



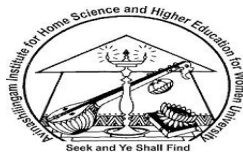
**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd.u/s 3of UGC act 1956, category A by MHRD Re-accredited  
with 'A++' Grade NAAC. CGPA 3.65/4, category 1 by UGC Coimbatore-641043,  
Tamil Nadu, India

## **Two-Day Tourism National Conference Report**

**“Adaptive Strategies in Tourism and Heritage for  
Competitiveness and Sustainable Development”(ASTH-2022)**

**Organised by:** Department of Tourism Management, Avinashilingam  
Institute for Home Science and Higher Education for Women,  
Coimbatore, Tamil Nadu

2022



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Tamil Nadu, India

**Two-Day Tourism National Conference**

Topic : Adaptive Strategies in Tourism and Heritage for Competitiveness and Sustainable Development(ASTH)

Date : 06- 07-2022 & 07-07-2022

Audience: Academicians, Scholars, Students and Industrial delegates

Venue:Hi-Tech Seminar Hall

Chief Guest: Prof. S. P Bansal

Vice Chancellor

Central University of Himachal Pradesh,

Himachal Pradesh State University

The Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, successfully hosted two days National Conference on “Adaptive Strategies in Tourism and Heritage for Competitiveness and Sustainable Development”(ASTH) on 6<sup>th</sup> and 7<sup>th</sup> of July 2022 at Hi- Tech seminar hall. This was the first complete offline conference conducted in the institute after the pandemic.In lieu of Azadi ka Amrit Mahotsav .The conference is planned under the theme “Resolve@75”. The presence of dignitaries, an impressive line-up of scholars from across India, the support of sponsors and media partners, an array of carefully selected, well-researched and well-presented papers on the subject, all came together to help team ASTH to admirably conclude this huge endeavour. The conference was applauded for 4 invited talks, two technical sessions, and one panel discussion, besides the inaugural session and Valedictory session. This conference is without a doubt made the academic and industrial fraternity richer with the additional literature on “adaptive strategies in tourism and heritage for competitiveness and sustainable development”. This two day program offered opportunity to interact with the academicians, scholars, and industrial experts from all around India who deliberated upon the

topic. The views expressed on this platform by the resource persons and research scholars on the two days of journey made the audience rethink and enriched with knowledge.

The Conference owes its success to the guidance of Dr. Bindu V T, Assistant Professor (SG), HOD (i/c), Dr. P Chitramani Professor & Dean, Prof. S P Thyagarajan, Chancellor. Dr. V Bharathi Harishankar, Vice Chancellor, and Dr. S Kowsalya, Registrar of Avinashilingam Institute for Home Science and Higher Education for Women.

### **ASTH Day 1- 06/07/2022**

The inaugural session was started by 10.30am. Ms. Priyadarshini and Ms. Manu Krishna were the masters of the ceremony. The day started with prayer song by the students of Music Department. Dr. P Chitramani, Professor & Dean, School of Commerce and Management welcomed all the distinguished guests, eminent speakers and the academic gatherings followed by lighting the lamp. Respected Chancellor Prof. S. P Thyagarajan delivered the presidential address with his insights. He mentioned the background of conference. The main aim of the conference he mentioned that to examine the prospects, challenges, and adaptive innovative strategies in tourism to manage any future crises effectively. The Inaugural address was given by Dr. Bharathi Harishankar Vice Chancellor in her talk she highlighted on Indian prestigious culture, ethnicity, gastronomical magnificence, and much more treasure that should be acknowledged, preserved, and celebrated in every way and the meeting paves way for the same.

The Hon'ble Chief Guest Prof. S. P Bansal, Vice Chancellor Central University of Himachal Pradesh and additional in charge of Himachal Pradesh State University addressed the audience with his keynote speech. He elaborated on the importance of tourism and the numerous benefits and advantages it brings to any host country. Also said real importance of tourism comes from its nature and how it is defined & structured. 'Tourism contributes towards complete growth and development of a country: one, by bringing numerous economic value & benefits; and, second, helping in build country's brand value, image & identity. Tourism industry goes beyond attractive destinations, to being an important economic growth contributor.' He also declared that, 'this conference, which is the need of the hour, emphasizes on tourism for its cultural allure, global competitiveness and its strategy to make it sustainable. Furthermore it brings together noble academicians and industrial delegates to come forward and encourage researchers to contribute to the community of tourism for effective growth in the future'. Following the keynote address, Registrar, Dr. S. Kowsalya greeted the gatherings with her speech. The Inaugural session ended with vote of thanks by Dr. Bindu V T.

In the forenoon session the delegates and the students were enriched with the knowledge through two invited lectures. The first talk was given by Dr. Sampad Kumar, Professor, Department of tourism studies, Pondicherry University. His talk was on Sustainable integration of cultural heritage and tourism. He systematizes evidence on concepts, policies and strategies and provides an interpretive synthesis illuminating the factors deemed critical for the sustainable integration of heritage and tourism. The second Talk was by Dr. B George Associate Professor & Principal (i/c), Madurai Kamaraj University College. His talk was on Adaptive strategies in post covid scenario for tourism industry. He had given insight into new destination policy making in post pandemic time, attitude, availability, awareness, advancement, Regionalised circuits, interactive products, packages, transport and exclusive tourism.

**Technical Session 1:**Topic: Innovation and Strategy for Sustainable Tourism Developments

The Technical session was headed by two eminent tourism academic experts,Dr. Yedla Venkata Rao, Professor, Department of Tourism Studies Pondicherry University as Chairperson and Dr.Anila Thomas Assistant Professor & HOD, Department of Tourism and Travel Management, Jyothi Nivas College, Bangalore as Rapporteur. Scholars, Academicians and students from various institutions presented their research papers in various topics. Each presenter has given 10 minutes for the presentation and 5 minutes for the questions and clarifications. The session was very interactive and the real efforts and research interest of the presenters has showcased. In this session we had total six presentations.

### **ASTH DAY 2- 07/07/2022**

The second day of the conference started by an invited talk in Digital Marketing for Sustainability by Dr. Yedla Venkata Rao with his insights on electricity and digital sustainability, digital aviation, sustainable website, user friendly resilient and impact of digital marketing .Dr. R. Kannan graced the event with his talk on Evolving Trends in Modern Gastronomy. He elaborated the concepts like culinary tourism, epicurean tourism, new announcement and current trends.

**Technical session 2:** Topic Start- up India, Made in India and Digital India

Technical session was held on the title‘Start- up India, Made in India and Digital India: Dr. R Kannan and Dr. Geetha Priya being the chair for this session. We had 13 paper presentations from various institution regarding Digital tools for innovating sustainable practices in tourism.

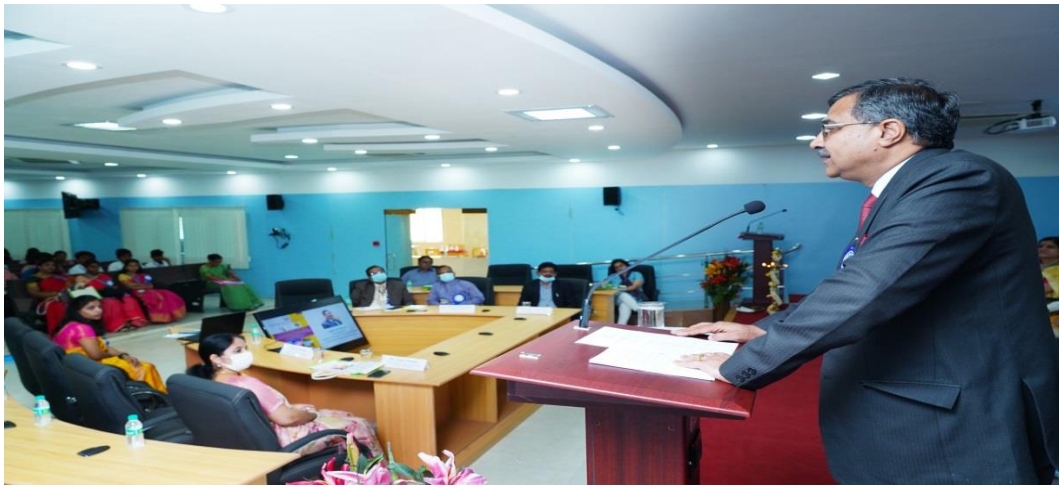
**Panel Discussion:** SKAL members, the luminaries from the world of tourism industry, graced the event with their presence. The conference was culminated by Panel discussions by industry delegates on ‘innovative sustainable practices for reshaping the industry’—the Panelists included Skallegues Mr. Charles Fabian, Director Operations The Residency Towers ,Coimbatore Mr. Arun Kumar General Manager,Zone by the Park, Mr. Ramesh Chandra Kumar, General Manager The Grand Reagent and Dr. P. Chithramani, Dean School of Commerce and Management .The discussions emphasized on sustainable practices some of the challenges phased in post pandemic scenario and comparison of national and global travel operations. The session was moderated by Dr.Bindu.V.T Head Department Tourism Management.

**Valedictory session:**Mr. Charles Fabian offered the valedictory address by summing up the theme of the conference and acknowledged the efforts of the whole ASTH team members, for converting all challenges into opportunities to conduct a complete offline conference. Dr,K. Sathiybamavathy, Assistant professor, delivered the concluding remarks. The ASTH team Honoured Sherene, the entrepreneur who runs a home stay in Vadavally, Coimbatore. It was an inspirational moment for all the participants.Feedback has given by 4participants from various institutions. Dean, School of Commerce & Manageemnt, Dr. P Chithramani announced the winners of best research papers and best oral presenter for both technical sessions, followed by vote of thanks by Blessy Doe,Assistant professor Department of Tourism Management.

### **Photos of ASTH 2022**



From Left: Dr. P Chitramani( Professor&Dean) , Dr. S. Kowsalya (Registrar), Prof. S. P Thyagarajan, (Chancellor), Chief Guest Prof. S. P Bansal,( Vice Chancellor Central University of Himachal Pradesh and additional in charge of Himachal Pradesh State University), Dr. Bharathi Harishankar (Vice Chancellor), Dr. Bindu V T (Assistant professor& Head Tourism management).



Chief Guest Prof. S. P. Bansal Delivering Keynot address



From Left: Dr. P Chitramani( Professor&Dean) , Dr. S. Kowsalya (Registrar), Prof. S. P Thyagarajan, (Chancellor), Chief Guest Prof. S. P Bansal,( Vice Chancellor Central University of Himachal Pradesh and additional in charge of Himachal Pradesh State University), Dr. Bharathi Harishankar (Vice Chancellor), Dr. Bindu V T (Assistant professor& Head Tourism management).



Group photo with delegate: First day of conference



Technical session 1: session chair- Dr. Yedla Venkata Rao and Dr. Anila Thomas



Invited Talk: Dr. Sampad Kumar Professor, Department of Tourism Studies, Pondicherry University.



Technical session 2: session chair- Dr. R Kannan and Dr. Geetha Priya



Panel Discussion:From Left:Dr. P. Chithramani, Mr. Charles Fabian, Mr. Ramesh Chandra Kumar,Mr. Arun Kumar,and Dr. Bindu V T.



Group Photo with delegate 2<sup>nd</sup> day of conference



Dr. B. George Associate Professor & Principal(i/c)Madurai Kamaraj University College interacting with the paper Presenter.





Audience of Conference ASTH 2022



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