <li>● Large Groups</li> <li>● Fixed Programmes</li> <li>● Focus on Sights</li> <li>● Desire for Souvenirs</li> <li>● Negative Impacts on Society, Economy, Environment, Culture</li> <li>● Low Added Value</li> </ul>	<ul style="list-style-type: none"> <li>● Small Groups/ Individuals</li> <li>● Customised Programmes</li> <li>● Focus on Experience</li> <li>● Desire for Memories/ Knowledge</li> <li>● Environmental Conservation &amp; Community EMpowerment</li> <li>● High Added Value</li> </ul>

the difference between mass tourism and responsible tourism. On a lighter note, he also accentuated the need to educate tourists to act responsibly by sharing a few relevant media articles that reported the unfortunate instances of tourists’ irresponsible behaviour at destinations and hotels. Prof Dahiya also touched upon various cases from the hospitality industry practising environment-friendly practices and also engaging the local communities. He summed up responsible tourism under an umbrella abbreviation, which he called, ‘Responsible Mantra- TRUST, where T denotes travel to eco-friendly destinations largely; R

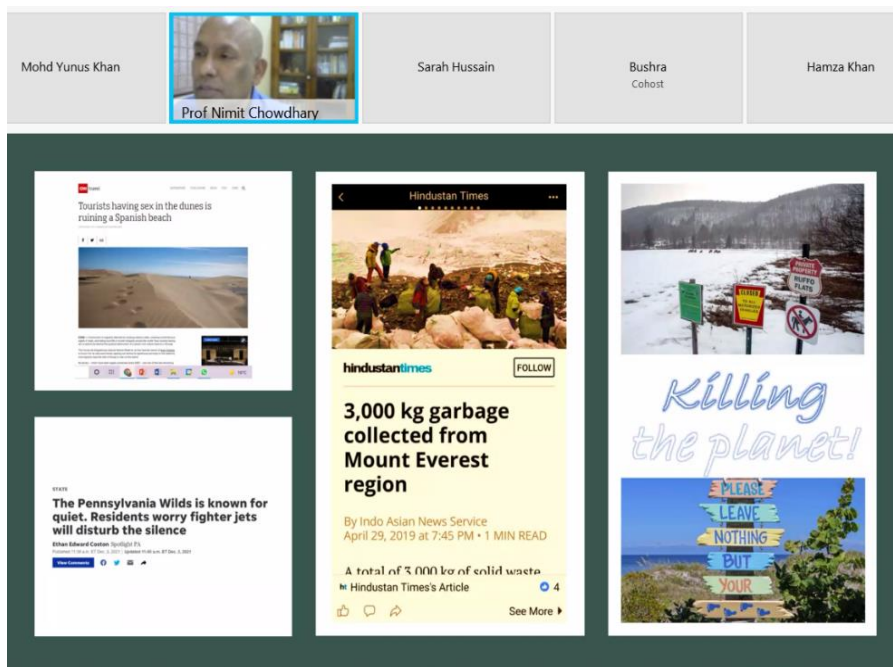
stands for Recreation with responsibility; U stands for use only reusable items; S stands for support the effort through possible means; T stands for try and teach responsible tourism. The speaker concluded the session by answering the questions asked by the participants.

The second session of the day was taken by **Prof Nimit Chowdhary** on the topic “*Building Responsibility in Tours*”.

Prof Nimit initiated the session by relating the session objectives with history and human existence. He stated that the Anthropocene (which began from the 16th century onwards) is the watershed point in history from where human existence started disintegrating from nature. He further discussed the situation of artificial confinement that



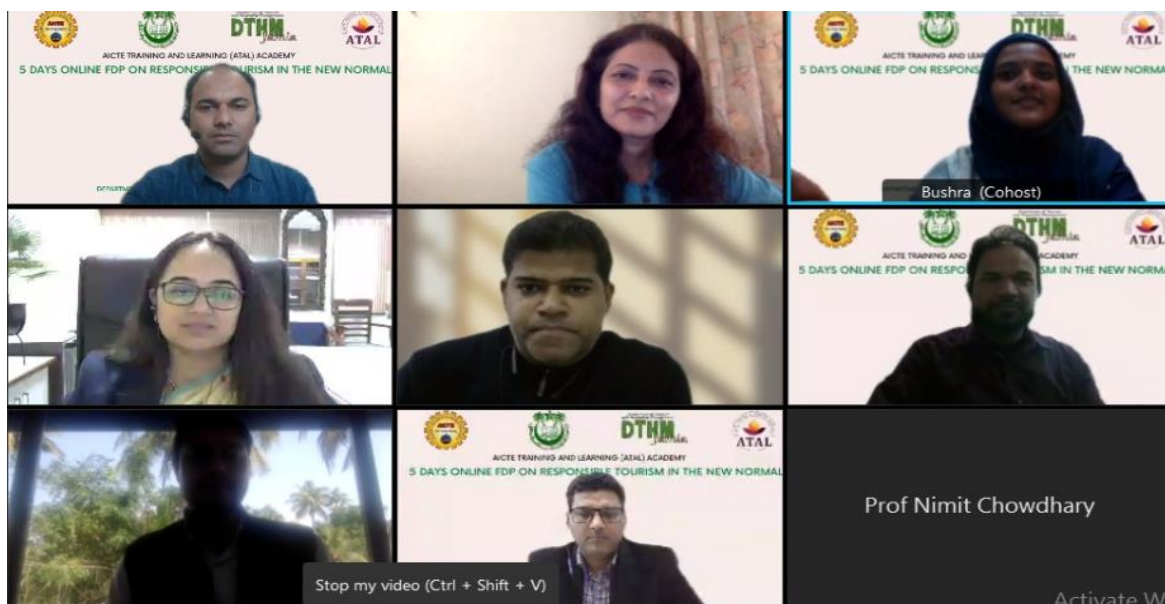
emerged as a result of COVID-19 and its related impacts on an individuals’ physical, mental and emotional well-being. Prof Nimit emphasised that human’s perpetual search for meaning leads to the ultimate process of transformation in different spheres of



life. During the interactive session, the participants learnt about the fundamental differences between Eco-tourism, Nature-based tourism and Responsible tourism. Prof Nimit mentioned that responsible tourism (also referred to as ethical tourism) is an action-oriented approach, and the action should be initiated by local tourism stakeholders, travellers and local community.

Post-lunch, **Ms Manisha Pandey** delivered the talk on “*Importance of Responsible Tourism practices and its benefit for the local communities.*” The speaker elaborated a case study titled “Village ways: A case study, Micro tourism at the heart of rural villages –with

international reach”. She discussed the ways Village ways support and helps in renovating traditional–style village houses as community-owned and managed guesthouses. Drawing the cue from the successful Binsar model, the organization ‘Village Ways’ expanded to Saryu Valley in Uttarakhand and other states of India and also took it forward to Nepal. The organization is working positively toward promoting responsible tourism through participatory mode by involving communities. The session ended with a question-answer round. On behalf of the department, Dr Sarah Hussain, Head of the Department of Tourism and Hospitality Management, expressed gratitude to Ms Manisha Pandey for delivering an insightful session.



The day ended with a quiz for the participants to understand and assess the learning from the technical sessions. Participants were also requested to give the feedback on the sessions through Google form.

## Day 3, 8<sup>th</sup> December 2021, Wednesday

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The third day of the Five Days Online Faculty Development Programme was initiated on 8th December 2021. **Dr**

**Saurabh K Dixit** delivered the first technical session on “Sustainable culinary tourism”. In the session, the speaker accentuated the significance of sustainability in promoting culinary practices. The speaker discussed the different types of food tourism products such as tea tourism, wine tourism and so on; and the



underlying tourists' motivation for choosing these products. He also elaborated on the “food consumption model” developed by Mark et al. in 2009. The speaker also touched upon the difference between weak sustainability and strong sustainability in food systems globally. The diverse nature of the topic and the speaker's in-depth knowledge of the subject made the session insightful. The speaker not only explained the basics of culinary tourism but also elucidated the academic and practical implications for hospitality management. Dr Sarah

Hussain, Head of DTHM and FDP Convener expressed gratitude to Dr Saurabh K Dixit for delivering an insightful session.

After the tea break, the next session was taken by Shri **Sumesh Mangalasseri** on the topic “*Community participation and participatory design in tourism*”. The speaker elaborated on


7 hidden

## KABANI – The other direction

A Not for profit Organisation established in 2005

Research  
Training  
Advocacy and lobbying

Facilitating community involved tourism

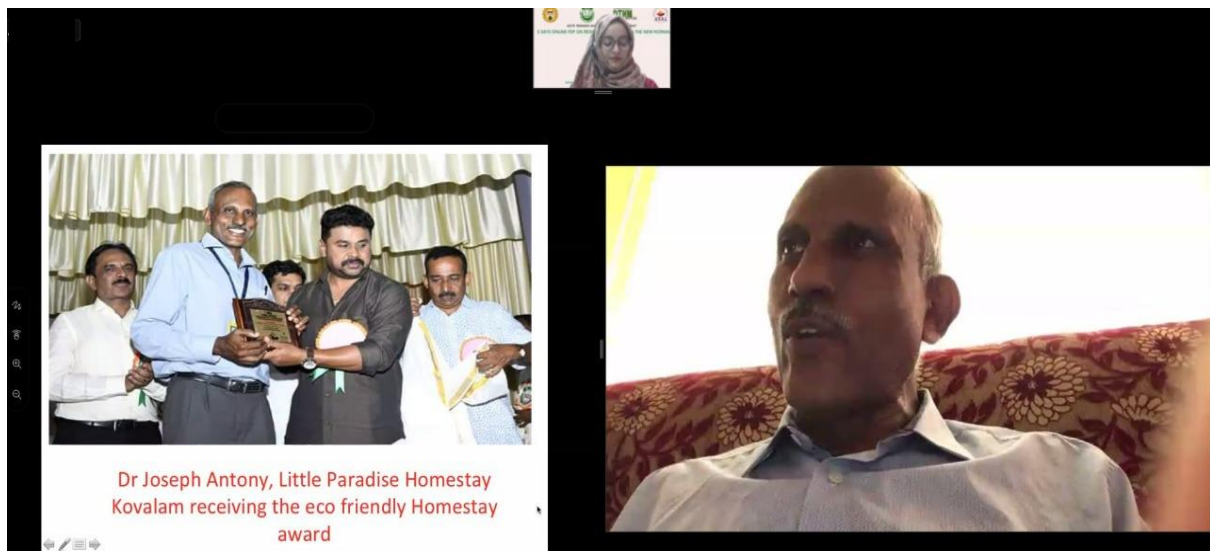


community participation in tourism and their respective challenges, potential and practices. He further emphasized the significance of participatory tourism in the contemporary era. Mr Mangalasseri highlighted the advantages and addressed the topic with a support of a case study of Kabani, Bengaluru. Lastly, the speaker discussed the much-ignored fact that community participation should not be confined and limited to locales being engaged in menial jobs. Mr Mangalasseri concluded the session by answering the questions asked by the participants. Dr Sarah Hussain thanked the guest for his valuable time and insights.





Post-lunch, the session was undertaken by **Dr Joseph Antony** since Dr Sandeep Walia couldn't take the session owing to personal emergencies. He is the owner of the Little Paradise Homestay located in Kovalam, Kerala. The homestay is recognised by the Government of Kerala under the "Gold" category of homestay classification. The speaker shared his experience in contributing to the development of responsible tourism in the state through his homestay. The Little Paradise Homestay received the Eco-friendly Homestay award and is certified under the Department of Tourism, Government of India. The speaker emphasised that the homestay offers accessible facilities to the specially-abled people, ayurvedic treatment and packages, and fosters traditional arts. Dr Joseph concluded the session by answering the questions, and Dr Sarah Hussain thanked the guest for delivering the lecture.



The day ended with a quiz for the participants to understand and assess the learning from the technical sessions. Participants were also requested to give the feedback on the sessions through Google form.

## Day 4, 9<sup>th</sup> December 2021, Thursday

**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**  
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5 DAYS FDP

**Responsible Tourism in the New Normal**

JOIN US **LIVE**

DECEMBER 9, 2021 | 10:00 AM ONWARDS

PROF.(RETD.) S. INAYAT ALI ZAIDI  
Former Dean, JMI

MS. SOITY BANERJEE  
Project Editor  
Outlook Responsible Tourism

PROF.(RETD.) S.C. BAGRI  
CMHS, HNB Garhwal University

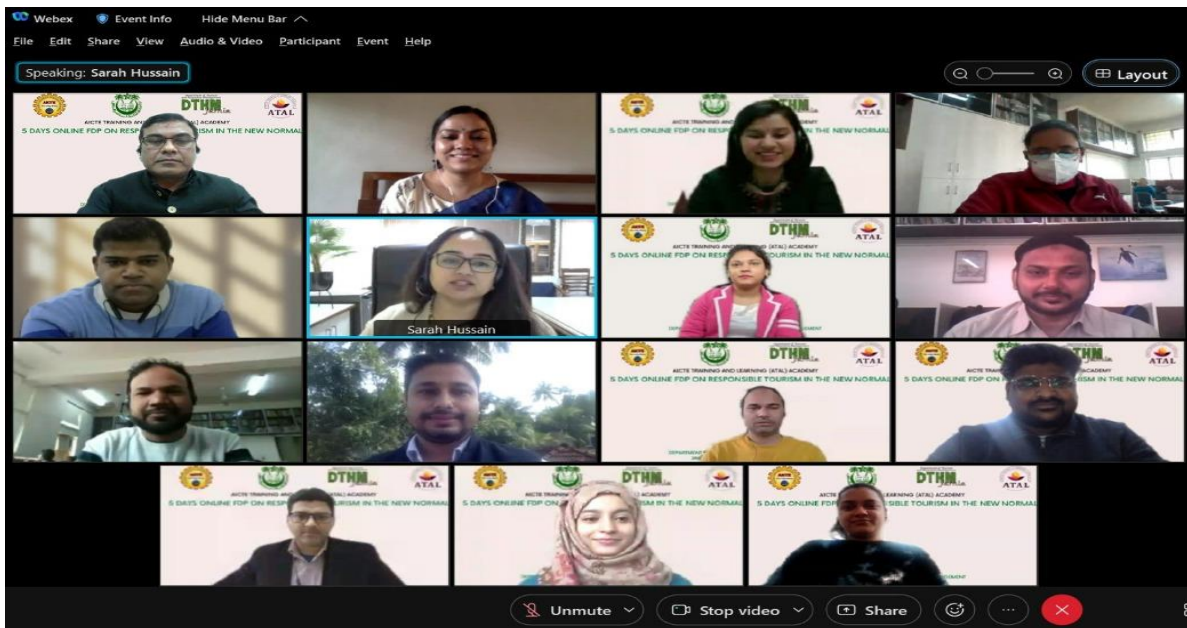
The fourth day of the Five Days Online Faculty Development Programme was initiated on 9th December 2021. **Ms Soity Banerjee**, Project Editor, Outlook Responsible Tourism delivered the first technical session on “*The Scope of Responsible Tourism in India.*” The speaker discussed the contemporary issues that pose a threat to responsible tourism such as climate crisis, water crisis, overtourism and so on. She highlighted that post-COVID-19, some trends have been witnessed that have the potential to foster responsible tourism practices. These include assertive panchayats, social entrepreneurship, increase in domestic tourism, reverse migration and the notions of remote workspaces. Ms Banerjee then discussed the scope of responsible tourism practices in India by incorporating technology and accelerating the growth of social entrepreneurship in tourism. Her extensive work experience was visible in her presentation as she shared some unique social and green entrepreneurship business models started by Indians.

Viewing Soity's application(s)

**Emerging Structures**

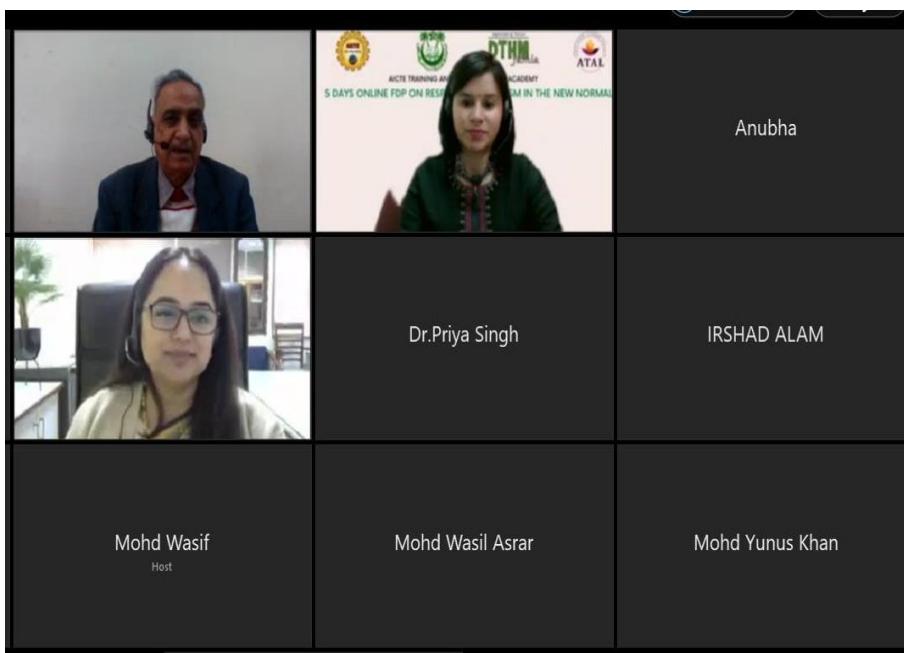
Replicable models that added value during the pandemic and/or pivoted successfully

- Social Enterprises**  
Carbon, Health, Development
- Green EV Tours**  
Carbon, Wellness, Slow Travel
- Caravan/Camper**  
Private 'Mobile' Travel, New Circuits
- Tech for Conservation**  
Robotics, Geospatial Mapping, Data Visualisation
- Conservation-led Foundations**  
Forest Communities & Education
- E-Commerce Platforms**  
Small Farmers & Networks
- Eco Restoration & Sustainable Farming**
- Contract Farming**  
Pre-booked, Small Batch Produce
- Communication Outlets**  
Digital Empowerment
- Remote Virtual Performance Spaces**  
Direct Payment to Artists



These include caravans, green electronic vehicles, using technology for mapping crowd, contract farming, virtual performance spaces and eco-restoration, to name a few. Ms Banerjee's phenomenal presentation and lecture encouraged participation and engagement throughout the session. The speaker was well-appreciated by the participants through the comment section. Dr Sarah Hussain, Head of the Department of Tourism and Hospitality Management and FDP Convener, expressed her gratitude on behalf of the organising team to Ms Banerjee.

After the tea break, the second technical session was taken by **Prof Inayat. A. Zaidi**, an academic having eminence in the field of history and tourism. The speaker delivered the



lecture on “*Perceptions and Applications of Responsible Tourism*”. He touched upon the medieval ages of tourism and its development. His diverse experience and in-depth knowledge on the subject made a

major impact on participant engagement. The learners dived deep in the ocean of knowledge, and the way Prof Zaidi discussed various critical aspects of tourism and its various stages of development was phenomenal. Prof Zaidi originally founded the Department of Tourism and Hospitality Management, Jamia Millia Islamia, formerly known as the Department of Tourism, Hotel, Hospitality and Heritage Studies. Dr Sarah Hussain thanked Prof Zaidi for his valuable insights on the topic.

The third technical session of the day was engaged by **Prof S.C. Bagri** on the *topic “Opening the Himalayan States for responsible tourism”*. Prof Bagri is also a speaker with immense knowledge on the subject, and his hands-on experience in promoting responsible tourism in Himalayan states helped in understanding the various challenges faced in promoting responsible tourism. He also acknowledged the growing need for responsible tourism globally, more so, in the case of Himalayan states and hilly terrains. Prof Bagri emphasised the need to inculcate responsible tourism discourses as part of the academic curriculum to achieve comprehensive results.



The day ended with a quiz for the participants to understand and assess the learning from the technical sessions. Participants were also requested to give the feedback on the sessions through Google form.

Day 5, 10<sup>th</sup> December 2021, Friday

**5 DAYS FDP**

**Responsible Tourism in the New Normal**

**JOIN US LIVE**

DECEMBER 10, 2021 | 10:00 AM ONWARDS

**Prof. Sampad Kumar Swain**  
Head, DTS, Pondicherry University

**Prof. Parikshat Singh Manhas**  
Director, SHTM Jammu University

The last day of the Five Days Online Faculty Development Programme was initiated on 10th December 2021. **Prof Sampad Kumar Swain**, Head Department of Tourism Studies, Pondicherry University, delivered the lecture on “Future paradigms of responsible tourism and hospitality business in India”. The speaker discussed the emerging discourses related to responsible tourism, such as responsible consumption and delivery of services, the role of green consumers in becoming the changing agents in society and ethical beliefs in the philosophy of corporate social responsibility. Prof Swain highlighted the significance of social movements to transform tourism practices and tourist behaviour. Citing Freya Higgins Desbiolles, a renowned researcher in tourism sustainability, Prof Swain emphasised the need for radical position and inculcation of ethical consumption behaviour among tourists. Furthermore, he accentuated the emerging need to adopt the Justice Tourism approach that implies eradicating the prevailing inequalities in a capitalistic societal structure. Prof Swain

Speaking: sampada kumar swain

sampada kumar swain

**PRESENT FUTURE**

- CONSUMPTION OR ON PRODUCTION
- DEMAND, SUPPLY
- GREEN CONSUMERS' AS CHANGE AGENTS (MILLER, 2003).
- GROUNDED IN ALTRUISTIC MOTIVATIONS
- ETHICAL BELIEFS IN THE PHILOSOPHY OF 'CORPORATE SOCIAL RESPONSIBILITY
- CONSUMER-PRODUCER' RELATIONS
- TOURISM SECTOR-HOST POPULATION' RELATIONS
- WORKER-EMPLOYER' RELATIONS.
- CODES OF CONDUCT TO GUIDE MORE RESPONSIBLE TOURIST-HOST ENCOUNTERS
- RESPONSIBILITIES AROUND THE WORKPLACE, THE PROVISION OF FAIR LIVING WAGES, REASONABLE WORKING HOURS AND EMPLOYMENT SECURITY (MEYER, 2007).
- ETHICAL VALUES AND THE ATTITUDES AND BEHAVIOUR OF INDIVIDUALS, ESPECIALLY THE SO-CALLED 'ETHICAL CONSUMER'
- NEW SOCIAL MOVEMENTS' ARGUING FOR SUSTAINABLE TOURISM.
- NEW SOCIAL MOVEMENTS ARE COLLECTIVE ORGANISATIONS THAT ALLOW PEOPLE TO ENGAGE WITH POLITICS AND TO CHALLENGE DOMINANT IDEAS AND GIVEN CONSTELLATIONS OF POWER AND PRACTICES.
- FREYA HIGGINS-DESBIOLLES ARGUES FOR A 'RADICAL' RATHER THAN A 'REFORMIST' POSITION
- THIS RADICAL POSITION ENTAILS ETHICAL AND POLITICAL CHALLENGES TO THE INEQUALITIES OF CAPITALIST SOCIETY AND ITS CAPITALIST DRIVEN CONSUMPTION. SHE TERMS THIS APPROACH 'JUSTICE TOURISM'

concluded the session by answering the questions asked by participants. Dr Sarah Hussain, Head of the Department of Tourism and Hospitality Management and FDP Convener, expressed her gratitude on behalf of the organising team to Prof Sampad K Swain.

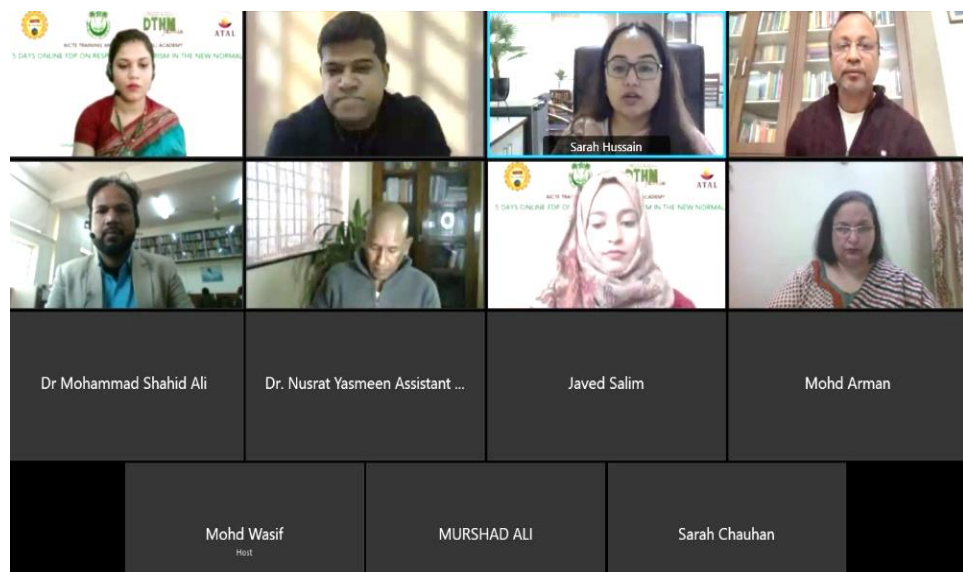
Post tea break, **Prof Parikshat Singh** Manhas, Director of School of Hospitality and Tourism Management, Jammu University, delivered the next technical session on “Capacity Building for tourism resource conservation”.

The speaker started the session by discussing the repercussions of the COVID-19 pandemic on the world, especially the global tourism sector. He discussed the several challenges faced by the tourism industry, such as economic impact, the financial crisis faced by millions of organisations, cancellation of



bookings owing to restricted movements and perceived risk factors prevailing in the minds of travellers. Prof Manhas highlighted that COVID-19 brought a transformation in travel, leading to zero-tourism in a short span. Considering the current situation and impacts caused by the pandemic, Prof Manhas mentioned the underlying challenge in bringing digital transformation into the country. He further stated the emerging need for resilient and sustainable globalisation to stay afloat in the long run. Prof Manhas concluded the session by mentioning the need to develop a resilient workforce working in harmony with ethics and responsible

behaviour. Dr Sarah Hussain expressed her gratitude on behalf of the organising team to the guest speaker for his valuable



insights.

As the technical sessions ended, Prof Mohd Asaduddin, Dean, Faculty of Humanities and Languages, Jamia Millia Islamia, delivered the valedictory speech. Prof Asaduddin highlighted the significance of the Five Days Online FDP and the relevance of the theme in the post-COVID-19 times. He further mentioned the need for responsible tourism to build a sustainable future in the tourism and hospitality sectors. Prof Asaduddin concluded the speech by stating that the gap between the tourists' attitude towards responsible tourism and their ultimate behaviour needs to be bridged to bring change in the new normal.

After the valedictory speech, the Guest of Honour, Prof Sheeba Hamid, Department of Commerce, Aligarh Muslim University, shared words of wisdom with the organising team and participants.

Prof Hamid stated that “As we emerge into the new normal and learn to live with COVID-19, India’s tourism industry must evolve to create COVID ready destinations. COVID ready destination implies one that is resilient and sustainable in the long run. Now it is



time to transit to a sustainable way of travelling that fits the conditions of the new normal.



Responsible tourism is about making better places for people to live in and better places for visitors.”

After the guest of honour, **Dr Vijay Kumar**, Assistant Professor, Department of Tourism and

Hospitality Management, JMI compiled the programme report and summarised the Five Days Online Faculty Development Programme.

**Mr Mohd Wasif**, Assistant Professor and Co-Coordinator of the FDP concluded the session by delivering the vote of thanks to the guest speakers, participants and the members of the organising committee.

The day ended with a quiz for the participants to understand and assess

the learning from the technical sessions. Participants were also requested to give feedback on the FDP on the ATAL platform. ATAL platform.

