



SRINIVAS UNIVERSITY
COLLEGE OF HOTEL MANAGEMENT & TOURISM

City Campus, Pandeshwar, Mangaluru– 575 001
Karnataka State, India
Website: www.srinivasuniversity.edu.in

IQAC 2020

One Day National Level Virtual Conference on

**“RURAL AND URBAN TOURISM IN
INDIA: CURRENT TRENDS AND ISSUES”**

23-12-2020



BOOK OF ABSTRACTS

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BOOK OF ABSTRACTS

NOTE

All papers presented in the conference will be published in the Proceeding Book after review with Specific ISBN Number

**THE MANAGEMENT, STAFF AND STUDENTS OF
SRINIVAS UNIVERSITY- COLLEGE OF HOTEL MANAGEMENT AND TOURISM
Pandeshwar, Mangaluru-575 001**

*Cordially invite you to
One day National Level Virtual Conference on*

“Rural & Urban Tourism in India: Current Trends and Issues”

Sri. CA A. Raghavendra Rao

*(Chancellor, Srinivas University & President, A.Shama Rao Foundation, Mangaluru)
will preside over the function*

Sri. Suraj Kana

*Manager, Planning & Services, Reservations Field Support,
Asia Pacific (Marriott Singapore)
will be the Chief Guest*

Dr.A.Srinivas Rao

(Pro-Chancellor, Srinivas University & Vice-President, A.Shama Rao Foundation, Mangaluru)

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Smt. Mitra S Rao

(Secretary, A.Shama Rao Foundation, Mangaluru)

Dr.P.S.Aithal

(Vice-Chancellor, Srinivas University)

will be the Guests of Honour

Date: 23rd December, 2020

Time: 9.30A.M

Platform: Google Meet

Dr.Anil Kumar
Registrar

Dr. P.S. Aithal
Conference Advisor

Prof.Swaminathan S
Dean

Mr. Pradeep M D
Member steering committee

Mr.Subrat Saraf
Conference Convener

Mr. Arjun K
Organising Secretary

PROGRAMME SCHEDULE

- **Inauguration**
- **Release of Abstract Book & Conference Proceedings Book**
- **Address by the Chief Guest**
- **Address by the Guests of Honour**
- **Presidential Remark**
- **Vote of Thanks**

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Paper 1**EFFECTS OF COVID-19 PANDEMIC ON HOSPITALITY INDUSTRY:
REVIEW OF THE CURRENT SITUATIONS AND A RESEARCH
AGENDA****Prof.Swaminathan S**

Dean, College of Hotel Management & Tourism

ABSTRACT

Due to the Covid-19 epidemic, the world's economy closed almost overnight (UNWTO, 2020). The challenge was to face the epidemic hospitality industry unprecedented. The social lock-up, the community-like flat tactics of losing flat tactics, home stay orders, travel and mobility restrictions temporarily resulted in the closure of many hospitality businesses and a significant reduction in demand for businesses that were allowed to continue to operate. Almost all restaurants were asked to take their operations only. Restrictions on travel and home stay orders the hotel occupations and earnings issued by the authorities fell sharply. However, the reopening process began slowly and authorities began to ease the restrictions, for example, allow restaurants to reopen in less capacity with a strict social distance, guidelines and a gradual reduction of restrictions on domestic and international travel.

KEY WORDS: Hospitality, Covid-19, World Economy, Travel, Hotels

Paper 2

**LATEST TRENDS IN TOURISM WITH REFERENCE TO LEISURE
TRAVEL IN INDIA**

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ABSTRACT

Being one of the top most industry which earns lot of revenue, tourism industry promotes different types of travellers in India. As per the prediction by UNWTO in 2019, India was expecting fifty million outbound tourists by 2020. The potential of Indian travel market, opportunities it has to offer and the upcoming trends are rarely discussed. One of the latest trends in travel market is Bleisure travel, which is regarded as the combination or hybrid of two other types of travel segments namely – business and leisure. Majority of the travellers in the corporate segment opt for a Bleisure trip which reduces their stress as well increases their productivity or revenue in same trip. Cost effectiveness is another important factor which also motivates such traveller groups to explore this travel mode. The changing trends among the travellers are forcing the travel and hospitality industries to customise their offerings. Hotels are trying to incorporate curated experiences for the business travellers like live cooking session, spa therapies etc. As a result of this growing trend, hotels are incorporating lifestyle and leisure elements into business travel like redesigned pool spaces, dining experiences, wellness programs and even visits to the nearby tourist attractions. India witnessed a rise of bleisure travellers from the year 2017-18 onwards. The number of domestic and international business travellers from India is also increasing at higher rate than other countries. India holds tenth position in business travel market worldwide and third largest in the APAC region. Although the increasing number of travellers are in rise, the concerns over these type of travellers are also on rise. Many of them have faced difficulties while getting the accommodation booked online offering them with fake reviews, showing irrelevant or wrong photos. This study explores the rising trend of bleisure tourism in India, its economic importance, opportunities for tourism and hospitality sector, problems and some remedial measures.

Key words: Bleisure travel, Travel & Tourism, Recreation, Hospitality, Business traveller, Leisure traveller

Paper 3

CHANGES SEEN IN FOOD INDUSTRY POST COVID 19

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ABSTRACT

The world as one was severely affected by COVID19 and it has been a year since this effect continue to linger in every one's life. Food industry is no different from this. Many food serving industries came to a halt due this pandemic.

Many restaurants and other food outlets have closed due the change/shift in the food habits of a common man. People have become fonder of homely food which was not the case Pre-COVID time.

Many people started their own business in food from their own home. This in turn made the restaurants almost redundant.

Recently many restaurants have started operating again, but on a smaller scale. People who used to go to restaurants often have opted for home deliveries most of the time. Even when they visit these places , they expect quick service so that there is no need of spending much time the open.

It can be seen as huge challenge for the food industry to come see that when they will see their usual flow oof their customers in the coming days. Either people should come out of the fear of going outside or the restaurants have to find innovative ways to attract/serve their customers to retain the business for a longer term

Key words: Challenges, Foods, habits.

Paper 4

STRENGTHENING SUSTAINABILITY IN INDIAN RURAL TOURISM THROUGH ENVIRONMENTAL DIMENSIONS - CARBON CONSCIOUSNESS.

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ABSTRACT

The number of international tourist arrivals has increased from 25 million globally in 1950, to 278 million in 1980, 527 million in 1995, and 1.32 billion in 2017. The figure is expected to touch 1.8 billion by 2030. The average international tourist receipt is over USD700 per person. Travel and tourism represented approximately 10% of total global Gross Domestic Product (GDP) in 2016. This industry has created approximately 11% of the world’s employment (direct & indirect) in 2016. However, due to over-tourism, various negative impacts are being witnessed and recorded by various researchers around the globe. As more regions and countries develop their tourism industry, it results in notable and considerable impacts on natural resources, economic patterns, pollution levels and socio-cultural norms of that region in particular. The Dawkin’s Principle of Self-Interest and the dazzle in the eyes of all stakeholders are the prominent pre-cursors.

Sustainable tourism is the form of tourism that meets the needs of tourists, the tourism industry, and host communities today without compromising the ability of future generations to meet their own present and future needs; in all its three dimensions – socio-cultural, environmental and economic, while aiming at quick development viability of the industry. The resources must be left in the same condition for the next generation, if not in a better condition. If well flourished, continued sustainable tourism trends can make tourism industry and all the three dimensions of sustainable tourism interdependent. India is a country of more than 600,000 villages, hence carrying a profuse potential of rural tourism. In order to develop and maintain sustainability in Indian rural tourism, it is important that all dimensions of sustainability are well explored with regards to Indian rural tourism so that our country continues to fascinate both domestic as well as international tourists with her age old plethora of ethnicity.

This research work tries to identify the role of one important dimension of sustainability – the environmental dimension, through carbon consciousness in supporting the sustainability in Indian rural tourism right at the inception level.

(Keywords – overtourism, Dawkin’s Principle of Self-Interest, carbon consciousness, ethnicity, sustainability, rural tourism, environmental dimension.

Paper 5

A NATIONAL LEVEL VIRTUAL CONFERENCE ON “RURAL & URBAN TOURISM IN INDIA: CURRENT TRENDS AND ISSUES”

Sub theme: Impact of social media on the growth of Rural Tourism in India.

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ABSTRACT

This paper identifies **impact of social media on the growth of rural tourism in India.**

Social media plays a very vital role on tourism in the present scenario. It is the most widespread tool in which people use it as a communication tool for integrating information. It is a means of interaction in which people create, share, exchange and comment content among themselves in virtual communities and network.

Rural tourism is defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure. Rural tourism refers to all tourism activities in a rural area and focuses on actively participating in a rural lifestyle.

Many studies have explored that the social media is used as a marketing tool to develop rural tourism in India. Post covid19 this trend is increasing as people are much concerned with their health and same time they want to explore and spend some leisure time. So less populated, hygienic and places with better infrastructure towards tourists are gaining more popularity.

Studies show that, social media reshapes villagers’ social identity, social structure & social relationship of the tourism community. In this paper importance is given to relate the virtual space created by the social media & the real space created by rural areas for tourism and how both get connected with impact of social media on rural development and enriching tourism experience and enriching rural population economic status.

Key Words: Tourism, Rural, Social Media, Impact, Growth

Paper 6

IMPACT OF COVID-19 PANDEMIC ON INDIAN TOURISM

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ABSTRACT

The covid -19 pandemic had started in Wuhan province of China during December 2019 and it has created an international health emergency due to its fast spreading nature. The disease has spread across the globe In 195 countries and more than 10 million cases were reported. To handle this pandemic Indian government took many preventive steps such as screening the airline passengers ie, checking them for any clinical symptoms by conducting covid-19 test and they were quarantined for two weeks. After march 15, 2020 government of India started to cancel domestic & international flights as well as the visas were also restricted. On 24 March 2020 the government had to impose complete lockdown in the country and the lockdown had continued till the end of May,2020 which helped to prevent the spread of the pandemic. Hence due to the pandemic the travel , recreation, and the tourism industry had to suffer a great loss. As we know the most important sectors in Indian tourism are medical, adventure, cruise, sports, eco-tourism, rural & religious tourism. India has been identified as a sacred tourism destination. Before the pandemic Indian tourism sector was growing rapidly and it employed a large number of people and was a good source of revenue. According to World tourism council [WTTC] tourism sector in India has contributed to 9.2 % of Indias GDP in 2018 and has provided 42.673 million jobs which is 8.1 % of total employment. In 2018 india has marked third position in terms of travel and tourism’s total contribution to GDP. Due to travel restrictions and fear in the mind of people about covid-19 even now the Indian tourism industry is suffering. Foreign tourist arrival has declined in India compared to previous year and the foreign exchange earnings has also dropped drastically. India has witnessed around 38 million job losses due to the pandemic, many of the events were cancelled due to the pandemic [both personal and business]and the revenue from the modes of transport namely, buses, airlines & railways has declined. It is expected that by 2021 tourism industry can become operational partially. Several measures can be carried out like like disinfecting major destinations, hotels & modes of transport in order to gain peoples trust that tourist destinations and accommodations are all safe from covid-19.

Key Words: Tourism industry, Pandemic, GDP, Foreign exchange earnings.

Paper 7

AVENUES AND CHALLENGES IN THE INDIAN RURAL TOURISM

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ABSTRACT

The Indian tourism industry is playing an important role in the economic development with employment opportunities along with improving standard of living especially of remote rural areas, earning foreign exchange and infrastructure development. Since the last few decades tourism has become the important deciding factor in the socio-economic development of both rural and urban areas. Rural tourism means any form of tourism highlighting the rural life, art, culture and heritage at rural locations benefiting local community economically and socially as well as enabling interaction between tourists and local public for more enriching tourism experience. Rural Tourism is essentially an activity taking place in the countryside covering agricultural tourism, cultural tourism, nature tourism, adventure /trekking tourism etc. The development of a strong platform around the concept of Rural Tourism is definitely useful for developing country like India, where almost 74% of the population resides in its 7 million villages. Promotion of village tourism as primary tourism product to derive its socio-economic benefits in the rural geographic regions. This paper highlights about avenues and challenges of rural tourism in India. The findings of this study is based on the secondary data collected from various secondary sources like journals, books, publications and other related literatures related to this field.

Keywords: Rural Tourism, Socio-economic development, Adventure/Trekking Tourism, Cultural Tourism, Heritage

Paper 8

**ROLES AND STRATEGIC PRIORITIES TO CONSIDER FOR REINVENTING
TOURISM OPPORTUNITIES IN INDIA DURING POST COVID-19 SITUATION**

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ABSTRACT

The Covid-19 affected severely on the working of Tourism Industry. The various organizations have adopted different strategies to face the challenge of Covid-19 in Tourism industry. Although the industry is trying adjusting with the ever-changing operating climate, pandemics and unexpected calamities such as COVID-19 harm business consistency. Domestic tourism would be the backbone of the tourism industry in post-Covid times. The tourism concepts like wellness tourism, medical tourism, Ayurveda tourism, farm tourism, tribal tourism etc. are gaining popularity. Once the Covid-19 situations turns towards normalcy, even medical tourism is expected to rise and one must be prepared for this opportunity. The tourism sector should give importance to exploring the unexplored tourist opportunities by focusing on both domestic as well as international tourists. Meanwhile, the strategies for effectively using this emerging tourism trend are very essential and also challenging. Health and hygiene should be a key priority. This paper addresses the role and strategies that needs to be considered by including every stakeholder in this Value chain who has critical roles to play and need to join hands with each other to regain the charm of the Tourism industry.

Keyword: Tourism, Covid-19, Health tourism, Domestic tourism, Tourism trend.

Paper 9**IOT APPLICATIONS IN TOURISM AND TRANSPORTATION—AN OVERVIEW****P. K. Paul¹, P. S. Aithal² & Ricardo Saavedra³**¹Executive Director, MCIS, Department of CIS, & Information Scientist (Offg.),
Raiganj University (RGU), West Bengal, India²Vice Chancellor, Srinivas University, Karnataka, India³Director & Chair, International Program, Azteca University, Mexico**Corresponding Author:** pkpaul.infotech@gmail.com**ABSTRACT**

Internet of Things or IoT and it is an emerging technology that deals with the objects and applicable in numerous areas. Entrepreneur Kevin Ashton (founder, Auto-ID Center at MIT) in 1990s coined the term Internet of Things (IoT). After the improvement of Internet of Things (IoT) various built-in sensors are responsible for communicating and collecting data and here automatic adjustment also play an important role including heating and lighting. Here sensors are important and valuable and here IoT can be called as a future technology for efficient and smarter life and digital society building and due to this it is increasing widely in different areas viz. Business and Industries, Agricultural Systems, Education and Training, Government, Management, Healthcare, Transportation, Manufacturing systems etc. IoT devices are dedicated in collection, processing and transforming data in different sectors. And therefore in Transportation, Tourism and Hotel Management there are lots of areas where IoT and allied technologies can be implemented. Internet of Things (IoT) is important in traditional hotel operation, client management, smarter booking and home/ room intelligence. Furthermore in advanced transportation, tourism also Internet of Things and allied technologies are increasing in developed countries and in few developing countries. This paper is an overview on IT and Internet of Things applications in Hotel and Transportation sector in contemporary scenario.

Keywords**Internet of Things, IoT, Hotel Management, Transportation Management, Tourism, Smarter Tourism**

Paper 10

TOURISM INFORMATICS: BASICS, SCOPE AND AREAS—TOWARDS AN INTERDISCIPLINARY FIELD

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ABSTRACT

Informatics is an interdisciplinary field of practice and study in applied science; and this is very much related with the Information Science and Computer Science. Informatics is about the Information activities ranging from collection, selection, organization, management and dissemination with the technological back up and systems. The branch Informatics originated during 1970-90' and when it deals or integrate with the subjects related with the Pure Science, Bio Science and Social Science. Traditional Informatics is considered as Health Informatics, Bio Informatics, Geo Informatics etc. and among the neo Informatics branch few important are Engineering Informatics, Environmental informatics, Evolutionary informatics, Forest informatics, Hydro informatics, Irrigation informatics, Materials informatics. As far as Tourism is concerned, this is may be considered as important and potential area of Informatics and Tourism Informatics may be introduced in the academic fraternity. Tourism is associated with the [travel](#) for pleasure or business; also the theory and practice, business and entertaining tourists, and allied associates. Application of the Informatics into the Tourism can lead the development of the Tourism Informatics as a proper and scientific subject leading to the better management of the tour destination, planning travel arrangements, accommodation. Tourism Informatics may be offered as an academic program as a full-fledged degree and also as specializations to different subjects in IT, Computing, Tourism Management, Hotel Management and so on.

Keywords

Tourism Informatics, Tourism Management, IT, Informatics and ICT, Hotel Management, Entertainment, Academic Programs

Paper 11**INDIAN TOURISM: BEFORE AND AFTER COVID- 19****Mr Harish R Pillai***Lecturer, College of Hotel Management and Tourism*
Srinivas University

The tourism sector of India is not only source of foreign exchange but also driving force of local development. Tourism contributes 8.1% of total employment and 6.8 of India's GDP. Travel and tourism industries were the first victim of Covid 19 pandemic. Tourism industry of India was facing structural flops much before the entry of Covid 19 pandemic. Arrival of Covid 19 not only make Indian tourism more fragile but also shown an opportunity to improve by identifying weakness. India has not utilised potentially the scope of natural resources, heritage, arts and culture of the country when compare to other countries. India is blessed with presence of all format of climate. Still India has so many unidentified sites of tourism, which can attract tourists. Pandemic has exposed India's drawbacks in the supply chain and connectivity of tourism industry. As result of pandemic, various countries would be issued new set of guidelines for tourism travel. There are possible chances to avoid most populated countries like India by international travellers due to high possibility of infection. At the same time India has the strength to increase the domestic tourists.

To overcome issues, India needed a structural technological reform in the tourism industry which can be achieved by using the modern technologies like artificial intelligence, block chain technology and virtual reality. To enhance the quality of service, Government should encourage public- private modal of development in tourism industry.

KEY WORDS- Pandemic, Opportunity, Unidentified sites, Supply chain, Connectivity, Populated countries, Technological reform, Artificial intelligence, Public- private model

Paper 12

TOURISM AND EVENT INDUSTRY POST COVID 19 PANDEMIC: A REVIEW

Mr. Prashant Prabhu P,

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Event management is the application of project management to the creation and development of small or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organisations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement. As the world is facing an unprecedented global health, social and economic emergency with the COVID-19 pandemic, **travel and tourism is among the most affected sectors** with airplanes on the ground, hotels closed and travel restrictions put in place in virtually all countries around the world. Tourism sector and event industry can be largely related to each other. An event is successful if it attracts audience from far away destinations. However, due to the big setback the tourism industry has been facing since the beginning of pandemic, the event industry too has suffered great losses in many aspects.

This research work identifies the significant connections between the tourism and event industry, takes a review on the effects of tourism setback on the event industry and suggests measures to overcome these effects.

(Key words: corporate events, business breakfast meetings, economic emergency, business relationships, tourism setback)

Paper 13

NEGATIVE IMPACTS OF PANDEMIC ON TOURISM INDUSTRY

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ABSTRACT

In India the first case of corona virus was confirmed on 30TH January 2020 in the state of Kerala. The affected had a travel history from Wuhan, China. A complete lockdown was declared by Prime minister from March 25th onwards that resulted in complete closing of tourist spot, airlines and other sectors and critically affected the hospitality industry. Now the major problem phasing by the tourism industry is the fear of the people to travel from one place to another.

The current result shows that the tourism industry is easily affected by the pandemic. After the unlock stage now the tourist spot and hotels etc are open for travellers then also people are not ready to take a risk. If they go to some tourist places or hotels they need to follow strict covid precaution that will make some difficulty with travelling people for example, wearing mask covid negative certificate, quarantines rules etc,. Now also some places if covid case increase they will close the particular area and make it as hotspot, in that case suppose if a person do all arrangement booking etc., he need to cancel the journey immediately. These all reason people are not convenient to travel.

This research paper attempts to have a review on the relationship between the pandemic and tourism industry and tries to suggest measures to reverse the ill-effects of pandemic on the tourism industry.

Key Words: Covid, Pandemic, Tourism industry, Travel.

Paper 14

‘A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE GROWTH OF RURAL TOURISM WITH SPECIAL EMPHASIS TO GAVI, KERALA.’

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ABSTRACT

India, the land of vivid cultures has got so much to offer other than merely creating an incredible experience for the tourists. For instance, if rural tourism’s potential is used to the fullest, it could generate employment for men and women alike residing in villages. Agritourism, Ecotourism, Heritage tourism etc.has opened the door to a new world of possibilities and business opportunities. Landscape retention, preservation of heritage and culture, improvement in local areas in terms of infrastructure, cleanliness.....thus goes a long list of benefits that could be reaped through this form of tourism. The ‘Swadesh Darshan Scheme’ launched in 2015 by our Prime Minister Sri.Narendra Modi with the key focus on developing rural India through fifteen thematic circuits is enabling better connectivity to the rural areas. For the successful running of heritage sites and monuments, a project titled “Adopt a Heritage-Apni Dharohar Apni Pehchan” has been introduced. As said by Mahatma Gandhi, the soul of India lies in its ‘villages’ and hence being responsible citizens of India we should find out ways by which rural tourism could be promoted. Our country’s villages and rural sites remain as repositories of a myriad tradition and culture.

The picturesque beauty of 'God's own country' has attracted tourists from far and near. There are around 1674 villages in Kerala, each with its own uniqueness. Green paddy fields, swaying coconut trees, beautiful sunset, houseboat ride on backwaters etc. have created a lasting impression in the minds of the visitors. Though industrialization and urban life style have influenced the rural culture to an extent, we can still witness the traditional values imbibed by the villagers. There are still villages in this state that need to be explored and promoted. This is where the prominence of social media arises. Gavi, located in Pathanamthitta district is a small village which is blessed with breathtaking scenic views and rainforests. A study is undertaken to explore the possibilities of social media in promoting Gavi as a popular tourist destination.

Keywords: Kerala, Gavi, Sustainable development, Responsible tourism, Pathanamthitta, Rural tourism, Eco tourism, Tourists, Social media.

Paper 15

SMART TOURISM CITY: DEVELOPMENTS AND TRANSFORMATIONS

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ABSTRACT

Cities and tourism entities invest massive resources into smart system initiatives as information technologies are a key factor for a city's destination competitiveness. Moreover cities around the world are increasingly recognizing the smart tourism city concept and related strategies as means of optimizing sustainable environments. Particularly for cities facing emerging issues of residents' negative perceptions towards tourism, smart tourism city empowers a city to rise to this challenge by creating urban spaces that residents and visitors can enjoy together. However, smart tourism city research initiatives still fail to address the full spectrum of related and potential developments. This study presents a conceptual approach to defining smart tourism city: the smart city and its components are defined and contrasted with smart tourism and its components. The resulting convergence—smart tourism city—is then examined in light of a number of pioneering examples of smart tourism cities and its vital roles in the age of sustainable development. The main purpose of this study is to show the interests of locals and tourists context and the roles of 'smart' government leadership to researchers and practitioners.

Keywords: smart tourism city; smart tourism; smart city; sustainable development; COVID-19

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