

MINUTE-TO MINUTE PROGRAMME

TRACK-1 : TECHNOLOGY & TOURISM

DAY 3: 09.09.2026, Time-11.45 AM				
Venue: CCC Mini Conference Hall-2, Pondicherry University, Puducherry				
Track-1 : Technology & Tourism				
Chairman Prof. K G Sankaranarayanan, GoA University, Goa & Prof. S Babu. S, Director CIQA, SNOU, Keralam				
Co-Chairman Dr. Toney K. Thomas, Director (IE), MG University, Kerala				
Co-Chairman Dr. Amit Kumar Singh, Associate Professor & Head, Sikkim University, Sikkim				
Rapporteur Dr Ravish Mathew, Assistant Professor, Sri Sri University, Odisha				
Rapporteur Dr. Rajesh Ramasamy, Assistant Professor, Mizoram Univeristy, Mizoram				
Rapporteur Dr. M. Siva, Assistant Professor, Central University of Karnataka, Karnataka				
Duration-11:45 AM To 2:00 PM				
Sl No	Title of Research Paper	First Author	Second Author	Remarks
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	Smart Routes, Safer Journeys: AI-Driven Travel Systems and the Gender-Climate Question in West Bengal Tourism	Arup Kumar Baksi	Subhashree Sanyal	
4	Promoting Ecotourism in Mizoram through Digital Marketing: The Role of Stakeholder Collaboration	Ms. R.Lalchhanhimi	Dr.Pankaj Kumar	
5	Negotiating Identities: Women, Technology and Entrepreneurship in Tourism	Reena Esther Rani.J	Prof. R. C. Anu Chandran	

6	AI and Immersive Technologies in Difficult Heritage Interpretation: A Systematic Literature Review and Conceptual Framework	V. Senthil	—	
7	A Statistical Modelling Framework for Tourism Demand Using the Intervened Exponential Distribution.	Km Anjali	Ekta SIngh	
8	Beyond the Screen: Next-Gen Applied Technology in Education In AR, VR, and Applied Technology in Education	Dr. Rajeesh Viswanathan	Dr.K. Bhuvaneswari	
9	Integrating AR, VR, and Applied Technologies in Tourism Higher Education: Practical Challenges and Future Prospects	Ms. Swathy V B	—	
10	Spatial Redistribution: An S-O-R Framework for AI-Driven Smart Nudging in Coastal Heritage Tourism	Lenin VInod	Y Venkata Rao	
11	Smart Heritage Tourism: Role of Digital Branding in Enhancing Visitor Awareness and Destination Image at Nalanda University Ruins	Mr. Divyajit Kumar	Mr. Dinkar Chugh	
12	Cross Border E-Commerce: Opportunities, Challenges, and Future Prospects in Tourism Trends	M Thamizharasi	J.Jeniliya Mary	
13	Birla Planetarium, Chennai: a Study of Its Role in Educational Tourism.	Hemalatha.G	Jayaganesh S	
14	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	
15	A Study on Sustainable Event Management Through Smart Technologies and Industry Collaboration.	Kishore Mohan M	Merlin Anitha A	
16	Advancing Sustainability and Technology in Tourism through Artificial Intelligence: Opportunities, Challenges, and Strategic Industry Partnerships	Jeshind	Menaga	
17	Impact of Digital Marketing on Tourism in India	Dr.M.Krishna Murthy	—	
18	Promoting Martial Arts Tourism through Digital Marketing: With Special Reference to Silambam, Karate, and Pencak Silat in Tamil Nadu	Ms. V. Preetha	Dr. C.P. Sangeetha	
19	Communicating Bleisure Destination Competitiveness Through Tourism and MICE Websites: A Qualitative Comparative Analysis of Bengaluru and Hyderabad	Manochitraa S	Dr. K. Kavitha	
20	Smart Routes, Safer Journeys: AI-Driven Travel Systems and the Gender-Climate Question in West Bengal Tourism	Arup Kumar Bakshi	Subhashree Sanyal	



ADVANCING SUSTAINABILITY AND
TECHNOLOGY IN TOURISM, HOSPITALITY,
AND SERVICES STUDIES THROUGH
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21	Promoting Ecotourism in Mizoram through Digital Marketing: The Role of Stakeholder Collaboration	Ms. R.Lalchhanhimi	Dr.Pankaj Kumar	
22	Negotiating Identities: Women, Technology and Entrepreneurship in Tourism	Reena Esther Rani.J	Prof. R. C. Anu Chandran	
23	Enhancing the tourist footfall through ai and digital platforms: a study on Sri Raghavendra Swamy Matha, Mantralayam.	Ashok	Dr. Nataraj B. Patted	
Networking Lunch 2.00 PM				

MINUTE-TO MINUTE PROGRAMME

TRACK-2 : ENTREPRENEURSHIP BUSINESS AND COMMERCE IN TOURISM

DAY 3: 09.09.2026, Time 11.45 AM				
Venue: CCC Mini Conference Hall-1, Pondicherry University, Puducherry				
Track-2 : Entrepreneurship Business and Commerce in Tourism				
Chairman Prof. Trilochan Tripathy, XLRI, Jharkhand & Prof Binoy T A CUK, Kerala				
Co-Chairman Prof. Joseph P D, Mangalore University, Karnataka				
Co-Chairman Dr. S. Lingamurthy, Associate Professor Central University of Karnataka, Karnataka				
Rapporteur Dr. Priyakrushna Mohanty, Assistant Professor, Christ University, Bangalore				
Rapporteur Dr. Yaja Millo, Assistant Professor, Central University of Punjab, Punjab				
Rapporteur Dr. Vaibhav Bhatt, Assistant Professor, Central University of Tamil Nadu, Tamil Nadu				
Duration-11:45 AM-2:00 PM				
Sl No.	Title of the Paper	First Author	Second Author	Remarks
1	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	
2	Low-Cost Carriers and Tourism Growth: An Economic Analysis Role of Air Connectivity in Shaping Destination Demand in Asia	Chacko Jose P	Bindu Balagopal Retired	
3	Bridging the Industry–Academia Gap in Tourism: A Case Study of Student Conclave India	Vikas Tembhare	Dr. Rohit Ravindra Borlikar	
4	Future-Proofing Tourism and Hospitality Education: A Policy Framework for Industry- Aligned Curriculum Innovation	Dr Deepak Tripathi	Dr Kusum	
5	Mapping the Dimensions of Risk in Adventure Tourism: A Systematic Literature Review	Athul A U	Sadanandam Ariyaputhiri	
6	Integrating Communication and Employability Competencies for Green Entrepreneurship: A Sustainable Development Perspective in Commerce and Tourism	Arpita Mishra	—	

7	Critical Thinking on the Frontline: Evaluating Tour Manager Crisis Competency	Gokulapriyan R	Prof. R C Anu Chandran	
8	Tourism Investment and Sustainable Economic Development: Comparative Evidence from India and Europe	Sandeep Kumar Pandey	Rohan kumar	
9	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	
10	From Tourism Education to Entrepreneurial Readiness: Bridging the Education–Industry Gap in Tourism Entrepreneurship	Dr Sindhu Joseph	Dr Sanuja K V	
11	Bridging the Tourism Education–Industry Gap: Aligning Employability Competencies with the Emerging Needs of the Tourism Industry	Dr. Shanthi Marie C	Dr. Narasimmaraj R	
12	Role of Foreign Direct Investment in India's Economic Growth: An Empirical Analysis Tambaram , Chennai-59	Sriram S	Yukesh Ravi	
13	A Study on Fabian Entrepreneurship And Its Impact on Business Growth	M. K. Thejaswini	Sandesha	
14	A Study on Inclusive Economic Participation of Women Entrepreneurs: A Secondary Data Analysis	J.Ramya mery	Avena.V.A	
15	Macroeconomic Forces and Tourism Economic Leakages: A Conceptual Framework for Leakage-Retention Dynamics	A V Krishna Chaitanya	Sampada Kumar Swain	
16	Future of Tourism Education in India: Challenges and Opportunities	Sumit Kumar Singh	Ishrat Nasreen Wahab	
Networking Lunch at 02.00 PM				

MINUTE-TO MINUTE PROGRAMME

TRACK-3 : SUSTAINABILITY AND TOURISM

DAY 3: 09.09.2026, Time- 11.45 AM				
Venue: CCC Mini Conference Hall-2, Pondicherry University, Puducherry				
Track-3 : Sustainability and Tourism				
Chairman	Prof Arup Kumar Baksi, Alia University, WB & Prof. Sheker Naik, MU, Karnataka			
Co-Chairman	Dr. Sindhu Joseph, Govinda Pai Memorial Government College, Kerala			
Co-Chairman	Dr. Jayaprakashnarayana Gade, Assistant Professor, IGNTU, Madhya Pradesh			
Rapporteur	Dr. R. Narasimmaraj, K K , Associate Professor & Head, GACW(A), Tamil Nadu			
Rapporteur	Dr. Shanthi Marie, K K, Assistant Professor GACW(A), Tamil Nadu			
Rapporteur	Dr. Sadanandam A, Assistant Professor, Central University of Kerala, Kerala			
Duration-11:45 AM-2:00 PM				
Sl No	Title of Research Paper	First Author	Second Author	Remarks
1	Tourism System Companies in Terms of Just Sustainability Transition: Practice, Barriers And Recommendations—the Case of Latvia As A Destination.	Agita Livina	Sarmite Rozentale	
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 Frame Work for Low Impact Regenerative Tourism Models in Fragile Ecosystem.	Dr. Ravish Mathew	Prof. Sampada Kumar Swain	
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	Mr. Samodh.A	Dr. Sunil Tiwari i	
6	Regenerative Tourism Development in the Indian Western Himalayas: Pathways Towards Resilient and Inclusive Tourism Futures	Vikram Kaith	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	
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	
9	Exploring The Impact of Perceived Sustainability And Perceived Value on Generation Z Tourists' Satisfaction And E-Wom In Kerala"	Anulaya Haridas	Sadanandam Ariyaputhiri	
10	Sustainability as Marketing: Green Branding Strategies for Tourism Destinations	Malavika Nair	P.G. Arul	
11	Local Culinary Heritage and Regenerative Tourism: Reimagining Sustainable Destination Development at the Statue of Unity	Chef Naveen Rai	Ms. Aditi Choudhary	
12	Greening the Travel Industry: An Empirical Investigation of Sustainable Travel Behaviour among Indian Travellers Using PLS-SEM	Dr. Himanshu Sanghavi	Dr. Vineet Chouhan	
13	Prioritising Sustainable Tourism Constraints in Peripheral Regions: The Priority-Based Constraint Framework	Dr Rajesh Ramasamy	Michael Lalrinawma	
14	Towards Regenerative Tourism Development: Future Prospects for Sustainable Tourism in Karbi Anglong, Assam	Kache Beypi	Puneet Gautam	
15	A Systematic Bibliographic Review of Marine Tourism Trends in the Twenty-First Century	Rishu Ranjan	—	
16	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. Research	
17	Psychological Acceptance Framework: Bridging the Implementation–Adoption Gap in Sustainable and Regenerative Tourism	Velvizhi. R	Dr. Gujjeti Thirupathi	
18	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	
19	Developing a Climate Resilience Index for Tourism Destinations: Evidence from India	Podili Harish	Y Venkata Rao	
20	Greening and Sustainable Travel Industry- The Future of Green Travel: Transforming Tourism through Sustainable Practices	Mrs. Mariyam Mathew	—	
21	Reframing Tourism Social Entrepreneurship through a Regenerative Development Lens	Dr Arshak Kallada	—	

22	Transitioning Destinations to a Circular Economy: Policy Evaluation and Strategic Framework for Kerala Tourism	Kalzang Diki Bhutia	Akhilesh Kumar Singh	
23	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	—	
24	Marketing Efficiency of Ooty: A Case Study on Sustainable Transformation in Fragile Ecosystem	Dr. Anu Chandran a a	—	
25	A Study on Plastic Waste Management and Its Impacts on Urban Drainage System In Slums	Yasmin Zainab	Nabiza Banu K	
26	Path Breakers and Pitfalls in Sustainable Tourism: A Conceptual Analysis	Dr. Naveen Kumar T G	—	
27	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	
28	Beyond Promotion: User-Generated Content as a Digital Economic Driver of Experiential Marketing for Sustainable and Regenerative Tourism Development	Faslu Rahman	Ankit Baral	
NETWORKING LUNCH AT 02.00				

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TRACK-4 : SUSTAINABILITY IN TOURISM

DAY 3: 09.09.2026, Time: 11.45 AM				
Venue: CCC Mini Conference Hall-2, Pondicherry University, Puducherry				
Track-4 : Sustainability in Tourism				
Chairperson Prof. Paramita Suklabaidya, IGNOU, New Delhi & Chairman Prof A Raghu, CUK, Karnataka				
Co-Chairman : Dr Bindu V T, Associate Professor & Head, AUW, Tamil Nadu				
Co-Chairman Dr Amit Kumar Singh, Associate Professor & Head, Sikkim University, Sikkim				
Rapporteur Dr. Preethi H, Guest Faculty, Pondicherry University, Puducherry				
Rapporteur Dr. Arun Das O P, Guest Faculty, Pondicherry University, Puducherry				
Rapporteur Mr Divyajit, Guest Faculty, Pondicherry University, Puducherry				
Duration-11:45 PM TO 2:00 PM				
Sl No	Title of Research Paper	First Author	Second Author	Remarks
1	From Conservation to Co-Management: Participatory Governance Lessons from Silent Valley for Sustainable Heritage Tourism	Rezmiya Fida C M	—	
2	Embedding Gender and Community Voice in a Digital Cultural Heritage System: Insights from Chhau Dance and Patachitra Practices of West Bengal	Arup Kumar Baksi	Subhashree Sanyal	
3	Homestay Tourism and Sustainable Development Goals (SDGs): A Systematic Literature Review of Contributions, Impacts, and Research Gaps	Muhammed Ajnas P	—	
4	The Social Capital Pathway: Linking Destination Social Responsibility to Residents' Citizenship Behavior	Dr. Zubair Ahmad Dada	Dr. Reyaz Ahmad Qureshi	
5	The Role of Railway in Boosting Tourism in Mizoram	Martha Lalzirthangi	Dr. Rajdeep Deb	

6	SYSTINABILITY AND STAKEHOLDERS CHALLENGES IN LADAKHS COMMUNITY BASED TOURISM: EVIDANCE FROM TAR AND RUMBAK VILLAGES	Stanzin Thosam	Jaswinder Kumar	
7	Reconceptualising Indigenous Hospitality as Living Cultural Heritage: Developing the Himalayan Hospitality Framework	Anurag Koirala	Amit Kumar Singh	
8	A Secondary Literature Review On The Multi-Dimensional Impacts Of Local Gastronomic Tourism In Revitalizing The Heritage Of Kolkata	Surjya Ganguly JRF	Dr. Sherry Abraham	
9	Resident's attitude towards Tourism induced through Festival: A Systematic Quantitative Literature review	Dinkar Chugh	Name of the	
10	Women in Agritourism and the Bearings of SHGs on Sustainable Rural Economy - An Analytical Reportage of Select Ventures	Mr. Aman Shiva	Dr. R.C. Anu Chandran	
11	Religious Tourism and the Transformation of a Sacred City: Community Participation and Sustainable Destination Development in Post- Consecration Ayodhya	Rajiv Kumar Chaudhary	—	
12	From Cultural Continuity to Cultural Discontinuity: Extending the Last Chance Tourism Perspective	Dr. Yaja Millo	—	
13	From Stakeholders to Co-Owners: A New Way to Think About Regenerative Ecotourism at Valmiki Tiger Reserve.	Meenu Kumari	Dr. Jagadish S. Biradar	
14	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	
15	Livelihood Diversification through Rural Tourism: A Sustainable Livelihoods Framework Analysis with Reference to Gorubathan -	Subecha Chettri	Dr. Amit Kumar Singh	
16	Community Based Tourism For Inclusive Growth And Employment in Viksit Bharat 2047	J. Jeevani	V R. Madhu Mitha	
17	Digital Documentation of Temple Through Interpretation	Anumalasetti Harshita	Dr. Mahender Reddy G	
18	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	
19	From Virtual Heritage to Cultural Tourism: Strengthening Networks among Academia, Industry, Communities, and Government in India and Europe,	Dr. Kishor Kumar Tripathy Member Secretary	—	



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20	Photography Opportunities and Tourism Prospects: an inquiry based on Puducherry	First Author: Vedhagiri M	Anu Chandran	
21	Creative Slow Tourism Practices: A Community Capitals Framework for Regenerative Rural Tourism and Local Entrepreneurship	Anu Velankanni	Y Venkata Rao	
22	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	
NETWORKING LUNCH AT 02.00 PM				