



ADVANCING SUSTAINABILITY AND
TECHNOLOGY IN TOURISM, HOSPITALITY,
AND SERVICES STUDIES THROUGH
STRATEGIC INDUSTRY PARTNERSHIPS



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PONDICHERRY UNIVERSITY
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INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE ON

BRIDGING TOURISM ACADEMIA AND INDUSTRY: INDIAN AND EUROPEAN PERSPECTIVES

BOOK OF ABSTRACTS



07-11 SEPTEMBER, 2026



**PONDICHERRY UNIVERSITY,
PUDUCHERRY, INDIA**

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SIPAS 2026

International Scientific and Practical Conference on

BRIDGING TOURISM ACADEMIA AND INDUSTRY: INDIAN AND EUROPEAN PERSPECTIVES

7-11 September 2026

Organised by

Pondicherry University

BOOK OF ABSTRACTS

Organised across Four Conference Themes:

- 1. Tourism and Technology*
- 2. Entrepreneurship, Business and Commerce in Tourism*
- 3. Sustainability and Tourism*
- 4. Community and Tourism*

Compiled and formatted by the Conference Secretariat

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पांडिच्चेरी विश्वविद्यालय

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Prof. P. PRAKASH BABU

VICE - CHANCELLOR

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MESSAGE

It gives me immense pride to extend my heartfelt congratulations to the Department of Tourism Studies, School of Management, and the SIPAS consortium partners on the release of the Book of Abstracts during the International Scientific and Practical Conference on "Bridging Tourism Academia and Industry: Indian and European Perspectives," held from 7 to 11 September 2026. I am happy to learn that more than 70 abstracts from Indian and foreign scholars were compiled for release at the conference inauguration. It further delights me to know that distinguished faculty, scholars, and industry professionals from India and abroad will participate in the discussions, deliver Special Lectures at the Round Table Discussions, and present papers. The SIPAS team members of the Department have made concerted efforts to create a common platform for academia and industry to deliberate on varied issues and challenges that hinder industry-institute networking and interface in tourism.

This publication is a remarkable achievement, bringing together the collective scholarship of distinguished researchers, academicians, and industry practitioners from India and Europe. The compiled abstracts reflect critical themes of our time — stakeholder engagement, entrepreneurship, green competencies for sustainable business, and the evolving economic & business perspectives across Asia.

The Book of Abstracts stands as a testament to the strength of India–Europe collaboration and the shared commitment to advancing sustainability, technology, and industry relevance in tourism and hospitality education. I compliment the organizers for their sincere efforts and extend my best wishes to all delegates, presenters, and participants for a successful, enriching, and inspiring conference.

I wish the conference a wonderful deliberation and lasting impact on the future of tourism and hospitality studies.


(P. PRAKASH BABU)



GUEST OF HONOUR'S MESSAGE

It is with distinguished honour and heartfelt appreciation that I extend my warm greetings and congratulations to the team of the Department of Tourism Studies, Pondicherry University, on the release of the Book of Abstracts for the International Scientific and Practical Conference on ***“Bridging Tourism Academia and Industry: Indian and European Perspectives.”*** This publication stands as a superb testament to the continuing spirit of India–Europe collaboration, bringing together scholarship, innovation, and practice in tourism and hospitality education.

As a consortium partner of the EU's SIPAS project, ***“Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships,”*** I am privileged to witness the collective contributions of researchers and industry leaders who strengthen sustainable frameworks, foster academic–industry synergies, and advance technological integration through their abstracts.

The Polytechnic University of Setúbal (IPS) has proudly supported this mission by promoting entrepreneurship, encouraging internationalization, and advancing research excellence. The SIPAS project team members from IPS have contributed to various work packages, including Work Package 2, “Pro-active Engagement of Academia and Industry Stakeholders,” which led to the development of the curriculum and study materials.

May this conference flourish as a beacon of knowledge, inspire enduring collaborations, and leave a lasting imprint on the future of tourism and hospitality studies.

With warm regards,

Professor Luísa Margarida Cagica Carvalho
Vice-President for Research, Internationalization, and Entrepreneurship
Polytechnic University of Setúbal (IPS), Portugal



VAAC A++ ACCREDITED

RAVENSHAW UNIVERSITY

Prof. (Dr.) A. K. Das Mohapatra

M.Phil, Ph.D., D. Litt.

Vice-Chancellor

CHIEF GUEST'S MESSAGE

It gives me immense pleasure to compliment the team of the Department of Tourism Studies, School of Management, Pondicherry University, for the Book of Abstracts to be released on the occasion of the International Scientific and Practical Conference on **"Bridging Tourism Academia and Industry: Indian and European Perspectives,"** held at Pondicherry University from 7 to 11 September 2026. I am happy to see the contributions of abstracts of research papers by the authors and co-authors on the themes and sub-themes of the Conference.

This Book of Abstracts brings together the collective scholarship of researchers, academicians, and industry practitioners from India and Europe, reflecting the diverse and evolving concerns of contemporary tourism, hospitality, and services studies. The abstracts assembled here span critical themes like stakeholder engagement and resilience in tourism systems, entrepreneurship and green competencies for sustainable business, and the shifting economic and business landscape across Asia, echoing the very foundations upon which the SIPAS project entitled **"Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships"**, is built.

The work stands as a testament to the strength of India-Europe academic collaboration and to the shared commitment to building a more sustainable, technologically integrated, and industry relevant future for tourism and hospitality education.

I extend my warm wishes to all delegates, paper presenters, and participants for a productive and intellectually rewarding Conference.

Prof.(Dr.) Arka Kumar Das Mohapatra

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Prof. Battu Satyanarayana

Vice Chancellor

प्रो. बट्टु सत्यनारायण

कुलपति



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MESSAGE FROM THE GUEST OF HONOUR

I am delighted to learn that the Department of Tourism Studies, School of Management, Pondicherry University, Puducherry, is bringing out the Book of Abstracts during a five-day International Scientific and Practical Conference on “*Bridging Tourism Academia and Industry: Indian and European Perspectives*,” being held at Pondicherry University from 7 to 11 September 2026. We are honoured to have joined the European Commission funded SIPAS conference as a knowledge partner.

The theme of this conference is both timely and significant when the need to shrink the gap between academia and industry for mutual benefit is imminent. As such, the tourism industry needs more interaction and interfaces amid changing business circumstances. A meaningful and sustained academia–industry relationship is therefore fundamental to the future of tourism education and practice. In this dynamic business environment, the role of academia is paramount and goes far beyond knowledge creation to the enhancement of employability. I do feel that universities must actively engage with industry for curriculum development, intensive internship or apprenticeship activities, and hand-holding support for hands-on experience, thereby preparing graduates with the competencies demanded by a changing tourism economy. Such a partnership can create a continuous cycle of knowledge exchange, collaborative research, curriculum development, internships, consultancy, capacity building and innovation, ultimately strengthening the competitiveness and resilience of the tourism sector.

The conference provides an important platform for bringing these two worlds together. By facilitating dialogue among researchers, educators, policymakers and industry practitioners from India and Europe, it will create ample opportunities to move beyond conventional boundaries and develop partnerships that are intellectually meaningful and practically relevant. The Book of Abstracts has captured this spirit of collaboration by presenting diverse perspectives and emerging research on resilient tourism systems, green entrepreneurship, destination development, sustainability, innovation, and the changing economic landscape of tourism.

I am confident that the deliberations during this conference will generate new ideas, strengthen institutional and professional networks, and inspire long-term academia–industry partnerships. More importantly, I hope these interactions will lead to collaborative initiatives that contribute to a more innovative, sustainable, inclusive and industry-responsive tourism ecosystem.

I extend my sincere appreciation to Pondicherry University, the Department of Tourism Studies, and the SIPAS consortium partners for creating this valuable international platform. I congratulate the editors and contributors for bringing out the Book of Abstracts and convey my best wishes to all the delegates, researchers, academicians, industry professionals and participants for a fruitful and intellectually enriching conference.

With warm regards,


(Prof. Battu Satyanarayana)



యోగి వేమన విశ్వవిద్యాలయం, కడప

YOGI VEMANA UNIVERSITY, KADAPA

Re-accredited by NAAC 'A' Grade with CGPA of 3.13/4.0 (2nd Cycle)

Prof. Raja Shekhar Bellamkonda

M.Tech., M.B.A., Ph.D., M.Sc., Ph.D., M.A., Ph.D.,

Vice-Chancellor



MESSAGE FROM THE KEYNOTE SPEAKER

I am happy to learn that the Department of Tourism Studies, School of Management, Pondicherry University, Puducherry, is releasing the Book of Abstracts on the auspicious occasion of the five-day International Scientific and Practical Conference on "*Bridging Tourism Academia and Industry: Indian and European Perspectives*," held at Pondicherry University from 7 to 11 September 2026. The theme of this conference is timely, as education in tourism, hospitality, and services stands at a crossroads. Bridging the gap between academic inquiry and industry application is no longer a matter of choice; it is a necessity for the sector's continued relevance and resilience, both in India and across Europe.

This conference offers a rare and valuable platform where researchers, educators, policymakers, and industry leaders can engage in genuine dialogue rather than parallel monologues. The abstracts compiled in this volume reflect exactly this spirit — spanning stakeholder engagement in resilient tourism systems, green entrepreneurship, and the shifting economic currents shaping Asia's tourism markets. Each contribution represents a step towards more responsive, evidence-based, and industry-aligned thinking in our field.

I look forward to engaging with delegates over these five days. I am confident that the ideas exchanged will translate into stronger academia-industry partnerships long after the conference. My sincere congratulations to Pondicherry University and the SIPAS consortium partners for bringing this platform to life, and my best wishes to all presenters and participants.

Kadapa,
20th August 2026.

(Prof. Raja Shekhar Bellamkonda)

प्रो. क्षिति भूषण दास
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MESSAGE FROM THE GUEST OF HONOUR

It gives me great pleasure to be associated with the release of the Book of Abstracts at the International Scientific and Practical Conference on *"Bridging Tourism Academia and Industry: Indian and European Perspectives,"* organized by the Department of Tourism Studies, School of Management, Pondicherry University, from 7 to 11 September 2026, under the European Commission-funded SIPAS Project — *"Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships."* It is heartening to learn that this conference will illuminate the culmination of two years of collaborative research undertaken by four consortium partners and five associate partners across India and Europe.

The tourism sector today demands graduates equipped not merely with theoretical grounding but with industry-ready competencies. Closer academia-industry interface — through curriculum co-design, internships, and collaborative research — is therefore indispensable to producing employable, future-ready tourism management professionals. This conference and its Book of Abstracts, capturing diverse scholarship on sustainability, innovation, and destination resilience, mark a valuable step toward that goal.

I commend Pondicherry University and the SIPAS consortium for this initiative and extend my best wishes for the success of the conference and fruitful deliberations among all delegates.

With warm regards,

Prof. K. B. Das
Former Vice-Chancellor
Central University of Jharkhand, Ranchi, India



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MESSAGE

It is a matter of great pleasure and privilege to learn that the Department of Tourism Studies, School of Management, Pondicherry University, is organising the International Scientific and Practical Conference on "Bridging Tourism Academia and Industry: Indian and European Perspectives" and bringing out the Book of Abstracts on this significant occasion.

As a representative of the industry, I firmly believe that the sustainable growth and competitiveness of the tourism and hospitality sector depends on a strong and continuous partnership between academia and industry. The dynamic nature of the sector requires professionals with relevant knowledge, practical competencies, creativity and an understanding of emerging industry trends and challenges. Close engagement between academia and industry is therefore essential to bridge the gap between education, research and professional practice.

The present conference provides a valuable platform for academicians, researchers, industry professionals and policymakers from India and Europe to exchange knowledge, share experiences and explore opportunities for meaningful collaboration. Such interactions can contribute significantly to strengthening skills, promoting applied research, encouraging innovation and developing solutions that address the evolving needs of the tourism and hospitality sector.

The Book of Abstracts being released on this occasion is a valuable compilation of contemporary research and scholarly contributions. I am confident that the ideas and insights presented will stimulate further dialogue and encourage greater collaboration between educational institutions and the tourism industry.

I am honoured to be associated with this important academic initiative and to be invited as the Guest of Honour for the release of the Book of Abstracts. I congratulate Pondicherry University, the Department of Tourism Studies, the School of Management, and the SIPAS consortium partners for bringing together this significant international platform.

I extend my best wishes to all the academicians, researchers, industry representatives and participants for a productive and enriching conference, and hope that the deliberations will lead to lasting partnerships and meaningful contributions towards the future growth of tourism.

With warm regards,



M. Nadarajan
Chairman

CII Puducherry State Council



புதுவைப் பல்கலைக்கழகம்
पांडिच्चेरी विश्वविद्यालय PONDICHERRY UNIVERSITY
(மத்திய பல்கலைக்கழகம் / केंद्रीय विश्वविद्यालय / A Central University)



பேரா. ப. நடராஜன்
இயக்குனர், கலாச்சாரம் மற்றும் கலாச்சார உறவுகள்
आचार्य प. नटराजन
निदेशक, संस्कृति एवं सांस्कृतिक संबंध
Prof. P. NATARAJAN
Director(i/c), Culture and Cultural Relations

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MESSAGE FROM THE GUEST OF HONOUR

I am deeply honored to serve as a Guest of Honour at the International Scientific and Practical Conference on "Bridging Tourism Academia and Industry: Indian and European Perspectives," scheduled from 7 to 11 September 2026. This occasion marks a significant milestone in fostering dialogue between academia and industry. I am particularly pleased to witness the release of the Book of Abstracts, which stands as a collective reflection of scholarly and professional contributions to the field of tourism and hospitality.

I warmly compliment the Department of Tourism Studies for their dedicated efforts in bringing out the Book of Abstracts. This publication reflects the collective scholarship of researchers, academicians, and industry practitioners and highlights critical themes such as stakeholder engagement and entrepreneurship for sustainable business in the tourism sector.

The release of this Book of Abstracts is a significant step toward strengthening the industry-academia interface and advancing knowledge in tourism and hospitality studies.

I extend my heartfelt congratulations to the organizers and contributors, and my best wishes to all delegates for a successful and intellectually enriching conference.

I am very particular to appreciate and greet Prof. Sampada Kumar Swain, Project Manager for his sustained efforts in making this International Collaborative project into a reality.

With warm regards,

Prof P Natarajan
Director Culture & Cultral Relations(i/c
Dean (SoM), SIPAS Steering Committee Member
Pondicherry University, Puducherry

GUEST OF HONOUR'S MESSAGE

With deep joy and distinguished honour, I extend my greetings to the Department of Tourism Studies, Pondicherry University, on the release of the Book of Abstracts for the International Scientific and Practical Conference on “Bridging Tourism Academia and Industry: Indian and European Perspectives.” This inspiring book reflects the enduring spirit of India–Europe collaboration, weaving scholarship and practice into a shared foundation of tourism and hospitality excellence.

As a Steering Committee member and consortium partner, I am honoured to have contributed to the European Union (EU) ERASMUS Capacity Building project “Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships” (SIPAS) by strengthening sustainable tourism role in education and practice, fostering academic–industry synergies, and expanding EU research networks.

From the bottom of my heart, I wish all participants and guests of the SIPAS Project International Conference, and everyone who contributes to shaping and developing the tourism sector, an inspiring and meaningful conference. May this conference leave a lasting imprint on your knowledge, skills, everyday actions, and long-term planning. May the ideas, experiences, and connections shared here continue to inspire you well beyond the conference itself.

And may sustainability remain an important guiding principle in our decisions and actions as we shape the future of tourism together.



With warm regards,

Dr. Agita Līviņa
Professor, Lead Researcher, Director of Joint Ph.D Program
UNESCO Chair & Scientific Expert
Vidzeme University of Applied Sciences (VUAS), Valmiera, Latvia



MESSAGE FROM SIPAS STEERING COMMITTEE MEMBER

It is with distinguished honour and profound joy that I extend my warm commendations to the Department of Tourism Studies, Pondicherry University, on the release of the Book of Abstracts for the International Scientific and Practical Conference on “Bridging Tourism Academia and Industry: Indian and European Perspectives”.

This volume embodies the spirit of India–Europe collaboration, uniting scholarship and practice in tourism and hospitality. As a dedicated member of the Steering Committee of the EU’s SIPAS project, “Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships”.

I am privileged to have contributed by fostering academic–industry integration, strengthening sustainable tourism frameworks, and advancing innovative research networks. May this conference flourish as a beacon of knowledge, inspire enduring collaborations, and leave a lasting imprint on the future of tourism and hospitality studies.

With warm regards,

Dr. João Pedro Pina Cordeiro
Associate Professor, Department Chair HRM and Organizational Behavior
Member, SIPAS Steering Committee
Business School of the Polytechnic Institute of Setúbal (ESCE/IPS), Portugal

Assinado por: **João Pedro Pina Cordeiro**
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छात्र सेवा केंद्र / Students' Service Centre

डॉ. वाई. वेंकट राव/Dr. Y. Venkata Rao

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No. PU/DSW/2026-27/

Date : 25 August, 2026

GUEST OF HONOUR'S MESSAGE

The unveiling of the Book of Abstracts for the International Scientific and Practical Conference on "Bridging Tourism Academia and Industry: Indian and European Perspectives" marks a significant stride in advancing the dialogue between scholarship and practice. This publication is not simply a record of research; it is a beacon of intellectual exchange, encouraging new perspectives and collaborative innovation across borders.

As a member of the EU's SIPAS project, "Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships," I have witnessed how collective effort can transform challenges into opportunities. The project embodies a vision where sustainability, technology, and academic-industry partnerships assimilate to redefine tourism and hospitality education.

I am sure this conference will revitalize meaningful conversations, strengthen strong collaborations, and open new directions for excellence in the field of Tourism & Hospitality industry.

Prof. Y. Venkata Rao
SIPAS Project Member



Dr. Sibi P.S | डॉ. सिबी पी.एस.
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DEPARTMENT HEAD'S MESSAGE

The release of the Book of Abstracts for the International Scientific and Practical Conference on *"Bridging Tourism Academia and Industry: Indian and European Perspectives"* is a proud milestone for the Department of Tourism Studies, Pondicherry University. This volume reflects our collective commitment to advancing scholarship while ensuring its relevance to industry practice, and it embodies the spirit of collaboration across nations.

As Head of the Department, I have been privileged to guide and support our team's active involvement in the EU's SIPAS project, *"Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships."* Our department has contributed by fostering sustainable tourism frameworks, encouraging technological innovation, and strengthening academic-industry partnerships. This dual role—supporting the project and hosting the conference—underscores our dedication to shaping resilient and globally connected tourism education. I extend my sincere appreciation to all contributors and wish the conference enduring success.

Prof. Sibi P. S.
Head, Department of Tourism Studies
Pondicherry University, Puducherry, India



GUEST OF HONOUR'S MESSAGE

In moments when academia and industry converge, knowledge acquires a transformative power. The release of the Book of Abstracts for the International Scientific and Practical Conference on ***“Bridging Tourism Academia and Industry: Indian and European Perspectives”*** is not merely a scholarly milestone, but a celebration of collective vision and intellectual resilience. This publication reflects the dynamic interplay of ideas that transcend boundaries, offering pathways for innovation and sustainable growth in tourism and hospitality.

As a Steering Committee Member of the EU's SIPAS project, ***“Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships,”*** I am honored to contribute to initiatives that reinforce sustainable tourism paradigms, cultivate enduring academic–industry collaborations, and champion technological innovation as a driver of progress.

May this conference inspire enduring partnerships, enrich intellectual horizons, and illuminate new directions for excellence in Tourism Education and Research.

Dr. G. Mahender Reddy

Head, Department of Tourism and Hotel Management,
Central University of Karnataka, Kalaburagi, Karnataka
Steering Committee Member, SIPAS Project (NITHM)



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CONFERENCE CO-CONVENER'S MESSAGE

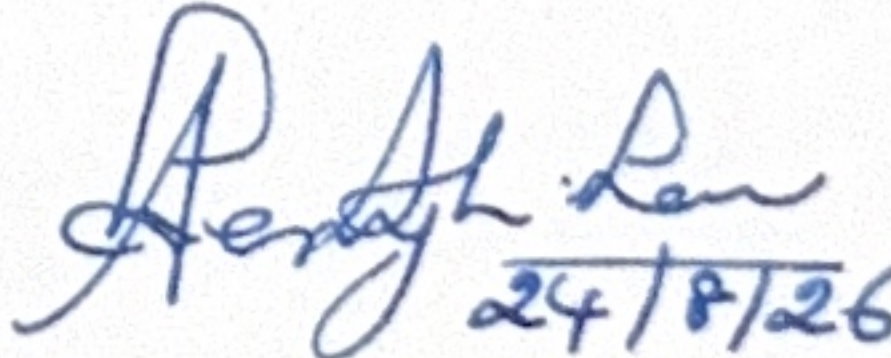
The Book of Abstracts of the International Scientific and Practical Conference on "Bridging Tourism Academia and Industry: Indian and European Perspectives" reflects the spirit of intellectual exchange, academic excellence, and meaningful collaboration. More than a compilation of research, it brings together diverse perspectives and scholarly voices to help understand and address the emerging challenges and opportunities shaping the future of tourism and hospitality.

As Conference Co-Convener, I am honoured to have been part of an endeavour that brings together academicians, researchers, industry practitioners, and other stakeholders on a common platform to exchange knowledge, share experiences, and explore innovative responses to the emerging challenges and opportunities in tourism and hospitality.

Organized within the framework of the EU-supported SIPAS project, "Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships," the conference underscores the importance of meaningful academic-industry collaboration. It provides an opportunity to strengthen partnerships, foster knowledge transfer, and place sustainability, innovation, and technology at the heart of tourism education and industry practice.

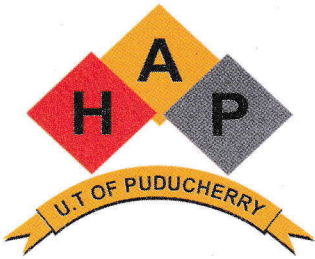
I trust that the deliberations and outcomes of this conference will inspire new collaborations, enrich academic and professional practice, and contribute meaningfully to the sustainable and innovative development of tourism and hospitality.

I wish the conference every success and look forward to its fruitful and impactful outcomes.


(Dr. Sherry Abraham)



Dr. SHERRY ABRAHAM
Associate Professor
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HOTELS ASSOCIATION OF PONDICHERRY

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MESSAGE FROM THE GUEST OF HONOUR Vice President, HAP, Puducherry

It gives me immense pleasure, in my capacity as the Vice President of the Hotel Association of Puducherry (HAP), to extend heartfelt compliments to the team of the Department of Tourism Studies, School of Management, Pondicherry University, for bringing out the Book of Abstracts on the occasion of the International Scientific and Practical Conference on "***Bridging Tourism Academia and Industry: Indian and European Perspectives,***" held at Pondicherry University from 7 to 11 September 2026, funded by the European Commission.

As a Guest of Honour, I am delighted to witness this significant initiative that strengthens the industry-academia interface. The valuable contributions of abstracts of research papers by authors and co-authors on the conference's themes and sub-themes reflect the depth of scholarship and the spirit of collaboration. This Book of Abstracts brings together the collective wisdom of researchers, academicians, and industry practitioners from India and Europe, addressing the evolving concerns of contemporary tourism, hospitality, and services studies. I am happy to convey my best wishes and greetings to all associated in the conference.

On behalf of the HAP, I extend my warm wishes to the organizers, all delegates, paper presenters, and participants for in-depth deliberation on the theme and sub-themes.

Wishing you all a very fruitful deliberation.

With warm regards

P. Thanikasalam,
Vice President
Hotel Association of Puducherry
Puducherry, India

MESSAGE FROM THE GUEST OF HONOUR

President, Pondicherry Association for Travel & Hospitality (PATH), Puducherry

I learned that the Department of Tourism Studies, School of Management, Pondicherry University, will release the Book of Abstracts on the occasion of the international conference, "Bridging Tourism Academia and Industry: Indian and European Perspectives," to be held at Pondicherry University from 7 to 11 September 2026. I congratulate the DTS team on organizing the conference jointly with overseas and Indian universities and institutions on a contemporary theme, preparing to release the book of abstracts contributed by authors from the tourism, travel, hospitality, and allied sectors. As an alumnus of the Department, it is gratifying to be part of the conference organizing team and to write a message for the book of abstracts.

We are privileged to be part of the conference and to provide the valuable support of the Pondicherry Association for Travel & Hospitality (PATH), an industry partner whose engagement strengthens the academia-industry dialogue for better, uninterrupted relationships and associations. The abstracts, contributed by researchers, academicians, and industry practitioners from India and Europe, reflect stakeholder engagement, green entrepreneurship, and Asia's evolving business landscape. I warmly wish all delegates and presenters meaningful debate and deliberations.

I am sure that the book of abstracts will present the diverse array of issues and challenges that academia and industry face, preparing future business leaders.

Wishing the Organizer a successful conference deliberation.

With warm regards,



MR. KARUNAGARAN RAMACHANDRAN,
PRESIDENT
PONDICHERRY ASSOCIATION FOR TRAVEL & HOSPITALITY (PATH)
PUDUCHERRY, INDIA



PONDICHERRY UNIVERSITY
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Date: 31.08.2026

CONVENER'S MESSAGE

I am happy to be the part of the SIPAS project, *"Advancing Sustainability and Technology in Tourism, Hospitality, and Services Studies through Strategic Industry Partnerships, funded by the European Commission* to carry out several academic and industry oriented activities. The culmination of the SIPAS project is the International Scientific and Practical Conference on *"Bridging Tourism Academia and Industry: Indian and European Perspectives,"* held at Pondicherry University from 7 to 11 September 2026. It gives me immense pride and pleasure as a Convener that the Team SIPAS, Department of Tourism Studies took painstaking efforts for compiling the Book of Abstracts, with 106 abstracts to be released during the inaugural function on 07.09.2026 by Prof P Prakash Babu, Honourable Vice Chancellor, Pondicherry University and Chief Patron of the conference in the august presence other distinguished dignitaries. I am happy to see original contributions of abstracts and research papers by the authors and co-authors on the conference's themes and sub-themes.

This Book of Abstracts brings together the collective scholarship of researchers, academicians, and industry practitioners from India and Europe, reflecting the diverse and evolving concerns of contemporary tourism, hospitality, and services studies.

I extend my warm wishes to the presenters and participants for and My special compliments to the contributors of the abstracts and full papers.

Prof Sampada Kumar Swain

(SIPAS, Project Manager)

Dr SAMPADA KUMAR SWAIN
Professor
Department of Tourism Studies, School of Management
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Puducherry-605014



PONDICHERRY UNIVERSITY
(A Central University)
SCHOOL OF MANAGEMENT
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MESSAGE FROM THE CONFERENCE DIRECTOR'S DESK

It is indeed gratifying to note that the Department of Tourism Studies, Pondicherry University in synergy with the Consortium Partners of the SIPAS Project funded by the European Union is organising the five-day International scientific and Practical Conference during 7.9.2026 – 11.9.2026. The Conference themed Bridging Academia and Industry: Indian and European Perspectives is hosted by Pondicherry University and the Book of Abstracts which configures scholarly insights and erudite study leads will be an endearing insignia of the event. The publication is an enamouring manifest of the collective endeavours that reinforce the rapport between tourism academia and industry while fostering meaningful collaboration across borders.

In the privileged capacity of Project Co-Lead and Conference Director, I am honoured to pro-actively guide the academic vision and organisational framework of the grandeur event ensuring its alignment with the EU's SIPAS Project, i.e., Advancing Sustainability and Technology in Tourism, Hospitality and Service Studies through Strategic Industry Partnerships. By virtue of the refreshing initiatives and path-breaking propositions of the Project, our Department carved a niche image as a progressive tourism academic centre focussing on experiential learning and cutting-edge research activities. DTS now has excelled in many aspects of technology-based pedagogy as an ideal outcome of the Project directives. Furthermore, our Department has contributed profusely to advancing sustainability, integrating technology, and nurturing international partnerships that enrich tourism and hospitality education.

I am grateful to all the authors of the research papers for their quality work and wish to personally meet and greet you during the presentation sessions.

I am sure that the Conference shall be a riveting forum for participants, delegates and resource persons of the panel discussions as well as round tables to interact and deliberate on the themes derived from the study modules of the courses charted in the Project.

DTS looks forward to offering an inspirational experience to all the guests and attendees.

Cheers to the SIPAS Conference Team!

Happy Reading!!!

Prof. R. C. Anu Chandran
Professor
Department of Tourism Studies
Pondicherry University
SIPAS Project-Co-Lead & Conference Director

Theme 1: Tourism and Technology

Sl. No.	Title of the Paper	Author	Co-Author(s)
1	Enhancing the Tourist Footfall through AI and Digital Platforms: A Study on Sri Raghavendra Swamy Matha, Mantralayam.	Ashok	Dr. Nataraj B. Patted
2	Communicating Bleisure Destination Competitiveness through Tourism and MICE Websites: A Qualitative Comparative Analysis of Bengaluru And Hyderabad	Manochitraa S	Dr. K. Kavitha
3	Artificial Intelligence and Smart Tourism: Bridging Academia and Industry for Sustainable Destination Development	Dr. Gujjeti Thirupathi	—
4	Smart Routes, Safer Journeys: AI-Driven Travel Systems and The Gender-Climate Question in West Bengal Tourism	Prof. Arup Kumar Baksi	Subhashree Sanyal
5	The BRIDGE Framework: A Conceptual Model for AI And Immersive Technology Readiness in Indian Tourism and Hospitality Higher Education	Dr. Sanjay Karn	Dr. Amit Kumar Singh, Pawas Chaturvedi
6	Digital Marketing Capability and Women's Empowerment in Gastronomic Tourism: A Sequential Mediation Model	Asna Sherin P	Mujeeb Rehiman, Prof. Binoy T A, Dr. K I Sivaprasad
7	Smart Heritage Interpretation: A Comparative Analysis of Digital Storytelling through AR/VR Models in European and Indian Heritage Sites	Dr. Rashmi Ranjan Choudhury	—
8	Promoting Ecotourism in Mizoram Through Digital Marketing: The Role of Stakeholder Collaboration	R. Lalchhanhimi	Dr. Pankaj Kumar
, 9	Negotiating Identities: Women, Technology and Entrepreneurship in Tourism	Reena Esther Rani. .J	Prof. R. C. Anu Chandran
10	A Statistical Modelling Framework for Tourism Demand Using the Intervened Exponential Distribution.	KM Anjali	—
11	“Beyond The Screen: Next-Gen Applied Technology in Education In AR, VR, And Applied Technology in Education”	Dr. Rajeesh Viswanathan	Dr. K. Bhuvaneswari
12	Integrating AR, VR, And Applied Technologies in Tourism Higher Education: Practical Challenges and Future Prospects	Swathy V B	—

13	Spatial Redistribution: An S-O-R Framework For AI-Driven Smart Nudging in Coastal Heritage Tourism	Lenin Vinod L.	Prof. Venkata Rao Y.
14	Ensuring Tourist Safety Against Natural Hazards, Disasters and Risks in Mountain Destinations of India through a Dedicated Mobile Application Based Early Warning System (MEWS)	Dr. Robinet Jacob	Dr. Sindhu Joseph, Mahadevan P, Mohammed Vaseem C, Viswas P P
15	Transforming Heritage Education Through Virtual Heritage and Digital Storytelling: A Pedagogical Shift in Tourism and Cultural Learning	Thahsin P.I	—
16	Smart Heritage Tourism: Role Of Digital Branding in Enhancing Visitor Awareness and Destination Image at Nalanda University Ruins	Divyajit Kumar	Dinkar Chugh, Rohan Kumar, Prof. Sampada Kumar Swain
17	Evaluation Of Impact of Integration of AI in Tourist Service Experience: A Systematic Literature Review	Noel Biju	—
18	Cross Border E-Commerce: Opportunities, Challenges, and Future Prospects in Tourism Trends	M Thamizharasi	J. Jeniliya Mary
19	Birla Planetarium, Chennai: A Study of its Role in Educational Tourism.	Hemalatha. G	Jayaganesh S
20	The Effect of Communication Through Emojis on The Reduction of Language and Digital Literacy Barriers in Tour Package Reservations Digital Media Itineraries	L Jenifar	K Subha Shree
21	A Study on Sustainable Event Management Through Smart Technologies and Industry Collaboration.	Kishore Mohan M	Merlin Anitha A
22	Advancing Sustainability and Technology in Tourism Through Artificial Intelligence: Opportunities, Challenges, and Strategic Industry Partnerships	Jeshind	Menaga
23	Impact Of Digital Marketing on Tourism in India	Dr. M. Krishna Murthy	—
24	Promoting Martial Arts Tourism Through Digital Marketing: With Special Reference to Silambam, Karate, And Pencak Silat In Tamil Nadu	V. Preetha	Dr. C.P. Sangeetha
25	From Stimuli to Neural Responses: Mapping EEG Applications in Tourism and Hospitality	Dr. Priyakrushna Mohanty	Dr. Kashyapi Thakuria, Ekta Singh

1. ENHANCING THE TOURIST FOOTFALL THROUGH AI AND DIGITAL PLATFORMS: A STUDY ON SRI RAGHAVENDRA SWAMY MATHA, MANTRALAYAM.

Ashok, Research Scholar, Department of Tourism & Hotel Management, School of Business Studies, Central University of Karnataka, India

Dr. Nataraj B. Patted, Assistant Professor, Department of Tourism & Hotel Management, School of Business Studies, Central University of Karnataka, India

Abstract:

Abstract: In the era of AI technology, The SMART technological development helps the industries to grow faster to reach the potential targeted audience in no time. Likewise, tourism is one the largest industry. Where people travel regularly for one another reason. It might be for leisure, Heritage visit, cultural exchange, adventures activity, educational, Business, medical and many more. India is the country which attracts tourists to travel for many reasons and majorly it motivates the tourists for heritage and natural destination visits. The study mainly focuses on the adoption of Digital platform and AI technology and how these technologies bring changes in the tourist footfall at the tourism destinations and the digital platforms role in the process of selection of destination. All tourists are more concerned about their safety and comfortability during the visit their selected destinations. For finalisation and execution for trip proper panning is mandatory. Tourists are conscious about for collecting and gather the information from different sources. So, the adoption of technology and instigation of destination information and resources information can render greater help to the tourist to make proper planning. Which enhancing the tourist footfall for any destination. And the study also investigates on utilization of Augmented Reality (AR) and Virtual Reality (VR) technology for Presentation of Destination and increase the curiosity and willingness to visit to Cultural tourism destination with a study on SRI RAGHAVENDRA SWAMY MATHA, MANTRALAYAM.

Keywords: Digital Technology, Artificial Intelligence, Tourism Development, Cultural Tourism.

2. COMMUNICATING BLEISURE DESTINATION COMPETITIVENESS THROUGH TOURISM AND MICE WEBSITES: A QUALITATIVE COMPARATIVE ANALYSIS OF BENGALURU AND HYDERABAD

Manochitraa S, *Research Scholar, Department of Tourism and Hospitality Management, Central University of, Tamil Nadu, Tamil Nadu, India*

Dr. K. Kavitha, *Assistant Professor, Department of Tourism and Hospitality Management, Central University of, Tamil Nadu, Tamil Nadu, India.*

Abstract:

Bleisure tourism integrates business and leisure travel which has emerged as a strategic segment of the tourism economy, enabling destinations to increase visitor expenditure, extend business travellers' length of stay, and enhance urban tourism competitiveness. Despite bleisure being a growing trend all over the world, limited research has examined how destination communicate their bleisure potential. This study aims to identify the bleisure destination attributes communicated through tourism and MICE websites of Bengaluru and Hyderabad, and to compare the similarities and unique characteristics. This study adopts a qualitative exploratory research design using inductive content analysis. A purposive sample of 40 tourism and MICE websites was selected through a systematic Google search based on predefined inclusion criteria. The textual content of the selected websites was analysed using ATLAS.ti 25. Braun and Clarke's thematic analysis procedures were used in this study to identify the emerging bleisure destination attributes. The findings reveal that tourism and MICE websites of Bengaluru and Hyderabad, communicate both shared and destination-specific attributes that position them as a bleisure destinations. The identified attributes demonstrate how digital destination communication integrates business infrastructure with leisure experiences to enhance destination attractiveness and market competitiveness. This study offers a practical insight for destination management organisations, conventions, tourism policymakers, and industry stakeholders to design an integrated digital marketing strategies that enhance bleisure experience to the business tourists. This study contributes to the emerging bleisure tourism literature by employing an inductive content analysis to explore the bleisure destination attributes directly from tourism and MICE website content rather than traveller perspective. It proposes a

thematic framework of digitally communicated bleisure destination attributes to inform destination branding and digital communication strategies.

Keywords: Bleisure, Destination attributes, MICE tourism, Inductive content analysis, Bengaluru, Hyderabad.

3. ARTIFICIAL INTELLIGENCE AND SMART TOURISM: BRIDGING ACADEMIA AND INDUSTRY FOR SUSTAINABLE DESTINATION DEVELOPMENT

Dr. Gujjeti Thirupathi, *Assistant Professor, Department Of Tourism Studies, School Of Business Studies, Central University of Kerala, Keralam State, India*

Abstract:

Tourism is one of the world's largest and fastest-growing economic sectors, contributing significantly to employment, economic growth, cultural exchange, and regional development. The rapid advancement of Artificial Intelligence (AI) and digital technologies is transforming the tourism industry by improving destination management, visitor experiences, operational efficiency and service delivery. A persistent gap exists between tourism academia and industry in developing AI-ready skills, digital competencies, and innovation capabilities required for the future workforce. Addressing this gap is essential for achieving sustainable destination development and enhancing the competitiveness of tourism destinations. This study explores the role of Artificial Intelligence in strengthening collaboration between tourism academia and industry to promote sustainable destination development. Adopting a qualitative research approach, the study is based on a systematic review of recent scholarly literature, international policy reports, industry publications and institutional documents related to AI, smart tourism, digital transformation and sustainable tourism. A thematic analysis is employed to identify emerging trends, opportunities, challenges and best practices. The findings reveal that AI applications, including intelligent recommendation systems, predictive analytics, conversational chatbots, virtual and augmented reality, smart mobility, visitor flow management, and data-driven decision support, significantly improve destination competitiveness and visitor satisfaction. The study further demonstrates that effective collaboration among universities, tourism enterprises, technology providers and government agencies enhances curriculum innovation, digital skill development, research

partnerships, experiential learning and workforce preparedness. At the same time, responsible AI adoption requires robust governance frameworks that address ethical issues, data privacy, cybersecurity, digital inclusion and environmental sustainability. The paper proposes an integrated AI–Academia–Industry Collaboration Framework that promotes stakeholder partnerships, technology-enabled learning, evidence-based policymaking and sustainable destination governance. The proposed framework contributes to the advancement of smart tourism by strengthening innovation, enhancing employability, supporting responsible destination management and fostering resilient tourism ecosystems. The study also supports the achievement of the United Nations Sustainable Development Goals, particularly those related to quality education, decent work, innovation, sustainable cities, responsible consumption and global partnerships. The findings offer valuable insights for policymakers, educators, tourism practitioners and researchers seeking to integrate Artificial Intelligence into sustainable tourism development.

Keywords: Artificial Intelligence, Smart Tourism, Digital Transformation, Industry–Academia Collaboration, Sustainable Destination Development, Tourism Education, Destination Governance, Sustainable Development Goals.

4. SMART ROUTES, SAFER JOURNEYS: AI-DRIVEN TRAVEL SYSTEMS AND THE GENDER - CLIMATE QUESTION IN WEST BENGAL TOURISM

Prof. Arup Kumar Baksi, *Dept. of Management and Business Administration, Aliah University, Kolkata, West Bengal, India*

Subhashree Sanyal, *Assistant Professor, Dept. of Social Work, Visva-Bharati, Santiniketan, West Bengal, India*

Abstract:

AI-based travel recommendation and route-planning tools are becoming common across Indian tourism platforms. However, these tools prioritise speed and convenience over gendered-safety and/or climate risk. This is a growing concern in the state of West Bengal, India, where destinations range from the flood-prone Sundarbans to the environmentally fragile and vulnerable hill routes of Darjeeling, and where women travellers often face different safety concerns than men when an app suggests a route or timing. This study asks whether algorithmic travel systems can be made smarter by factoring in gender-safe routing and climate-adaptive planning together, instead of treating them as afterthoughts. This matter because a single bad recommendation, made without weather or safety context, can put travellers at risk. Existing research on AI in tourism focuses on personalisation and demand prediction, but rarely examines who the algorithm is failing. This study uses Socio-technical Systems Theory, by Trist and Bamforth, combined with Feminist Political Ecology developed by Rocheleau, Thomas-Slayter, and Wangari, to unpack how these tools encode risk and ignore certain travellers. The gap identified is the absence of gender-climate sensitive benchmarking for travel algorithms operating in ecologically fragile Indian regions. The study had two pronged objectives, namely, to audit the present travel-recommendation platforms for information biasness on gender-climate issues and develop a prototype that adjusts for gender safety and climate risk. The study followed an advanced mixed-methods design, combining algorithmic bias auditing, route-simulation modelling and interviews with women travellers and tour operators, conducted in the Sundarbans and Darjeeling hill region with 35 industry participants and 250 traveller respondents (combining the qualitative and quantitative phases of the study). Findings revealed that current apps often recommend routes that are climate-unsafe or gender-insensitive, and that a redesigned model could significantly improve both safety perception and environmental outcomes. The study concluded that intersectional algorithm design is both feasible and urgent, calling for future research on scaling this model across other climate-vulnerable tourist regions in India.

Keywords: Algorithmic Travel Systems, Gender-Climate Issues, Information Biasness, West Bengal, Mixed- Methods Design.

5. THE BRIDGE FRAMEWORK: A CONCEPTUAL MODEL FOR AI AND IMMERSIVE TECHNOLOGY READINESS IN INDIAN TOURISM AND HOSPITALITY HIGHER EDUCATION

Dr. Sanjay Karn, *Faculty, Department of Tourism, School of Professional Studies, Sikkim University, Gangtok, India*

Dr. Amit Kumar Singh, *Associate Professor, Department of Tourism, School of Professional Studies, Sikkim University, Gangtok, India,*

Pawas Chaturvedi, *Research Scholar, Department of Tourism, School of Professional Studies, Sikkim University, Gangtok, India*

Abstract:

The rapid integration of artificial intelligence (AI) and immersive technology (AR/VR) is transforming tourism and hospitality education toward intelligent, experiential, and learner- focused pedagogies. However, Indian higher education institutions showcase inconsistent readiness for this integration, influenced by variations in institutional capability, faculty competency, infrastructure, governance, and equal access. Without a comprehensive readiness framework, curricular innovation remains disjointed, leaving graduates inadequately prepared for a technology-driven industry. Existing research investigates AI and immersive technologies largely as separate domains, emphasizing technology-specific adoption, educational efficacy, or user acceptance in isolation. Consequently, the interrelationships among technological, pedagogical, organizational, governance, and equitable elements, which together influence institutional readiness remain under-theorized. This study addresses this gap by proposing the BRIDGE Framework, developed through an integrative literature review and a theory-informed conceptual synthesis spanning information systems, educational technology, organizational studies, higher education governance, and tourism education. Drawing on the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), Organizational Readiness Theory, Technological Pedagogical Content Knowledge (TPACK), Diffusion of Innovation Theory, India's National Education Policy 2020, and digital equity scholarship, the study conceptualizes readiness as a multilevel institutional ecosystem. The resulting framework integrates six interdependent constructs: Behavioural acceptance, Readiness (institutional), Instructional competency, Diffusion pathways, Governance alignment, and Equity of access (BRIDGE). These constructs operate simultaneously across micro (individual), meso (institutional), and macro (policy and governance) levels. The BRIDGE Framework contributes an integrative theoretical model that bridges previously disconnected streams of research on AI adoption, immersive learning, institutional readiness, and higher education governance. Furthermore, it advances testable propositions for future empirical validation and provides a theoretically grounded foundation for curriculum innovation, institutional policy, faculty development, and sustainable digital transformation in Indian tourism and hospitality higher education.

Keywords: Artificial Intelligence (AI), Immersive Technologies, Institutional Readiness, Tourism and Hospitality Higher Education, Digital Transformation, Technology Adoption

6. DIGITAL MARKETING CAPABILITY AND WOMEN'S EMPOWERMENT IN GASTRONOMIC TOURISM: A SEQUENTIAL MEDIATION MODEL

Asna Sherin P, *Research Scholar, Department of Tourism Studies, Central University, of Kerala, India*

Mujeeb Rehiman, *Research Scholar, Department of Tourism Studies, Central University, of Kerala, India*

Prof. Binoy T A, *Professor Department of Tourism Studies, Central University, of Kerala, India*

Dr. K I Sivaprasad, *Assistant Professor Department of Tourism Studies, Central University, of Kerala, India*

Abstract:

The convergence of digital marketing and destination branding has reshaped how small culinary enterprises reach markets, yet the mechanisms through which these capabilities translate into women's economic empowerment remain under-theorised in the gastronomic tourism literature. Grounded in the Resource-Based View and Women's Economic Empowerment frameworks, this study examines a mediation model in which digital marketing capability influences women's economic empowerment through the sequential mediating roles of destination brand engagement and gastronomic entrepreneurial self-efficacy. Data were collected from 420 women-led gastronomic enterprises operating within Kerala's culinary tourism circuits and analysed using partial least squares structural equation modelling (PLS-SEM). The measurement model demonstrated satisfactory reliability and validity. The structural model confirmed that digital marketing capability significantly predicts destination brand engagement, which in turn predicts gastronomic entrepreneurial self-efficacy, ultimately shaping women's economic empowerment, with a good model fit. The findings advance a capability-to-empowerment pathway relevant to both Indian operational priorities and European digital-innovation agendas, and offer actionable guidance for destination management organisations, higher education institutions, and industry partners seeking inclusive tourism development.

Keywords: Digital Marketing Capability, Destination Branding; Gastronomic Tourism, Women's Economic Empowerment, Entrepreneurial Self-Efficacy, PLS-SEM, Kerala

7. SMART HERITAGE INTERPRETATION: A COMPARATIVE ANALYSIS OF DIGITAL STORYTELLING THROUGH AR/VR MODELS IN EUROPEAN AND INDIAN HERITAGE SITES

Dr. Rashmi Ranjan Choudhury, *Assistant Professor, Tripura University, A Central University Suryamaninagar, Agartala, Tripura, India*

Abstract:

The advent of Industry 4.0 has revolutionized cultural heritage interpretation, shifting the paradigm from passive observation to immersive participation. This paper examines the crucial interface between technological innovation and heritage pedagogy. The study presents a comparative analysis of how Augmented Reality (AR) and Virtual Reality (VR) are deployed for digital storytelling and interpretation at iconic heritage sites, contrasting established European smart museum models with emerging digital initiatives at UNESCO World Heritage Sites in India. The conceptual study drafted based on qualitative - methods approach and case study analysis. Site audits and thematic analysis of current AR/VR applications in selected Indian sites (e.g., Hampi or Ajanta) and European counterparts (e.g., the Louvre or Pompeii) were deeply analyzed. In smart technology development and implementation Higher Education Institutions (HEIs) and industry practitioner's engagement is also examined. As observed European models often excel in integrating sophisticated AI-driven personalization and high-fidelity immersion within museum environments. Indian initiatives primarily focus on accessibility, site reconstruction, and overcoming language barriers to educate a broader domestic audience. The paper argues that the successful integration of these smart technologies requires a robust collaborative mechanism between academia (for pedagogical design and narrative authenticity) and industry (for technical implementation and hardware usability). Ultimately, the study proposes a collaborative framework for HEIs in India to adapt European best practices in digital storytelling, thereby fostering industry-ready graduates capable of curating authentic, technologically enhanced heritage experiences that meet both educational outcomes and global tourist demands.

Keywords: Virtual Heritage, Smart Tourism, Digital Storytelling, AR/VR in Education, India- Europe Comparative Study, Industry-Academia Collaboration.

8. PROMOTING ECOTOURISM IN MIZORAM THROUGH DIGITAL MARKETING: THE ROLE OF STAKEHOLDER COLLABORATION

R. Lalchhanhimi, *Research Scholar, Department of Tourism and Hospitality Management, Mizoram University*

Dr. Pankaj Kumar, *Associate Professor, Department of Tourism and Hospitality Management, Mizoram University*

Abstract:

Tourism promotion in the digital age is strongly influenced by social media. Ecotourism in Mizoram has great potential to protect nature, preserve local culture and generate income for local communities. However, its growth is limited by challenges such as inadequate infrastructure and poor transport connectivity. Digital marketing, especially social media can increase Mizoram's visibility by sharing photos, videos and travel experiences with a wider audience. Its success, however depends on the collaboration of different stakeholders. The government can support tourism through policies and infrastructure, while local communities, NGO's and tourism businesses can promote sustainable practices and create engaging online content. When these stakeholders work together, digital marketing can become a powerful tool for promoting Mizoram as a sustainable and attractive ecotourism destination.

Keywords: Ecotourism, Digital Marketing, Stakeholder Collaboration, Sustainable Tourism, Mizoram

9. NEGOTIATING IDENTITIES: WOMEN, TECHNOLOGY AND ENTREPRENEURSHIP IN TOURISM

Reena Esther Rani.J, *Research Scholar, Department of Tourism Studies, Pondicherry University*

Prof. R. C. Anu Chandran, *Professor, Department of Tourism Studies, Pondicherry University*

Abstract:

This study proposes a conceptual paradigm framework to describe how women entrepreneurs in tourism create and maintain their identities, especially in digitally mediated set up. Five interrelated domains are delineated by the model: core identity, role identity, entrepreneurial identity, digital identity, and structural mediation. Using intersectionality, identity theory, and digital inclusion, it illustrates how institutional access, digital practices, sociocultural roles, and individual beliefs shape entrepreneurial trajectories. The concept highlights the fact that power, representation, and structural inequality affect results, making digital instruments anything but neutral. The model addresses requirements for more context-sensitive approaches to women's entrepreneurship by including social, cultural, and technical issues. In order to encourage inclusive travel via digital empowerment, it provides a foundation for subsequent empirical studies and policy development.

Keywords: Women Entrepreneurs, Tourism Entrepreneurship, Digital Identity, Identity Construction, Intersectionality, Digital Inclusion.

10. A STATISTICAL MODELLING FRAMEWORK FOR TOURISM DEMAND USING THE INTERVENED EXPONENTIAL DISTRIBUTION.

KM Anjali, *Research Scholar, Department of Statistics, Ramanujan School of Mathematical Sciences, Pondicherry University, India*

Abstract:

Tourism demand exhibits substantial temporal variation arising from seasonality, economic conditions, unexpected events, and changes in visitor behavior. This study introduces the Intervened Exponential Distribution (IvED) as a flexible probabilistic model for tourism-related time-to-event or frequency data, particularly in situations involving structural changes in the underlying process. The intervention parameter enables the distribution to accommodate departures from the conventional exponential behavior. Model parameters are estimated using both classical and Bayesian approaches, and the performance of the proposed model is evaluated through simulation studies and suitable goodness-of-fit measures. An application to tourism data illustrates the usefulness of the IvED for describing demand patterns and quantifying variability. The proposed model provides a flexible statistical framework for analyzing tourism demand and related planning processes.

Keywords: Tourism Demand, Intervened Exponential Distribution, Time-to-Event Modelling, Bayesian Inference, Statistical Modelling.

11. BEYOND THE SCREEN: NEXT-GEN APPLIED TECHNOLOGY IN EDUCATION IN AR, VR, AND APPLIED TECHNOLOGY IN EDUCATION

Dr. Rajeesh Viswanathan, *Professor, Department of International Business, Pondicherry University, India*

Dr. K. Bhuvaneswari, *Guest faculty, Department of International Business, Pondicherry University, Pondicherry, India*

Abstract:

Higher education is moving away from traditional screen-based learning and toward applied and experiential learning due to the quick development of Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), digital twins, intelligent learning platforms, and immersive simulation. The new educational paradigm, which this study refers to as "Beyond the Screen," places a strong emphasis on using cutting-edge technologies to help students engage with digital worlds, mimic real-world scenarios, visualize difficult concepts, and acquire useful skills. However, students' desire to accept and use these tools is just as important to their successful adoption as their accessibility. This study looks at the variables affecting college and university students' intentions to adopt technology. The study design used was a quantitative survey. A five-point Likert scale was used to build a structured questionnaire for a sample of 300 college students for the illustrative analysis in this article. The Technology Acceptance Model (TAM) and associated technology-adoption viewpoints are integrated into the suggested research model. The dependent variable is technology adoption intention; the independent factors are perceived usefulness, perceived ease of use, social impact, facilitating conditions, student involvement, and AI/technology literacy. Multiple regression, Pearson correlation, Cronbach's alpha, and descriptive statistics are used.

Keywords: Applied Technology, Augmented Reality, Virtual Reality, Higher Education, Technology Adoption, Student Engagement, Technology Acceptance Model.

12. INTEGRATING AR, VR, AND APPLIED TECHNOLOGIES IN TOURISM HIGHER EDUCATION: PRACTICAL CHALLENGES AND FUTURE PROSPECTS

Swathy V B, *Kerala Research Scholar, Travel and Tourism Management, Kannur University*

Abstract:

Abstract The travel and hospitality industry is changing rapidly due to new digital technologies. To keep up with these changes, higher education institutions must adapt their teaching methods and learning environments. Focusing on the sub-themes of "AR, VR, and Applied Technology in Education" and "Virtual heritage, digital storytelling, and interpretation," this paper explores how Augmented Reality (AR) and Virtual Reality (VR) can be practically used in tourism management education. The study looks at how immersive tools—such as virtual heritage site visits, simulated hospitality operations, and digital storytelling—can connect classroom learning with actual industry demands, particularly within the context of Indian higher education. By introducing virtual tours, location-based mobile applications, and 3D modelling into lessons, educators can build practical knowledge, technological skills, and critical thinking among tourism students. This paper also discusses how colleges and industry experts can work together to design updated courses that improve job opportunities for graduates. Based on a conceptual framework and real-world teaching insights, the paper identifies the main difficulties in using these technologies, including high equipment costs, limited internet infrastructure, and the need for faculty training. Finally, it offers clear suggestions for teachers, colleges, and policymakers to create engaging, technology-enabled, and inclusive tourism education programs for the future.

Keywords: Augmented Reality (AR), Virtual Reality (VR), Tourism Education, Applied Technologies, Curriculum Design, Higher Education, Digital Storytelling.

13. SPATIAL REDISTRIBUTION: AN S-O-R FRAMEWORK FOR AI-DRIVEN SMART NUDGING IN COASTAL HERITAGE TOURISM

Lenin Vinod L., *Research Scholar, Department of Tourism Studies, Pondicherry University*

Prof. Venkata Rao Y., *Professor, Department of Tourism Studies, Pondicherry, University*

Abstract:

Micro-overtourism presents a severe operational and ecological challenge for coastal heritage destinations like Puducherry, India. Traditional static traffic controls often fail during these sudden visitor spikes. While macro-overtourism governance is extensively documented, Empirical study evaluating the real-time, light-touch AI behavioural nudges to manage spatial tourist flow in emerging economies remains limited whereas the macro- overtourism governance is extensively studied. The study investigates how real-time smart mobility alerts influence tourist spatial rerouting decisions using the Stimulus-Organism- Response (S-O-R) framework. This conceptual model positions Perceived Usefulness of AI Smart Alerts as an external technological stimulus. The organism is captured through dual cognitive-affective states of Perceived Crowding Stress (negative state) and Trust in Digital Information (positive state). The behavioural response () is identified as the tourist's Intention to spatially reroute from the overcrowded heritage corridors towards a secondary attraction. Utilizing a quantitative, scenario-based empirical design, data was gathered via weekend intercept sampling targeting tourists (N=300) at high-density zones across Puducherry's Boulevard Town. The structural paths and mediation effects were evaluated using Structural Equation Modeling. Findings demonstrate that high perceived usefulness of smart alerts significantly mitigates crowding stress while reinforcing digital trust, which collectively exerts a strong positive effect on spatial rerouting intentions. Multi-Group Analysis (MGA) further reveals that destination familiarity acts as a significant moderator. The study contributes to smart tourism literature by providing a validated structural model for algorithmic nudge acceptance in heritage contexts. It offers urban planners, municipal authorities and destination management organizations a scalable, data-driven framework to alleviate physical congestion without resorting to restrictive access bans, directly supporting sustainable destination governance.

Keywords: Micro-Overtourism, Smart Mobility, AI-Driven Nudging, S-O-R Framework, Spatial Rerouting, Sustainable Heritage Tourism.

14. ENSURING TOURIST SAFETY AGAINST NATURAL HAZARDS, DISASTERS AND RISKS IN MOUNTAIN DESTINATIONS OF INDIA THROUGH A DEDICATED MOBILE APPLICATION BASED EARLY WARNING SYSTEM (MEWS)

Dr. Robinet Jacob, *Professor & Dean, School of Tourism, Studies, Mahatma Gandhi University, Kottayam, Kerala, India.*

Dr. Sindhu Joseph, *Associate Professor, Travel & Tourism Management, GPM Government College, Manjeswaram.*

Mahadevan P, *Assistant Professor, Travel & Tourism Management, GPM Government College, Manjeswaram.*

Mohammed Vaseem C, *Dr. Hermann Gundert Library. Kannur University*

Viswas P P, *Dr. Hermann Gundert Library. Kannur University Tourism Management, GPM Government College, Manjeswaram.*

Abstract:

Mountain destinations in India, particularly the Himalayas and the Western Ghats, attract large volumes of tourists to hill stations and pilgrim centres, yet these very landscapes remain among the most vulnerable to natural hazards and disasters. Rapid and unregulated tourism growth has intensified overcrowding, environmental degradation, and human-animal conflict, while climate change has heightened the frequency and severity of earthquakes, landslides, flash floods, cloudbursts, avalanches, and other hazards. Despite recurring disasters in several states, India currently lacks a dedicated web- or mobile-based early warning platform tailored to mountain tourism. This research proposes a scalable Mobile Application based Early Warning System (MEWS) designed as a one-stop solution for disseminating real-time information on climate, weather, hazards, destination timings, and visitor monitoring across India's major mountain destinations. The framework integrates disaster management authorities, policy makers, and destination stakeholders, enabling proactive risk communication and professional visitor management to curb over tourism. Beyond safety dissemination, the model supports administrative communication regarding closures and schedule changes, thereby enhancing the overall tourist experience. The study also outlines the underlying technology, stakeholder linkages, and policy implications of MEWS, positioning it as a pioneering, replicable innovation for destination disaster management planning across mountain regions in India and beyond.

Keywords: Early Warning System, Mountain Tourism, Disaster Risk Management, Mobile Application

15. TRANSFORMING HERITAGE EDUCATION THROUGH VIRTUAL HERITAGE AND DIGITAL STORYTELLING: A PEDAGOGICAL SHIFT IN TOURISM AND CULTURAL LEARNING

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Abstract:

The rapid integration of digital technologies has profoundly redefined how cultural heritage is preserved, interpreted, and taught. In contemporary education, traditional methods of historical and heritage instruction often struggle to create immersive, interactive experiences for students. This paper examines how Virtual Heritage, driven by digital storytelling and immersive technology, can revolutionize educational practices within tourism and cultural heritage studies. By leveraging technologies such as Augmented Reality (AR), Virtual Reality (VR), and interactive digital media, educators can transform static historical narratives into dynamic, participatory learning environments. This research explores the implications of incorporating digital interpretation into curriculum design to foster critical thinking, empathetic engagement, and practical competencies among learners. Furthermore, it addresses how virtual heritage bridges the gap between theoretical knowledge and real-world application, making cultural preservation accessible and engaging for a diverse generation of students. The study highlights the potential of technology-enabled storytelling to enhance experiential learning and promote sustainable tourism awareness in higher education institutions. Additionally, it identifies key pedagogical challenges, such as digital infrastructure readiness and curriculum integration strategies. Ultimately, this paper emphasizes the need for continuous collaboration between academia, heritage experts, and technology developers to create inclusive, future-oriented educational frameworks that make heritage learning more impactful and accessible.

Keywords: Virtual Heritage, Digital Storytelling, Heritage Education, Pedagogical Innovation, Experiential Learning, Tourism Education.

16. SMART HERITAGE TOURISM: ROLE OF DIGITAL BRANDING IN ENHANCING VISITOR AWARENESS AND DESTINATION IMAGE AT NALANDA UNIVERSITY RUINS

Divyajit Kumar *Research Scholar, Department of Tourism Studies, Pondicherry University, Pondicherry.*

Dinkar Chugh, *Research Scholar, Department of Tourism Studies, Pondicherry University, Pondicherry.*

Rohan Kumar *Research Scholar, Department of Tourism Studies, Pondicherry University, Pondicherry.*

Prof. Sampada Kumar Swain, *Professor, Department of Tourism Studies, Pondicherry University, Pondicherry.*

Abstract:

The swift evolution of digital technology has revolutionized the branding and marketing of heritage sites, generating novel opportunities for smart heritage tourism. This research examines the impact of digital branding on increasing visitor awareness and shaping the destination image of the UNESCO World Heritage Site at Nalanda University Ruins, Bihar, India. The study seeks to evaluate the efficacy of digital branding efforts, such as social media marketing, online travel services, digital advertising, and various promotional tactics, in shaping tourists' awareness and perceptions of the destination. A quantitative research methodology is employed utilizing primary data gathered via a structured questionnaire sent to attendees at the Nalanda University Ruins. The research examines fundamental concepts including digital branding, visitor perception, destination representation, and branding efficacy. Data will be examined utilizing IBM SPSS Statistics via descriptive statistics, reliability assessment (Cronbach's Alpha), Exploratory Factor Analysis (KMO and Bartlett's Test), Pearson correlation analysis, multiple linear regression, and one-way ANOVA to investigate relationships and disparities among visitor cohorts. The results are anticipated to yield empirical data regarding the role of digital branding in intelligent heritage tourism and to present strategic suggestions for improving destination competitiveness, visitor involvement, and sustainable heritage administration. The research enhances the expanding discourse about the integrated use of digital technology into heritage tourism branding and assists in the formulation of inventive, sustainable tourism strategies for UNESCO heritage sites.

Keywords: Smart heritage, Tourism Technology, UNESCO Heritage Sites, Nalanda University

17. EVALUATION OF IMPACT OF INTEGRATION OF AI IN TOURIST SERVICE EXPERIENCE : A SYSTEMATIC LITERATURE REVIEW

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Abstract:

Artificial intelligence have a positive impact on the tourism industry, where they allocate room resources according to guests' preferences, adapt cuisines in accordance with tourists' tastes, facilitate the use of robots in the reception area, and help tourists with access to their digital services and navigating unknown environments (Ionescu & Sârbu, 2024). The introduction of smart modern technologies like big data, machine learning, the Internet of Things (IoT), augmented reality (AR), virtual reality (VR), cloud computing, and radio frequency identification devices (RFIDs) is making the tourist service experience more effective and efficient. The concept of human-computer interactive experience is also gaining momentum as it provides tourists personalized experiences like VR-guided tours, AR technologies, and intelligent navigation systems. Smart tourism employs big data, cloud computing, and the IoT to optimize visitor experiences and enhance the operational efficiency of tourism destinations (Xue et al., 2025). Artificial intelligence replicates the human capabilities, including physical tasks, cognitive processes, and emotional responses. These systems are engineered with varying levels of intelligence, enabling them to learn, build connections, and adjust to novel environments (Huang & Rust, 2021). One prominent manifestation of AI is voice assistant technology, which utilizes sensors to facilitate human communication and execute voice-activated commands (Buhalis & Moldavska, 2022). The study uses systematic literature review using the PRISMA approach where databases like scopus and web of science was used to collect literatures where saw lack of research in the aviation sector and most of the studies are concentrated on the visible behaviour outcomes of human computer interaction, service robots and studies were from hospitality and tourism sectors.

Keywords: Virtual Reality, PRISMA, Tourist Service Experience, Hospitality, Tourism

18. CROSS BORDER E-COMMERCE: OPPORTUNITIES, CHALLENGES, AND FUTURE PROSPECTS IN TOURISM TRENDS

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J. Jeniliya Mary, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Abstract:

Abstract Cross-border e-commerce has emerged as a significant digital force influencing consumer behaviour, destination marketing, and the development of contemporary tourism trends. This study examines the opportunities, challenges, and future prospects of cross-border e-commerce in tourism using secondary data and a qualitative content analysis approach. The study analyses information from academic journals, research papers, industry reports, tourism organization publications, government documents, and credible online sources to identify major patterns and developments in the relationship between e-commerce and tourism. The findings indicate that cross-border e-commerce creates substantial opportunities for tourism businesses and destinations through wider international market access, digital promotion, personalized travel offerings, online booking and payment systems, improved customer engagement, and the growth of tourism-related platforms and services. At the same time, challenges such as data privacy and cybersecurity concerns, cross-border payment difficulties, regulatory differences, digital inequality, language and cultural barriers, and intense online competition may restrict its effectiveness. The content analysis further suggests that emerging technologies, including artificial intelligence, mobile commerce, big-data analytics, virtual experiences, and personalized digital marketing, are likely to shape the future integration of e-commerce and tourism. The study concludes that effective digital strategies, supportive regulatory frameworks, technological innovation, and consumer-oriented approaches are essential for maximizing the benefits of cross-border e-commerce in the tourism sector. The study provides useful insights for tourism businesses, destination management organizations, policymakers, and researchers seeking to understand and respond to evolving digital tourism trends.

Keywords: Cross-Border E-Commerce, Tourism, Digital Tourism, Tourism Trends, Content Analysis, Secondary Data, E-Tourism, Digital Marketing, Future Prospects.

19. BIRLA PLANETARIUM, CHENNAI: A STUDY OF ITS ROLE IN EDUCATIONAL TOURISM

Hemalatha.G, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Jayaganesh S, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Abstract:

Educational tourism combines travel with learning experiences, and science centres play a vital role in promoting knowledge through interactive activities. Birla Planetarium, Chennai, established in 1988 under the Tamil Nadu Science and Technology Centre (TNSTC), is one of India's leading planetariums. This study examines its role in promoting science awareness, supporting educational tourism, and enhancing visitor experiences through modern technology and interactive learning. The research follows a descriptive design using both primary and secondary data. Primary data were collected through direct observation during a field visit and informal interactions with visitors. Secondary data were obtained from official publications, books, journals, research articles, and reliable online sources. The study evaluates the planetarium's educational programmes, visitor facilities, technological advancements, and contribution to tourism. The findings show that Birla Planetarium effectively combines education with entertainment through digital sky shows, interactive science galleries, and astronomy exhibitions. These facilities improve visitors' understanding of astronomy and encourage scientific curiosity among students and the general public. The bilingual programmes and advanced digital projection systems enhance accessibility and create an engaging learning environment. The planetarium also contributes to Chennai's educational tourism by attracting students, families, and tourists throughout the year while supporting the local economy through tourism-related activities. The study concludes that Birla Planetarium is an important centre for science education and educational tourism in Chennai. Its modern infrastructure, interactive exhibits, and educational programmes make it a valuable resource for promoting scientific literacy and lifelong learning. Further technological upgrades, enhanced digital learning tools, and expanded educational outreach programmes can strengthen its role as one of India's leading science tourism destinations. Overall, the planetarium successfully integrates education, technology, and tourism, making it a significant attraction for both academic and recreational visitors.

Keywords: Birla Planetarium, Science Tourism, Astronomy Education, Educational Tourism, Chennai, Scientific Awareness, Visitor Experience

20. THE EFFECT OF COMMUNICATION THROUGH EMOJIS ON THE REDUCTION OF LANGUAGE AND DIGITAL LITERACY BARRIERS IN TOUR PACKAGE RESERVATIONS DIGITAL MEDIA ITINERARIES

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K Subha Shree, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Abstract:

The tourism industry has undergone significant digital transformation, with online booking platforms, mobile applications, and social media becoming primary channels for tour package reservations and itinerary dissemination. While these technological advancements have improved accessibility and convenience, they have also created challenges for users with limited language proficiency and low digital literacy. Complex travel terminology, multilingual content, and text-heavy digital interfaces often make it difficult for travelers to understand itinerary details, booking procedures, pricing structures, and service inclusions. There is a growing need for inclusive communication strategies that simplify information delivery without compromising accuracy. This study investigates the effect of emoji-supported communication on reducing language and digital literacy barriers in digital tour package reservations and media itineraries. Grounded in visual communication theory and inclusive tourism principles, the research examines how emojis function as visual cues that enhance comprehension, support navigation, and improve user confidence in online booking environments. The research design was adopted, employing statistical techniques such as reliability analysis, exploratory factor analysis, correlation analysis, multiple regression, independent samples t-test, and one-way ANOVA. The findings reveal that language barrier reduction and digital literacy support significantly influence users' readiness to complete online bookings. Correlation results indicate positive relationships between digital literacy support, language comprehension, perceived usability, and booking intention. Regression analysis further demonstrates that emojis contribute indirectly to booking readiness by simplifying communication, reducing cognitive effort, and enhancing interface usability. The study states that emoji-supported communication serves as an effective inclusive design intervention that improves accessibility, enhances understanding of travel information, and fosters greater confidence in digital reservation systems. The findings provide practical implications for tourism organizations seeking to create user-friendly, equitable, and accessible digital booking platforms that accommodate diverse traveler populations in an increasingly globalized tourism environment.

Keywords: Emoji-Supported Communication, Digital Tourism Communication, Language Barrier Reduction, Digital Literacy Support, Online Tour Package Reservations, Inclusive Tourism, Behavioral Intention.

21. A STUDY ON SUSTAINABLE EVENT MANAGEMENT THROUGH SMART TECHNOLOGIES AND INDUSTRY COLLABORATION

Kishore Mohan M, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Merlin Anitha A, *Student, Department of Tourism Studies, Madras Christian College, Chennai, India*

Abstract:

Sustainable event management has become increasingly important as the growth of conferences, festivals, exhibitions, corporate events, sports events, and tourism programmes creates environmental, social, and economic impacts. This study, titled “A Study on Sustainable Event Management Through Smart Technologies and Industry Collaboration,” examines the role of smart technologies and industry collaboration in developing more sustainable and efficient events. The study adopts a qualitative methodology based on secondary data analysis, using information from academic journals, research articles, books, industry reports, government publications, and other reliable sources. The analysis focuses on technologies such as Artificial Intelligence (AI), Internet of Things (IoT), big data analytics, mobile applications, digital ticketing, cashless payment systems, cloud-based platforms, and virtual and hybrid event technologies. The findings indicate that smart technologies can support sustainable event management by reducing paper consumption, improving resource utilisation, monitoring energy and waste, managing crowds, optimising transportation, and enabling real-time decision-making. The study also finds that technology alone is insufficient to achieve sustainability, highlighting the importance of collaboration among event organisers, tourism organisations, hotels, transport providers, technology companies, government agencies, suppliers, local communities, and attendees. Such collaboration can facilitate the sharing of knowledge, resources, infrastructure, expertise, and sustainable practices. However, challenges including high initial investment, limited technical expertise, inadequate infrastructure, data privacy, cybersecurity concerns, and resistance to technological change may affect implementation. The study therefore recommends the adoption of smart event management systems, digital and hybrid event practices, industry partnerships, sustainability standards, staff training, performance measurement, and active stakeholder participation. Overall, the study concludes that integrating smart technologies with effective industry collaboration can contribute to events that are environmentally responsible, socially inclusive, operationally efficient, and economically viable.

Keywords: Sustainable Event Management, Smart Technologies, Industry Collaboration, Artificial Intelligence, Internet of Things, Digitalisation, Event Sustainability, Stakeholder Participation.

22. ADVANCING SUSTAINABILITY AND TECHNOLOGY IN TOURISM THROUGH ARTIFICIAL INTELLIGENCE: OPPORTUNITIES, CHALLENGES, AND STRATEGIC INDUSTRY PARTNERSHIPS

Jeshind, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Menaga, *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Abstract:

Tourism has become one of the most important sectors contributing to economic growth, employment generation, cultural exchange, and regional development. However, the rapid expansion of tourism has also intensified concerns related to environmental degradation, excessive resource consumption, overtourism, waste generation, and pressure on local communities. In response to these challenges, the concept of sustainable tourism has gained prominence, emphasizing the need to balance economic, environmental, and social objectives. Simultaneously, advancements in Artificial Intelligence (AI) have transformed the way tourism destinations and businesses operate. AI technologies, including machine learning, predictive analytics, natural language processing, and intelligent automation, offer innovative solutions for improving tourism planning, visitor management, resource optimization, and customer experiences. This study examines the role of Artificial Intelligence in advancing sustainability within the tourism sector while highlighting the importance of strategic industry partnerships among governments, tourism organizations, technology providers, local communities, and academic institutions. The study adopts a qualitative research approach based on secondary data collected from academic journals, policy reports, industry publications, and government documents. Through thematic analysis, the research identifies key areas where AI contributes to sustainable tourism, including intelligent destination management, visitor flow forecasting, energy efficiency, waste reduction, sustainable transportation, cultural heritage preservation, and accessibility enhancement. The findings reveal that AI can significantly improve decision-making and operational efficiency while supporting environmental conservation and responsible tourism practices. However, challenges such as data privacy concerns, digital inequality, implementation costs, lack of skilled personnel, and the environmental footprint of AI infrastructure continue to hinder widespread adoption. The study concludes that AI should be viewed as a complementary tool that strengthens human decision-making and sustainability efforts rather than replacing human involvement. Effective collaboration among stakeholders is essential for ensuring that AI-driven tourism development remains inclusive, ethical, and environmentally responsible. Future tourism growth will increasingly depend on the integration of advanced technologies with sustainable development principles and strong industry partnerships.

Keywords: Artificial Intelligence, Sustainable Tourism, Smart Tourism, Strategic Industry Partnerships, Destination Management, Digital Innovation, Environmental Sustainability

23. IMPACT OF DIGITAL MARKETING ON TOURISM IN INDIA

Dr. M. Krishna Murthy, *Finance Officer, Pondicherry University.*

Abstract:

Tourism is considered one of the most important service sectors. During 2025 the tourism and hospitality sector in India accounted for approximately 13.3% of total employment in the country, supporting roughly 84.6 million direct and indirect jobs. Digital marketing has transformed India's tourism industry by usage of internet, mobile connectivity, and digital platforms such as social media, search engine optimization (SEO), online travel agencies (OTAs), You Tube, Instagram and influencer marketing. Findings shows majority of businesses recognize the value of digital marketing in enhancing visibility, low cost and targeted promotions, direct engagement with tourists, growth of lesser known destinations, increased user generated content, personalized travel recommendations, easier trip planning and booking & better measurement of marketing campaign. However, while driving bookings many face challenges related to technical and administrative skill, budget limitations and inconsistent strategies, digital divide between urban and rural tourism business, fake reviews and misleading information privacy and data security and need for multilingual and accessible digital content. The unbalanced and irresponsible tourist use, production and administration have a wide range of negative repercussions. This article aims to understand the role of digital marketing in India and what challenges lie ahead. This article also attempt to study issues through primary data- which consumers experience when using digital platforms to plan or book their tours and offer suggestions to Government and tourism business.

Keywords: Digital Marketing, Tourism, Impact.

24. PROMOTING MARTIAL ARTS TOURISM THROUGH DIGITAL MARKETING: WITH SPECIAL REFERENCE TO SILAMBAM, KARATE, AND PENCAK SILAT IN TAMIL NADU

V. Preetha, *Research Scholar, Department of Tourism and Travel Management, Government Arts College., Autonomous, Coimbatore, India*

Dr. C.P. Sangeetha, *Associate Professor & Head, Department of Tourism and Travel Management, Government Arts College, Autonomous, Coimbatore, India*

Abstract:

Martial arts occupy a distinctive place in Tamil Nadu's intangible cultural heritage, with disciplines such as Silambam practised widely across the state alongside Karate and the internationally recognised Pencak Silat. Despite growing interest in niche and experiential forms of travel, martial arts tourism remains an underexplored segment of India's tourism economy, and its promotion through digital platforms has received little scholarly attention in the Tamil Nadu context. This paper examines how digital marketing tools, particularly social media, are currently used, or could be used, to promote martial arts tourism built around Silambam, Karate, and Pencak Silat academies in Tamil Nadu. Adopting a qualitative research design based entirely on secondary data, the study applies content analysis to academic literature and government tourism reports to build a conceptual picture of the digital promotion landscape facing martial arts institutions in the state. The review of literature draws on studies of martial arts tourism, sports tourism in India, and digital and social media marketing in the tourism sector to build a conceptual foundation for the analysis. Findings indicate that martial arts academies in Tamil Nadu maintain a limited and inconsistent digital presence, that promotional content rarely frames training, demonstrations, or events as tourism experiences, and that opportunities for cultural storytelling, event-based promotion, and cross-platform engagement remain largely untapped. Framed against the established distinction between active sport tourism and event sport tourism, the findings suggest that targeted digital marketing can grow both segments: reframing training and gradings for visiting participants, and positioning competitions and festivals as spectator- drawing events. The paper concludes with practical suggestions for academies, tourism boards, and digital marketers to strengthen the visibility of martial arts tourism, and situates Tamil Nadu's indigenous and adopted martial art forms as a viable niche tourism product capable of attracting both domestic and international audiences.

Keywords: Martial Arts Tourism, Digital Marketing, Social Media, Silambam, Karate, Pencak Silat, Tamil Nadu, Niche Tourism.

25. FROM STIMULI TO NEURAL RESPONSES: MAPPING EEG APPLICATIONS IN TOURISM AND HOSPITALITY

Dr. Priyakrushna Mohanty, *Assistant Professor and Research Mentor, Department of Business and Management, Christ University, Bengaluru, India*

Dr. Kashyapi Thakuria, *Assistant Professor, Department of Psychology, Christ University, Bengaluru, India*

Ekta Singh, *Research Scholar, Department of Tourism Studies, Pondicherry University, Puducherry, India*

Abstract:

Electroencephalography (EEG) is increasingly used to examine tourists' cognitive, affective, and behavioural responses, yet its application in tourism and hospitality remains fragmented across research contexts, methodological designs, and theoretical orientations. This study conducts a systematic literature review (SLR) following the PRISMA framework to examine the development and application of EEG-based research in tourism and hospitality. A corpus of 31 studies published between 2015 and 2025 was analysed using a multi-method approach combining bibliometric analysis, Latent Dirichlet Allocation (LDA) topic modelling, methodological pattern analysis, contextual mapping, and sentiment analysis. Four thematic clusters emerged: experiential and cultural engagement, affective and arousal responses to audiovisual tourism stimuli, destination image and cognitive evaluation, and EEG methods, devices, and analytical conditions. The findings indicate a strong concentration on tourism contexts, destination-image evaluation, and visual stimuli, while hospitality encounters and multisensory experiences receive limited attention. Methodological analysis further reveals substantial under-reporting of EEG devices and neural metrics. Drawing on these findings, the study develops an integrative conceptual framework linking EEG affordances, tourism stimuli, neuro-affective responses, and technology adoption considerations. The study concludes by identifying methodological, contextual, and theoretical priorities for future neurotourism research.

Keywords: EEG, Neurotourism, Tourism And Hospitality, Tourist Experience, Neuromarketing, Consumer Behaviour, Affective Responses, Systematic Literature Review, PRISMA, LDA Topic Modelling, Bibliometric Analysis.

Theme 2: Entrepreneurship, Business and Commerce in Tourism

Sl. No.	Title of the Paper	Author	Co- Author(s)
1	Bridging Tourism Higher Education and Industry for Blue Economy Workforce Development in India	Dr. Junaid K.C	—
2	Determinants of Green Entrepreneurial Intentions among University Students: The Role of Environmental Concern, Sustainability Knowledge, Entrepreneurial Self-Efficacy, and Entrepreneurship Education	Dilipkumar	Dr. Jagadish S Biradar
3	Low-Cost Carriers and Tourism Growth: An Economic Analysis Role of Air Connectivity in Shaping Destination Demand in Asia	Chacko Jose P	Bindu Balagopal
4	Bridging the Industry–Academia Gap in Tourism: A Case Study of Student Conclave India	Vikas Tembhare	Dr. Rohit Ravindra Borlikar
5	Future-Proofing Tourism and Hospitality Education: A Policy Framework for Industry- Aligned Curriculum Innovation	Dr Deepak Tripathi	Dr Kusum
6	Mapping The Dimensions of Risk in Adventure Tourism: A Systematic Literature Review "	Athul A U	Dr. Sadanandam Ariyaputhiri, Anulaya Haridas
7	"Integrating Communication and Employability Competencies for Green Entrepreneurship: A Sustainable Development Perspective in Commerce and Tourism	Arpita Mishra	—
8	Critical Thinking on the Frontline: Evaluating Tour Manager Crisis Competency	Gokulapriyan R	Prof. R C Anu Chandran
9	Tourism Investment and Sustainable Economic Development: Comparative Evidence from India and Europe	Sandeep Kumar Pandey	Rohan Kumar, Prof. P. Sridharan, Prof. Sampada Kumar Swain
10	Curriculum Alignment with Industry Demands: A Comparative Content Analysis of Hotel Management Syllabi in Kerala Universities and the NCHMCT–JNU Program	Mr. Raveendran E. C	Dr. Sindhu Joseph
11	From Tourism Education to Entrepreneurial Readiness: Bridging the Education–Industry Gap in Tourism Entrepreneurship	Dr Sindhu Joseph	Dr Sanuja K V
12	Bridging the Tourism Education–Industry Gap: Aligning Employability Competencies with the Emerging Needs of the Tourism Industry	Dr. Shanthi Marie C	Dr. Narasimmaraj R
13	Role of Foreign Direct Investment in India's Economic Growth: An Empirical Analysis	Sriram S	Yukesh Ravi
14	A Study on Fabian Entrepreneurship and Its Impact on Business Growth	M. K. Thejaswini	Sandesha
15	A Study on Inclusive Economic Participation of Women Entrepreneurs: A Secondary Data Analysis	J.Ramya Mery	Aveena.V.A
16	Bridging the Gap Between Tourism Education and Industry: Enhancing Employability Through Digital Skills in India	Janani S	Swathi.T
17	Macroeconomic Forces and Tourism Economic Leakages: A Conceptual Framework for Leakage-Retention Dynamics	A V Krishna Chaitanya	Prof. Sampada Kumar Swain
18	Future of Tourism Education in India: Challenges and Opportunities	Sumit Kumar Singh	Ishrat Nasreen Wahab, Sachin S, Dhelepan G Vaithiappan

1. BRIDGING TOURISM HIGHER EDUCATION AND INDUSTRY FOR BLUE ECONOMY WORKFORCE DEVELOPMENT IN INDIA

Dr. Junaid K.C., *Head and Assistant Professor, Department of Tourism and Management, Naipunnnya School of Management, Aff. University of Kerala, India*

Abstract:

The Blue Economy has become a key element of the Indian economic development driven by various initiatives including the Sagarmala Programme, Maritime India Vision 2030, the Cruise Bharat Mission and development of sustainable coastal tourism destinations (State level programmes like Mission Samudra in Kerala). Tourism is one of fastest-growing industries in the Blue Economy, including new jobs in cruise tourism, backwater tourism, inland waterways, marina management, coastal destination planning, marine interpretation and community based coastal tourism. Despite significant investments in marine infrastructure, the readiness of the higher education system in tourism in India, to provide human resources with specialised skills has hardly been explored. This paper considers the contribution of tourism higher education to equip the future workforce for India's Blue Economy. It examines new workforce demands and critically examines the preparedness of current tourism programs, comparing the needs of the industry with the graduates' competencies. It develops a framework for better academia/industry collaboration. The study is conceptual and uses a qualitative research approach by secondary data published from 2016 to 2026. This analysis involved a systematic review of government policy documents, national missions, industry reports, employability assessments and recent scholarly literature. Thematic analysis was used to synthesise evidence and create an integrated Blue Economy Workforce Development Framework/Approach, connecting national/stage level policy, industry needs, curriculum innovation, experiential learning, institutional partnerships, and employability of graduates. Results indicate current curricula focus on traditional tourism and hospitality and include limited maritime tourism, coastal governance, sustainability, digital technologies and interdisciplinary learning. Research indicates deficiencies in the curriculum design, experience on the job training, faculty skills, and industry–institute interaction. NEP 2020 offers a timely opportunity. India's Blue Economy objectives require investment in both human capital and infrastructure. The proposed framework provides a realistic policy, institutional and industry vision to improve the employability of graduates and inclusive, resilient and sustainable tourism development in India under the Blue Economy.

Keywords: Blue Economy, Tourism Higher Education, Workforce Development, Industry–Academia Collaboration, India.

2. DETERMINANTS OF GREEN ENTREPRENEURIAL INTENTIONS AMONG UNIVERSITY STUDENTS: THE ROLE OF ENVIRONMENTAL CONCERN, SUSTAINABILITY KNOWLEDGE, ENTREPRENEURIAL SELF-EFFICACY, AND ENTREPRENEURSHIP EDUCATION

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Dr. Jagadish S Biradar, *Assistant Professor, Department of Tourism & Hotel Management, Central University of Karnataka, India*

Abstract:

The global shift towards a sustainable economy has intensified demand for entrepreneurs capable of building environmentally responsible ventures. Higher education institutions occupy a pivotal position in this transition, as they shape the knowledge, skills, and mindsets of prospective green entrepreneurs. Despite growing scholarly interest in entrepreneurial intentions, the specific psychological and educational antecedents of green entrepreneurial intentions remain underexplored, particularly within university student populations. This study addresses this gap by examining how environmental concern, sustainability knowledge, entrepreneurial self-efficacy, and entrepreneurship education jointly shape green entrepreneurial intentions. Specifically, the study seeks to: (i) examine the influence of environmental concern on green entrepreneurial intentions; (ii) assess the effect of sustainability knowledge on green entrepreneurial intentions; (iii) analyse the role of entrepreneurial self-efficacy in shaping green entrepreneurial intentions; (iv) investigate the contribution of entrepreneurship education to green entrepreneurial intentions; and (v) develop an integrated conceptual model explaining green entrepreneurial intentions among university students. A quantitative research design is adopted, employing a structured questionnaire administered to university students across the Kalyan Karnataka region. Structural Equation Modelling (SEM) is proposed to test the hypothesised relationships and validate the conceptual model. The study is expected to extend theoretical understanding of green entrepreneurship by integrating individual, cognitive, and educational determinants within a single framework, while offering practical implications for policymakers and higher education institutions in designing curricula and programmes that cultivate sustainability-oriented entrepreneurial talent.

Keywords: Green entrepreneurship; Green entrepreneurial intention; Sustainability knowledge; Entrepreneurship education; Environmental concern; Entrepreneurial self-efficacy; University students

3. LOW-COST CARRIERS AND TOURISM GROWTH: AN ECONOMIC ANALYSIS ROLE OF AIR CONNECTIVITY IN SHAPING DESTINATION DEMAND IN ASIA

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Bindu Balagopal, *Retired Professor of Economics, Government Victoria College, Palakkad, Kerala, India*

Abstract:

The rapid expansion of low-cost carriers (LCCs) across Asia over the past two decades has fundamentally reshaped regional air connectivity and, by extension, tourism demand. This paper examines the economic relationship between LCC route expansion and destination-level tourism growth across select Asian markets, including India and Southeast Asia. Using route-level passenger data, fare indices, and tourist arrival statistics, the study investigates how reduced airfares and increased flight frequency have opened access to secondary and tertiary destinations that were previously underserved by full-service carriers. The analysis applies a gravity-model framework to estimate the elasticity of tourist arrivals with respect to air connectivity improvements, while controlling for destination attractiveness, seasonality, and macroeconomic conditions such as exchange rates and regional income growth. Preliminary findings suggest that LCC entry into a route is associated with a measurable increase in inbound tourist volume, disproportionately benefiting emerging destinations with limited prior air access, and generates a multiplier effect on local tourism-dependent employment and small enterprise revenue. The paper further explores the strategic responses of full-service carriers and destination management organizations to LCC-driven demand shifts, and considers policy implications for airport infrastructure investment and route development incentives. By quantifying the aviation-tourism economic nexus, this study contributes to the conference sub-theme of Business and Economic Trends in Asia, offering evidence-based insights for policymakers, airport authorities, and tourism boards seeking to leverage air connectivity as a lever for inclusive regional tourism growth.

Keywords: Low-Cost Carriers, Air Connectivity, Tourism Demand, Aviation Economics, Asia, Destination Development.

4. BRIDGING THE INDUSTRY–ACADEMIA GAP IN TOURISM: A CASE STUDY OF STUDENT CONCLAVE INDIA

Vikas Tembhare, Founder, DTORR

Dr. Rohit Ravindra Borlikar, Assistant Professor, Department of Tourism Management, Indira Gandhi, National Tribal University, Amarkantak, India

Abstract:

Tourism education, especially in the Indian context, faces a pertinent issue: its lack of connect with the industry. The education system, in general, has focused on the theory part, which is necessary for many disciplines. However, applied professional disciplines like Tourism Management need to strike a perfect balance of providing theoretical clarity with practical orientation. It needs to blend classroom training with industry exposure. This issue concerns the industry, as it has to spend substantial time and effort on orienting new hires. At the same time, the academic side has its own challenges and systemic constraints, including economic viability and various academic regulations, in designing and conducting academic programmes. Over the years, academics and industry experts have initiated numerous initiatives in this regard. The present study focuses on one such initiative: Student Conclave India. Since 2019, Student Conclave India, an annual event organised by DTORR, has been working to bridge this gap by creating a collaborative platform where students, educators, researchers, industry leaders, and policymakers come together to learn, share, and grow. The conclave aims to bridge the gap between academic learning and industry practice by providing students with practical insights, networking opportunities, and exposure to emerging industry trends. It also aims to support the development of future-ready talent for the tourism ecosystem. Having engaged more than 6,000 learners across five editions, the conclave demonstrates how experiential learning, industry interaction, national competitions, and international partnerships—including collaborations with UN Tourism — can nurture future-ready professionals. This case study explores whether industry–academia collaboration can enhance employability, encourage innovation, and help build a more connected, inclusive, and sustainable system. The study offers actionable insights for higher education institutions and industry stakeholders seeking to build inclusive, sustainable, and mutually beneficial initiatives and platforms.

Keywords: Industry–Academia Collaboration, Tourism Education, Experiential Learning, Stakeholder Engagement

5. FUTURE-PROOFING TOURISM AND HOSPITALITY EDUCATION: A POLICY FRAMEWORK FOR INDUSTRY- ALIGNED CURRICULUM INNOVATION

Dr. Deepak Tripathi, *Faculty, Department of Tourism and Hospitality Management, CTUAP, Vizianagaram*

Dr. Kusum, *Assistant Professor Department of Tourism and Hospitality Management, CTUAP, Vizianagaram*

Abstract:

Tourism and hospitality education is at an important turning point. For many years, postgraduate programmes have focused on developing knowledge of hotel operations, tour management, and guest services. While these remain important, the tourism industry is changing much faster than before. Digital technologies, Artificial Intelligence (AI), smart tourism, sustainability, and changing employer expectations are creating new demands, and universities need to ensure that graduates are ready for this evolving environment. India has already made great strides with the National Education Policy (NEP) 2020 and the UGC Curriculum and Credit Framework (CCFUP), which promote flexible, multidisciplinary and skill-oriented education. However, many tourism programmes still use traditional curriculum structures that may not adequately reflect the skills and competencies required by today's tourism and hospitality industry. This paper presents a policy framework for industry-aligned curriculum innovation, based on a comparative analysis of the postgraduate tourism and hospitality curricula offered by the Central Universities in India. The study employs a comparative curriculum analysis to identify common strengths of existing programs, gaps in industry-relevant competencies, and opportunities for curriculum improvement. The framework of this study brings together different curriculum components to create a more balanced and industry-responsive learning experience. The framework stresses the importance of digital skills, interdisciplinary learning, experiential education, sustainability, entrepreneurship, and greater collaboration between universities and industry, rather than simply subject knowledge. The paper also acknowledges the practical challenges of curriculum reform, including the need for faculty development and the uneven involvement of industry. It argues that meaningful curriculum innovation needs concerted efforts from universities, policymakers and industry partners. The academic programmes aligned with emerging industry needs to produce adaptable, employable graduates who are well-equipped to contribute to the sustainable growth of the tourism and hospitality sector.

Keywords: Curriculum, Education, Future Proofing, Innovation, Policy Framework.

6. MAPPING THE DIMENSIONS OF RISK IN ADVENTURE TOURISM: A SYSTEMATIC LITERATURE REVIEW

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Dr. Sadanandam Ariyaputhiri, *Assistant Professor, Department of Tourism Studies, Central University of Kerala*

Anulaya Haridas, *Research Scholar, Department of Tourism Studies, Central University of Kerala*

Abstract:

Adventure tourism is one of the most dynamic sectors of global tourism economy, but its central organizing idea risk remains scattered across separate research fields. This paper is a systematic review of sixty-three peer reviewed papers from 1997 to 2025 from Scopus database to trace the definition, measurement and management of risk in the adventure tourism literature. Records were collected from Scopus and screened according to pre-established eligibility criteria following the guidelines of PRISMA 2020 (Preferred reporting items for systematic reviews and Meta-analysis) then clustered into six themes that encompass various aspects of risk. The research articles were filtered to exclude bibliometric, other review type papers and papers that were not directly about risk, leaving a body of papers that clearly focused on risk. The synthesis confirms that adventure risk is not just avoided but negotiated; that there is a persistent conflict between informal, guide-level safety practices and demand for standardised industry risk-management framework; and that industry is not tightly regulated over three decades of research. Four types of research gaps were identified: empirical/contextual, methodological, theoretical and governance/policy. The study reviews in exploring adventure tourism literature with a focus on highlighting risk as a multi-dimensional concept, spanning psychological, socio-cultural, operational, industrial, environmental and technological domain this bridges isolated research streams and establishes an integrated research agenda to inform future theoretical advancement, operational practices and safety policy.

Keywords: Adventure tourism; Risk, Risk perception, Risk management, Systematic literature review

7. INTEGRATING COMMUNICATION AND EMPLOYABILITY COMPETENCIES FOR GREEN ENTREPRENEURSHIP: A SUSTAINABLE DEVELOPMENT PERSPECTIVE IN COMMERCE AND TOURISM

Arpita Mishra, *Assistant Professor, C Z Patel College of Business and Management, The Charutar Vidya Mandal, CVM University. Vallabh Vidyannagar.*

Abstract:

This paper presents an integrated conceptual framework to examine the impact of communication and employability competencies on the green entrepreneurial intent and action of commerce and tourism graduates. In spite of the increasing importance of green entrepreneurship in higher education, the existing literature has largely focused on environmental innovation, business model development and technology adoption, but relatively less attention has been paid to the communication and employability competencies required to prepare graduates for sustainable entrepreneurial careers. To fill this gap, the study integrates six communication competencies, namely digital communication, stakeholder engagement, intercultural communication, leadership, negotiation, and sustainability advocacy, with six employability competencies, namely critical thinking, creativity, adaptability, collaboration, ethical decision-making, and entrepreneurial orientation, into a unified framework for the promotion of green entrepreneurial intent and action. This study is grounded in Human Capital Theory, Competency-Based Education, Employability Theory, and the Sustainable Development Goals (SDGs), and conducts a systematic literature review and conceptual synthesis to integrate fragmented theoretical positions across entrepreneurship, sustainability, communication, and employability research. The study specifies five pedagogical strategies – curriculum design, experiential learning, industry engagement, digital pedagogy, and sustainability-oriented assessment – for the development of these competencies, explicitly aligned to SDG 4, SDG 8, SDG 9, SDG 12, and SDG 13. The proposed framework adds to theoretical understanding by repositioning communication and employability competencies as core antecedents of green entrepreneurship, provides a testable model for future empirical research, and offers practical implications for educators, curriculum developers, policy makers, and industry practitioners to prepare graduates with the capacity to develop environmentally sustainable and economically viable ventures in the commerce and tourism sectors

Keywords: Green Entrepreneurship, Communication Competencies, Employability Competencies, Sustainable Development Goals, Higher Education, Commerce Education, Tourism Education

8. CRITICAL THINKING ON THE FRONTLINE: EVALUATING TOUR MANAGER CRISIS COMPETENCY

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Prof. R C Anu Chandran, *University. Professor, Department of Tourism Studies, Pondicherry University*

Abstract:

International tour managers operate in unpredictable environments where planned itineraries can be disrupted by operational failures, destination-level disruptions and unexpected tourist needs. In such situations, effective tour leadership requires more than routine technical knowledge; it requires the ability to assess situations, consider alternatives, and make appropriate decisions under pressure. This paper explores critical thinking as a frontline competency in tour management, particularly in responding to non-routine problems and crisis situations. Drawing on Attribution Theory and Social Exchange Theory (SET), the paper conceptualizes tour manager critical thinking through situational appraisal, cognitive flexibility, real-time decision-making and problem-solving. A pilot study was conducted using a structured research instrument administered to outbound group tourists. Following data screening and purification, 60 valid responses were retained for preliminary assessment. The instrument demonstrated acceptable internal consistency, with reliability coefficients exceeding 0.80, and was further examined through composite reliability and discriminant validity procedures. The preliminary assessment suggests that tourists distinguish between routine service execution and a tour manager's ability to respond effectively when situations deviate from the planned itinerary. The study particularly highlights the importance of rapid reasoning, flexible decision-making and non-routine problem-solving in perceptions of tour manager competence during disruptions. The paper contributes to tourism and tour leadership research by framing critical thinking as a practical frontline competency rather than solely as a general cognitive skill. It also highlights the need for scenario-based training that prepares tour managers to evaluate changing situations and make context-sensitive decisions. The findings provide a basis for further examination of how tour manager critical thinking may shape tourist responses to service disruptions.

Keywords: Critical Thinking, Tour Leadership, Tour Manager Competency, Crisis Management, Social Exchange Theory, Attribution Theory, Outbound Tourism

9. TOURISM INVESTMENT AND SUSTAINABLE ECONOMIC DEVELOPMENT: COMPARATIVE EVIDENCE FROM INDIA AND EUROPE

Sandeep Kumar Pandey, *Research Scholar, Department of International Business, Pondicherry University,*

Rohan Kumar, *Research Scholar, Department of Tourism Studies, Pondicherry University*

Prof. P. Sridharan, *Professor & Head of Department of International Business, Pondicherry University*

Dr. Sampada Kumar Swain, *Professor, Department of tourism Studies, Pondicherry University*

Abstract:

Tourism has become an important source of investment, jobs, infrastructure investments and economic growth, and transition toward sustainable tourism has introduced new financing needs to destinations and tourism enterprises. This study presents comparative evidence on the relationship between tourism investment and sustainable economic development, drawing upon a select group of economies in Europe and India. The study emphasizes the importance of tourism-related investment, sustainable infrastructure, green finance, foreign direct investment and public investment on the solidification of the economic and environmental sustainability of the tourism sector. The study provides a comparative analysis of selected economic, tourism, investment and sustainability indicators by using secondary data from international and national databases with the Indian economy and economy of selected European countries. The analysis takes into account tourism's contribution to economy and employment in addition to investments in sustainable infrastructure, and environmentally responsible tourism development. Comparative analysis is used to find out the differences between the financing mechanism, investment pattern, policy framework and the outcomes of sustainable tourism between India and Europe. The study concludes that sustainable tourism investment is able to bring about broader economic benefits by providing the right financial instruments, public/private partnerships, green investment mechanisms and appropriate policy frameworks. The European experience offers some lessons learned on the integration of sustainability aspects in financing tourism, and the Indian tourism market is growing at a quick pace, offering great opportunities for sustainable investment and inclusive economic development. The results will be relevant to the literature on tourism finance, reflecting the importance of investment strategies in meeting economic growth goals while ensuring the sustainability of tourism development and offering policy and industry recommendations to enhance sustainable tourism development in emerging and developed economies.

Keywords: Tourism Investment, Sustainability, Economic Development.

10. CURRICULUM ALIGNMENT WITH INDUSTRY DEMANDS: A COMPARATIVE CONTENT ANALYSIS OF HOTEL MANAGEMENT SYLLABI IN KERALA UNIVERSITIES AND THE NCHMCT – JNU PROGRAM

Raveendran E. C., *Research Scholar, Department of Travel and Tourism Management, Kannur University*

Dr. Sindhu Joseph, *Associate Professor, GPM Government College, Manjeswaram*

Abstract:

The hospitality industry is growing rapidly due to technological advancements, varying customer expectations, and increasing global competition. Hotels and tourism organizations today expect graduates to possess theoretical knowledge and practical skills, professional competencies, and the ability to adapt to dynamic workplace environments. This study examines and compares the undergraduate curricula of hotel management programmes in Kerala, offered by various universities in Kerala and the National Council for Hotel Management and Catering Technology (NCHMCT). The primary purpose of the study is to assess the extent to which these programmes incorporate industry exposure, practical learning opportunities, and employability-focused competencies. Using a content analysis approach, the study reviews curriculum documents, course structures, internship requirements, industrial training provisions, laboratory components, skill-development courses, and other experiential learning opportunities prescribed by the respective institutions. While all programmes cover the traditional core operational areas of Food Production, Food and Beverage Service, Front Office Operations, and Housekeeping Management, notable differences are observed in the emphasis placed on practical training, internships, industry engagement, and competency development. Observations suggest that the NCHMCT–JNU programme offers a more structured and extensive framework for industrial exposure and hands-on learning. The findings of this study provided valuable insights into the strengths and limitations of existing hotel management curricula. By identifying best practices and areas requiring improvement, the study contributes to curriculum enhancement, stronger industry-academia collaboration, and improved graduate employability. The research aims to support the development of hospitality education programmes that are better aligned with industry expectations and capable of producing competent and career-ready hospitality professionals.

Keywords: Management Curriculum, Academic comparison, Hospitality Industry.

11. FROM TOURISM EDUCATION TO ENTREPRENEURIAL READINESS: BRIDGING THE EDUCATION–INDUSTRY GAP IN TOURISM ENTREPRENEURSHIP

Dr. Sindhu Joseph, *PhD, MTTM, NET, PGDPM&IR, Associate Professor and Head, P G Dept. of Travel & Tourism, GPM Government College, Manjeshwar, Kasaragod*

Dr. Sanuja K V *Assistant Professor, JAIN, Deemed-to-be University Kochi Campus.*

Abstract:

Tourism education has traditionally emphasised employability and operational competencies, with comparatively limited attention to preparing students to identify opportunities, establish ventures, and manage tourism enterprises. This study examines the contribution of tourism education to entrepreneurial readiness and explores gaps between curriculum provision and entrepreneurial practice. Adopting a qualitative research design, the study draws on semi-structured interviews with 40 participants, comprising 20 tourism educators and 20 tourism entrepreneurs. Thematic analysis was employed to identify recurring patterns across the two stakeholder groups. Findings reveal a persistent education–practice gap in tourism entrepreneurship. While educators acknowledge that tourism curricula provide foundational knowledge in tourism operations, and is often addressed theoretically and insufficiently translated into practical venture creation. Key gaps include limited exposure to business planning, financial management, digital marketing, opportunity recognition, startup development, and entrepreneurial decision-making. Educators emphasise experiential learning, extended internships, simulations, industry interaction, mentoring, and stronger industry–academia collaboration. These concerns are reinforced by tourism entrepreneurs, who report developing entrepreneurial competencies primarily through hands-on experience, self-learning, observation, networking, and mentorship through formal tourism education. The study further identifies communication, leadership, creativity, resilience, digital competencies, operational knowledge, and customer relationship management as critical dimensions of entrepreneurial readiness. Gender-related challenges, including family expectations, safety and mobility concerns, financial constraints, and limited mentoring, highlight the need for gender-responsive approaches. The study argues for a shift from an employment-oriented curriculum towards an entrepreneurship-oriented and experiential model, integrating venture creation, business planning, digital and financial skills, live projects, industry mentoring, incubation, and sustainable tourism entrepreneurship. The study contributes to tourism education literature by demonstrating the need to prepare graduates not only to seek employment but also to create enterprises and employment opportunities.

Keywords: Tourism Education; Entrepreneurial Readiness, Tourism Entrepreneurship, Experiential Learning, Education Industry Gap, Women Entrepreneurship, Sustainable Tourism

12. BRIDGING THE TOURISM EDUCATION–INDUSTRY GAP: ALIGNING EMPLOYABILITY COMPETENCIES WITH THE EMERGING NEEDS OF THE TOURISM INDUSTRY

Dr. Shanthi Marie C, *Assistant Professor, Department of Tourism and Travel Management, Kalaignar Karunanidhi Government Arts College for Women, Autonomous, Pudukkottai*

Dr. Narasimmaraj R, *Associate Professor and Head, Department of Tourism and Travel Management, Kalaignar Karunanidhi Government Arts College for Women, Autonomous, Pudukkottai*

Abstract:

The rapid transformation of the tourism industry, driven by technological advancement, changing traveller expectations and growing emphasis on sustainability, has created new competency requirements for tourism professionals. However, a persistent gap exists between tourism education and the practical expectations of the tourism and hospitality industry. The conference theme highlights the need for stronger academia–industry collaboration, industry- integrated curricula, practical training, digital competencies and employability-oriented education. Against this background, the present study examines the alignment between tourism education and the employability competencies required for preparing industry-ready tourism graduates. The study focuses on key competency dimensions including communication and interpersonal skills, operational abilities, digital competencies, problem-solving, leadership, customer relationship management, sustainability awareness and industry exposure. A quantitative research approach is proposed, using a structured questionnaire to collect perceptions from relevant tourism education and industry stakeholders. Descriptive statistics and appropriate inferential techniques will be employed to identify competency gaps and assess the alignment between academic preparation and industry requirements. The study is expected to identify areas where tourism curricula and experiential learning practices require greater industry integration. It further seeks to contribute to discussions on curriculum development, internships, industry interaction, skill-oriented training and collaborative learning. The findings are expected to provide practical implications for tourism educators, industry practitioners and policymakers in developing a more responsive and industry-ready tourism education system. The study ultimately emphasizes the importance of strengthening academia–industry partnerships to enhance graduate employability and support the evolving needs of the tourism sector.

Keywords: Tourism Education, Academia–Industry Collaboration, Employability Competencies, Industry Readiness, Tourism Graduates, Curriculum Development, Tourism Industry

13. ROLE OF FOREIGN DIRECT INVESTMENT IN INDIA'S ECONOMIC GROWTH: AN EMPIRICAL ANALYSIS

Sriram S, *Student, Department of Tourism Studies, Madras Christian College, Chennai, India*

Yukesh Ravi, *Student, Department of Tourism Studies, Madras Christian College, Chennai, India*

Abstract:

Foreign Direct Investment (FDI) has emerged as one of the principal drivers of economic transformation in India since the liberalization reforms of 1991. This paper examines the role of FDI in shaping India's economic growth trajectory by analyzing inflow trends, sectoral composition, and policy developments over the past three decades. Using a descriptive-analytical approach supported by secondary data drawn from government and institutional sources, the study finds that FDI has contributed significantly to capital formation, employment generation, technology transfer, and integration of India into global value chains. Cumulative FDI inflows crossed the US\$1 trillion mark since April 2000, with the services, computer software, and manufacturing sectors emerging as the leading recipients. The paper also reviews the theoretical and empirical literature on the FDI-growth nexus, which reveals a generally positive but occasionally bidirectional relationship between FDI and gross domestic product. The paper concludes with policy recommendations aimed at sustaining investor confidence and deepening the developmental impact of foreign capital in India.

Keywords: Foreign Direct Investment, Economic Growth, GDP, India, FDI Policy, Globalization, Capital Formation, Liberalization

14. A STUDY ON FABIAN ENTREPRENEURSHIP AND ITS IMPACT ON BUSINESS GROWTH

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Sandesha, *Student, Department of Tourism Studies, Madras Christian College, Chennai, India*

Abstract:

Entrepreneurship plays a vital role in the economic development of a country by creating employment opportunities, encouraging innovation, and contributing to business growth. Among the different types of entrepreneurs, Fabian entrepreneurs are known for their cautious and risk-averse approach. They carefully observe market trends and the success of others before adopting new ideas or introducing changes in their business. This approach helps them minimize risks while ensuring stable and sustainable growth. The present study aims to examine the concept of Fabian entrepreneurship and its impact on business growth. It also explores the characteristics, advantages, and limitations of Fabian entrepreneurs and highlights their contribution to business stability and long-term success. The study is based on secondary data collected from books, research articles, journals, company reports, and reliable online sources. Through content analysis, the study explains how Fabian entrepreneurs balance innovation with careful decision-making to achieve business growth. The findings suggest that although Fabian entrepreneurs may be slow in adopting new technologies and market changes, their cautious approach often leads to steady growth, customer trust, and long-term business sustainability.

Keywords: Fabian Entrepreneurship, Business Growth, Innovation, Risk Aversion, Economic Development.

15. A STUDY ON INCLUSIVE ECONOMIC PARTICIPATION OF WOMEN ENTREPRENEURS: A SECONDARY DATA ANALYSIS

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Aveena V.A., *Student, Department of Tourism Studies, Madras Christian College, Chennai India*

Abstract:

Women entrepreneurs play an increasingly important role in promoting inclusive economic development by creating employment, generating income, encouraging innovation and strengthening local communities. However, women's participation in entrepreneurship in India continues to be affected by limited access to finance, inadequate business networks, socio-cultural expectations, lack of market access and unequal access to skills and technology. This study examines the inclusive economic participation of women entrepreneurs in India using secondary data obtained from government reports, official portals, international organisations and academic literature. The study analyses women's participation in Micro, Small and Medium Enterprises (MSMEs), startups, formalisation, employment generation, access to institutional finance and public procurement. Government data show substantial growth in women's participation in the formal MSME ecosystem. As of February 2026, more than 3.07 crore women-led enterprises had been registered through the Udyam Registration Portal and Udyam Assist Platform. Women also accounted for a significant share of recognised Indian startups and have benefited from programmes such as Stand-Up India, Pradhan Mantri MUDRA Yojana and public-procurement initiatives. However, the data also indicate that participation should not be measured only by the number of registrations; business scale, employment, turnover, access to finance and sustainability are equally important. The study concludes that strengthening women's financial inclusion, digital capabilities, market access, mentorship and institutional support can improve the quality as well as the scale of their economic participation.

Keywords: Women Entrepreneurs, Women Entrepreneurship, Inclusive Economic Participation, Economic Empowerment, MSMEs, Financial Inclusion, Employment Generation, Startups, Women-led Enterprises, Inclusive Growth

16. BRIDGING THE GAP BETWEEN TOURISM EDUCATION AND INDUSTRY: ENHANCING EMPLOYABILITY THROUGH DIGITAL SKILLS IN INDIA

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Swathi.T, *Student, Department of Tourism Studies, Madras Christian College, Chennai, India*

Abstract:

The tourism and hospitality sector in India is expected to create a lot of new jobs in coming years; however, there is a continuous disconnect between what is being taught in tourism education curriculum and what employers are looking for today, especially in terms of digital skills. This paper aims at studying the difference between tourism education and industry needs in India with emphasis on the way that digital skills, which include PMS, OTA, digital marketing, CRM, and artificial intelligence applications, contribute to employability of graduates. Utilizing secondary research sources that include reports by Tourism and Hospitality Skill Council, India Skills Report, NSDC, scholarly journals and case studies of Indian hospitality institutes, the paper tries to study the present state of curriculum development in comparison with changing industry needs. It has been found that while basic service and communication skills are being adequately taught in curriculums, exposure to industry-standard digital tools is not uniform among educational institutes.

Keywords: Tourism Education, Digital Skills, Employability, Industry-Academia Gap, Hospitality Curriculum, Skill Development, India

17. MACROECONOMIC FORCES AND TOURISM ECONOMIC LEAKAGES: A CONCEPTUAL FRAMEWORK FOR LEAKAGE-RETENTION DYNAMICS

A V Krishna Chaitanya, *Senior Research Fellow, UGC-SRF, Department of Tourism, Studies, School of Management, Pondicherry University*

Prof. Sampada Kumar Swain, *Professor, Department of Tourism Studies, School of Management, Pondicherry University*

Abstract:

Tourism contributes substantially to economic development through employment, income generation, foreign exchange earnings and wider linkages within destination economies. However, destinations often fail to fully capture the economic benefits generated by tourism, as a proportion of tourism-generated income flows outside the local economy through imports, foreign ownership, profit repatriation and other external economic flows. While existing tourism leakage research has primarily examined leakage magnitude, sources and operational determinants, the role of macroeconomic forces remains conceptually fragmented. This study addresses this gap by developing an integrated conceptual framework explaining how exchange-rate movements, inflationary pressures and foreign direct investment may shape tourism economic leakages. A PRISMA-guided systematic literature review and critical conceptual synthesis of 65 eligible studies, complemented by relevant tourism economics, macroeconomic and international economic literature, were undertaken. The synthesis identifies distinct macroeconomic indicator-specific transmission pathways that converge through tourism-specific mechanisms and are conditioned by destination structural, institutional and behavioural characteristics and temporal adjustment processes. The resulting framework explains differentiated leakage-retention trajectories and advances tourism leakage research beyond conventional measurement towards a mechanism-based understanding of destination economic retention, providing conceptually grounded propositions for future empirical validation.

Keywords: Tourism Economic Leakages, Exchange Rates, Inflation, Foreign Direct Investment; Economic Retention, Economic Resilience and Economic Sustainability.

18. Future of Tourism Education in India: Challenges and Opportunities

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Ishrat Nasreen Wahab, *Associate Professor, Department of Management, Garden City University*

Sachin S, *Assistant Professor, Department of Management, Garden City University,*

Dhelepan G Vaithiappan, *Assistant Professor, Department of Management, Garden City University*

Abstract:

Tourism is emerging as an important contributor to India's economic development, employment generation, cultural exchange and sustainable development. However, the rapid transformation of the tourism industry has created a growing gap between industry expectations and the capacity of the existing tourism education system. This paper critically examines the future of tourism education in India by exploring the major challenges and emerging opportunities that are likely to shape the sector in the coming years. The study adopts a conceptual approach based on existing literature, policy perspectives and emerging trends in tourism and higher education. The paper identifies several interconnected challenges confronting tourism education in India. These include declining or inadequate student enrolment in tourism programmes, limited awareness among students and parents about career opportunities in tourism, the perceived low social prestige and status of tourism-related occupations, concerns regarding job security and career progression, outdated and fragmented curricula, inadequate industry-academia collaboration, limited practical and experiential learning, shortage of appropriately trained faculty, and insufficient integration of emerging technologies and sustainability into tourism education. The perception of tourism as a low-status or predominantly service-oriented occupation may further discourage academically capable students from pursuing tourism programmes, creating a cycle of low enrolment, limited institutional investment and weakened programme attractiveness. Consequently, the challenge is not merely to produce tourism graduates, but to enhance the social, academic and professional value of tourism education and careers.

At the same time, these challenges create significant opportunities for transformation. Curriculum redesign, competency-based and multidisciplinary education, stronger industry partnerships, internships and experiential learning, integration of artificial intelligence and digital technologies, entrepreneurship and innovation, sustainability-oriented learning, international collaboration and continuous faculty development can make tourism education

more relevant and attractive. Greater emphasis on emerging career pathways in areas such as destination management, sustainable tourism, aviation, hospitality, events, digital tourism, tourism analytics, travel technology and entrepreneurship can also help reshape perceptions of tourism careers. The paper argues that the future relevance of tourism education in India will depend not merely on increasing the number of tourism programmes, but on fundamentally redefining what is taught, how it is taught, where graduates can work, and how tourism careers are socially perceived. It concludes that a future-ready tourism education ecosystem requires coordinated efforts from educational institutions, industry, policymakers and professional bodies to improve curriculum relevance, employability, career visibility and the overall prestige of tourism as a profession.

Keywords: Tourism Education, Student Enrolment, Career Perception, Employability, Industry-Academia Collaboration, Skill Development

Theme 3: Sustainability and Tourism

Sl. No.	Title of the Paper	Author	Co-Author
1	Tourism System Companies in Terms of Just Sustainability Transition: Practice, Barriers and Recommendations — The Case of Latvia as a Destination.	Prof. Agita Livina	Prof. Armite Rozentale, Mara Grinberga – Silaua, Dace Dance, Marta Kontina, Natalija Cudecka Purina, Dzintra Atstaja
2	Impact of Hilly Terrain and Weather on Customer Satisfaction in Online Food Delivery Services: A Study of Zomato and Swiggy in Himachal Pradesh	Ankush Chandel	Dr. Pardeep Khatkar
3	Evaluating The Efficacy of Community Led Ecological Stewardship: A Framework for Low Impact Regenerative Tourism Models in Fragile Ecosystem.	Dr. Ravish Mathew	Prof. Sampada Kumar Swain, Dr. Shwetasaibal Samanta Sahoo
4	Intangible Cultural Tourism Development, Environmental Awareness and Sustainable Tourist Behaviour: A Study on Purulia Chhau Dance of West Bengal	Sarani Bhaumik	—
5	Blue Economy as a Neo-Paradigm for Sustainable Coastal Tourism Development in North Kerala – A Conceptual Review	Samodh A	Dr. Sunil Tiwari, P. Kamaly, Dr Gujjeti Thirupathi
6	Regenerative Tourism Development in The Indian Western Himalayas: Pathways Towards Resilient and Inclusive Tourism Futures	Vikram Kaith	Prof. Binoy T A
7	Beyond The Image: How Sustainable Destination Perceptions Drive Brand Engagement, Revisit Intention and Advocacy	Mohammad Mubeen Bhat	Dr Reyaz Ahmad Qureshi, Shahbaz Geelani
8	Artificial Intelligence, Climate Resilience and Collaborative Governance in Tourism: A Systematic Literature Review and Future Research Agenda	Dr. Zubair Ahmad Dada	Dr. Aijaz Ahmed Khaki, Madiha Naseer, Qurat ul Ain
9	Exploring The Impact of Perceived Sustainability and Perceived Value on Generation Z Tourists' Satisfaction And E-WoM in Kerala	Anulaya Haridas	Dr. Sadanandam Ariyaputhiri, Athul A U,
10	Sustainability As Marketing: Green Branding Strategies for Tourism Destinations	Malavika Nair	Prof. P.G. Arul
11	Local Culinary Heritage and Regenerative Tourism: Reimagining Sustainable Destination Development at The Statue of Unity	Chef Naveen Rai	Aditi Choudhary, Dr. Subhashish Mishra
12	The Regenerative Coastal Resilience Framework (RCRF): A Three-Tier Model for Reversing the Coastal Tourism–Erosion Nexus	Sanath Gowshik	K.I. Sivaprasad, Sreekesavan M.E
13	Greening The Travel Industry: An Empirical Investigation of Sustainable Travel Behaviour Among Indian Travellers Using PLS-SEM	Dr. Himanshu Sanghavi	Dr. Vineet Chouhan
14	Prioritising Sustainable Tourism Constraints in Peripheral Regions: The Priority-Based Constraint Framework	Dr Rajesh Ramasamy	Michael Lalrinawma

15	Towards Regenerative Tourism Development: Future Prospects for Sustainable Tourism in Karbi Anglong, Assam	Kache Beypi	Dr. Puneet Gautam
16	A Systematic Bibliographic Review of Marine Tourism Trends in the Twenty- First Century	Rishu Ranjan	—
17	Policy Interventions and Ecotourism Development in India: Aligning Practice with Sustainable Development Goals 9, 11, 12, And 17	Nataraja T. C	Prof. Manjunath K. R.
18	Psychological Acceptance Framework: Bridging the Implementation–Adoption Gap In Sustainable and Regenerative Tourism	Velvizhi. R	Dr. Gujjeti Thirupathi, Samodh. A
19	Responsible Blue Tourism Perception and Residents' Support for Sustainable Blue Tourism Development: Examining the Mediating Role of Place Attachment and The Moderating Role of Environmental Awareness	Madasi Praveen Kumar	Y Venkata Rao, Podili Harish
20	Developing a Climate Resilience Index for Tourism Destinations: Evidence from India	Podili Harish	Y Venkata Rao, Madasi Praveen Kumar
21	‘Greening and Sustainable Travel Industry’ The Future of Green Travel: Transforming Tourism Through Sustainable Practices	Mariyam Mathew	—
22	Digital Blue Horizons: Leveraging Smart-Tech Hospitality Architectures to Align Marine Tourism with Blue Carbon Ecosystem Resilience	Fathima T S	—
23	Reframing Tourism Social Entrepreneurship Through a Regenerative Development Lens	Dr Arshak Kallada	—
24	Transitioning Destinations to a Circular Economy: Policy Evaluation and Strategic Framework for Kerala Tourism	Kalzang Diki Bhutia	Dr. Akhilesh Kumar Singh, Dr. Amit Kumar Singh
25	Sustainable Destination Image and Tourist Satisfaction in A High-Altitude Himalayan Tourism Circuit: Evidence from Tsomgo Lake, Baba Mandir And Nathula Pass, Sikkim.	Megha Gehlot	—
26	Marketing Efficiency of Ooty: A Case Study on Sustainable Transformation in Fragile Ecosystem	Prof. Anu Chandran R C	Anjali Srivastava
27	Beyond Sustainability: Regenerative Tourism Framework of Kerala Tourism	Samson Abraham Raju	Toney K Thomas
28	A Study on Plastic Waste Management and Its Impacts on Urban Drainage System In Slums	Yasmin Zainab	Nabiza Banu K
29	Path Breakers And Pitfalls in Sustainable Tourism: A Conceptual Analysis	Dr. Naveen Kumar T G	—
30	Ecological Stewardship and Responsible Tourism: Assessing The Low-Impact Tourism Practices and Climate Resilience At Mangrove Bay Eco Camp, Chidambaram, Tamil Nadu	Dr V Sobhana Devi	Rakesh S
31	Beyond Promotion: User-Generated Content as a Digital Economic Driver of Experiential Marketing for Sustainable and Regenerative Tourism Development	Faslu Rahman	Ankit Baral, Aysha Jasmin, Dr. Sadanandam Ariyaputhiri
32	A Rapid Review on the Theory of Reasoned Goal Pursuit in Nudging and Tourism Management	Priyakumaran Moorthy	—
33	Future Prospects for Sustainable Tourism and Regenerative Destination Development: Insights from Homestay Tourism in the Pondicherry–Auroville Coastal Region	Balaji	Prof. Sampada Kumar Swain

1. TOURISM SYSTEM COMPANIES IN TERMS OF JUST SUSTAINABILITY TRANSITION: PRACTICE, BARRIERS AND RECOMMENDATIONS — THE CASE OF LATVIA AS A DESTINATION

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Prof. Armite Rozentale, *Professor, Lead Researcher, Vidzeme University of Applied Sciences*

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Marta Kontina, *Master's study program director, lecturer and PhD student, Master's study Program Director and Lecturer*

Natalija Cudecka Purina, *Professor, Lead Researcher, Master's study Program Director and Lecture*

Dzintra Atstaja, *Professor, Lead Researcher, Master's study Program Director and Lecture*

Abstract:

This study aims to identify and analyze the main motivators and barriers for diverse categories of tourism system companies in Latvia to adopt sustainable and circular economy- based solutions for achieving climate neutrality. Specifically, the research seeks to assess companies' self-identified progress, examine the effectiveness of participatory research interventions, and provide recommendations to support a just sustainability transition at the destination level. Originality Individual tourism sectors, such as accommodation, catering, and museums, are commonly studied. Steiger et al (2024), based on a systematic literature review, identified a lack of coherent studies in national tourism and its subsectors' emissions. Few investigations treat the tourism system holistically in relation to the EU Green Deal's climate-neutrality goals, with circularity as a key enabler (Segarra-Oña et al., 2024; Xu et al., 2022). Our study introduces a novel analytical framework that evaluates the entire tourism ecosystem at the destination level (Latvia) through company self-assessments, uniquely bridging sustainability gaps across sectors to advance circular economy integration and climate-neutral transitions. Steiger et al (2024), based on a systematic literature review, identified geographical gaps, including the former Soviet Union. Tops and Lamers (2024) also pointed out that it is necessary to study local actions and consider shifting towards sustainability. Our study pioneers a novel analytical framework to assess the entire Latvian tourism ecosystem through company self-assessments, bridging sectoral sustainability gaps to accelerate circular-economy adoption and just transitions toward climate neutrality.

Keywords: Tourism System Companies, Circular Economy, Sustainability, Long-Lasting Tourism

2. IMPACT OF HILLY TERRAIN AND WEATHER ON CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY SERVICES: A STUDY OF ZOMATO AND SWIGGY IN HIMACHAL PRADESH

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Abstract:

Factors like convenience, speed and discovery of food options drive the rapid adoption of online food delivery (OFD), through apps like Zomato, Swiggy, etc. in India. Food delivery is not easy in hilly states like Himachal Pradesh, due to the hilly terrain and adverse weather conditions such as snow, heavy rainfall and road blocks, which increase delivery time as well. Weather and geography have considerable effects on delivery logistics, food quality, and ultimately the customer experience. This study focuses on the impact of topography and weather conditions on customer satisfaction with online food delivery services in Himachal Pradesh. The main components of customer satisfaction being delivery time, food quality at delivery, order accuracy, delivery executive behavior, usability of the app, and customer support in adverse weather and topographical conditions (hilly area) of Himachal Pradesh. Using quantitative research methods, the study will be conducted using structured questionnaires given to Zomato and Swiggy clients in selected areas of Himachal Pradesh. Statistical analyzes will include descriptive statistics, reliability analysis, correlation analysis, and regression analysis to identify the major geographical and meteorological factors affecting customer satisfaction, and present practical recommendations for improving delivery services, logistics operations, and customer experiences at mountainous locations. The findings will contribute to the online meal delivery literature, where there is growing interest in environmental factors, and the impact that the geographical environment has on the service and customer experience in areas that are difficult to serve.

Keywords: Online Food Delivery, Customer Satisfaction, Zomato, Swiggy, Himachal Pradesh, Hilly Terrain, Weather, Logistics, Service.

3. EVALUATING THE EFFICACY OF COMMUNITY LED ECOLOGICAL STEWARDSHIP: A FRAMEWORK FOR LOW IMPACT REGENERATIVE TOURISM MODELS IN FRAGILE ECOSYSTEM

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Prof. Sampada Kumar Swain, *Professor, Department of Tourism Studies, Pondicherry University*

Dr. Shwetasaibal Samanta Sahoo, *Sri Sri University, Odisha, India*

Abstract:

Mass tourism and commercialized ecotourism often accelerate environmental degradation through resource depletion, habitat fragmentation, and greenwashing, while routinely marginalizing indigenous host communities. Traditional sustainability frameworks focus primarily on minimizing negative impacts—a passive approach that is proving insufficient to halt biodiversity loss in ecologically vulnerable destinations. This study evaluates the structural efficacy of community-led ecological stewardship as an active mechanism for environmental preservation. It develops an actionable operational framework for low-impact, regenerative tourism models that actively restore, rather than merely sustain, fragile ecosystems. Anticipated findings suggest that destinations managed under decentralized, community-owned structures exhibit significantly higher ecosystem resilience, lower rates of unauthorized resource extraction, and stricter adherence to carrying capacity limits than those governed by top-down commercial models. The research establishes that local financial and cultural ownership of tourism assets directly correlates with robust environmental enforcement. This study offers a scalable, empirical framework for policymakers and conservationists. It demonstrates that transitioning from passive "do-no-harm" sustainability to community-governed regenerative tourism can successfully balance economic viability with active ecological restoration in the world's most vulnerable habitats.

Keywords: Ecological Stewardship, Regenerative Tourism, Fragile Ecosystem, Community

4. INTANGIBLE CULTURAL TOURISM DEVELOPMENT, ENVIRONMENTAL AWARENESS AND SUSTAINABLE TOURIST BEHAVIOUR: A STUDY ON PURULIA CHHAU DANCE OF WEST BENGAL

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Abstract:

Intangible cultural heritage in tourism development has gained prominence as a potential strategy for preserving cultural traditions and creating economic opportunities for local communities particularly in relation to sustainable development. Transforming cultural resources into experience-based tourism resources and strengthening sense of belonging and cultural attachment build sustainable economic opportunities. An authentic intangible cultural experience as a living soul, established emotional relationship with cultural resources & thereby leading towards a deeper attachment with the destination, encouraging responsible tourist behaviour supporting and safeguarding the heritage. This study, based on a quantitative research design, using purposive sampling technique, examined the key determinants of Intangible Cultural Tourism Development, environmental awareness and sustainable tourist behaviour and the findings suggest that engagement with cultural practices and the perception of authenticity appear to foster environmental awareness, which in turn serves as the key mechanism driving sustainability-oriented tourist behaviour.

Keywords: Intangible Cultural Experience, Local Communities, Environmental Awareness, Preserving Cultural Traditions, Sustainable Tourist Behaviour.

5. BLUE ECONOMY AS A NEO-PARADIGM FOR SUSTAINABLE COASTAL TOURISM DEVELOPMENT IN NORTH KERALA – A CONCEPTUAL REVIEW

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Dr Gujjeti Thirupath, *Assistant Professor, Department of Tourism Studies, Central University of Kerala*

Abstract:

North Kerala, encompassing the coastal districts of Kasaragod, Kannur, Kozhikode and Malappuram along the Malabar Coast, possesses considerable potential for coastal and marine tourism owing to its beaches, backwaters, estuaries, historic ports, and vibrant traditional fishing communities. However, coastal tourism development has largely followed a conventional resource-intensive trajectory, resulting in concerns related to coastal erosion, marine and plastic pollution, habitat degradation, unregulated construction, and the marginalisation of traditional coastal livelihoods. These challenges necessitate a paradigm shift towards a more sustainable, inclusive and regenerative mode of coastal tourism. Against this backdrop, this conceptual review examines the Blue Economy as a new paradigm for sustainable coastal tourism development in North Kerala. The study employs a narrative review of academic literature, policy documents and relevant national and state initiatives to explore how Blue Economy principles can be integrated into coastal tourism planning and management. The conceptual analysis is informed by Socio-Ecological Systems Theory, the Triple Bottom Line approach, Regenerative Tourism, and Marine Spatial Planning, providing an interdisciplinary foundation for understanding the transition from conventional tourism towards an ecosystem-centred and community-inclusive model. The review highlights opportunities for integrating Blue Economy principles with initiatives such as Coastal Regulation Zone (CRZ), Sagarmala Programme, Swadesh Darshan 2.0, Kerala Responsible Tourism Mission and Blue Flag/BEAMS. The study proposes a Coastal Tourism-Blue Economy Framework comprising interconnected pillars: Spatial Governance, Ecological Regeneration, Social Inclusion, and Financial Innovation, emphasising integrated coastal planning, community-based tourism, livelihood diversification, responsible infrastructure and technology-enabled monitoring. The framework seeks to reposition North Kerala's coastal tourism from an extractive growth model towards an ocean-positive, inclusive, and regenerative tourism paradigm. The study further proposes a Blue Tourism Index for North Kerala to assess and monitor the sustainability performance of coastal tourism destinations.

Keywords: Blue Economy, Coastal Tourism, Sustainable Tourism Development, Regenerative Tourism, Marine Spatial Planning

6. REGENERATIVE TOURISM DEVELOPMENT IN THE INDIAN WESTERN HIMALAYAS: PATHWAYS TOWARDS RESILIENT AND INCLUSIVE TOURISM FUTURES

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Prof. Binoy T A, *Professor, Department of Tourism Studies, Central University of Kerala*

Abstract:

The increasing environmental degradation, cultural erosion, and unsustainable tourism practices across destinations have highlighted the need for transformative approaches that can ensure long-term resilience and prosperity. Regenerative destination development offers a future-oriented paradigm that goes beyond minimizing negative impacts by restoring ecological integrity, strengthening cultural heritage, and enhancing community well-being through collaborative and place-based approaches. The tribal regions of the Indian Western Himalayas, characterized by rich indigenous knowledge systems, fragile ecosystems, and unique socio-cultural landscapes, present significant opportunities for adopting regenerative destination development strategies. This study explores the future prospects of regenerative destination development by examining how ecological stewardship, community participation, indigenous knowledge, and collaborative governance can contribute to resilient tourism destinations. The research is based on an extensive review of literature from digital repositories, academic journals, policy documents, and official reports related to tourism, indigenous communities, and environmental conservation in the Indian Western Himalayas. The study highlights the potential of regenerative destination development to foster ecological restoration, strengthen local livelihoods, preserve cultural identity, and promote inclusive destination governance. Furthermore, it identifies strategic pathways for integrating indigenous perspectives, bottom-up planning, and transdisciplinary collaboration into destination management frameworks. The findings contribute to the growing discourse on regenerative tourism by providing insights into how tourism destinations can transition from conventional sustainability models towards regenerative futures that generate lasting social, ecological, cultural, and economic value. The study offers practical implications for policymakers, destination management organizations, tourism practitioners, and local communities seeking to build resilient and regenerative tourism destinations in mountain regions and beyond.

Keywords: Regenerative Destination Development, Regenerative Tourism, Indigenous Communities, Destination Resilience, Ecological Restoration, Indian Western Himalayas

7. BEYOND THE IMAGE: HOW SUSTAINABLE DESTINATION PERCEPTIONS DRIVE BRAND ENGAGEMENT, REVISIT INTENTION AND ADVOCACY

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Abstract:

Sustainability has become a defining feature of destination branding as the tourism sector confronts intensifying global competition and evolving tourist expectations. Tourists now assess destinations not merely by their basic attributes but by their social, economic, environmental and cultural responsibility, giving rise to Sustainable Destination Image(SDI) a construct that merges traditional destination image dimensions with sustainability perceptions. Grounded in the Stimulus-Organism- Response(SOR) framework this study models SDI as the stimulus, Destination Brand Engagement(DBE) as the organism and revisit intention and destination advocacy as the responses . A quantitative, cross-sectional survey was administered to 385 tourists across renowned destinations in the Kashmir Valley, selected through purposive sampling. Data was analysed by using PLS-SEM technique to test the proposed relationships. The results confirmed that tourists are attracted to destinations perceived as sustainable because of environmental stewardship, engagement with local residents, collaborative destination practices and conservation of local art and culture. Furthermore, tourist engagement with the destination brand was found to positively shape both revisit intention and advocacy behaviour, reinforcing the explanatory strength of the S-O-R framework in this context. These findings extend the theoretical understanding of sustainable destination image as a driver of engagement-based outcomes and provide destination managers with actionable insight into cultivating loyalty and positive word-of-mouth through sustainability-oriented branding strategies.

Keywords: Sustainable Destination Image, Destination Brand Engagement, Destination Advocacy, Revisit Intentions, Tourist behavioural intentions.

8. ARTIFICIAL INTELLIGENCE, CLIMATE RESILIENCE AND COLLABORATIVE GOVERNANCE IN TOURISM: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

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Qurat ul Ain, *Research Scholar, Department of Tourism, Hospitality and Leisure Studies, University of Kashmir, Srinagar.*

Abstract:

Purpose – Climate change, digital transformation, and mounting expectations for sustainable destination management are reshaping the tourism sector. While artificial intelligence (AI), climate resilience, and collaborative governance have each drawn growing scholarly attention, these strands have evolved largely in parallel. This study systematically reviews the literature to examine how AI can strengthen climate-resilient tourism destinations through collaborative governance among academia, industry, government, and local communities. Design/methodology/approach – Following PRISMA guidelines, peer-reviewed articles were identified from major academic databases using predefined search strings and eligibility criteria, drawing on leading tourism, sustainability, and technology journals. Selected studies were analysed through thematic synthesis to surface dominant research streams, emerging themes, and knowledge gaps at the intersection of AI, destination resilience, and collaborative governance. Findings – Four thematic areas emerge: AI-enabled destination intelligence, climate adaptation and resilience planning, collaborative governance mechanisms, and technology-driven stakeholder engagement. AI is increasingly applied to visitor management, demand forecasting, and environmental monitoring, yet its integration with climate resilience strategies remains fragmented. Effective implementation, moreover, depends on sustained knowledge exchange among universities, tourism enterprises, policymakers, and destination management organisations. An integrated research agenda is proposed to guide interdisciplinary collaboration and evidence-based governance. Originality/value – This review is among the first to systematically synthesise research spanning AI, climate resilience, and collaborative governance in tourism. By consolidating fragmented knowledge into a coherent framework, it surfaces critical research gaps and offers strategic direction for researchers, practitioners, and policymakers building future-ready destinations, while foregrounding academia–industry collaboration as a pathway from scientific knowledge to practical destination management.

Keywords: Artificial Intelligence, Climate Resilience, Systematic Literature Review, Collaborative Governance, Smart Tourism, Destination Management.

9. EXPLORING THE IMPACT OF PERCEIVED SUSTAINABILITY AND PERCEIVED VALUE ON GENERATION Z TOURISTS' SATISFACTION AND E-WOM IN KERALA

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Dr. Sadanandam Ariyaputhiri, *Assistant Professor, Department of Tourism Studies, Central University of Kerala*

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Abstract:

Sustainability has become an inevitable concept in the contemporary tourism, yet its role in shaping the travel perception and experiences of younger travellers who are digitally connected remains under explored. Genz tourists who largely rely on the social media before and after travel remains as a major segment whose sustainable perception, values and satisfaction are rarely studied by combining in a single model. This gap is clearly evident in the context of Kerala, a destination which is well known for its sustainable practices and cultural heritage. Only a few studies exist on assessing how tourists' perceptions of these sustainable practices influence their behaviour, particularly their willingness to share positive experiences through electronic word-of-mouth (e-WOM). The study addresses this gap by proposing an integrated model that examines how Gen Z tourists' perceived sustainability of Kerala as a destination influences their perceived value of the trip, how these two constructs together shape overall satisfaction, and how satisfaction, in turn, influences e-WOM intentions. Using the survey data collected from 150 Gen Z tourists and structural equation modelling (SEM), this study tests the following hypothesised relationships: the positive influence of perceived sustainability on perceived value and on satisfaction, the positive influence of perceived value on satisfaction, and the positive influence of satisfaction on e-WOM. By situating sustainability perception as an antecedent within a value-satisfaction-e-WOM chain, the study extends existing tourism literature, which has largely treated these constructs in isolation, and offers destination marketers a clearer understanding of how sustainability signals translate into tangible behavioural and promotional outcomes among younger travellers. The findings are expected to inform more targeted, sustainability-oriented positioning strategies for Kerala tourism aimed at the Gen Z segment.

Keywords: Perceived Sustainability, Perceived Value, Tourist Satisfaction, Electronic Word of Mouth (E-WOM), Genz Tourists.

10. SUSTAINABILITY AS MARKETING: GREEN BRANDING STRATEGIES FOR TOURISM DESTINATIONS

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Prof. P.G. Arul, *Professor, Department of International Business, Pondicherry University*

Abstract:

Tourism is under increasing pressure to reconcile economic growth with ecological responsibility. Traditional branding approaches have emphasized attraction, luxury, and cultural uniqueness, but rarely sustainability as a central value proposition. This paper advances the concept of green branding as a strategic marketing paradigm in tourism, positioning sustainability not as an operational add-on but as a core element of destination identity and competitive advantage. Drawing on international business and marketing theory, the study develops a conceptual framework in which sustainability functions simultaneously as a differentiator, a trustbuilding mechanism, and a driver of regenerative tourism models. The framework highlights how branding narratives can embed ecological stewardship, climate resilience, and community engagement into destination marketing strategies. It also considers global trends in Asia and Europe, where Ecoconscious consumer segments and digital storytelling tools are reshaping tourism markets. The contribution of this paper is threefold. First, it reframes sustainability as a marketing strategy rather than a compliance requirement. Second, it offers a theoretical model for analyzing how green branding can influence consumer behavior and destination competitiveness. Third, it identifies implications for policy and practice, suggesting how governments and tourism enterprises can leverage branding to promote sustainable travel and strengthen longterm resilience. By treating sustainability as marketing, the paper positions green branding as a catalyst for innovation and a pathway toward a more responsible global tourism economy.

Keywords: Sustainability, Green Branding, Tourism Marketing, Destination Identity, Regenerative Tourism, International Business

11. LOCAL CULINARY HERITAGE AND REGENERATIVE TOURISM: REIMAGINING SUSTAINABLE DESTINATION DEVELOPMENT AT THE STATUE OF UNITY

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Aditi Choudhary, *Assistant Professor, Department of Hospitality Management, C. Z. Patel College of Business and Management, CVM University, Vallabh Vidyanagar, Gujarat, India.*

Dr. Subhashish Mishra, *Professor, Department of Hospitality Management, C. Z. Patel College of Business and Management, CVM University, Vallabh Vidyanagar, Gujarat, India.*

Abstract:

As tourism has evolved from a sustainability-focused strategy to regenerative destination development, the emphasis has switched from reducing adverse effects to producing favourable environmental, sociocultural, and economic results for host communities. India's most famous tourist site, the Statue of Unity in Kevadia, Gujarat, draws millions of tourists each year and presents several chances to incorporate local culinary traditions into destination development plans. The potential of regional food as a catalyst for regenerative tourism is still unexplored, despite the destination's impressive infrastructure development. In order to support local food ecosystems, preserve culinary traditions, empower indigenous populations, and improve tourist's genuine experiences, this conceptual study explores how traditional Gujarati and tribal cuisines of the Narmada, Aravalli region may support regenerative destination development. The paper suggests a framework for regenerative tourism that links farm-to-table In order to support local food systems, preserve culinary traditions, empower indigenous populations, and improve genuine visitor experiences, this conceptual study explores how traditional Gujarati and tribal cuisines of the Narmada, Aravalli region may support regenerative destination development. The study suggests a framework for regenerative tourism that links destination management programs with farm-to-table methods, neighbourhood-based food businesses, local culinary entrepreneurship, and sustainable hospitality services. By showing how culinary legacy may become a strategic resource for destination resilience and long-term sustainability, the study adds to the expanding conversation on regenerative tourism. For legislators, destination management companies, hospitality business owners, and local communities looking to establish the Statue of Unity as a globally renowned regenerative tourism destination that honours both natural and cultural heritage, the suggested framework offers useful implications.

Keywords: Statue of Unity, Gujarat, Indigenous Food Heritage. Regenerative Tourism, Sustainable Tourism, Local Cuisine, Culinary Tourism, Destination Development.

12. THE REGENERATIVE COASTAL RESILIENCE FRAMEWORK (RCRF): A THREE-TIER MODEL FOR REVERSING THE COASTAL TOURISM–EROSION NEXUS

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Abstract:

Coastal tourism destinations are locked in a self-defeating cycle: the shoreline geomorphology that attracts visitors is progressively degraded by the infrastructure built to serve them. Hard engineering responses—seawalls, revetments, and groynes—stabilize the immediate frontage while accelerating downdrift and end-effect erosion, disrupting longshore sediment transport, and narrowing the very beaches on which destination economies depend (Pilkey & Wright, 1988; Temmerman et al., 2013). Even the dominant "sustainable tourism" paradigm, oriented toward minimizing harm and achieving net-neutral impact, has proven insufficient to reverse this trajectory, since it does not obligate destinations to restore the ecological capital already lost (Bramwell & Lane, 2011). This paper responds by proposing the Regenerative Coastal Resilience Framework (RCRF), a conceptual, three-tier model that repositions coastal destination management around net-positive ecological, economic, and social outcomes. Tier 1 (Physical/Ecological) integrates Nature-based Solutions—living shorelines, dune rewilding, mangrove and marsh restoration, and submerged bio-reefs—as primary sediment stabilizing infrastructure. Tier 2 (Economic/Blue Finance) reallocates tourism rents through blue levies, Payment for Ecosystem Services (PES), and blended blue-finance instruments to fund ongoing regeneration. Tier 3 (Governance/Social Co- management) embeds adaptive, polycentric governance and community co-stewardship as the institutional substrate that sustains Tiers 1 and 2 over time. The paper's methodology is a conceptual synthesis of secondary literature spanning coastal geomorphology, ecological engineering, blue economics, tourism governance, and critical infrastructure studies, from which the RCRF is theoretically derived rather than empirically tested. The principal theoretical contribution is an integrative framework that explicitly couples biophysical, financial, and institutional regeneration—addressing a fragmentation evident in prior single- domain models. Practical implications for Destination Management Organisations (DMOs) include a diagnostic structure for auditing existing shoreline infrastructure against regenerative criteria, and an implementation roadmap sequencing pilot NbS interventions, blue-finance instrument design, and co-governance structures. The paper concludes by identifying priority directions for future empirical research testing RCRF propositions across diverse coastal-tourism contexts.

Keywords: Regenerative Tourism, Coastal Tourism, Nature-Based Solutions (Nbs), Blue Economy, Destination Management, Shoreline Erosion

13. GREENING THE TRAVEL INDUSTRY: AN EMPIRICAL INVESTIGATION OF SUSTAINABLE TRAVEL BEHAVIOUR AMONG INDIAN TRAVELLERS USING PLS-SEM

Dr. Himanshu Sanghavi, *Assistant Professor, C Z Patel College of Business and Management, CVM University, Vallabh Vidyanagar, Gujarat-India.*

Dr. Vineet Chouhan, *Associate Professor, Unitedworld Institute of Management, Karnavati University, Gandhinagar, Gujarat, India.*

Abstract:

The global tourism industry is undergoing a significant transformation as environmental sustainability becomes a strategic priority for governments, tourism businesses, and travellers. Rising concerns over climate change, carbon emissions, biodiversity loss, and resource depletion have accelerated the adoption of sustainable tourism practices. Green travel has emerged as a key approach to minimizing the environmental impacts of tourism while supporting long-term economic, social, and ecological sustainability. However, despite increasing environmental awareness, the adoption of sustainable travel practices remains inconsistent, particularly in emerging economies such as India. Understanding the factors that influence travellers' sustainable behaviour is therefore essential for promoting responsible tourism. This study examines the determinants of sustainable travel behaviour among Indian travellers using Partial Least Squares Structural Equation Modelling (PLS-SEM). Grounded in the Theory of Planned Behaviour (TPB) and the Value–Belief–Norm (VBN) Theory, the proposed framework investigates the effects of Environmental Awareness, Green Travel Attitude, Social Influence, Perceived Green Value, and Government Support on Green Travel Intention, which subsequently influences Sustainable Travel Behaviour. Green Travel Intention is also examined as a mediating construct between the antecedent variables and actual travel behaviour. Primary data were collected from 400 domestic and international travellers through a structured questionnaire using a five-point Likert scale. The data were analysed using SmartPLS 4 by assessing the measurement and structural models through reliability, convergent validity, discriminant validity, path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), model fit, and mediation analysis. The findings indicate that environmental awareness, positive green attitudes, perceived green value, social influence, and government support significantly strengthen travellers' intentions to engage in sustainable tourism. Green Travel Intention, in turn, positively influences Sustainable Travel Behaviour and mediates the relationships between the proposed antecedents and actual behaviour. The study contributes to sustainable tourism literature by integrating behavioural and environmental theories and provides practical insights for tourism businesses, destination managers, and policymakers to foster environmentally responsible travel.

Keywords: Sustainable Tourism, Green Travel Behaviour, Environmental Awareness, Green Travel Intention, PLS-SEM, SmartPLS, Sustainable Tourism Development, Indian Travellers.

14. PRIORITISING SUSTAINABLE TOURISM CONSTRAINTS IN PERIPHERAL REGIONS: THE PRIORITY-BASED CONSTRAINT FRAMEWORK

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Michael Lalrinawma, *PhD Scholar, Department of Tourism and Hospitality Management, Mizoram University, India*

Abstract:

Peripheral regions face interlinked structural barriers to sustainable tourism development, yet little research explains how these constraints should be prioritised when fiscal, administrative, and institutional resources are limited. To address this gap, the study applies a two-round Delphi method to examine the relative policy priority of ten structural tourism constraints in Mizoram. A purposive panel of 20 experts drawn from government, industry, academia, and civil society participated in the first round, with 16 completing the second round following anonymised group feedback. Consensus strengthened substantially between rounds, with Kendall's coefficient of concordance increasing from $W = 0.46$ to $W = 0.73$, while all ten constraints achieved the study's consensus threshold ($IQR \leq 1$) in the final round. Transport infrastructure and connectivity, market linkages and tourism circuit integration, and skills development and human capital emerged as the highest policy priorities, followed by local supply chains and backward linkages. Access to finance, tourism infrastructure and service facilities, labour outmigration and workforce instability, and digital access and platform engagement formed a moderate-priority tier, whereas gender-based labour constraints and institutional coordination were assigned comparatively lower priority within the study context. Drawing on these findings, the study proposes the Priority-Based Constraint Framework (PBCF), an evidence-informed decision-support framework that translates expert-derived priorities into a structured process for policy sequencing and adaptive resource allocation. Although developed in the context of Mizoram, the framework offers a practical approach for informing tourism planning in other peripheral destinations facing similar structural constraints.

Keywords: Sustainable Tourism, Peripheral Regions, Delphi Method, Tourism Constraints, Policy Prioritisation, Priority-Based Constraint Framework, Mizoram.

15. TOWARDS REGENERATIVE TOURISM DEVELOPMENT: FUTURE PROSPECTS FOR SUSTAINABLE TOURISM IN KARBI ANGLONG, ASSAM

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Abstract:

Karbi Anglong, Assam, is endowed with rich natural resources, biodiversity, indigenous cultural heritage, traditional knowledge, and community-based livelihood practices, creating significant opportunities for sustainable tourism development. However, tourism development in the region remains at an emerging stage, and existing studies have predominantly examined sustainable tourism, community participation, cultural heritage, and livelihood diversification. Limited research has explored the emerging concept of regenerative tourism and its potential to move beyond sustainability towards restoring and enhancing the ecological, socio-cultural, and economic well-being of destinations. This study aims to examine the future prospects of regenerative tourism development in Karbi Anglong, identify the region's tourism potential and existing challenges, and explore strategies for integrating regenerative principles into sustainable tourism planning. The study adopts a qualitative approach based on a systematic review and thematic analysis of academic literature, government reports, policy documents, and other relevant secondary sources. The findings indicate that Karbi Anglong possesses considerable potential for regenerative tourism through its forests, biodiversity, indigenous culture, traditional knowledge, handicrafts, festivals, agricultural practices, and community-based tourism opportunities. Nevertheless, inadequate infrastructure, limited tourism promotion, insufficient community capacity, weak institutional coordination, and environmental pressures may hinder regenerative tourism development. It suggests strengthening indigenous community participation and ownership, promoting local enterprises, developing responsible tourism infrastructure, conserving natural and cultural resources, enhancing community capacity-building, and establishing collaborative governance mechanisms. It concludes that adopting a regenerative tourism approach can enable Karbi Anglong to progress beyond minimising tourism impacts towards actively restoring its ecological, cultural, social, and economic systems, thereby supporting inclusive, resilient, and place-based destination development.

Keywords: Regenerative Tourism, Sustainable Tourism, Karbi Anglong, Indigenous Communities, Destination Development.

16. A SYSTEMATIC BIBLIOGRAPHIC REVIEW OF MARINE TOURISM TRENDS IN THE TWENTY- FIRST CENTURY

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Abstract:

In the modern era, the tourism industry has experienced rapid growth, with marine tourism emerging as a vital component of the industry. Marine tourism has emerged as one of the most dynamic and economically significant sectors of the global tourism industry in the twenty-first century. This systematic bibliographic review synthesises peer-reviewed literature published between 2001 and 2026 to identify major research trends, thematic clusters, knowledge gaps, and future directions in marine tourism scholarship. This study employs bibliometric analysis of the Scopus database to investigate marine tourism articles thoroughly in the twenty-first century. This study uses VOSviewer and Bibliometrix software to analyse publication output, journals, and keywords to identify current research trends and future directions in this field. The study highlights trending topics: tourism, coastal tourism, dive tourism, ecotourism, marine protected areas (MPAs), and associated concepts. Bibliometric indicators reveal a pronounced acceleration in scholarly output after 2017, with annual publications reaching 162 in 2025 alone. The thematic analysis identifies six core research clusters: (a) marine and coastal ecotourism, (b) marine protected areas and conservation, (3) sustainability and the blue economy, (4) marine pollution and plastic debris, (5) coral reef systems and climate change impacts, and (6) economic valuation and willingness to pay. The United States, China, Australia, the United Kingdom, Spain, and Indonesia lead in scholarly contributions. Marine Pollution Bulletin, Ocean and Coastal Management, and Marine Policy are the most prolific journals. The review synthesises key findings from the literature, highlights thematic convergences and divergences, and proposes an agenda for future research. The findings have significant implications for marine tourism governance, destination management, and sustainable development policy.

Keywords: Marine Tourism, Coastal Tourism, Blue Economy, Systematic Review, Ecotourism, Cruise Tourism, Sustainability, Bibliometric Analysis, Ocean Governance, Underwater, Trends.

17. POLICY INTERVENTIONS AND ECOTOURISM DEVELOPMENT IN INDIA: ALIGNING PRACTICE WITH SUSTAINABLE DEVELOPMENT GOALS 9, 11, 12, AND 17

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Abstract:

Ecotourism in India offers prolific opportunities with immense potential to enhance economic growth, generate employment, preserve cultural heritage, and promote environmental awareness. Despite these opportunities, the tourism sector continues to face challenges that hinder its contribution to sustainable development. The study examines how policy interventions is shaping ecotourism prospects in India and evaluates their effectiveness in achieving key objectives such as; ecosystem conservation, livelihood generation, and community empowerment. It also analyses how government initiatives such as; the Eco-Tourism Policy, the National Strategy for Sustainable Tourism, and how the National Strategy for Rural Tourism, align with the Sustainable Development Goals (SDGs), focusing on: strengthening sustainable infrastructure (SDG 9), fostering inclusive and resilient communities (SDG 11), promoting responsible consumption and production practices (SDG 12), and building multi-stakeholder partnerships (SDG 17). The study identifies persistent gaps, including: an excessive emphasis on infrastructure over sustainability, inconsistencies in policy implementation, weak certification systems, and unequal stakeholder participation; and these gaps are addressed through coordinated governance and stronger partnerships, which has helped to transform ecotourism into a vital instrument for achieving India's commitments to the 2030 Agenda for Sustainable Development.

Keywords: Sustainable Development. **Keywords:** Ecotourism, Policy Interventions, Sustainable Development Goals.

18. PSYCHOLOGICAL ACCEPTANCE FRAMEWORK: BRIDGING THE IMPLEMENTATION–ADOPTION GAP IN SUSTAINABLE AND REGENERATIVE TOURISM

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Abstract:

The growing emphasis to address the adverse effects of climate change, biodiversity loss, resource depletion, and widening socio-economic inequalities has accelerated the global transition towards sustainable and regenerative tourism. Sustainable tourism seeks to minimize environmental and social impacts and regenerative tourism advances a more transformative paradigm that restores ecosystems, strengthens local communities, and enhances destination resilience. Consequently, governments, tourism educators, destination management organizations, and industry practitioners have been intensifying their efforts through various initiatives and mechanisms to implement sustainable and regenerative practices and to encourage the adoption of sustainable and regenerative tourism practices. Despite the initiatives, the translation of these implementation efforts into consistent industry adoption remains uneven, indicating the existence of a critical implementation–adoption gap. This conceptual paper addresses this gap by developing a Psychological Acceptance Framework. Drawing primarily on Kelman's Theory of Social Influence and integrating insights from the Theory of Planned Behavior and Value–Belief–Norm Theory, the proposed framework reconceptualizes psychological acceptance as a progressive hierarchical construct comprising compliance, identification, and internalization. The framework proposes that deeper levels of psychological acceptance generate greater readiness for adoption, with compliance facilitating incremental sustainability initiatives and internalization fostering transformative regenerative tourism practices. Also this paper argues that by moving beyond knowledge transfer and skills development, tourism education and industry collaboration must cultivate deeper levels of acceptance of practices to achieve meaningful sustainability advancement.

The study contributes to the emerging neo-paradigms of sustainable and regenerative tourism by introducing an acceptance-based perspective that bridges tourism academia and industry to the practices. The proposed framework offers a novel conceptual lens for understanding how sustainability interventions can be efficiently translated into practice and provides a foundation for future empirical research. It also offers practical implications for tourism educators, policymakers, destination management organizations, and industry practitioners by emphasizing that successful sustainability transitions require not only knowledge, skills, and technological capabilities but also the psychological transformation of stakeholders from compliance-oriented participation toward value-driven internalization. Such an approach can strengthen industry readiness and support the transition from sustainability awareness towards foundation for understanding and accelerating regenerative tourism transformation across diverse global contexts.

Keywords: Psychological Acceptance, Sustainable & Regenerative Tourism, Implementation–Adoption Gap, Kelman's Theory Of Social Influence, Stakeholder Readiness.

19. RESPONSIBLE BLUE TOURISM PERCEPTION AND RESIDENTS' SUPPORT FOR SUSTAINABLE BLUE TOURISM DEVELOPMENT: EXAMINING THE MEDIATING ROLE OF PLACE ATTACHMENT AND THE MODERATING ROLE OF ENVIRONMENTAL AWARENESS

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Prof. Y Venkata Rao, *Professor, Department of Tourism Studies, Pondicherry University*

Podili Harish, *JRF Scholar, Department of Tourism Studies, Pondicherry University*

Abstract:

This study investigates how residents' perceptions of responsible blue tourism influence their support for sustainable blue tourism development. Specifically, it examines the mediating role of place attachment and the moderating role of environmental awareness in the relationship between responsible blue tourism perception and residents' support for sustainable blue tourism development. Design/Methodology/Approach Drawing on Social Exchange Theory and Place Attachment Theory, this study develops a conceptual framework linking responsible blue tourism perception, place attachment, environmental awareness, and residents' support for sustainable blue tourism development. A quantitative research design will be employed using a structured questionnaire administered to residents of a coastal blue tourism destination. The proposed hypotheses, including the mediation and moderation effects, will be tested using Partial Least Squares Structural Equation Modelling (PLS-SEM). Findings The study is expected to demonstrate that residents' perceptions of responsible blue tourism positively influence both place attachment and support for sustainable blue tourism development. Place attachment is expected to mediate this relationship, while environmental awareness is anticipated to strengthen the positive effect of responsible blue tourism perception on residents' support for sustainable blue tourism development. Theoretical Implications This study contributes to the literature by integrating Social Exchange Theory and Place Attachment Theory to explain residents' support for sustainable blue tourism development. It extends responsible tourism and blue tourism research by identifying place attachment as a key psychological mechanism and environmental awareness as an important contextual factor influencing residents' support for sustainable tourism initiatives. Practical Implications The findings are expected to provide practical guidance for destination managers and policymakers seeking to foster residents' support for sustainable blue tourism. Promoting responsible tourism practices, strengthening residents' attachment to place, enhancing environmental awareness, and encouraging community participation can contribute to environmentally responsible tourism development while improving community wellbeing and ensuring the long-term sustainability of coastal destinations.

Keywords: Responsible Blue Tourism, Sustainable Blue Tourism Development, Residents' Support, Place Attachment, Environmental Awareness, Blue Tourism, Coastal Tourism, Social Exchange Theory, Sustainable Destination Management, PLS-SEM.

20. Developing a Climate Resilience Index for Tourism Destinations: Evidence from India

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Prof. Y Venkata Rao, *Professor, Department of Tourism Studies, Pondicherry University*

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Abstract:

Climate change is increasingly emerging as a significant threat to the operations of tourism businesses, and it is amplifying risks and creates new risks which are generally greater for disadvantaged communities. Numerous adaptation and mitigation strategies can help tackle climate change, but no single solution is adequate on its own. The arguments of capitalist accumulation and environmental limits in sustainability question how our needs and wants lead to the climate catastrophes of Anthropocene (Davidson, 2023). Problems such as increased production of goods and services, increased transportation in tourism destinations contribute to a higher pressure on the atmosphere and greenhouse gas emissions can lead to increased cardiovascular and respiratory problems. Therefore, maintaining high quality natural resources in destinations is one of the most important production factors of tourism. This research paper delves into the multifaceted dimensions of climate change, exploring and analysing of climate change in specific to Indian tourism destinations. By synthesizing scientific insights and policy perspectives, this research paper is relevant for a collective understanding of climate resilience index in Indian context and promotes sustainable tourism practices for the resilient future.

Government of India has put in place more than 150 flagship programs and policies at the national level that influence emissions control in every sector such as land use, agriculture, power, transportation, residential commercials, and industrial. Net zero special economic zone can be a socio-economic engine that can transform the rural landscape through inclusive growth, low-carbon world-class infrastructure and enable the production of sustainable products of societal value. Due to extreme and frequent weather events, tourism destinations need optimal solutions to manage the critical natural resources. By incorporating cutting-edge technologies, destinations can reduce environmental footprint, boost economic growth and enhance the quality of life. The effects of climate change are to identify the ways to foster geographical research on sustainability transitions (Prince 2023) and emerging approaches in the political ecology of tourism that recognize the Anthropocene as both a geological epoch and conceptual regime (Mostafanezhad and Norum, 2019). The primary objective of this research is to developing a Climate Resilience Index for Indian Tourism Destinations.

Keywords: Indian Tourism Destinations, Climate Change Impacts, Climate Resilience Index

21. 'GREENING AND SUSTAINABLE TRAVEL INDUSTRY' THE FUTURE OF GREEN TRAVEL: TRANSFORMING TOURISM THROUGH SUSTAINABLE PRACTICES

Mariyam Mathew

Abstract:

Tourism is no longer simply about travelling from one destination to another, it is increasingly about understanding the environmental and social footprint of every journey. As climate change, environmental degradation, resource scarcity, and changing traveller expectations reshape the global tourism landscape, green travel is emerging as a powerful pathway towards a more sustainable future. Although tourism remains a major contributor to economic growth and employment, conventional tourism practices can place considerable pressure on natural resources, ecosystems, local communities, and cultural heritage. This growing contradiction highlights the urgent need to transform tourism from a high-impact industry into a more responsible, resilient, and environmentally conscious sector. This paper aims to examine the emerging trends, challenges, and opportunities in green travel and explore how sustainable practices can reshape the future of the tourism industry. Adopting a conceptual research approach, the study reviews relevant literature, sustainability frameworks, industry practices, and emerging innovations. Key dimensions examined include eco-friendly transportation, sustainable accommodation, renewable energy, waste reduction, circular economy practices, responsible tourist behaviour, digital technologies, and community participation. The study highlights that green travel is not merely a trend but a transformative approach to creating destinations that benefit both people and the planet. The adoption of sustainable practices can reduce environmental impacts, enhance destination competitiveness, improve tourist experiences, strengthen local economies, and build resilience against future environmental challenges. However, barriers such as inadequate policies, limited awareness, higher initial costs, greenwashing, and weak stakeholder coordination continue to slow progress. The paper proposes a strategic approach centred on “travel better, not simply travel more,” encouraging collaboration among governments, tourism businesses, local communities, and travellers. By combining policy innovation, technological advancement, responsible consumption, and community-led initiatives, green travel can become a catalyst for a tourism industry that is cleaner, smarter, more inclusive, and resilient—where every journey contributes to a better future rather than a heavier footprint.

Keywords: Green Travel, Sustainable Tourism, Responsible Tourism, Environmental Sustainability, Sustainable Practices, Tourism Transformation.

22. DIGITAL BLUE HORIZONS: LEVERAGING SMART-TECH HOSPITALITY ARCHITECTURES TO ALIGN MARINE TOURISM WITH BLUE CARBON ECOSYSTEM RESILIENCE

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Abstract:

Coastal marine tourism operations relying heavily on pristine mangroves, seagrass meadows, and salt marshes face an existential paradox: the industry's unchecked expansion and passive consumer footprint directly accelerate the degradation of the very ecosystems driving visitor demand. Crucially, these coastal habitats function as Earth's most efficient blue carbon sinks. Their destruction not only undermines destination longevity but converts vital carbon repositories into active emissions sources. This paper addresses three critical lacunae at the intersection of hospitality management and environmental economics. First, a structural valuation gap leaves the non-extractive carbon sequestration services of coastal assets financially invisible within commercial tourism ledgers. Second, a methodological gap exists due to the prohibitive costs of acquiring real-time ecosystem health data required for sustainable destination management. Third, traditional tourism offsetting models suffer from a lack of destination-level transparency, marginalizing host communities from global carbon market yields. To resolve these challenges, this study introduces BlueAnchor, an innovative Business-to-Business-to-Consumer (B2B2C) digital ecosystem designed to transition marine tourism from an extractive industry into a vehicle for regenerative conservation. Leveraging AI-powered computer vision and geofencing, the platform transforms hotel guests and recreational divers into a mobilized citizen-science workforce, crowdsourcing high-resolution ecosystem metrics during standard leisure excursions. Concurrently, an immutable digital ledger anchors guest eco-fees directly to the hyper-local geographic coordinates of the specific habitats they traversed. By translating complex geospatial data into a gamified guest interface, BlueAnchor enhances corporate social responsibility (CSR) transparency for luxury eco-resorts. This closed-loop mechanism monetizes invisible ecosystem services, minimizes monitoring overheads, and routes tourism capital directly to host communities for localized stewardship. Ultimately, this research offers a scalable paradigm for destination resilience, illustrating how smart-tech hospitality models can systematically pivot commercial tourism into a primary catalyst for blue carbon preservation.

Keywords: Marine Tourism, Sustainable Hospitality, Blue Carbon, Destination Resilience, Smart Technology, Citizen Science.

23. REFRAMING TOURISM SOCIAL ENTREPRENEURSHIP THROUGH A REGENERATIVE DEVELOPMENT LENS

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Abstract:

Tourism Social Entrepreneurship (TSE) is commonly understood as an approach that combines entrepreneurial activity with social and community-oriented goals. However, its contribution is often assessed through employment creation, livelihood support, and environmental responsibility, without fully considering its potential to restore and strengthen destination systems. This conceptual paper reframes TSE through a regenerative development lens. Drawing on literature on regenerative tourism, sustainable development, social value creation, community participation, and place-based development, the study proposes four interconnected dimensions of regenerative practice: strengthening community capabilities and livelihoods, restoring local agency and social relationships, sustaining cultural identity and knowledge, and supporting ecological stewardship and destination resilience. The paper argues regeneration cannot be produced by enterprises alone. It emerges through relationships among entrepreneurs, employees, communities, institutions, visitors, and other stakeholders. TSE is therefore presented as a relational process through which economic, social, cultural, and ecological value can be created, restored, and shared.

Keywords: Tourism Social Entrepreneurship, Regenerative Development, Social Value, Community Participation, Destination Resilience.

24. TRANSITIONING DESTINATIONS TO A CIRCULAR ECONOMY: POLICY EVALUATION AND STRATEGIC FRAMEWORK FOR KERALA TOURISM

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Dr. Akhilesh Kumar Singh, *Assistant Professor, Department of Tourism, Sikkim University, Gangtok, Sikkim*

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Abstract:

Transitioning from a linear resource consumption model to a circular model is important for long-term environmental and economic sustainability. However, linking broader sustainability policies with implementation at the destination level remains difficult. This study would evaluate the Revised Kerala Declaration on Responsible Tourism (2023) to examine how Kerala's tourism policy framework incorporates circular economy principles into tourism practice. It would also review existing evidence on circular practices in the Kerala tourism sector and propose a strategic framework for supporting the transition towards a circular economy. Using a qualitative analysis of secondary sources, the paper will examine key policy documents alongside published studies and reports, including frameworks of the Haritha Keralam Mission, guidelines of the Kerala Responsible Tourism Mission, and literature on local destination initiatives. Based on a preliminary review of the policy landscape, the current framework appears to support several circular practices, particularly through the Green Protocol, plastic-reduction measures, and local supply chain integration through community-based micro-enterprises such as Kudumbashree. However, drawing on existing literature on tourism policy implementation more broadly, the study expects to identify gaps such as challenges in scaling up resource recovery, maintaining consistent reporting of circular practices, and ensuring private-sector compliance across regional hospitality networks. To address these gaps, the paper will propose a strategic framework centered on decentralized local governance, stakeholder capacity building, and common indicators for measuring circular practices among tourism operators. The study aims to provide practical directions for policymakers and destination managers to strengthen the application of circular economy principles within Kerala's tourism destinations.

Keywords: Circular Economy, Responsible Tourism, Policy Analysis, Destination Governance, Kerala Tourism, Resource Efficiency

25. SUSTAINABLE DESTINATION IMAGE AND TOURIST SATISFACTION IN A HIGH-ALTITUDE HIMALAYAN TOURISM CIRCUIT: EVIDENCE FROM TSOMGO LAKE, BABA MANDIR AND NATHULA PASS, SIKKIM

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Abstract:

The destination image is essential in determining tourists' evaluations and their level of satisfaction. In the case of environments that are fragile, however, the usual attributes associated with a destination may not properly reflect tourists' views on responsible and sustainable tourism. The present study looks at the effect of a sustainable destination image on tourist satisfaction in the Tsomgo Lake, Baba Mandir and Nathula Pass route in Sikkim. Sustainable destination image is the way tourists' recognize a destination's commitment to protecting its natural and cultural resources, its responsible management of tourism, and its contribution to long-term destination resilience. Tourist satisfaction is the way a tourists' assess their overall experience at a destination in comparison with their expectations. This study suggests using a quantitative method to investigate the relationships between cognitive destination image, affective destination image, sustainable destination image and tourist satisfaction. It is expected that the study will help advance sustainable destination development by emphasizing the value of ecological stewardship, responsible tourism and low-impact tourism practices in improving tourist satisfaction in the Himalayan region.

Keywords: Destination Image, Sustainable Destination Image, Tourist Satisfaction, Sustainable Tourism.

26. MARKETING EFFICIENCY OF OOTY: A CASE STUDY ON SUSTAINABLE TRANSFORMATION IN FRAGILE ECOSYSTEM

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Abstract:

Rapid urbanisation, changing climatic patterns and unmanaged mass tourism are exerting unprecedented ecological pressures on vulnerable highland habitats such as Ooty (Udhagamandalam), thereby necessitating an urgent shift toward sustainable development paradigms. Destination marketing is a significant pillar of local development, but conventional popularisation paradigms focus on tourist volume at the expense of carrying capacity to strengthen the economy, thereby weakening the ecological perspective and resulting in resource depletion and habitat devastation in environmentally sensitive regions. The study is intended to analyse the efficiency of sustainable marketing techniques in Ooty by determining the compatibility of promotional communication, environmental conservation and developmental concerns. The research design of this study is desk research, using secondary data. Data were systematically collected from government tourism reports, local development plans, environmental impact assessments, non-governmental organisation (NGO) archives, and peer-reviewed academic literature. Qualitative content analysis and topic synthesis were used to examine the structural influence of green marketing initiatives during the past decade. The investigation shows a big gap between the strategic marketing stories and the environmental realities. Destination advertisements are increasingly promoting “eco-tourism” and “green initiatives”, but secondary data reveal that seasonal congestion, waste management bottlenecks and infrastructure pressure persist, suggesting that marketing efforts are unrelated to area carrying-capacity restrictions. The report finds that real sustainable change can only happen by moving away from volume-driven marketing to a regenerative management approach. The policy implications stress the need to include carrying capacity limits in marketing strategies, to improve inter-agency governance and to build the capacity of local community stakeholders to protect Ooty’s sensitive environment.

Keywords: Eco-Tourism, Marketing Efficacy, Ooty, Secondary Data Analysis, Sensitive Ecosystems, Sustainable Transformation.

27. BEYOND SUSTAINABILITY: REGENERATIVE TOURISM FRAMEWORK OF KERALA TOURISM

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Toney K Thomas, *Assistant Professor, School of Tourism Studies, Mahatma Gandhi University*

Abstract:

Regenerative tourism has emerged as a transformative paradigm that extends beyond the principles of sustainable tourism by seeking to restore, renew and enhance the destinations. As sustainable tourism, eco-tourism, responsible tourism and green tourism have reached a turning point where it is necessary to integrate different dimension and aspect, regenerative tourism provide a holistic approach to the challenges and issues faced in a fragile environment and especially ecologically sensitive destinations. As the regenerative tourism develops from an ecological worldview inspiring whole system and living systems thinking which establishes a strong and profound relationship between human communities and the natural environment. The main purpose of this study is to design a theoretical framework to test the model in an ecologically sensitive region of the Western Ghats, specifically at Periyar Tiger Reserve. Hence by developing a conceptual framework in PTR, the study can advance knowledge in regenerative tourism by incorporating a bottom-up approach involving the local community in decision making, making ecological restoration through the visitor participation and indigenous knowledge incorporation in managing the reserve which act as a self-sustaining and thriving system for the future. Thus, this proposed model provides guidance for destination managers, policy makers and to the local communities in foresighting a better future.

Keywords: Regenerative Tourism, Living Systems Thinking, Whole Systems Thinking, Ecologically Sensitive Destinations, Holistic Approach, Ecological Restoration.

28. A STUDY ON PLASTIC WASTE MANAGEMENT AND ITS IMPACTS ON URBAN DRAINAGE SYSTEM IN SLUMS

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Nabiza Banu K, *Student, Department of Tourism Studies, Madras Christian College, Chennai, India*

Abstract:

Plastic waste management plays a vital role in maintaining efficient urban drainage systems, particularly in densely populated slum areas where waste disposal facilities are often inadequate. Based on the analysis of secondary data, this study concludes that improper disposal of plastic waste is a major cause of drainage blockages, resulting in flooding, waterlogging, environmental degradation, and increased public health risks. The findings demonstrate that ineffective waste collection, limited recycling facilities, and low public awareness contribute significantly to the accumulation of plastic waste in drainage channels. The study also shows that cities implementing regular waste collection, source segregation, recycling programmes, and awareness campaigns experience fewer drainage-related problems. Strengthening municipal waste management systems, enforcing regulations on plastic use, and encouraging community participation are essential for reducing plastic pollution and protecting drainage infrastructure. Although this research relies on secondary data and descriptive analysis, it provides a comprehensive understanding of the relationship between plastic waste management and urban drainage systems in slum settlements. Future studies may include primary data collection through field surveys and interviews to gain deeper insights into local conditions. Effective plastic waste management is essential for achieving cleaner urban environments, improving public health, minimizing flood risks, and promoting sustainable urban development for present and future generations.

Keywords: Urban Drainage System, Waste Management, Recycling, Waste Disposal, Plastic Waste.

29. PATH BREAKERS AND PITFALLS IN SUSTAINABLE TOURISM: A CONCEPTUAL ANALYSIS

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Abstract:

Sustainable tourism has evolved from a normative aspiration into a contested field of theory and practice, marked simultaneously by genuine innovation and persistent failure. This conceptual paper synthesises the literature on what are termed “path breakers” (the ideas, actors and mechanisms that have advanced the sustainability agenda) and “pitfalls” (the recurring structural, institutional and behavioural obstacles that undermine it). Drawing on scholarship concerning community-based tourism, regenerative and degrowth paradigms, digitalisation, and certification governance, alongside critical work on the concept–implementation gap, overtourism, and greenwashing, the paper develops an integrative framework that positions path breakers and pitfalls as co-constitutive rather than opposing forces. It argues that innovation in sustainable tourism is persistently at risk of being neutralised by the very economic and institutional logics it seeks to reform, and that future research and policy must treat implementation, monitoring and power relations as central rather than peripheral concerns.

Keywords: Sustainable Tourism; Path Breakers; Overtourism; Greenwashing; Regenerative Tourism; Degrowth; Community-Based Tourism; Implementation Gap

30. ECOLOGICAL STEWARDSHIP AND RESPONSIBLE TOURISM: ASSESSING THE LOW-IMPACT TOURISM PRACTICES AND CLIMATE RESILIENCE AT MANGROVE BAY ECO CAMP, CHIDAMBARAM, TAMIL NADU

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Abstract:

Mangrove ecosystems constitute critical coastal landscapes that support biodiversity, livelihoods and ecological resilience while offering significant opportunities for nature-based and responsible tourism. Against this background, the present study examines the low-impact tourism practices and climate-resilience dimensions of Mangrove Bay Eco Camp, located along the Kollidam River in Cuddalore district, Tamil Nadu. The camp occupies a 10-acre riverside setting and provides accommodation, camping and nature-based recreational experiences, including kayaking in the backwater environment. The study aims to (i) identify and document the ecological stewardship and low-impact tourism practices adopted at the camp, (ii) assess their contribution to responsible visitor experiences and environmental conservation, and (iii) examine the camp's preparedness and adaptive practices in relation to climate-related risks affecting coastal and riverine tourism. The research adopts a descriptive research design using a case-study approach. Data collected based on the field observation, semi-structured interactions with camp management and relevant stakeholders, photographic documentation and secondary information from the camp's official digital platforms and relevant government and institutional sources. The findings will be descriptively assessed across key dimensions including ecological conservation, resource use, waste management, visitor management, community engagement, climate adaptation and responsible tourism practices. The study is expected to provide a contextual understanding of how a small-scale nature-based tourism enterprise can contribute to sustainable tourism in a sensitive coastal ecosystem. It further seeks to develop practical recommendations for enhancing ecological stewardship, climate resilience and responsible tourism practices at Mangrove Bay Eco Camp and similar emerging ecotourism destinations in Tamil Nadu.

Keywords: Ecological Stewardship, Responsible Tourism, Low-Impact Tourism, Climate Resilience, Mangrove Ecosystems.

31. BEYOND PROMOTION: USER-GENERATED CONTENT AS A DIGITAL ECONOMIC DRIVER OF EXPERIENTIAL MARKETING FOR SUSTAINABLE AND REGENERATIVE TOURISM DEVELOPMENT

Faslu Rahman, *Senior Research Fellow, Department of Tourism Studies, Central University of Kerala*

Ankit Baral, *Junior Research Fellow, Department of Tourism Studies, Central University of Kerala*

Aysha Jasmin, *Research Assistant, Women's Commission, Government of Kerala,*

Dr. Sadanandam Ariyaputhiri, *Assistant Professor, Central University of Kerala*

Abstract:

User-generated content (UGC) is routinely treated in tourism scholarship as a promotional by-product—an inexpensive channel that extends destination messaging. This paper argues that such a framing understates its economic significance. Drawing on the experience economy, experiential marketing, service-dominant logic, and value co-creation, the study reconceptualises UGC as a form of digital economic capital that transforms experiential marketing from a persuasion activity into a mechanism of value creation for sustainable and regenerative tourism. The literature on UGC, tourist experience, tourism economics, and regenerative tourism has developed largely in parallel; consequently, the pathway connecting tourists' lived experiences to destination-level economic and ecological renewal remains theoretically underspecified. To address this gap, the paper synthesises established theory into an original conceptual framework, the Digital Experience Value Loop (DEVL), comprising six recursive stages: experience creation, UGC production, experiential amplification, economic spillovers, regenerative feedback, and return to richer destination experiences. The framework explains how tourist-authored content lowers marketing costs, builds trust, raises willingness to pay, generates local business revenue, and—when governed toward reinvestment—strengthens community participation and destination resilience. By foregrounding information economics, network effects, intangible asset creation, and behavioural economics, the paper positions UGC as an appreciating asset rather than a sunk promotional cost, and reframes destination competitiveness as a regenerative rather than extractive outcome. The DEVL offers destination management organisations, policymakers, communities, and digital marketers a systemic lens for aligning digital value with regenerative goals. As a conceptual contribution, the framework is advanced for subsequent empirical scrutiny rather than tested here.

Keywords: User-Generated Content, Experiential Marketing, Experience Economy, Value Co- Creation, Digital Capital, Regenerative Tourism, Destination Competitiveness, Sustainable Tourism Development

32. A RAPID REVIEW ON THE THEORY OF REASONED GOAL PURSUIT IN NUDGING AND TOURISM MANAGEMENT

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Abstract:

The Theory of Reasoned Goal Pursuit (TRGP) is gaining emerging attention in tourism research. Particularly in understanding how nudges can influence tourists' behavioural intentions and support sustainable tourism management. Although TRGP has been extensively examined in fields such as medicine and health-related behavioural research, its application to tourism and nudge-based interventions remains comparatively underexplored. This study presents a bibliometric review of the research landscape surrounding TRGP, nudging, and tourism management. Relevant publications were identified through searches of Scopus and Web of Science databases. The search yielded 47 documents from Scopus and 241 from Web of Science, for a combined dataset of 288 documents. The analysis covers publications emerging from 2004 onwards and includes articles, conference papers, book chapters, editorials, and review papers. The selected studies primarily fall within the subject areas of Social Sciences, Business, Management and Accounting, Psychology, Environmental Science, Arts and Humanities, and Multidisciplinary Studies. The bibliometric analysis identifies five major thematic clusters: Behavioural Nudges for Sustainable Tourism, Nudging Sustainable Tourist Behaviour, Nudge Theory and Sustainable Tourism, Behavioural Interventions for Sustainable Tourism, and Nudges and Pro-Environmental Behaviour in Tourism. These themes demonstrate the growing convergence of behavioural theories, nudge interventions, and sustainability-oriented tourism research. The findings suggest sustainable tourist practices and strengthen tourism management strategies.

Keywords: Theory Of Reasoned Goal Pursuit, Tourism Management, Sustainable Tourism, Tourist Behaviour, Behavioural Interventions, Pro-Environmental Behaviour, Bibliometric Analysis.

33. FUTURE PROSPECTS FOR SUSTAINABLE TOURISM AND REGENERATIVE DESTINATION DEVELOPMENT: INSIGHTS FROM HOMESTAY TOURISM IN THE PONDICHERRY–AUROVILLE COASTAL REGION

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Prof. Sampada Swain, *Professor, Department of tourism Studies, Pondicherry University*

Abstract:

Homestay tourism is increasingly recognised as a vehicle for regenerative destination development, yet limited attention has been paid to the role of host attitudes and digital social networks in shaping low-impact, experiential visitor encounters. This study addresses this gap by examining how hosts' relational orientations and network practices influence regenerative outcomes in the Pondicherry–Auroville coastal region of India. Drawing on qualitative data generated through in-depth interviews, participant observation, and analysis of host–guest digital interactions on platforms such as WhatsApp and Instagram, the research investigates the mechanisms through which host openness, cultural mediation, and networked coordination produce authentic, reciprocal experiences. Findings reveal that positive host attitudes facilitate mutual learning, mitigate over tourism pressures, and generate community-level economic and social value. Digital social networks further amplify these effects by enabling trust formation, real-time coordination, and sustained post-stay engagement, thereby extending individual stays into longer-term destination stewardship. This study advances theoretical understanding of regenerative tourism by positioning host–guest social networks as critical relational infrastructures. Practically, it proposes targeted host capacity-building in regenerative practices and the strategic use of digital platforms to foster inclusive community participation. These insights offer transferable directions for climate-resilient and culturally grounded destination regeneration in emerging Asian tourism contexts..

Keywords: Regenerative Tourism, Homestay Tourism, Host Attitudes, Digital Social Networks, Experiential Tourism, Destination Stewardship, Coastal Destinations.

Theme 4: Community and Tourism

Sl. No.	Title of the Paper	Author	Co-Author(s)
1	Tourismscape, Destination Wellbeing and Tourist satisfaction: An Indian Perspective	Dr. Rajinder Kumar	Dr. Akha Kaihrii Mao
2	From Conservation to Co-Management: Participatory Governance Lessons from Silent Valley for Sustainable Heritage Tourism	Rezmiya Fida C M	—
3	Embedding Gender and Community Voice in a Digital Cultural Heritage System: Insights from Chhau Dance and Patachitra Practices of West Bengal	Prof. Arup Kumar Baksi	Subhashree Sanyal
4	Homestay Tourism and Sustainable Development Goals (SDGs): A Systematic Literature Review of Contributions, Impacts, and Research Gaps	Muhammed Ajnas P	—
5	The Social Capital Pathway: Linking Destination Social Responsibility to Residents' Citizenship Behavior	Dr. Zubair Ahmad Dada	Dr. Reyaz Ahmad Qureshi, Asif Ali Bhat, Mohammad Mubeen Bhat
6	The Role of Railway in Boosting Tourism in Mizoram	Martha Lalzirthingi	Dr. Rajdeep Deb
7	From Farm to Feast: A study of food tourism culinary in Mizoram	Vanlalruati Poonte	Dr. Sunil Kumar
8	Sustainability and Stakeholders Challenges in Ladakh's Community Based Tourism: Evidence From Tar and Rumbak Villages	Stanzin Thosam	Jaswinder Kumar
9	Reimagining Rural Development through Community-Led Tourism: A Conceptual Perspective from Mizoram:	Rotluangliana	Dr. Rajesh R.
10	Reconceptualising Indigenous Hospitality as Living Cultural Heritage: Developing the Himalayan Hospitality Framework	Anurag Koirala	Dr. Amit Kumar Singh
11	A Secondary Literature Review on The Multi-Dimensional Impacts of Local Gastronomic Tourism in Revitalizing The Heritage of Kolkata	Surjya Ganguly	Dr. Sherry Abraham, Laili Ibadamut Rumnong
12	Resident's attitude towards Tourism induced through Festival: A Systematic Quantitative Literature review	Dinkar Chugh	Unnikrishnan Thekkumkara, Aditya Gopakumar, Rohan Kumar, Dr. Sampada Kumar Swain, Dr. Sibi PS
13	Women in Agritourism and the Bearings of SHGs on Sustainable Rural Economy - An Analytical Reportage of Select Ventures	Aman Shiva	Dr. R.C. Anu Chandran Anjali Srivastava
14	Religious Tourism and the Transformation of a Sacred City: Community Participation and Sustainable Destination Development in Post-Consecration Ayodhya	Rajiv Kumar Chaudhary	—

15	Bridging Tourism Education and Textile Heritage: The Role of Digital Storytelling in the Preservation and Interpretation of Madurai's Sungudi Craft	Sarath Chandrar V	Dr. Vaibhav Bhatt
16	From Cultural Continuity to Cultural Discontinuity: Extending the Last Chance Tourism Perspective	Dr. Yaja Millo	—
17	From Stakeholders to Co-Owners: A New Way to Think About Regenerative Ecotourism at Valmiki Tiger Reserve.	Meenu Kumari	Dr. Jagadish S. Biradar
18	Ethnoknowledge and Its Preservation: Protecting Indigenous Wisdom for Sustainable Tourism and Community Advancement	Magesh	—
19	Community-Based Ecotourism and Socio-Economic Upliftment of the Irular Tribal Community: A Study of Baralikadu, Tamil Nadu.	Dr. Narasimmaraj R	Dr. Shanthi Marie C
20	Livelihood Diversification through Rural Tourism: A Sustainable Livelihoods Framework Analysis with Reference to Gorubathan	Subecha Chettri	Dr. Amit Kumar Singh
21	Community Based Tourism for Inclusive Growth and Employment in Viksit Bharat 2047	J. Jeevani	V R. Madhu Mitha
22	Digital Documentation of Temple Through Interpretation	Anumalasetti Harshita	Dr. Mahender Reddy Gavinolla
23	Unlocking the Transformative Power of Sustainable Tourism for Inclusive Community Development in Kalyan Karnataka: A Mixed Methods Investigation	Mahesh N Bettada	Dr. Nataraj B Patted, Dr. Naveenkumar T G
24	From Virtual Heritage to Cultural Tourism: Strengthening Networks among Academia, Industry, Communities, and Government in India and Europe,	Dr. Kishor Kumar Tripathy	—
25	Photography Opportunities and Tourism Prospects: an inquiry based on Puducherry	Vedhagiri M	Dr. Anu Chandran R.C
26	Creative Slow Tourism Practices: A Community Capitals Framework for Regenerative Rural Tourism and Local Entrepreneurship	Anu Velankanni	Prof. Y Venkata Rao
27	From Community Agency to Sustainability Advancement: Indigenous-Led Community-Based Tourism as a Neo-Paradigm for Sustainable Mountain Tourism in Sikkim	Arati Sharma Mishra	Timothy Rai, Dr. Sonam Gyamtso Bhutia, Dr. Abhimanyu Kumar
28	The review of Role of Government Policy in Fostering Craft Tourism Clusters: Policies, Instruments, and Case Studies	Ridhudas C	Dr. Sherry Abraham, Ibadamut Rumnong

1. TOURISMSCAPE, DESTINATION WELLBEING AND TOURIST SATISFACTION: AN INDIAN PERSPECTIVE

Dr. Rajinder Kumar, *Assistant Professor, School of Vocational Studies, Dr. B R Ambedkar, University Delhi, India.*

Dr. Akha Kaihrii Mao, *Associate Professor, School of Vocational Studies, Dr. B R Ambedkar Associate Professor, School of Vocational Studies, Dr. B R Ambedkar University Delhi, India.*

Abstract:

Urban tourism research has been established for more than three decades. This noteworthy concept has evolved from a continuum of definition refinement and activities to destination wellbeing. Urban spaces attract and host large numbers of visitors who consume the touristscape and impact destination well-being and tourist satisfaction. Touristscape refers to the environment, whether rural or urban, that is essential to tourist satisfaction. A mixed-method approach was used to assess the objectives. The objective of the study is to assess tourists' perceptions of the impact of the touristscape on tourist satisfaction and urban tourism destination well-being. Also, it is crucial to explore the necessary and important dimensions of touristscapes, tourist satisfaction, and urban tourism destination wellbeing. The fuzzy set qualitative comparative analysis was applied to identify the necessary and important combination of the model designed for domestic tourists visiting Delhi. This study can help achieve inclusive tourism by developing gender-inclusive urban tourism to sustainably develop urban spaces.

Keywords: Urban Tourism, Tourist Satisfaction, Destination Wellbeing, Inclusive Tourism, Fsqa, Touristscape.

2. FROM CONSERVATION TO CO-MANAGEMENT: PARTICIPATORY GOVERNANCE LESSONS FROM SILENT VALLEY FOR SUSTAINABLE HERITAGE TOURISM

Rezmiya Fida C M, *Researcher*

Abstract:

Protected natural areas across India face a persistent tension between conservation mandates and community livelihood needs, with tourism's growth adding further pressure on already fragile governance systems. While participatory frameworks are well-established in commons literature, their application to tourism-adjacent governance in ecologically sensitive Indian destinations remains empirically thin. This paper draws on an ethnographic case study of Silent Valley National Park and the Attappady tribal landscape, evaluating 35+ years of Community-Based Forest Management (CBFM) against Ostrom's eight design principles for sustainable commons governance. Findings from eight stakeholder case studies reveal that only two of Ostrom's eight principles are even partially fulfilled: conflict resolution and graduated sanctions are entirely absent, rules remain externally imposed rather than co-designed, and participation functions as an administrative facade rather than genuine collective choice. Elite capture systematically marginalizes women and landless tribal households from benefit-sharing, while traditional ecological knowledge remains excluded from formal management planning. Critically, the study finds that Silent Valley's substantial eco-tourism potential remains structurally underexploited as a livelihood tool, tourism revenue does not reach tribal communities despite the park's biodiversity drawing significant visitor interest. The paper argues that community-based eco-tourism, structured through tribal-led guiding, home-stays, and mandated revenue-sharing from park entry fees, offers a transferable governance model for heritage tourism destinations facing similar conservation- livelihood tensions. The paper contributes an empirically grounded, India-based governance diagnostic to the conference's themes of stakeholder participation and sustainability, arguing that tourism curricula and institute-industry partnerships must train future professionals to build genuine co-management structures rather than treat host communities as passive tourism beneficiaries.

Keywords: Participatory Governance, Community-Based Eco-Tourism, Ostrom's Commons Framework, Heritage Tourism, Protected Area Management.

3. EMBEDDING GENDER AND COMMUNITY VOICE IN A DIGITAL CULTURAL HERITAGE SYSTEM: INSIGHTS FROM CHHAU DANCE AND PATACHITRA PRACTICES OF WEST BENGAL

Prof. Arup Kumar Baksi, *Professor, Dept. of Management and Business Administration, Aliah University, Kolkata, West Bengal, India*

Dr. Subhashree Sanyal, *Assistant Professor, Dept. of Social Work, Visva-Bharati, Santiniketan, West Bengal, India*

Abstract:

Digital heritage platforms are spreading fast across India's tourism sector; however, most AR/VR and storytelling tools still favour visual spectacle over the lived-knowledge of the communities who keep these traditions alive. This creates a real problem. Chhau dance in Purulia and Patachitra scroll painting in Midnapore are both living, community-owned art forms, yet their digital representations are often built by developers with little input from the artists themselves, and even less from the women who sustain these traditions at home and in the local guilds. This study raises a fundamental question: can virtual heritage tools be redesigned so that community and gender voices shape the narrative, not just the visuals? This matters for modern travel decisions, since tourists increasingly choose destinations based on digital previews. Flattened stories could misrepresent an entire community's cultural identity and heritage asset. Existing research on smart tourism and digital storytelling talks about engagement and interactivity, but rarely asks who gets to narrate. This study uses a feminist standpoint lens alongside participatory heritage theory to look at how digital tools currently exclude local narrators. Extant literature revealed that there are no co-design framework for community-authored AR heritage content in rural Bengal. Hence, the objectives of the study were to co-design a pilot AR module with local Chhau and Patachitra artists which could be tested for visitor response in future. The study used a fused lens of constructivist-interpretivism, combining fieldwork through photo-voice and photo-elicitation techniques and in-depth interviews with women Patachitra artisans and Chhau performers. Further, the study explored the digital evidences of these two traditional practices. Findings confirmed that community-led narratives improve authenticity and emotional connection far more than voiceless digital content. The study concluded that gender- inclusive, community-owned digital heritage design is both possible and necessary and calls for wider replication across other Bengal art forms.

Keywords: Digital Heritage, Chhau Dance, Patachitra, Gender Inclusive, Community-Authored, Photo-Voice, Photo-Elicitation.

4. HOMESTAY TOURISM AND SUSTAINABLE DEVELOPMENT GOALS (SDGs): A SYSTEMATIC LITERATURE REVIEW OF CONTRIBUTIONS, IMPACTS, AND RESEARCH GAPS

Muhammed Ajnas P, *Research scholar, Department of Tourism and Hospitality Management, Jamia Millia Islamia*

Abstract:

Sustainable development goals have become an important roadmap for the development of humankind, focused on three major pillars. The economic, sociocultural, and environmental dimensions of the SDGs contain 17 goals and 169 targets. Tourism was recognized as an important tool for achieving the Sustainable Development Goal. Homestay tourism, which facilitates visitors staying with the host community in their rural setting, acts as an important tool for achieving sustainable development goals. The nature of homestay tourism directly or indirectly addresses various SDGs. This study is designed to understand the current state of literature in homestay tourism and sustainable development goals. The study was focused on identifying what existing studies reveal regarding the relationship between SDGs and homestays, which goals are prominently addressed in the study, and what future direction can be revealed from existing studies. SDGs 1 and 8 were elaborated extensively in the literature. Even though there are mentions of other SDGs, contradictions with all the mentioned SDGs were visible. A more comprehensive study was recommended to identify the role of homestays in SDGs, especially understanding the ripple effects. The contradiction between 3 pillars and how it can be mitigated is another area that needs further investigation.

Keywords: Homestay, Sustainable Development Goals, SDGs, Pro-Poor Tourism

5. THE SOCIAL CAPITAL PATHWAY: LINKING DESTINATION SOCIAL RESPONSIBILITY TO RESIDENTS' CITIZENSHIP BEHAVIOR

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Dr. Reyaz Ahmad Qureshi, *Associate Professor, Department of Tourism, Hospitality and Leisure Studies, University of Kashmir, Srinagar.*

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Abstract:

Residents' community citizenship behavior (CCB) has emerged as a critical lever for sustaining and strengthening the competitiveness of rural tourism destinations. However, research on its drivers remains scarce, with existing studies concentrated on individual-level psychological antecedents, leaving collective-level, community-based motivational factors largely unexamined. Therefore drawing on, signaling, social capital, and conservation of resources (COR) theories, this study investigates both the direct and indirect mechanisms through which destination social responsibility (DSR) encourages CCB, encompassing five dimensions, namely protecting, recommending, involving, tourist-helping, and resident- helping behaviors, while assessing community social capital (CSC) as a mediating mechanism. Data were gathered from 410 households across ten tourism villages in Pahalgam Valley using multistage random sampling and analyzed via PLS-SEM. The findings demonstrate that DSR exerts a positive influence on both CSC and all five CCB dimensions. CSC, in turn, positively affects four of the five CCB dimensions, with its effect on recommending behavior proving non-significant. Mediation results further indicate that CSC significantly mediates the relationship between DSR and protecting, tourist-helping, resident-helping, and involving behaviors, whereas its mediating effect on recommending behavior remains statistically insignificant. These results carry both theoretical implications and practical value, offering destination managers concrete direction for building community social capital and fostering residents' citizenship behaviors.

Keywords: Destination Social Responsibility, Community Social Capital, Community Citizenship Behavior, Signaling Theory.

6. THE ROLE OF RAILWAY IN BOOSTING TOURISM IN MIZORAM

Martha Lalzirthangi, *Research Scholar, Department of Tourism and Hospitality Management, Mizoram University, Aizawl, Mizoram*

Dr. Rajdeep Deb, *Assistant Professor, Department of Tourism and Hospitality Management, Mizoram University, Aizawl, Mizoram*

Abstract:

The study aims to communicate that connectivity plays a pivotal role in fuelling tourism growth in a destination. Amongst all transportation modes, railway is one of the cheapest and considered as the most convenient way to visit a destination. Railway connectivity has the potential to play a transformative role in tourism growth by improving accessibility, decreasing travel time and costs, expanding tourist markets, and connecting emerging destinations with major regional and national tourism networks. In Mizoram, where mountainous terrain and dependence on road transport have historically posed important accessibility challenges, the recent development of the Bairabi–Sairang railway line, connects the capital of Mizoram to the rest of India represents an important opportunity to strengthen tourism network with the rest of India. Against this backdrop, this study examines the role of railway connectivity in boosting tourism in Mizoram, with particular attention to its potential impacts on tourist accessibility, visitor flows and local livelihoods. Enhanced rail connectivity may facilitate easier access to Mizoram's natural landscapes, cultural heritage, festivals, and rural destinations while encouraging the development of tourism-related enterprises and employment. At the same time, expanding accessibility requires appropriate destination planning, infrastructure, environmental management, and community participation to ensure that tourism growth stays inclusive and sustainable. The study therefore examines that railway development should be viewed not merely as a transportation intervention but as a strategic component of Mizoram's tourism development, capable of integrating the state more effectively into broader tourism circuits while generating opportunities for sustainable local development. The study will adopt qualitative research method where the interview will be held with important stakeholders including local businesses, local tour operators and tourism officials. The findings will enable policy makers and administrators to enhance the promotion and development of Mizoram as a tourist destination.

Keywords: Tourism, Railways, Local Growth

7. FROM FARM TO FEAST: A STUDY OF FOOD TOURISM CULINARY IN MIZORAM

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Dr Sunil Kumar, *Assistant Professor, Department of Tourism and Hospitality Management, Mizoram University*

Abstract:

Food tourism has emerged as an important segment of cultural tourism, offering visitors genuine experiences through regional cuisine, traditional cooking methods, and culinary heritage, food tourism has grown to be a significant subset of cultural tourism. Northeast India's Mizoram state has a rich culinary heritage influenced by its natural resources, traditional culture, and sustainable eating habits. This study explores the potential of food tourism in Mizoram by examining its traditional dishes, local ingredients, food preparation methods, and the role of cuisine in preserving cultural identity. The research also investigates tourists' perceptions of Mizo cuisine, the contribution of local food to the tourism industry and promoting the culinary tourism in Mizoram

Keywords: Food Tourism, Culinary Tourism, Mizoram, Culture Heritage, Local Food

8. SYSTINABILITY AND STAKEHOLDERS CHALLENGES IN LADAKH'S COMMUNITY BASED TOURISM: EVIDANCE FROM TAR AND RUMBAK VILLAGES

Stanzin Thosam, *Assistant Professor, University Institute Of Hotel and Tourism Management, Panjab University*

Jaswinder Kumar, *Assistant Professor, University Institute Of Hotel and Tourism Management, Panjab University*

Abstract:

Community-based tourism (CBT) is widely promoted as a pathway for sustainable development by positioning residents as primary stakeholders and decision makers. Conventional tourism models where external factors control policy and resource use, CBT promotes communities to manage local assets and represent their cultural traditional heritage on their own terms. This study employs a descriptive research design based on field observations and semi-structured interviews with villagers, NGOs representatives, and tourism officials in two Ladakh villages, Tar and Rumbak. It examines community perceptions of tourism, the role of local community participation in destination management, and the implications of changing physical connectivity. Findings show that road construction in Rumbak has contributed to a marked decline in overnight stays and homestay income, leading to Tar residents' fears that full road access may undermine their isolation-based tourism model. This paper suggests that in a fragile mountain landscape, tourism can remain a viable and sustainable livelihood strategy only when development prioritizes community-led conservation, participatory governance, and socio- cultural integrity over infrastructure-led developmental model.

Keywords: Community-Based Tourism, Conservation, Empowerment.

9. REIMAGINING RURAL DEVELOPMENT THROUGH COMMUNITY-LED TOURISM: A CONCEPTUAL PERSPECTIVE FROM MIZORAM

Rotluangliana, *Research Scholar, Department of Tourism & Hospitality Management, Mizoram University, Aizawl, Mizoram, India*

Dr. Rajesh R., *Assistant Professor, Department of Tourism & Hospitality Management, Mizoram University, Aizawl, Mizoram, India*

Abstract:

Conventional rural development models in India have mostly followed a top-down approach, capital-intensive, and externally driven, often treating rural communities as beneficiaries of policy rather than as partners in planning and implementation. In Mizoram, a small predominantly agrarian state in the Northeast India whose rural population derives its livelihood largely from agriculture, these models have produced uneven outcomes. Cultivated land expanded from 94.187 thousand hectares in 2006–07 to 218.608 thousand hectares in 2015–16, yet the agriculture sector's share of Gross State Domestic Product has continued to decline. This conceptual paper argues that the next leap in Mizoram's rural development will not come from within the agriculture sector alone, but through a strategic integration of community led tourism with sustainable rural livelihood development. Community-Led Tourism (CLT) reframes tourism as a community-governed, community-owned, and community-benefiting sector, which is distinct from conventional private or state-led tourism models. The framework draws on established theories, including Sustainable Livelihoods Framework, Stakeholder Theory, the Theory of Planned Behaviour, Community-Based Tourism Theory, Diffusion of Innovation Theory, and the Triple Bottom Line Approach. It highlights five key elements for successful implementation, community ownership and governance, diversified livelihood opportunities, protection of cultural and natural heritage, collaboration among stakeholders, and supportive policy measures. By making tourism an integral part of rural life rather than an externally driven activity, Community-Led Tourism has the potential to improve livelihoods while preserving Mizoram's unique cultural and environmental resources. The paper concludes by discussing its theoretical contributions, policy implications, and areas that require further empirical research.

Keywords: Community-Led Tourism, Mizoram, Sustainable Rural Development, Rural Livelihood, Stakeholder Participation.

10. RECONCEPTUALISING INDIGENOUS HOSPITALITY AS LIVING CULTURAL HERITAGE: DEVELOPING THE HIMALAYAN HOSPITALITY FRAMEWORK

Anurag Koirala, *Research Scholar, Department of Tourism, School of Professional Studies, Sikkim University, India*

Dr. Amit Kumar Singh, *Associate Professor & HOD, Department of Tourism, School of Professional Studies, Sikkim University, India*

Abstract:

Hospitality within the Himalayan region has traditionally been understood as a deeply embedded cultural practice that reflects spirituality, reciprocity, ecological consciousness, and collective identity rather than a purely commercial service. In Sikkim, these values are manifested through the indigenous traditions of the Bhutia, Lepcha, and diverse Nepali communities, where rituals of welcoming, food sharing, ancestral worship, and community participation function as important expressions of intangible cultural heritage. Despite growing interest in community-based tourism (CBT) and sustainable tourism, existing scholarship has largely emphasized livelihood generation, homestay development, and destination planning, while paying comparatively limited attention to indigenous hospitality as a living cultural system that shapes cultural continuity, social cohesion, and tourism sustainability. This study addresses this gap by examining how indigenous hospitality traditions contribute to the preservation of cultural heritage and their evolving role within community-based tourism in Sikkim. The study adopts a qualitative interpretivist approach based on an extensive thematic analysis of secondary sources, including peer-reviewed journal articles, books, doctoral theses, government reports, and publications from UNESCO and UN Tourism. Drawing upon Indigenous Knowledge Systems, Community-Based Tourism, and Intangible Cultural Heritage perspectives, the research develops the Himalayan Hospitality Framework (HHF), a conceptual model that positions hospitality as a multidimensional cultural institution comprising five interconnected dimensions: Spiritual Hospitality, Ecological Hospitality, Kinship Hospitality, Ritual Hospitality, and Community Hospitality. Collectively, these dimensions explain how hospitality operates as a living cultural heritage that sustains indigenous knowledge, reinforces community identity, and supports responsible tourism development. The findings demonstrate that indigenous hospitality in Sikkim extends far beyond ceremonial acts of welcoming. Hospitality practices serve as mechanisms for transmitting cultural knowledge, strengthening kinship networks, reinforcing environmental stewardship, and preserving ritual traditions across generations. Simultaneously, community-based tourism has created new opportunities for showcasing these cultural assets, generating local livelihoods, and fostering community pride. However, the study also reveals that the increasing commercialization of tourism presents significant challenges, particularly where sacred rituals and cultural practices are modified primarily to satisfy visitor expectations, potentially compromising their symbolic meaning and cultural authenticity. The analysis underscores that sustainable tourism depends upon participatory governance, equitable benefit-sharing, and community ownership of cultural representation. This study makes three principal contributions to tourism and hospitality scholarship. First, it reconceptualizes indigenous hospitality as a form of living cultural heritage rather than a service-oriented activity. Second, it introduces the Himalayan Hospitality Framework (HHF) as a novel theoretical framework for understanding the multidimensional nature of hospitality within indigenous mountain societies. Third, it provides a culturally grounded framework for integrating heritage conservation with community-based tourism, offering practical guidance for policymakers, tourism practitioners, and local communities seeking to balance economic development with cultural sustainability. By repositioning hospitality as a philosophy of social relationships, ecological responsibility, and cultural continuity, the study contributes to broader debates on sustainable tourism, indigenous knowledge, and heritage governance in mountain destinations.

Keywords: Indigenous Hospitality, Himalayan Hospitality; Living Cultural Heritage; Community-Based Tourism; Indigenous Knowledge Systems; Cultural Sustainability; Intangible Cultural Heritage; Tourism Governance; Sikkim; Sustainable Tourism.

11. A SECONDARY LITERATURE REVIEW ON THE MULTI-DIMENSIONAL IMPACTS OF LOCAL GASTRONOMIC TOURISM IN REVITALIZING THE HERITAGE OF KOLKATA

Surjya Ganguly, *JRF, Department of Tourism Studies, Pondicherry University*

Dr. Sherry Abraham, *Associate Professor, Department of Tourism Studies, Pondicherry, University*

Laili Ibadamut Rumnong, *Research Scholar, Department of Tourism Pondicherry University*

Abstract:

Food is an important part of culture. Kolkata, being the cultural capital of India, has a rich history of generational eateries and iconic street food, which highlights the city's intangible cultural heritage. While past studies have focused on maintaining sustainable tourism frameworks to mitigate the negative impacts of tourism, there is an even more urgent need for models that actively help revitalize and restore urban ecosystems. This study proposes a comprehensive framework for regenerative culinary tourism that is centred on Kolkata. It shows how local gastronomic tourism can go beyond basic sustainability to actively enrich community wealth, strengthen the local agricultural supply chain, and reinforce cultural identity. To conduct this study, a systematic secondary literature review approach was used. The reason for using this methodology was to bring together and synthesize the fragmented knowledge on urban gastronomy, heritage conservation, and regenerative economic models that had previously been studied separately. This provided a robust theoretical foundation for future empirical application. After applying several steps of the inclusion criteria, the final literature was evaluated using a thematic analysis framework. The literature was then divided into three multi-dimensional impact areas: Socio-cultural (preservation of traditional culinary identities and community cohesion), environmental (localised sourcing and waste reduction), and economic (wealth retention within SMEs). The study has found that Kolkata's gastronomic tourism is not only limited to the traditional sustainable tourism frameworks but has the potential to develop into a regenerative framework. This framework will not only help the stakeholders of gastronomic tourism in Kolkata, especially local generational food vendors, but also revitalize Kolkata's historic neighbourhood, thereby contributing to urban heritage management.

Keywords: Regenerative Tourism, Gastronomic Tourism, Culinary Ecosystem, Local economic multiplier, Urban Heritage

12. RESIDENT'S ATTITUDE TOWARDS TOURISM INDUCED THROUGH FESTIVAL: A SYSTEMATIC QUANTITATIVE LITERATURE REVIEW

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Unnikrishnan Thekkumkara, *Research Scholar, Department of Tourism Studies, Pondicherry University, India*

Aditya Gopkumar, *Research Scholar, Department of Tourism Studies, Pondicherry University, India*

Rohan Kumar, *Research Scholar, Department of Tourism Studies, Pondicherry University, India*

Dr. Sampada Kumar Swain, *Professor, Department of Tourism Studies, Pondicherry Central University, India*

Dr. Sibi PS, *Professor, Department of Tourism Studies, Pondicherry University, India*

Abstract:

Purpose – The Systematic Quantitative Literature Review illustrates the residents' and host community's rationale and attitude towards the tourism influx induced by the events/festivals/carnivals/expositions occurring at the destination.

Design/methodology/approach – In the review, the authors performed a systematic quantitative literature review, screening and compiling data files through PRISMA, assessing and structuring them based on valuable information extracted in accordance with their relevance to the research questions.

Findings - The review aims to interpret the host community's validation of tourism induced through events/festivals/carnivals/expositions. The review recognises factors contributing towards support and the negligence faced by residents and host communities during tourism events and, therefore, provides a detailed analysis of their respective likes and dislikes from pre- and post-event set-ups with a consolidated systematic review of prevailing literature.

Originality - The compilation of research on residents' or host communities' attitudes toward tourism events is one of the first attempts to consolidate and provide evidence of support/opposition from the host community, elucidating the need for a rational approach from planning organisations to inculcate valuable opinions of major destination stakeholders.

Practical Implications – the review offers a detailed evaluation of the current scenario related to residents' attitudes and tourism occurring through events, providing a deeper perspective into residents' behavioural activities, thus transforming event management into a more community-friendly activity for destination planners and event management organisations.

Keywords: Resident's Attitude, Festival Tourism, Event Tourism, Host perception, Community Behaviour.

13. WOMEN IN AGRITOURISM AND THE BEARINGS OF SHGS ON SUSTAINABLE RURAL ECONOMY - AN ANALYTICAL REPORTAGE OF SELECT VENTURES

Aman Shiva, *Senior Research Fellow, Department of Tourism Studies, Pondicherry University, India*

Dr. R.C. Anu Chandran, *Professor, Department of Tourism Studies, Pondicherry University, India*

Anjali Srivastava, *Research Scholar, Department of Tourism Studies, Pondicherry University, India*

Abstract:

This study examines how agritourism, which blends agriculture and tourism, acts as a catalyst for empowering women in rural communities. Although often playing vital yet underappreciated roles, women stewardship contribute significantly to these ventures. They are not only driving economic growth but also helping in holistic rural development. Using a qualitative case study approach grounded in existing literature and reports, the research examines the financial progress, increased purchasing power, social empowerment and challenges faced by women entrepreneurs in agritourism. The findings of the research shows that SHGs and government support are important factors in sustaining agritourism. Inadequate infrastructure, lack of customized training programs and orthodox cultural challenges are some of the persisting obstacles in the journey. To promote sustainable agritourism operations a need is for targeted interventions on various aspects, as highlighted from the findings of the study. Strengthening of SHGs by leveraging digital platforms and developing customized training programs is recommended in the study. Ultimately, this research underscores agritourism promising potential to empower women and build a more resilient, conducive and sustainable entrepreneurship environment.

Keywords: Agritourism, Women Empowerment, Rural Development, Self-Help Groups, Sustainable Entrepreneurship and Women Stewardship.

14. RELIGIOUS TOURISM AND THE TRANSFORMATION OF A SACRED CITY: COMMUNITY PARTICIPATION AND SUSTAINABLE DESTINATION DEVELOPMENT IN POST- CONSECRATION AYODHYA

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Abstract:

Religious tourism can change a place in ways that go far beyond an increase in visitors. It can influence the local communities, public spaces, businesses, infrastructure and the way a destination is planned and experienced. Ayodhya offers an important example of this process. After the consecration of the Shri Ram Janmabhoomi Mandir in January 2024, the city has witnessed the rapid growth in pilgrimage and tourism, along with changes in infrastructure and tourism related activities. The paper examines the transformation of Ayodhya as a religious tourism destination, with special emphasis on community participation and sustainable destination development. The study explores how the local communities are responding to the rapid growth of tourism and what role they can play in determining the future of the destination. Rather than focusing only on tourist numbers or economic growth, the paper discusses on the relationship between the local people, tourism development and the changing character of the city. The study adopts a qualitative approach based mainly on secondary sources, including the academic literature, government documents, tourism reports and policy materials, supported by field observations in Ayodhya. Anthony Giddens Structuration Theory is used to understand how the institutional changes, infrastructure development and tourism policies create new conditions for local actions, while local people also respond to and influence these changes through their everyday practices. The paper highlights that the transformation of Ayodhya cannot be considered sustainable only based on the growing visitors and infrastructure alone. Community participation, fair access to tourism opportunities, protection of cultural identity and responsible management of tourism growth are equally important. The study also highlights the need to see local communities not simply as beneficiaries, but as active participation in shaping Ayodhya's future as a religious tourism destination.

Keywords: Religious Tourism, Sustainable Destination Development, Ayodhya, Sacred City, Community Participation

15. BRIDGING TOURISM EDUCATION AND TEXTILE HERITAGE: THE ROLE OF DIGITAL STORYTELLING IN THE PRESERVATION AND INTERPRETATION OF MADURAI'S SUNGUDI CRAFT

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Dr. Vaibhav Bhatt, *Assistant Professor, Department of Tourism and Hospitality, Management, Central University of Tamil Nadu, India*

Abstract:

Sustainability in tourism enterprises is closely connected with the conservation of cultural resources. In Madurai, the traditional Sungudi saree industry forms an important part of the region's cultural identity, yet the artisanal knowledge and production practices associated with the craft receive limited attention in formal tourism education and destination management. Tourism and hospitality programmes also tend to rely on relatively static curricula, which can make it difficult to incorporate changing industry requirements and emerging approaches to heritage interpretation. There is, therefore, a need for more collaborative learning environments in which digital technologies can be used to document and communicate the knowledge embedded in traditional industries. This study examines the potential of digital storytelling and virtual heritage to connect the Sungudi saree industry with academic learning. It proposes a framework for strengthening industry-institute interfaces through innovation and heritage interpretation. A qualitative approach was adopted, drawing on field documentation and expert interviews to record traditional knowledge associated with Sungudi weaving and dyeing. The findings indicate that the identity of the Sungudi tradition is closely associated with the migration of the Saurashtrian weaving community, or Patnūlkarars, to Madurai during the 16th–17th centuries. The craft is characterised by traditional hand-knotted tie-and-dye (putta) techniques, organic dyeing practices, and the use of the mineral-rich waters of the Vaigai River in processing. These practices form an important part of the heritage associated with the Geographical Indication (GI)-protected Sungudi saree. Despite the craft's potential for souvenir and cultural tourism, much of this specialised artisanal knowledge remains outside existing academic frameworks. The study therefore argues for greater emphasis on experiential learning and digital-first approaches to heritage documentation rather than relying primarily on theoretical instruction.

Academic institutions could work with local textile clusters to co-create curriculum modules grounded in actual field practices. The integration of smart technologies and digital media into heritage interpretation can provide tourism students with practical competencies while also contributing to the continued preservation and sustainability of Madurai's textile heritage.

Keywords: Sungudi Saree, Cultural Heritage, Heritage Tourism, Digital Storytelling, Tourism Education.

16. FROM CULTURAL CONTINUITY TO CULTURAL DISCONTINUITY: EXTENDING THE LAST CHANCE TOURISM PERSPECTIVE

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Abstract:

Last Chance Tourism (LCT) has predominantly been conceptualised in relation to tourists' desire to experience natural landscapes and destinations perceived to be threatened by environmental change. However, the application of the last-chance perspective to declining cultural practices remains theoretically underdeveloped. This conceptual paper extends the LCT discourse to the domain of intangible and embodied cultural heritage, focusing on cultural practices whose continuity is challenged by processes of intergenerational transformation, and thereby proposes a conceptual framework for understanding Last Chance Cultural Tourism (LCCT). Rather than assuming that the discontinuation of a cultural practice constitutes cultural loss, the paper conceptualises cultural disappearance as a contested and socially constructed process shaped by both community choices and external tourism interest. However, such tourism interest may generate divergent outcomes. On one hand, tourism encounters may enhance cultural appreciation, heritage awareness, community recognition, and support for locally determined safeguarding. On the other, they may encourage exoticisation, commodification, and the transformation of a living cultural practice into a consumable tourism spectacle. In these scenarios, the paper also seeks to explore possible explanations for this phenomenon. The paper contributes theoretically by extending LCT beyond environmental disappearance and positioning cultural discontinuity, embodied heritage, and intergenerational agency to the concept. It concludes by proposing theoretical propositions and directions for future empirical research on culturally sensitive and community-centred forms of LCCT.

Keywords: Last Chance Tourism, Heritage Awareness, Community Recognition.

17. FROM STAKEHOLDERS TO CO-OWNERS: A NEW WAY TO THINK ABOUT REGENERATIVE ECOTOURISM AT VALMIKI TIGER RESERVE.

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Dr. Jagadish S. Biradar, *Assistant Professor, Department of Tourism & Hotel Management, Central University of Karnataka*

Abstract:

Tourism around protected areas is changing, earlier the goal was simply to reduce harm to nature and local people. Now, there is a growing call for tourism to do more, to actively repair and strengthen both the environment and the communities living near it. This idea is often called “regenerative tourism”. This paper examines how this idea applies to Valmiki Tiger Reserve (VTR) in West Champaran, Bihar, home to the indigenous Tharu community. Instead of collecting new field data, this paper builds a conceptual framework by connecting five well-known theories: stakeholder theory, the idea of stakeholder power and urgency, community participation typology, empowerment framework, and cultural capital theory. Each theory answers a different question. Who is involved? How much power do they have? How much are they allowed to participate? What kind of benefits do they receive? And how is their traditional knowledge valued? By putting these ideas together, this paper proposes a simple four-stage model. It shows how a tourism destination can move from treating a community as mere background, to including them in small ways to forming real partnership and finally to true co-ownership of tourism decisions and benefits. Using VTR as an example, the paper argues that most tiger reserves in India are still stuck in the early stage of this model. Communities are consulted but rarely given real power. The paper suggests what needs to change for reserve like VTR to move toward genuine partnership and co-ownership with communities like the Tharu. This framework is meant to be a tool. Other researchers, forest departments and policymakers can use it to study or plan tourism in other protected areas facing similar challenges.

Keywords: Regenerative Tourism, Ecotourism, Stakeholder Theory, Community participation, Indigenous communities, Valmiki Tiger Reserve.

18. ETHNOKNOWLEDGE AND ITS PRESERVATION: PROTECTING INDIGENOUS WISDOM FOR SUSTAINABLE TOURISM AND COMMUNITY ADVANCEMENT

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Abstract:

Ethnoknowledge encompasses the collective wisdom, customs, convictions, competencies, and cultural experiences cultivated and passed down by indigenous and Ecological Knowledge over generations. It includes conventional wisdom pertaining to biodiversity, resource management, agriculture, medicinal practices, culinary traditions, cultural heritage, craftsmanship, and the sustainable utilization of local ecosystems. Notwithstanding its cultural and ecological importance, ethnoknowledge faces growing peril due to the diminishing autonomy of indigenous populations and their decision-making power. This article investigates the significance of preserving ethnoknowledge and evaluates its possible contributions to sustainable tourism and community advancement. Special emphasis is placed on the function of indigenous and local communities as stewards of knowledge and the necessity for community involvement in documenting, transmission, and conservation efforts. The research employs a qualitative methodology grounded in an analysis of current literature concerning ethnoknowledge, indigenous knowledge frameworks, cultural preservation, and community-oriented tourism. The assessment suggests that conservation efforts must extend beyond merely recording traditional knowledge to encompass its ongoing practice, intergenerational transfer, cultural stewardship, and community governance. Ethnoknowledge can enhance responsible tourism by facilitating genuine cultural interpretation, traditional ecological experiences, local economic support, and community-driven tourist projects. Nonetheless, its incorporation into tourism necessitates protections against commodification, cultural appropriation, and the exploitation of indigenous wisdom. It concludes that a community-centred approach is essential for ensuring that ethnoknowledge remains a living and valued knowledge system for future generations.

Keywords: Ethno-knowledge, Knowledge Preservation, Cultural Stewardship, Sustainable Development, Community-Centric Tourism

19. COMMUNITY-BASED ECOTOURISM AND SOCIO-ECONOMIC UPLIFTMENT OF THE IRULAR TRIBAL COMMUNITY: A STUDY OF BARALIKADU, TAMIL NADU.

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Dr. Shanthi Marie C, *Assistant Professor, Department of Tourism and Travel Management, Kalaignar Karunanidhi Government Arts College for Women, Autonomous, Pudukkottai, India.*

Satheish Kumar S, *Guest lecturer, Department of Tourism and Travel Management, Government Arts and Science college, Mettupalayam, India.*

Abstract:

Community-based ecotourism (CBET) is increasingly recognized as a vital mechanism for integrating forest conservation with indigenous livelihood security. This study critically evaluates the socio-economic impacts of the Baralikadu Eco-Tourism initiative—managed by the Tamil Nadu Forest Department—on the Irular tribal community. Transitioning from casual daily-wage labour to a formalized tourism model, the initiative currently integrates 60 indigenous households through structured ecotourism services and micro-enterprises. To assess this socio-economic transformation, this paper develops a robust methodological framework measuring five thematic constructs: livelihood diversification, economic upliftment, women's empowerment via self-help groups (SHGs), educational mobility, and sustainable governance. The proposed primary research instrument is a structured, five-point Likert-scale questionnaire designed for a census of the participating families. Analytical procedures, including descriptive statistics and weighted Likert indices, are outlined to systematically evaluate these indicators. Ultimately, this framework is designed to generate an empirical evidence base demonstrating how low-impact, community-anchored ecotourism models can effectively facilitate tribal empowerment, cultural revival, and sustainable forest management.

Keywords: Community-Based Ecotourism, Low-Impact Tourism, Irular Tribal Community, Tamil Nadu Forest Department, Baralikadu, Self-Help Groups, Tribal Livelihood, Socio- Economic Upliftment.

20. LIVELIHOOD DIVERSIFICATION THROUGH RURAL TOURISM: A SUSTAINABLE LIVELIHOODS FRAMEWORK ANALYSIS WITH REFERENCE TO GORUBATHAN

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Dr. Amit Kumar Singh, *Associate Professor, Sikkim University; India*

Abstract:

Rural communities in the Eastern Himalayan foothills have traditionally depended on agriculture and tea cultivation for sustenance, leaving households vulnerable to seasonal and market fluctuations. Rural stay tourism encompassing farmstays, eco-cottages, and community-run village accommodations; has emerged as a complementary livelihood strategy in offbeat destinations such as Gorubathan, a rural community development block in Kalimpong district, West Bengal. While rural stay tourism is increasingly promoted as a means of rural income diversification, its actual contribution to household livelihood capitals remains under-examined, particularly in the Eastern Himalayan context. This study aims to assess how rural stay tourism converts and diversifies five livelihood capitals: natural, physical, human, financial, and social among host households in Gorubathan, using Scoones' (1998) Sustainable Livelihoods Framework (SLF). The study adopts a field-based approach, drawing on data collected from operating rural stay enterprises across Gorubathan's gram panchayats. Each of the five capitals is assessed against indicators relevant to rural stay tourism, allowing capital-wise evaluation of livelihood change at the household and community level. Natural capital forms the primary tourism asset; physical capital expands through accommodation infrastructure and connectivity improvements; human capital develops through hospitality and craft-related skill-building; financial capital diversifies as households shift from single-sector agrarian dependence toward mixed income portfolios; and social capital, expressed through local institutions and governance structures, shapes benefit distribution. However, seasonal income volatility, ecological carrying-capacity limits, and unequal participation among households with differing capital endowments constrain the diversification process. Rural stay tourism contributes meaningfully to livelihood diversification in Gorubathan when it complements rather than displaces traditional livelihoods. Findings underscore the need for equitable governance mechanisms to address capital disparities, offering comparative relevance for rural tourism destinations across the Indian Himalayas.

Keywords: Sustainable Livelihoods Framework, Livelihood Diversification, Rural Stays, Gorubathan, Rural Tourism

21. COMMUNITY BASED TOURISM FOR INCLUSIVE GROWTH AND EMPLOYMENT IN VIKSIT BHARAT 2047

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Abstract:

Community-Based Tourism (CBT) has emerged as a significant approach for promoting inclusive growth, sustainable development, and employment generation, aligning with the vision of Viksit employment Bharat 2047. As India aims to become a developed nation by 2047, tourism is recognized as a key sector capable of creating diverse livelihood opportunities, strengthening local economies, and reducing regional inequalities. This study examines the role of community-based tourism in fostering inclusive development by empowering local communities, promoting cultural preservation, and encouraging sustainable utilization of natural resources. The study is based on secondary data collected from government reports, policy documents, tourism statistics, research articles, and publications of national and international organizations. A qualitative content analysis approach is adopted to identify major themes related to community participation, employment creation, entrepreneurship development, rural transformation, and sustainable tourism practices. The analysis highlights that CBT provides opportunities for rural communities, women, youth, and marginalized groups to actively participate in tourism-related activities such as homestays, local guiding, handicrafts, traditional cuisine, and cultural experiences. The findings suggest that community-based tourism can serve as an effective instrument for achieving inclusive economic growth by generating employment, enhancing local skills, and promoting equitable distribution of tourism benefits. However, challenges related to infrastructure, capacity building, marketing, and institutional support need to be addressed. The study concludes that strengthening community participation in tourism development can significantly contribute to the socio-economic objectives Viksit Bharat 2047 of by

creating sustainable livelihoods and inclusive growth pathways.

Keywords: Community-Based Tourism (CBT) Inclusive Growth, Employment Generation, Viksit Bharat 2047, Sustainable Tourism Development, Rural Empowerment, Local Entrepreneurship, Tourism-Led Livelihoods.

22. DIGITAL DOCUMENTATION OF TEMPLE THROUGH INTERPRETATION

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Dr. Mahender Reddy Gavinolla, *Associate Professor & HOD, Department of Tourism and Hotel Management, Central University of Karnataka, Kalaburagi, India.*

Abstract:

Temples in India embody diverse architectural, artistic, religious, and cultural traditions, yet many remain inadequately documented and interpreted. While prominent temples have received considerable scholarly attention, numerous lesser-known temple heritage sites have limited documentation, particularly concerning their carvings and associated narratives. This study aims to digitally document and interpret the carvings of selected temples, providing tourists with accessible visual and contextual information about the sites. Using narrative analysis, photographs are examined through relevant literary and historical sources to develop meaningful interpretations of the depicted forms and stories. The resulting digital documentation serves as a primary interpretive resource for tourists and other stakeholders while contributing in enhancing visitor understanding, engagement, and appreciation through strengthening the identity and tourism potential of lesser-documented temple destinations. The study also highlights the role of digital heritage interpretation in promoting informed, meaningful, and sustainable temple tourism.

Keywords: Digitalization, Interpretation, Documentation, Sculptural Heritage and Tourism.

23. UNLOCKING THE TRANSFORMATIVE POWER OF SUSTAINABLE TOURISM FOR INCLUSIVE COMMUNITY DEVELOPMENT IN KALYAN KARNATAKA: A MIXED METHODS INVESTIGATION

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Abstract:

Kalyan Karnataka, a historically rich yet economically marginalised region in northern Karnataka, India, harbours immense but largely untapped sustainable tourism potential. This study adopts a concurrent mixed methods design to systematically investigate how sustainable tourism can be strategically harnessed to foster inclusive community development across the seven districts of Bidar, Ballary, Kalaburagi, Koppal, Raichur, Vijaynagar and Yadgir. Quantitative data were collected through structured questionnaires administered to 300 purposively and randomly selected respondents, while qualitative insights were drawn from seven focus group discussions (FGDs) and 18 key informant interviews (KIIs). Descriptive statistics, Pearson correlation analysis, and multiple regression modelling formed the quantitative analytical scaffold, while thematic analysis guided the qualitative strand. Findings reveal that community participation (Beta = 0.298, $p < 0.001$), cultural heritage preservation (Beta = 0.204, $p < 0.001$), and tourism infrastructure quality (Beta = 0.219, $p < 0.001$) are the strongest predictors of inclusive development outcomes. Qualitative themes corroborate these findings, highlighting institutional fragmentation, gender exclusion, and a critical deficit in youth-oriented skills development as binding constraints. The study proposes the Kalyan Karnataka Sustainable Tourism Framework (KKSTF) anchored in participatory governance, inclusive benefit sharing, and strategic heritage branding. Implications for policy makers, development practitioners, and tourism planners are elaborated.

Keywords: Sustainable Tourism, Inclusive Development, Kalyan Karnataka, Community Participation, Heritage Tourism, Mixed Methods, Deccan Heritage.

24. FROM VIRTUAL HERITAGE TO CULTURAL TOURISM: STRENGTHENING NETWORKS AMONG ACADEMIA, INDUSTRY, COMMUNITIES, AND GOVERNMENT IN INDIA AND EUROPE

Dr. Kishor Kumar Tripathy, *Member Secretary, AuroBharati, Sri Aurobindo Society 11, St.Martin Street, Pondicherry, Union Territory of Puducherry, India*

Abstract:

The shift from virtual heritage to cultural tourism can foster a vibrant ecosystem. This ecosystem connects universities, museums, tech companies, creative industries, local communities, and governments in India and Europe. Digital technologies like 3D scanning, GIS, AI, virtual/augmented reality, digital twins, and immersive storytelling can change how we document heritage. They can turn this documentation into educational, research, and tourism experiences. In India, the Mera Gaon Meri Dharohar (MGMD) initiative, part of the National Mission on Cultural Mapping, serves as a notable community-based example. This mapping includes oral traditions, festivals, food, crafts, artists, customs, and local landmarks. In Europe, the EU-supported Twin it, 3D for Europe's Culture promotes 3D heritage assets for conservation, education, tourism, and creative industries. The Common European Data Space for Cultural Heritage Strategy 2025–2030 emphasizes interoperability, AI, 3D, extended reality, multilingualism, skills, and responsible data reuse. This paper suggests forming India–Europe heritage networks. These networks would blend community ownership, academic research, technological innovation, sustainable tourism, capacity building, and public–private partnerships. The goal is to transform virtual heritage into inclusive cultural and economic value.

Keywords: Virtual Heritage, Cultural Tourism, Digital Technologies, Community Engagement, India–Europe Heritage Networks, Sustainable Tourism, Cultural Policy, Public–Private Partnerships

25. Photography Opportunities and Tourism Prospects: an inquiry based on Puducherry

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Dr. Anu Chandran R.C., *Professor, Department of Tourism Studies, Pondicherry University, Puducherry, India*

Abstract:

Puducherry dots a niche position in the global travel landscape owing to its harmonious synthesis of Franco-Tamil architectural heritage, dynamic coastal vistas, and vibrant spiritual culture. In an era dominated by digital communication, visual aesthetics serve as a primary catalyst in shaping traveler intent and destination choice. This study examines the strategic intersection between photographic opportunities and the future prospects of tourism in the Union Territory. The present work explores the potential of photography to support heritage conservation, cultural representation, community participation, destination branding, and the development of specialized tourism practices such as heritage photography, cultural photography, eco and spiritual photography leading to fostering creative tourism. Furthermore, the challenges associated with visual commodification, cultural stereotyping, privacy, authenticity, environmental pressure, unequal representation, and the commercialization of local identity are also examined. A mixed-methods research design has been adopted turning the spotlight on photographic documentation, visual content analysis, tourist perception surveys, semi-structured interviews, field observation, and stakeholder consultations. The study employs concepts from visual anthropology, tourism geography, cultural studies, heritage studies, and destination marketing to develop a comprehensive analytical framework. This explorative research is expected to contribute theoretically by advancing the understanding of photography as an active instrument in tourism development rather than merely a promotional or documentary medium. Practically, it provides recommendations for responsible visual communication, participatory tourism planning, heritage interpretation, community-based photography initiatives, and sustainable destination management in Puducherry. The study ultimately argues that ethically produced and culturally sensitive photography can enhance destination visibility while strengthening cultural appreciation, supporting local livelihoods, and contributing to the long-term sustainability of tourism in Puducherry.

Keywords: Photography Tourism, Visual Culture, Destination Image, Heritage Interpretation, Cultural Representation, Creative Tourism, Branding, Destination Puducherry.

26. CREATIVE SLOW TOURISM PRACTICES: A COMMUNITY CAPITALS FRAMEWORK FOR REGENERATIVE RURAL TOURISM AND LOCAL ENTREPRENEURSHIP

Anu Velankanni, *Research Scholar, Department of Tourism Studies, Pondicherry University, India*

Prof. Y Venkata Rao, *Professor, Department of Tourism Studies, Pondicherry University, India*

Abstract:

Rural destinations face the challenge of strengthening local economies while safeguarding the cultural heritage, community identity, and natural resources that underpin their tourism appeal. Although research on slow tourism has expanded, existing scholarship remains largely visitor-centred, with limited attention to how slow tourism practices mobilise local assets, strengthen community capacities, and support local entrepreneurship. This paper introduces Creative Slow Tourism Practices (CSTP) as an asset-based conceptual construct that connects slow and creative tourism to community development and regenerative rural tourism. Drawing on an integrative review of slow, creative, regenerative, and rural tourism literature, the study applies the Community Capitals Framework (CCF) to develop a mechanism-oriented conceptual framework. CSTP comprises seven dimensions: Heritage Interpretation, Experiential Activities, Community Interaction, Local Gastronomy, Nature-Based Wellness, Environmental Stewardship, and Local Economic Empowerment. These practices are conceptualised as mechanisms that mobilise multiple community capitals, including natural, cultural, human, social, political, financial, and built capital. Their activation may contribute to local entrepreneurship, sustainable livelihoods, heritage continuity, environmental stewardship, community empowerment, and destination resilience. The Sao Joao Festival in Goa is used as an illustrative example of how practices can activate capitals through cultural expression, community participation, local gastronomy, music, rituals, and experiential engagement. The paper contributes a conceptual bridge between slow tourism, creative tourism, community capitals, and regenerative tourism by shifting attention from visitor experience towards community asset activation. The framework offers a testable foundation for future research and provides destination managers and policymakers with an asset-based approach to foster local entrepreneurship while conserving cultural and environmental resources.

Keywords: Creative Slow Tourism, Community Capitals Framework, Regenerative Tourism, Rural Tourism, Local Entrepreneurship, Community Development; Sustainable Tourism

27. FROM COMMUNITY AGENCY TO SUSTAINABILITY ADVANCEMENT: INDIGENOUS-LED COMMUNITY- BASED TOURISM AS A NEO-PARADIGM FOR SUSTAINABLE MOUNTAIN TOURISM IN SIKKIM

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Timothy Rai, *PhD Research Scholar, SRM University, Sikkim*

Dr. Sonam Gyamtso Bhutia, *Assistant Professor, SRM University, Sikkim*

Dr. Abhimanyu Kumar, *Assistant Professor, SRM University, Sikkim*

Abstract:

Sustainable tourism in fragile mountain destinations increasingly requires a shift from externally driven development models towards approaches that recognize community agency, indigenous knowledge, cultural values, and locally embedded governance. In this context, Indigenous-Led Community-Based Tourism (CBT) represents an emerging neo-paradigm for advancing sustainability through the integration of environmental stewardship, cultural continuity, livelihood resilience, and participatory governance. This paper examines the Indigenous-Led CBT model of Dzongu in North Sikkim, India, focusing on indigenous institutions, traditional ecological knowledge, community participation, and culturally embedded mechanisms shaping sustainable tourism development. Dzongu, a protected indigenous tribal reserve predominantly inhabited by the indigenous Lepcha community, demonstrates a distinctive bottom-up approach in which tourism is closely connected with cultural identity, traditional institutions, spiritual values, and a sacred relationship with nature. Community-based tourism mechanisms, including registered homestays, visitor management, and protection of natural and cultural resources, contribute to locally grounded tourism governance. Traditional livelihood and resource-management practices, particularly cardamom-based agroforestry and conservation of sacred forests, further illustrate the interdependence of livelihoods, cultural preservation, and ecological sustainability. Adopting a qualitative case-study approach, the study critically examines how community agency and indigenous governance contribute to sustainability advancement while considering emerging pressures associated with modernization, globalization, external interventions, and socio-cultural transformation. The paper argues that sustainability advancement requires moving beyond conventional paradigms centred primarily on economic growth towards a holistic framework emphasizing community ownership, cultural integrity, ecological responsibility, and institutional resilience. The Dzongu experience demonstrates how indigenous knowledge and locally evolved governance can provide context-sensitive pathways for managing tourism while strengthening livelihoods and safeguarding socio-cultural and ecological resources. The study contributes to the emerging discourse on neo-paradigms of sustainable tourism by positioning Indigenous-Led CBT as a potential model for resilient, inclusive, and culturally sensitive tourism development in fragile mountain destinations.

Keywords: Indigenous Community-Based Tourism, Sustainability Advancement, Neo- Paradigm, Community Agency, Indigenous Knowledge, Tourism Governance, Mountain Tourism, Dzongu, Sikkim.

28. THE REVIEW OF ROLE OF GOVERNMENT POLICY IN FOSTERING CRAFT TOURISM CLUSTERS: POLICIES, INSTRUMENTS, AND CASE STUDIES

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Abstract:

Craft-tourism clusters, geographic concentrations of artisan production and tourism activity, have emerged as a promising strategy for rural development, cultural preservation, and economic diversification. However, their formation and long-term success rarely occur spontaneously; they require deliberate coordination, investment, and regulation. This article examines the role of government policy in fostering craft-tourism clusters through a desk-based synthesis of published academic literature, international organization reports, and national policy documents. The analysis identifies six key policy instruments: infrastructure development, financial incentives, regulatory frameworks, marketing and destination management, capacity building, and cluster governance. Illustrative cases from Jaipur, Oaxaca, and Kyoto demonstrate how different policy mixes shape cluster outcomes. The article argues that effective policy goes beyond supply-side support for artisans or demand-side tourism promotion; it must build institutional bridges between the craft and tourism sectors, protect cultural authenticity, and distribute benefits equitably. The conclusion offers recommendations for policymakers and highlights gaps in the existing literature that future primary research should address.

Keywords: Craft Tourism, Clusters; Government Policy, Cultural Heritage, Rural Development, Creative Economy.

About the Abstract Book

This Abstract Book is a compilation of scholarly contributions presented for the International Conference, bringing together researchers, academicians, professionals, practitioners, and scholars from across India and around the world. With 104 abstracts representing diverse areas of research and inquiry, this volume reflects the richness, breadth, and evolving landscape of contemporary knowledge.

Each abstract featured in this book represents the authors' commitment to advancing ideas, addressing emerging challenges, sharing evidence-based insights, and contributing to meaningful academic and professional discourse. Collectively, these contributions provide a platform for exchanging perspectives, encouraging interdisciplinary dialogue, and fostering collaboration among participants from diverse backgrounds and fields.

The conference serves not only as a forum for presenting research but also as an opportunity to connect ideas, build academic networks, explore new possibilities, and inspire future investigations. The abstracts compiled herein capture the spirit of intellectual curiosity, innovation, and continuous pursuit of knowledge that defines the conference.

We sincerely acknowledge and appreciate the valuable contributions of all authors, reviewers, speakers, delegates, and participants whose efforts have made this scholarly gathering possible. We hope this Abstract Book serves as a useful reference and source of inspiration, encouraging further research, collaboration, and knowledge exchange beyond the conference.



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