

DTTM, CUJ ORGANISES INTERNATIONAL CONFERENCE

"Rethinking Tourism to Strive for Sustainable and Community-Induced Growth" (November 30th, 2022)

The Department of Tourism and Travel Management, Central University of Jammu has organised an international conference on "Rethinking Tourism to Strive for Sustainable and Community-Induced Growth" on November 30, 2022. The event was conceptualised and designed under the patronage of the Vice Chancellor, Prof. Sanjeev Jain. The conference aimed to cover topics such as rethinking tourism in Jammu and Kashmir, the role of cooperative societies in the development of community-based tourism, the potential of the tourism industry in uplifting the marginalised sections of society, rethinking tourism to achieve inclusive growth, reducing carbon footprints and GHG emissions of tourism industry.



The inaugural session started with a formal address by Mr. Ketan Bhatt (Guest faculty) on the purpose of the theme and its relevance for future tourism growth and sustainability. Ms. Krishma Rana (Research scholar) of TTM department invited Dr. Ranjeet Raman (Assistant Professor, DTTM) to formally welcome the guests. Also, Prof. Jaya Bhasin (Dean of Business School Studies) welcomed the guests and delivered her views on the essence of the theme in the present contemporary scenario. She emphasised on the Gandhian Model, sustainability dimensions, and Atmanirbhar for community-induced growth.

The Chief Guest for the international conference was Mrs. Anuradha Gupta, Deputy Commissioner Samba. The Guest of Honor for the event was Prof. Parikshat Singh Manhas (Director, School of Hospitality and Tourism Management, University of Jammu). On this occasion, Prof. Manhas stressed the importance of AI and technological interventions in ensuring the tourism sector's sustainability. Also, a keynote speech was delivered by a galaxy of stalwarts and academicians, including Dr. Anil Gupta (University of Jammu, SHTM), Dr. Cláudia Seabra (CEGOT, Portugal), Dr. Jeetesh Kumar (CRiT, Taylor's University, Malaysia), Dr. Amitabh Mishra (Department of Business Administration, Oman), and Dr. Sandeep Walia (Deputy Dean, SHTM, LPU) about the ways and strategies for building community-induced growth through the tourism sector.

Further, the international event was also graced by Mr. SM Sahni (KAS-Retd, Former Director Tourism, Jammu), Dr. Baljeet Singh (Faculty Marketing, IIM Jammu), Dr. Sunil Kumar (Director Academic Affairs, IHMS, Balbhadrapur, Uttarakhand), and Dr. Pancy Singh (Instructor, ABM College, Calgary Campus, Canada). After that, Dr. Amit Gangotia, the head of DTTM, thanked all of the invited speakers for their contributions to the theme of the conference.

Following that, research paper presentations were held, during which experts and educators from various fields shared their views on their respective domains. Nearly 40 participants presented papers in the technical tracks, fulfilling the essence of the international conference's theme.

The event drew a large number of participants from both the regional and global levels. In this event, all faculty members, research scholars, students, and non-teaching staff contributed to the conference's success. At last, Dr. Amit Gangotia (HOD, TTM) has concluded the event with a vote of thanks.