

# **INDIAN TOURISM AND HOSPITALITY CONGRESS (ITHC)**

## **PAZHASSIRAJA COLLEGE**

(Affiliated to University of Calicut )  
PULPALLY  
WAYANAD, KERALA

## **ORIENTAL SCHOOL OF HOTEL MANAGEMENT**

(Affiliated to University of Calicut)  
LAKKIDI, WAYANAD, KERALA

### **INTERNATIONAL CONFERENCE**

On

### ***EQUITABLE TOURISM DEVELOPMENT***

***Issues, Practices and Strategies***

And

### **NATIONAL ACADEMIC SUMMIT**

**25-26 Feb.2019**

#### **ABOUT THE CONFERENCE**

Tourism, one of the largest industries in the world, has been growing at a tremendous pace over the last several years, and currently more than 1.25 billion travellers are involved in International Tourism. Moreover, its economic significance has been on the steady increase and currently, according to World Travel and Tourism Council, this sector is accounted for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017. This shows the magnitude of tourism. Yet, world over, debates on a wide range of topics related to the consequences of tourism are being held. Haphazard tourism developed caused issues in many destinations in different spheres of life, such as, social, cultural, economic and environmental arenas. Alternative strategies are in practice for a few decades, and some, like ecotourism and responsible tourism have gained prominence across the world. Nevertheless, many of the traditional as well as emerging destinations are facing challenges to ameliorate the harmful repercussions of tourism.

International tourism agencies, including United Nations World Tourism Organisation (UNWTO), have propounded a range of principles to develop tourism in a sustainable manner. Equitable Development of

Tourism also aims at developing tourism in a sustainable manner. By this, it emphasises to ensure equitable distribution of socio-economic benefits to all sections of the society, particularly the local community, and to develop tourism without creating harmful impacts on society, culture and environment. As part of this, it is important to respect of the residents and their life style as well as the sustainability of tourism progress for local communities. Socio-economic empowerment of the people in and around the destination is a by product of equitable tourism development. India and many other emerging destinations are poised for quick evolution of tourism to newer heights and therefore it is of paramount importance to develop it in a sustainable and equitable manner. Considering the increasing significance of the above, an international conference organized to have deliberations on relevant topics related to the theme.

## **REPORT**

The conference primarily aimed to have deliberations in the area of equitable and sustainable development of tourism and the issues, practices and strategies being practiced by destinations, industry and other major stakeholders of tourism. The issues are discussed and solutions can be identified through the deliberations and the same would be of useful for the authorities as well as industry for promoting tourism in a sustainable manner. It was an ideal platform for academic cooperation and networking at national and international levels. It is planned to have key presentations by renowned international academic experts in Tourism.

The conference was attended by more than 1200 participants, which includes international delegates, key presenters, academicians, researchers, industry professional and media representatives and students of both Pazhassiraja College and Oriental School of Hotel Management. The following summarises the schedule of activities held as part of it. There were delegates from 13 countries.

Inauguration by Dr.K. Mohammed Basheer, Hon'ble Vice Chancellor, University of Calicut. Presidential address by Prof. Sandeep Kulshreshtha, Director, IITM, Gwalior. Felicitations in the inaugural session were offered by Mr. N.K. Mohammed, Chairman, Oriental Group of Educational Institutions; Dr. M.B.Gopalakrishnan, Member-Senate Calicut University and RUSA TSG Member; Dr. Marina Ambrosecchio, President-UET Italia – Italy; Dr.Scott Richardson, Executive Dean, Emirates Institute of Hospitality, Dubai; Dr. R. Kannan, Professor, Centre for Tourism and Hospitality, Madurai Kamaraj University; Prof.Saleel M M, Principal In Charge, Pazhassiraja College; Mr.K.Shaji, Principal – Oriental College of Hotel Management; Mr.Vinu George; Vice Principal – Oriental School of Hotel Management and Dr. Dileep M R, H O D, Dept. of Tourism, Pazhassiraja College. In the same, Dr.Scott Richardson led the theme key presentation.

Key Note Presentations were done by Dr. Tony Thomas (“Equations of Equitable Tourism”), Asso. Professor and Head- School of Hospitality, Tourism and Events, Taylor’s University, Malaysia; and Dr. Marina Ambrosecchio, President-UET Italia, Italy. After the key presentations, a Panel Discussion was there on the “Challenges of Initiating Equitable Tourism Development”, which was moderated by Prof.T.Mohan Babu. The same consisted of Prof. Sandeep Kulshreshtha, Mr.Sumesh Mangalassery ( Director-Kabani The other direction), Mr.Pradeep Nambiar (MD, Indeevara Retreat & Saroma Tours), Dr.

Scott Richardson, Dr. Marina Ambressechio, Prof. I C Gupta (Emeritus Professor-Oriental University), Prof. Suteeshna Babu (Nodal Officer, National Institute of Water Sports, Goa), Prof. Varghese P A, (Dept of Journalism - Kooempu University), Dr. Binoy TA (Dept of Tourism - Kooempu University) and Dr. Joby Thomas ( Dept of Tourism – Christ University). Various aspects of the issues faced in implementing the sustainable development in tourism were deliberated with close interaction with the delegates as well.

Technical sessions were there, parallel, on the first day afternoon and on the second day forenoon. In the second day morning a key presentation was there by Dr. Venkita Rao, Asso. Professor- Department of Tourism, Pondicherry University. 56 papers were presented on various aspects on the theme of the conference. Problems associated with tourism development were the focus of majority of the papers. Some of them provided some light into the strategies that can be done to mitigate the effects of haphazard development of tourism. Case studies and industry cases were also discussed.

A few of the papers were collected for publishing in an edited book. The quintessence of the conference was summarised and submitted to the District Tourism Promotion Council, Wayanad and forwarded to the Department of Tourism, Govt. of Kerala. The state tourism department welcomed the initiative and sponsored an amount of Rs.25,000/- for the event. The event, in addition to providing a platform for deliberations on the theme, also complemented the efforts of the state department in attracting more tourists to the state. The international delegates were so keen to spread the enchanting beauty of the destination in their places and in visiting the state again.