



Virtual 6th International Conference on
I-HOST 2022

**Intercultural Tourism & Hospitality
Entrepreneurship: Opportunities
During Uncertain Times**

Editors

**Rajiv Gulshan
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July 15-16, 2022

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Visitors Perception Towards Sustainable Tourism at Malampuzha Dam

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Abstract

Sustainability is a concept that covers the complete tourism aspect, including the concern for economic, social and environmental issues. The research is conducted in the renowned tourist spot Malampuzha dam which is situated in the foothills of western ghats. The place is blessed with lush green foliage and has been acclaimed as one of the most attractive places in Kerala. Malampuzha dam is also a hub for many other tourist attractions such as Snake Park, Malampuzha forest, rock garden and Fantasy amusement park. This research is a descriptive study using primary and secondary data to analyze the scope and potential of sustainable tourism in the destination. The study is carried out by examining 250 respondents to identify the demographic difference in regards with sustainability of the place impacting their choice of destination.

Post: Modernism Witness as a Paradigm shift in the Smart Tourism Community

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Abstract

Upcoming tourism trends are shaping the Tourism industry into an inevitable component of growth or transition. The demand for technological advancements in the field of tourism has given birth to the post-modernism culture of the shift from traditional tourism to modern tourism termed 'Smart tourism'. Smart tourism is reliant on the core technologies such as ICT, IoT, Cloud computing, Artificial intelligence, and Virtual reality, which gives rise to smart cities, or smart tourism destinations. A tourism destination is termed so only when it incorporates smart infrastructure, smart buildings, smart mobility, smart grid, smart citizens, and smart experience. This paper aims at bringing out the post-modernistic features of tourism that had been witnessed so far.

Spiritual Tourism's Impact on Kerala, with Particular Reference to Sabarimala and its Surrounding Areas

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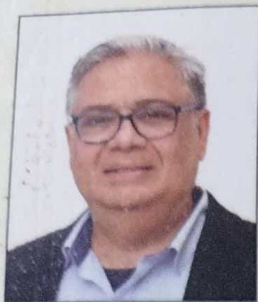
Dr. K. Sathiyabamavathy

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Abstract

In recent years, pilgrimage tourism has become more popular to draw visitors to a particular location. The Indian tourism business is fortunate in that it has a plethora of well-known religious tourist locations. Visits to these places assist in delivering numerous advantages to the host destination in terms of economic growth, regional development, and destination planning, among other things. Almost the whole population of Kerala is represented by pilgrims visiting the world-renowned Sabarimala temple in the Pathanamthitta district of Kerala, which is home to the temple.

About the Editors



Prof. Rajiv Gulshan is graduate from the Oberoi Centre for Learning & Development, Dean Rajiv has spent the last three decades transforming the Hospitality education landscape and has been instrumental in bringing Indian heritage cuisine into the international limelight. Decorated with the Commander de Commanderie de Cordon Bleu title and a recipient of the Rai Bahadur M.S. Oberoi Outstanding Performance award, Dean Rajiv has worked across some of the most prestigious hospitality ventures across the world. Some of the hotels he has opened are Wild Flower Hall Mashobra, Udaivilas and Veda restaurant in Hong Kong which was named as one of the top 3 restaurants in Asia by Time Magazine. Dean Rajiv's area of research is on measurement of learning and evaluation of facilitator's impact on the classroom engagement activities. For his work, he has been awarded a Lifelong Fellowship by the Department of Education in Victoria- Australia.



Dr. Kuldeep Singh is a citizen of India. Dr. Singh currently serves as Assistant Professor at G. D. Goenka University in India. He completed his Ph. D. in from Maharishi Dayanand University in India in the year 2021. His Ph. D. topic was "Service Quality, Tourist Satisfaction, Revisit Intention: An Empirical Study of Selected Tourist Destination in Rajasthan". Dr. Singh has also served the tourism industry for couple of years before joining the academics. Dr. Singh has so far published 12 research articles in both international and national referred journals as well as in edited books in the field of Tourism. Dr .Singh is passionate about academic areas of Service Quality Management, Rural tourism, Ecotourism, and Sustainable tourism. His credential may be verified on various research platforms like Google Scholar, SSRN, LinkedIn, Academia



Dr. Reena Sharma is an erudite academician , global traveller with high caliber and extensive global experience of over 15 years, developing results driven curriculum and delivering enthusiastic instruction to students & trainees with a blend of academics and industry experience. She is a creative and innovative individual with perseverance to cultivate the thirst for knowledge, possess demonstrated skills in all areas of education, can teach, motivate and direct students while maintaining high interest and achievement levels in a fun and challenging learning environment. She is a doctorate in Tourism from Central University , Garhwal Spearheaded as a lecturer for Travel & Tourism with Amity University, Noida, Tourism Academician in Maldives (Ministry of Education), Learning and Development Professional in Corporate Fraternity. Reena's area of interest is women entrepreneurship , customer service and alternate forms of tourism .



Bharti Publications, New Delhi

E-mail: bhartipublications@gmail.com, info@bhartipublications.com.

www.bhartipublications.com

ISBN: 978-93-94779-19-8



Price Rs. 880/-