



**A M I T Y U N I V E R S I T Y**  
— U T T A R P R A D E S H —

# **CONFERENCE REPORT**

**23<sup>rd</sup>-24<sup>th</sup> September 2021**

**17th Amity International Tourism & Hospitality Conference  
(AITHC 2021)**

**“Tourism for Inclusive Growth: Promoting Equality and  
Sustainable Economic Development”**

<b>INAUGURAL SESSION</b>	
1105-1110hrs	Introduction to the 17th Industry and Academia Conclave cum Conference (AITHC 2021) by Prof (Dr) M. Sajnani, Dean Faculty of Hospitality and Tourism, & Director, AITT, AUUP, Noida
1111-1120hrs	Address by Prof. (Dr.) Mrs. Balvinder Shukla, Vice Chancellor, Amity University, Uttar Pradesh
1121-1135hrs	Address by Guest of Honour, Dr. Amitabh Upadhyay, President, Global Business Studies (GBS), Dubai, UAE
1136-1155hrs	Address by Guest of Honour, Prof. S. P. Bansal, Vice Chancellor, Central University of Himachal Pradesh & President Indian Tourism & Hospitality Congress (ITHC)
1156-1210hrs	Address by Guest of Honour, Prof. Harold Goodwin, Professor Emeritus and Responsible Tourism Director at the Institute of Place Management at Manchester Metropolitan University, Managing Director of the Responsible Tourism
1211-1225hrs	Blessings by Hon'ble Founder President Dr. Ashok K. Chauhan, Amity Education & Research Group

**Introduction to the 17th Industry and Academia Conclave cum Conference (AITHC 2021) by Prof. (Dr.) M. Sajnani, Dean Faculty of Hospitality and Tourism & Director, AITT, AUUP, Noida**

- Welcomed all the dignitaries to the conference.
- Significance of the Tourism for Inclusive Growth: Promoting Equality and Sustainable Economic Development.
- Role Amity University is playing in contributing to Tourism Industry and academia.
- Significance of Ministry of Tourism in promoting tourism.

**2. Prof. (Dr.) Mrs. Balvinder Shukla, Vice Chancellor, Amity University, Uttar Pradesh.**

- Challenges to Tourism Industry during Covid 19 pandemic and strategies for a way ahead.
- Responsibilities of various Institutions is shaping post pandemic world.
- Contribution of Amity University to the Society at large.
- Road ahead for Faculty of Hospitality and Tourism.

**3. Dr. Amitabh Upadhyay, President, Global Business Studies (GBS), Dubai, UAE.**

- Contribution of Tourism in Economic development.
- Examples of Tourism Development from Sharjah, United Arab Emirates.
- Strategies for promoting cultural and heritage tourism.

- Strategies for promoting Indian Tourism.
- Dr. Upadhyay shared the development of Tourism industry in Dubai and how the department and government has taken initiatives to revive the industry.
- Hon'ble Founder President Dr. Ashok K. Chauhan, Amity Education & Research Group welcomed and requested Dr. Upadhyay to prepare a roadmap and share with Sir so that necessary impetus may be given to the industry and MoUs may be initiated for Inbound tourism market.

**4. Guest of Honour, Prof. S. P. Bansal, Vice Chancellor, Central University of Himachal Pradesh & President Indian Tourism & Hospitality Congress (ITHC)**

- Shared valuable inputs on how the industry in India is reviving.
- Steps to improve the foreign travel (outbound and inbound) for providing employment opportunities and promote economic development.
- Initiatives taken by ITHC for the extension of Academic activities and ties with Industry.

**1. Guest of Honour, Prof. Harold Goodwin, Professor, Emeritus and Responsible Tourism Director at the Institute of Place Management at Manchester Metropolitan University, Managing Director of the Responsible Tourism**

- Inputs about the Kerala model and how we have to shift to responsible travel for achieving Sustainable Development Goals.
- Role of Governments and Institutions in Promoting Sustainable Development Goals

**6. Chief Guest - Shri Shripad Naik Ji, Hon'ble Minister of State for Tourism and Hon'ble Minister of Ports, Shipping and Waterways Shri Shripad Naik Ji, Hon'ble Minister of State for Tourism and Hon'ble Minister of Ports, Shipping and Waterways.**

- Hon'ble Minister shared the works done by the ruling government for the improvement of accessibility.
- Initiatives in the area of inland waterways, shipping, ports, rail, road, air connectivity) RCS UDAAN scheme elaborated.
- Involvement of NE states for the development of tourism.
- Involvement of academia and experts for the prospects of tourism development.
- Initiatives taken by Hon'ble PM for the smoother access to foreign countries.
- Hon'ble Minister also lauded and extended complete support for the work taken by Amity University for the promotion of Tourism.

## 7.Hon'ble Founder President Dr. Ashok K. Chauhan, Amity Education & Research Group.

- Hon'ble Founder President Dr Ashok K. Chauhan, Amity Education & Research Group welcomed all dignitaries to the conference.
- Hon'ble Founder President Dr Ashok K. Chauhan requested Dr. Upadhyay to prepare a roadmap for and share with Sir so that necessary impetus may be given to the industry and MoUs may be initiated for Inbound tourism market
- Vision for a Road ahead for AITT to be implemented.

### TRACK 1

S.No	Time	Name	Organization
1	0900-0920hrs	Dr. Ulrike Gretzel	Senior Fellow, USC Center for Public Relations, Annenberg School of Communication & Journalism, University of Southern California, USA
2	0920-0935hrs	Prof. Deepak Chhabra	Associate Professor & Honors Faculty, School of Community Resources and Development, Arizona State University, Phoenix, USA
3	0935-0950hrs	Prof. H G Parsa	Baron Hilton Chair and Professor, University of Denver, USA
4	0950-1010hrs	Prof. Milena Ivanovic (Emeritus)	Department of Tourism, School of Tourism and Hospitality (STH), University of Johannesburg, South Africa
5	1010-1030hrs	Prof. Gianna Moscardo	Professor, College of Business, Law and Governance, Division of Tropical Environments and Societies, James Cook University, Australia
6	1030-1045hrs	Prof. Dalia Mohamed Soliman	Tourism Studies Department, Faculty of Tourism and Hotels, Helwan University, Cairo, Egypt
7	1045-1100hrs	Dr. Christopher Warren	Founder & CEO, Northbourne Avenue, Dickson, Australian Capital Territory, Canberra

## POINTS OF DISCUSSION

1. Dr. Ulrike Gretzel, Senior Fellow, USC Center for Public Relations, Annenberg School of Communication & Journalism, University of Southern California, USA
  - Smart Tourism is an opportunity for offering technological solutions to pandemic related problems.
  - Smart tourism helps us to think the way technology is used and also help us serve the tourism agenda.
  - Smart tourism comes from smart development goals and provides guidelines for ethical and just destination governance. It helps us strengthen destination market strategies as well.
  - The different layers of Smart tourism include experience layer, business layer, governance layer, data layer, technology layer and lastly physical layer.
  - The smart tourism development framework involves the input process as well as the output or the desired outcomes like a smart city.
  - Smart tourism perspective helps us in thinking beyond tourism; the notion of smart tourism city is where we see the smart development as a concept.
  - Smart tourism city has a holistic approach, the tourists' experiences are a major part of it, it involves a fluid process.
  - Smart tourism is a utopian vision of the future of tourism .Technology shouldn't be the only focus for development, the focus should be to achieve smart development by adopting a smart tourism mindset.
  - Efforts are required to increase the positive mindset which envisions the future of tourism and benefit it.
  - A growth mindset shall help in achieving a lot than what is expected. A sense of purpose is achieved through a growth mindset. Resilience and success are the outcomes of it.
  - Smart tourism mindset shapes the ways how tourism is conceptualized and focuses on the values that guide these procedures. The outcome of goal setting and actual governance are a part of smart tourism mindset.
  - To conclude, smart tourism helps us reach a new level of understanding of tourism and developing.
  - To be successful with smart tourism, one needs the smart tourism mindset which shall engage with system level and it is a process which will facilitate and enables the product, city, country or region to develop.

## **2. Prof. Deepak Chhabra, Associate Professor & Honors Faculty, School of Community Resources and Development, Arizona State University, Phoenix, USA**

- Transformative heritage tourism needs to be premised on morally guided existentialist authenticity, heritage justice and well-being of visited and visiting communities.
- Heritage justice involves inclusivity and listening to local voices. Promotion of indigenous heritage is important; a heritage justice can help in finding the injustice and violation of rights of local communities.
- The Blackfoot community of Canada has been struggling for the return of their medicinal system and ancestral remains from the museums of USA and Canada.
- Museums can help in promoting the indigenous medicinal healing, and preserve the culture of the communities. Museums preserve things to safeguard the values and cultures of various communities all over the world.
- NGOs also play a big part in preserving of the culture and traditions of communities. The Maya train is such an initiative from the Government to interconnect major parts of Mexico. Humanistic based agenda needs to include in the project to ensure human dignity.
- An awakening consciousness is required, taking a holistic and complex view is necessary for sustaining transformation of heritage tourism which needs to be mapped.
- The theory of “conscientization” to stimulate critical consciousness is necessary to support the hermeneutics perspective.
- Transformative heritage tourism towards the higher self, the co-created mindful spaces through a humanistic approach and also ensuring well-being of indigenous communities which shall also transform the tourists.

## **3. Prof. H.G. Parsa , Baron Hilton Chair and Professor, University of Denver, USA**

- The case studies are of two types -firstly the teaching case studies and research case studies. Case research of tourism sustainability helps in developing new theories, testing of a theory, application of current theories.
- Case studies are rich in context, insightful, greater explanatory power. Case research involves the study of outliers in the data set.

- Case studies help in engaging way of applying theories. However, the downside of case studies might be their writing style, or the different styles might be difficult to understand.
- Swachh Bharat involves the tourism of India which is the 6<sup>th</sup> largest economy. The challenges of Swachh Bharat involve rural problems and also urban problems.
- Indian Government emphasized basic needs such as Agriculture production, major irrigation projects, energy, education, manufacturing etc.
- Swachh Bharat initiative involves three major objectives and three major challenges. The objectives involve employment generation, improvement in average income, environmental sustainability.
- The three major challenges include public hygiene facilities, lack of overall cleanliness, below standard public transportation systems.
- National celebrities and local politicians participated in the campaign.
- Urban challenges of the campaign included the high visibility, high tourism impact, good infrastructure, technology availability, high media exposure.
- The limitations include the high cost of labor, limited access to volunteer options, premium land to install public facilities.
- The advantages of the campaign include political support, high ROI, inexpensive labor, access to large volunteer pools, great appreciation, addressing the needs of rural women.
- The sanitation strategies aren't unique to India. Countries such as Singapore, New Zealand, Bulgaria, Dubai etc have already applied this program.
- The success stories of Swachh Bharat for India are that the country has achieved a double digit jump in tourism ranking in number of arrivals.

**4. Prof. Gianna Moscardo, Professor, College of Business, Law and Governance, Division of Tropical Environments and Societies, James Cook University, Australia**

- Innovation comes in three common elements: Creativity, a problem-solving approach, and a new way of thinking.
- Innovation is only perceived as advancement in use of technology. However, we need to have a deeper understanding about innovation which would imply innovation is not just change to products or technologies.
- We need to change the processes of organizations & social structures. Innovation is about changing leverage points in a system to change the outcome.
- Prof. Moscardo linked innovation to tourist destination as systems and explained that communication flows would dominate the organizational structure of this system. How tourist experiences are designed, offered, and supported is the closest link to the outcomes.
- How we think about what tourism is, who it is for, why we have it, how we know it has been successful is the key driver of this whole system.
- Destination residents are not made a part of the system and communication with them is lacking. Social representation is key drivers for the above-mentioned factors.

##### **5. Prof. Dalia Mohamed Soliman, Tourism Studies Department, Faculty of Tourism and Hotels, Helwan University, Cairo, Egypt**

- Sustainability is “meeting the needs of the present without compromising the ability of future generations to meet their own needs”.
- Three pillars of sustainability can be categorized as: Social, environmental, and economic factors. To bring about sustainability we must include innovation in the processes.
- Innovation is the introduction of new practices to respond to the challenging times. In turn Innovation needs creativity.
- Defining the link between creativity and sustainability the speaker highlighted creativity is thinking outside the box, which requires that people handle issues differently, unconventionally, or from a new perspective, as this leads to new solutions, that are different from existing ones.

##### **Key factors for how innovation can help facilitate sustainable tourism:**

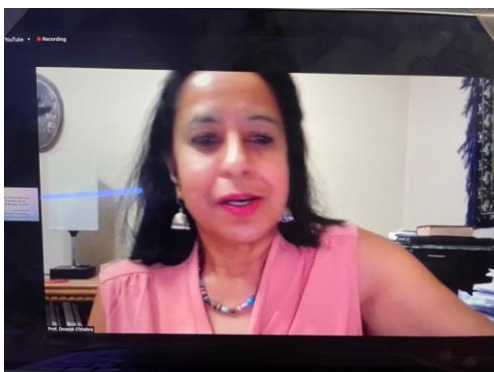
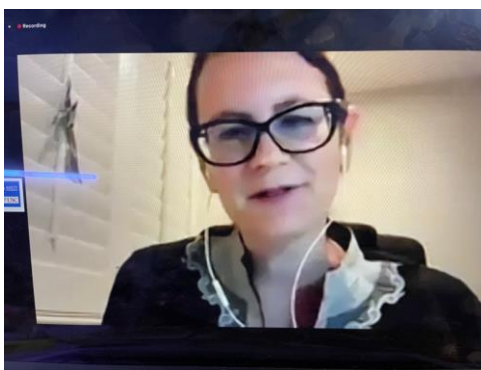
Vision and leadership which include:



- Tourist
- Landscape
- The developments that do not match the landscape, and do not contribute to the quality of life should be refused.
- Fair tourism financing system: Clear tax system, direct and indirect tourism businesses should not be treated the same in the tax system.

## 6. Dr. Christopher Warren, Founder & CEO, Northbourne Avenue, Dickson, Australian Capital Territory, Canberra

- Dr. Warren spoke about various aspects citing examples on the topic “Creating Positive Change by Conserving Resources”.
- He discussed in detail about, the hidden waste/ cost locked within practices in tourism and how we can conserve these to reduce consumptions.
- There is a lack of research in the field of understating social behaviors of consumptions. Various studies have strongly pointed out towards the intent of the guests being a part of the conservation when made aware.
- Need of social behavior to change towards waste management practices..
- In order to conserve and attain the goals of sustainability, awareness among stake holders is a need of the hour. He cited examples of the research studies which included eco coaching guides for guests to conserve.
- The speaker concluded by mentioning that conserving should be the first strategy to reduce carbon emissions and involvement of guest in the conservation process was a paramount importance. Empowering all the guests including children can bring about a great change.





**Conclusions**

- Conserving should be the first strategy to reduce carbon emissions, it:
  - o Achieves savings immediately
  - o Costs little to implement
  - o ROI within 3-6 months
- Involve your guests
- Create a new guest experiences – empower guests
- Target all guests including children

Dr. Christopher Warren

**Where do Stories Fit in Tourism Systems?**

The diagram shows three overlapping circles: 'Tourism Practitioners Public & Private' at the top, 'Tourists' at the bottom left, and 'Destination Communities' at the bottom right. Arrows point from text boxes to the intersections: 'Stories used in promotion' points to the top-left intersection; 'Stories in tourism planning' points to the top-right intersection; and 'Stories in experience co-creation and tourist management' points to the bottom intersection.

Prof. Gianna Moscardo

**Track 2: Leadership challenges to achieve sustainability in  
Hospitality and Tourism  
(1230-1400hrs)**

<b>S.No</b>	<b>Time</b>	<b>Name</b>	<b>Organization</b>
1	1230-1245hrs	Mr. Chris Flynn	President & CEO World Tourism Association for Culture & Heritage, Greater Sydney Area, <b>Australia</b>
2	1245-1300hrs	Prof. Parikshat Singh Manhas, <b>Ph.D.</b>	Rector, Udhampur Campus, Promoter Director & CEO, UOJSPVF - A Section 8 Company, Director, UBIIC, University of Jammu
3	1300-1315hrs	Prof. (Dr) Antonio Roldan Ponce	Professor of International Management, Head of Tourism Studies and Event Management University of Applied Sciences Dresden, <b>Germany</b>
4	1315-1330hrs	John Umit Palabiyik	Program Coordinator, College of Business <b>Framingham State University</b>
5	1330-1345hrs	Dr. Vikas Arya	Rabat Business School , <b>Morocco</b>
6	1345-1400hrs	Dr. Souji Gopalakrishna Pillai	Florida State University, <b>USA</b>

**1. Mr. Chris Flynn, President & CEO, World Tourism Association for Culture & Heritage, Greater Sydney Area, Australia**

- Introduced the WTACH which is an organization that preserves and protects the cultural heritage through sustainable practices and policies. It is working with a wide set of stakeholders.
- This organization focuses on the best practices 'Code of conduct' and 'Ethical principles'.
- The WTACH team works towards countering the negative effects of tourism.
- The mission is to ensure that the unique heritage and culture is preserved for the future generations.
- Cultural and heritage in tourism has long been used for substantial economic growth.
- Uniqueness of culture and heritage drives the visitation to a place in the present and the future.
- Thus cultural heritage has helped attract tourism promotion.

- This leads to more experiences, more visitors and thus more revenue. This is good for economic growth.
- Traditionally the success of a destination has been measured by the number of tourists visited. Thus in 2019 show 1.5 international tourist arrivals.
- This lead to over tourism due to which fragile resources were being harmed and taking the locals for granted, resulting in driving the tourists out some cities.
- This has become a global problem. There are various reasons for this like lack of forward planning, tourism strategies, adequate policies, government resource management, and carrying capacity awareness.
- Example of Rapa Nui- Easter Island was used. This is a small island which had 106,000 international tourist arrivals in 2018 lead to 20 tons of garbage as a result. This resulted in community outrage.
- Thus a need to balance both people and profit for prosperity. Projection and preservation are the keys factors.

**2. Prof. Parikshat Singh Manhas, Ph.D. Rector, Udhampur Campus, Promoter Director & CEO, UOJSPVF - A Section 8 Company, Director, UBIIC, University of Jammu**

- To overcome the pandemic tourism sector can help.
- Tourism has been mentioned as one of the essential pillars of 2030 Agenda for sustainable development.
- Over tourism was a frequency research word in 2019. But post Covid-19 as we are reopening for tourism it should be done in a sustainable manner.
- Various challenges are there for building sustainability like social, political, financial and cultural.
- While sustainable designs are those which run for a longer period of time that should be used to overcome these challenges.
- Protecting the environment, proper waste disposal, promoting green hotels and green programs are some ways.
- There are obstacles in hospitality and tourism like insufficient interactions between different levels of the government, lack of cooperation and financial problems.
- Various incentives like proper sustainable practices, development of actions plans and increase development capacities can be done.
- Accelerated approach is the need of the hour.
- Flexibility would be the key along with being Adaptable, efficient, inclusive, taking opportunity and universalism.

**3. Prof. (Dr) Antonio Roldan Ponce, Professor of International Management, Head of Tourism Studies and Event Management, University of Applied Sciences Dresden, Germany**

- The recovery of tourism after Covid -19 is going to happen.
- The negative effect of Covid -19 will slowly disappear.
- One can see that the world is still connected by airlines and this connectivity is the key to recovery.
- As per the study conducted by them the recovery is predicted by 2023.
- This recovery will not happen on its own but some main elements in implementing certain strategies that are suggested by the world Bank.
- The recovery of tourism would be unevenly distributed throughout the world.
- Hotels and airlines the major tourist players would recover faster in comparison the tour operators and travel agents.
- The study has proposed a scenario funnel approach for central Asia.
- The recovery of tourism will spread its recovery efforts to other services as well as predicted by research.
- The Future tourism for Central Asia is dependent on the tourist data, connectivity and sustainability needs that to be implemented.
- Customers are concerned about sustainability to make the place attractive.
- Creating a brand for sustainability is ingredient for to attract tourists.

**4. Dr. John Umit Palabiyik, Program Coordinator, College of Business, Framingham State University**

- People who come together will help change the world.
- World had a problem before Covid-19 as the environment was profit based.
- One should remember the world is borrowed and people don't own it.
- Tourism has not caused climate change but will surely be impacted by it.
- The concern to recovery after Covid -19 should not be worrisome as the world has done is repeatedly bounced back after major problems in the past.
- One needs to review the people and tourism.
- The new generation would do it by asking profit-based organizations to reposition themselves.
- The world has to think about sustainability, innovation, and long term investment.
- The one who is the most adaptable will survive these changes.

#### **5. Dr. Vikas Arya, Rabat Business School , Morocco**

- Sustainable tourism can't be achieved in a short time.
- The need to have sustainable habits in our person life would lead to sustainable travel.
- The need to minimize waste and pollution.
- Preventing natural environment from damage.
- Respecting and preserving the culture.
- Supporting the local economy by buying local handicraft.
- Giving back to the society.
- Promote travel at the right time to minimize the damage on the natural environment.
- Promoting green destinations and hotels.
- Cut down on carbon foot prints and becoming energy efficient.
- The future traveler would be part of the regenerative travel.

#### **6. Dr. Souji Gopalakrishna Pillai, Florida State University, USA**

- The thoughts on changes in the corporate philosophies post pandemic.
- Philosophy is a study on general and fundamental questions about existence, knowledge, values and language.
- Earlier Hotel companies gave importance to their customers.
- Then the focus shifted to the employees as they can only create a WOW factor for the guest. If the employees are enabled, engaged and empowered.
- The cycle of transformation which starts with the vision, mission and values of the organization that leads to strategy creation.
- Next part is the how part to implement the strategy that implementation challenge includes change management.
- At different stages of the life cycle of the business, different people are given importance.
- Sustainability has also given rise to changes in the philosophy. Community is taken into account to address multiple human needs.
- The Covid-19 has impacted all the aspects that help to manage the business.
- Companies needs to continuously change and adapt to their customers, employees and communities.

Zoom Webinar

Recording LIVE on YouTube

FLORIDA STATE UNIVERSITY  
FACULTY OF BUSINESS

**Which antecedent has the higher impact on firm performance?: This indirectly answers the question of who comes first.**

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    graph LR
      CS[Customer satisfaction] --> Q[?]
      ES[Employee satisfaction] --> Q
      Q --> FP[Firm performance]
  
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Customer satisfaction

Employee satisfaction

Firm performance

Souji Gopalakrishna Pillai

Recording LIVE on YouTube

**Prof. (Dr) Antonio Roldan Ponce-**  
*Professor of International Management, Head of Tourism Studies and Event Management, University of Applied Sciences Dresden, Germany*

Prof. Ponce holds a PhD in Economics and International Relations, MA in Economics and International Relations from the Autonomous University of Madrid (UAM). He has also been visiting professor at universities in Europe, America and Asia.

In the private sector, he has been responsible for project planning, implementation and business development in several tourist companies. Currently, he is an advisor for the development of tourism policies in Central Asia.

AMITY UNIVERSITY  
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Amity International Tourism & Conference 2021(AITHC 2021)

Five Growth: Promoting Equality and Economic Development

WORLD TOURISM DAY  
9th September, 2021

Dr. Tahir Sultani

Recording LIVE on YouTube

You are viewing Mr. Chris Flynn's screen

View Options

World Tourism Association for Culture and Heritage

Cultural Heritage Tourism  
'Standards of Ethical Conduct'

WORLD TOURISM ASSOCIATION FOR CULTURE AND HERITAGE

Mr. Chris Flynn

Audio Settings

Chat Raise Hand Q&A Leave

Recording LIVE on YouTube

**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS

**References**

- [www.UNWTO.org](http://www.UNWTO.org)
- Tourism, Globalisation And Sustainable Development by Ana Vizjak Faculty of Tourism and Hospitality Management, Croatia & Maja Vizjak Faculty of Tourism and Hospitality Management, Croatia

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Zoom Webinar | Recording LIVE on YouTube

Dr. John Palabiyik, Boston, Massachusetts

Zoom Webinar

Participants: Bhoop Singh, Prof. (Dr) Ant..., Dr. John Palabiyik..., Dr. Tahir Sufi, Amity University, Valsia lakov...

Dr. Alka Maheshwari's network bandwidth is low.

WORLD TOURISM DAY  
9th September, 2021

Dr. Alka Maheshwari

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### Track 3: Social Entrepreneurship & Sustainability (1230-1345hrs)

S.No	Time	Name	Organization
1	1230-1245hrs	Prof. Manjula Chaudhary	Dean, Academic Affairs Kurukshetra University
2	1245-1300hrs	Dimitary Tin	Director of Smart Tourism Department of Kazakhstan Tourism Association Founder, Center Smart Tourism
3	1245-1300hrs	Yerkin Ospanov	Corporate Project Manager Center Smart Tourism
4	1315-1330hrs	Dr. Sandeep Kulshreshta	Professor, IITM Gwalior, Madhya Pradesh
5	1330-1345hrs	Dr. Anderson Ngelambong	Universiti Teknologi Mara, Malaysia

#### POINTS OF DISCUSSION

**1. Prof. (Dr.) Manjula Chaudhary, Dean, Academic Affairs, Kurukshetra University**

- Tourism Social Entrepreneurship has impact on national and international economy
- Slum Tourism has led to several benefits for the marginalized sections. "Dharavi" is becoming important tourist attraction.
- Dhabas(Road Side eateries)have tremendous impact on creating employment.

**2. Mr. Dmitriy Tin, Director of Smart Tourism, Department of Kazakhstan Tourism Association, Founder, Center Smart Tourism.**

- Discussed various aspects and question like, how and what exactly the Smart Tourism is.
- The smart tourism development framework involves the input process as well as the output or the desired outcomes like a smart city.
- Smart tourism perspective helps us in thinking beyond tourism; the notion of smart tourism city is where we see the smart development as a concept.
- Smart tourism city has a holistic approach, the tourists' experiences are a major part of it, it involves a fluid process.

### **3. Mr. Yerkin Ospanov, Corporate Project Manager, Center Smart Tourism**

Smart tourism as the driver of the future.

The issues related to the Smart Tourism include

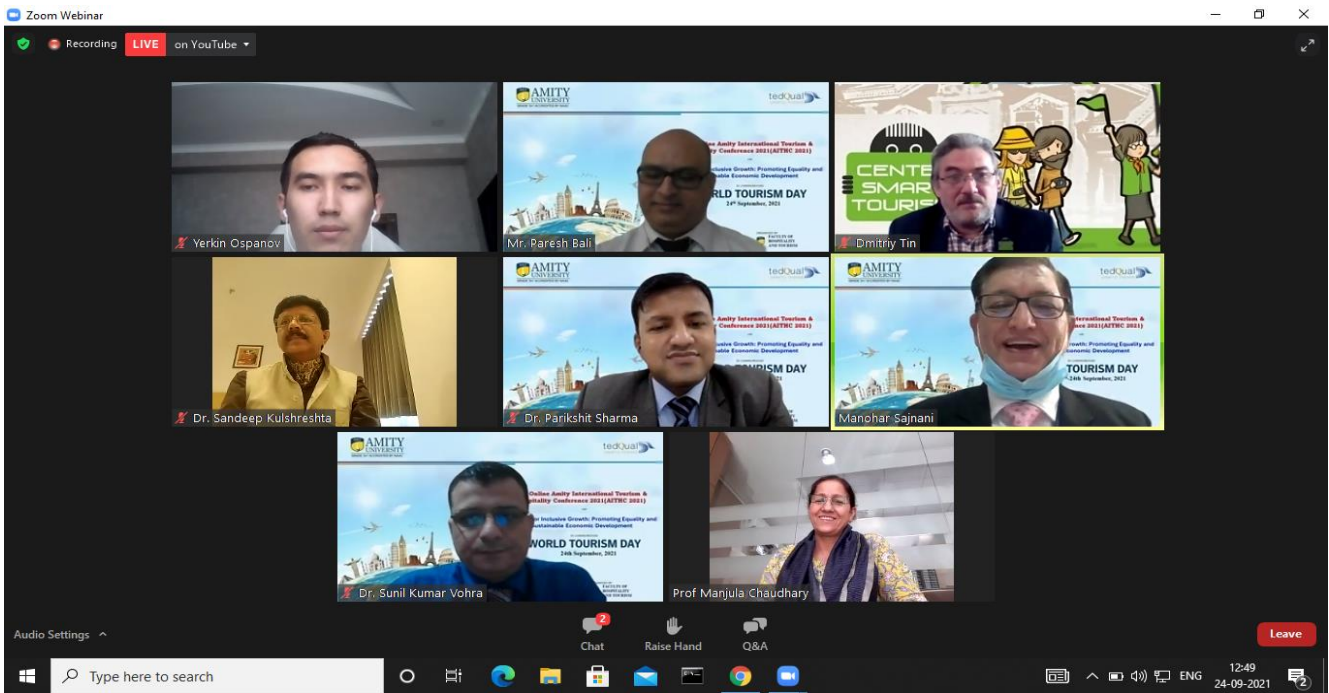
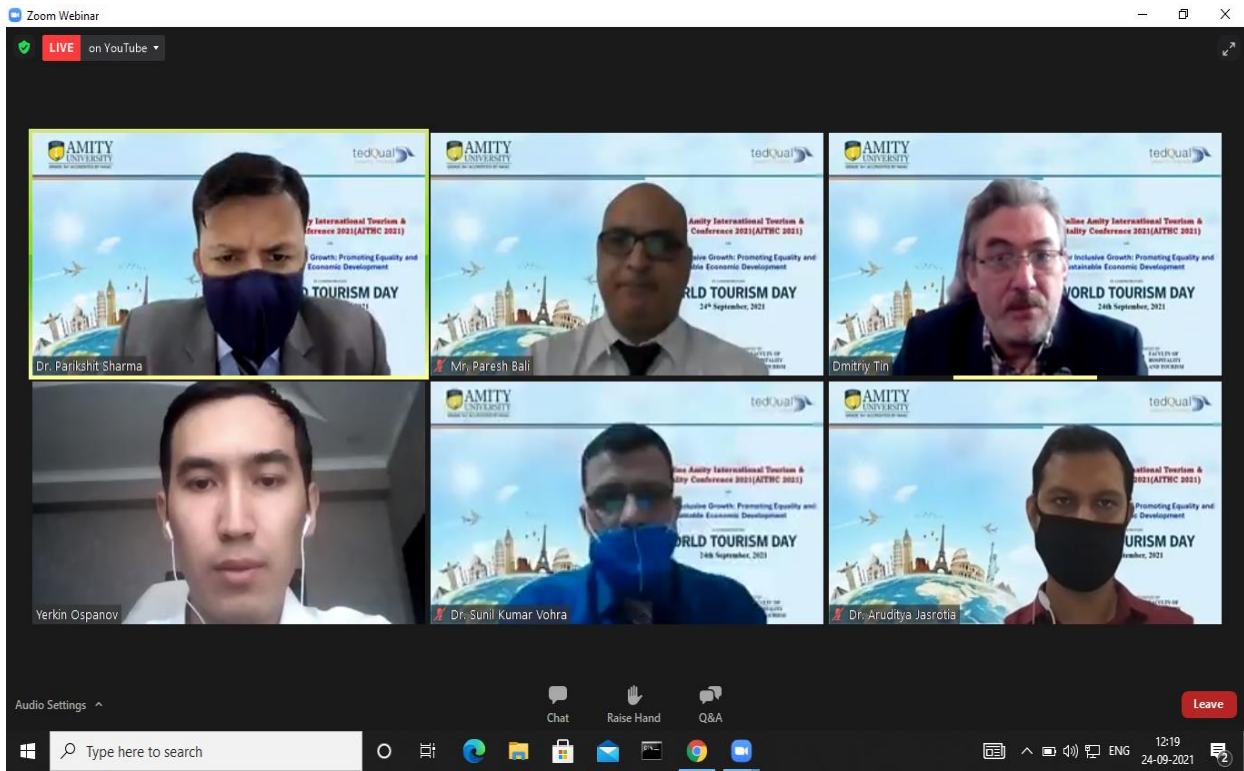
- A lot of content on internet
- Optimism, Hospitality
- Competence, relevance . accuracy
- Adaptability and flexibility
- Smart tourism is not Wikipedia on google but just like a “ Smart Phone “.
- Internet is the backbone of the smart tourism.

### **4. Prof. (Dr.) Sandeep Kulshreshtha, Professor, IITTM, Gwalior, Madhya Pradesh**

- Tourism can help to any nation to build a good economy and achieve employability out of it.
- Domestic tourism has to increase in any country as it plays a vital role in entrepreneurship.
- Covid-19 that has changed everything and has brought the business of tourism down to 15%.
- With the trust international and domestic tourism can start again.
- We have to build the trust among the people that we all follow the standard procedures.

### **5. Prof. (Dr.) Anderson Ngelambong , Universiti Teknologi Mara, Malaysia**

- Due to economic inequalities, job creation has focused mainly on low and mid-skilled jobs.
- Unemployment drives the government’s efforts to encourage growth through innovation and entrepreneurship.
- Promoting social entrepreneurship in Malaysia as a new economic policy of the country reduces poverty and income inequality.



## **Track 4: Building Peace through Tourism (1415-1530hrs)**

<b>Time</b>	<b>Name</b>	<b>Organization</b>
1415-1430hrs	Prof. Prashant Gautam	Director, Directorate of Sports & Professor, University Institute Of Hotel And Tourism Management, Panjab University, Chandigarh
1430-1445hrs	Claudia Seabra	Coordinator of the PhD in Tourism, Heritage and Territory University of Coimbra, Portugal
1445-1500hrs	Mr. Tushar Pandey	Advisor, Grant Thornton Bharat LLP & De Haat
1500-1515hrs	Dr. Anjuna Dhir	Executive Director, Responsible Tourism Society of India and Director, Ecotourism Society of India
1515-1530hrs	Ms. Neliswa Nkani	Hub Head, India, South African Tourism

### **POINTS OF DISCUSSION**

#### **1. Dr. Claudia Seabra, Coordinator of the PhD in Tourism, Heritage and Territory, University of Coimbra, Portugal**

- Turkey suffered a breakdown in tourism arrivals in 2016 due to social conflicts against the regime.
- After the Arab spring, Egypt lost 2 billion USD in receipts and the hotel occupancy fell 80% in 2011. Tunisia recorded a 40% loss in revenue, the occupancy rate fell 60% in 2011.
- Iraq faced negative effect of USD 400 billion in 2003 due to the generalization effect which affected the Mediterranean region. Greece in 2009 experienced a 9.1% fall in the tourism sector, 8.2% in 2010.
- COVID-19 pandemic brought a drop of 72% in average in the tourist's arrivals around the world.
- Travel was big responsible for spreading disease worldwide. In 2005 Indonesia, Thailand, Sri Lanka faced a drop in tourist demand for around 27% due to natural disaster. Latin America has the highest crime rate in the world.

## **2. Ms Nelsiwa Nkani, South African Tourism**

- South Africa celebrates heritage day in South Africa .
- Peace has a tremendous impact on tourism in context with South Africa.
- South Africa is 25 years old. Earlier in South Africa black people and women were not allowed to avail equality in opportunities.
- In context with World Tourism and Peace, in pre-1994 era South Africa tourism was banned for any commercial activities outside South Africa due to the in-equal work opportunities, racism etc.
- Tourism is used to heal and forgive along with growing inclusive economy.

## **3. Dr Anjuna Dhir, Executive Director, Responsible Tourism Society of India and Director, Ecotourism Society of India**

- Tourism brings the positivity, hope and supports environmental, economical, social and cultural sustainable development to the area.
- Peace leads to the heritage conservation.
- To support this though, she also presented few case studies of Chambal, MP., Magla Jodi, Odisha; Manas National Park; Tadoba, Maharastra where different types of conflict of interests were successfully minimized with the help of tourism building peace.
- Tourism minimizes conflicts. Responsible Tourism leads to heritage conservation. The tourism needs to be used a tool for inculcating positive impacts and minimizing conflicts

## **4. Mr. Tushar Pandey, Advisor, Grant Thornton Bharat LLP & De Haat**

- The various key themes discussed include:
- Impact of local community and environment
- Wealth redistribution
- New income to the community
- Speaker explained how important it is to have responsible tourism.
- Home stays and other such small businesses require positive interventions. There is a need for training and organizing community-based tourism.

- Community-based tourism need to be organized. Many tourism areas have opened in Australia with the help of Native communities.

### **Track 5 : An integrated tourism; A Tool for Poverty Alleviation (1415-1525hrs)**

Time	Name	Organization
1415-1430hrs	Dr. Md Ariful Hoque	Department of Marketing Faculty of Business Studies Jahangirnagar University Dhaka, Bangladesh
1430-1450hrs	Prof. Tom Baum	Professor of Tourism Employment Department of Work, Employment and Organisation University of Strathclyde Business School, Glasgow, UK
1450-1510hrs	Mr. Subash Goyal	Founder Chairman of STIC Travel & Air Charter Group
1510-1525hrs	Ms. Valasia Iakovoglou	Director Ecotourism Sector of UNESCO, Greece

#### **POINTS OF DISCUSSION**

##### **1. Dr. Md. Ariful Hoque, Department of Marketing, Faculty of Business Studies, Jahangirnagar University, Dhaka, Bangladesh**

- Poverty reduction is a global agenda these days and to an extent, tourism can play a vital role in doing so. He referred to various studies to support his argument.
- There is a complexity in conceptualizing the poverty.
- Mere economic orientation provide partial solutions.
- Multidimensional nature of poverty.
- Non-material and qualitative aspects of poverty.
- Tourism – Poverty nexus
- Emergence of pro-poor tourism (PPT)
- Increasing attention of tourism as a tool for poverty alleviation in developing countries.
- Criticism centering the PPT – from both conceptual and substantive perspectives.

- PPT provides alternative livelihood opportunities and reduce the vulnerability;

Three key themes/determinants of Anti-poverty Tourism.

- *Opportunity (vs Cost)*
- *Empowerment (vs Disempowerment)*
- *Security (vs Insecurity)*

**2. Prof. Tom Baum, Professor of tourism employment, Department of work, Employment and Organisation University of Strathclyde Business School, Glasgow, UK.**

- Recognize issues in relation to work and employment in travel and tourism (T&T) (precarious, low pay, challenging work, over-representation of marginalised/ vulnerable groups and more).
- Address work and employment in T&T in both the formal and informal sectors.
- Provide opportunities for a decent work in T&T.
- Where does work and employment in T&T sit in the wider sustainability debate? What has the global pandemic shown us about work and employment in T&T and poverty alleviation?
- Does work and employment in T&T alleviate community and individual poverty?
- T&T employment at the best of times.
- Varied-small/ micro businesses > multinationals
- Operates in the formal, informal and gig/ sharing economy
- Precarious subject to demand variation and market changes
- High level of transitory/mobile/ migrant employees.
- Low status work in many communities BUT 'an industry of every parish' so community-based employment
- Highly seasonal and high levels of labour turnover
- Challenging working conditions
- Challenge of automation
- Low pay
- Poverty alleviation
- Absolute versus relative poverty
- In employment terms, is ANY work better than no work?
- Does employment through tourism improve the quality of life of those who work in the industry ?

- A vision for decent work in tourism that can contribute to poverty alleviation.
- Tourism and its value chains meet the highest ethical standards with respect to work and employment in all sectors and levels within the industry,
- Respecting the rights and dignity of each individual worker and offering them opportunity to gain just reward for their efforts, and to grow and progress, irrespective of gender, ethnicity, sexual orientation, age or disability.

### 3. Dr. Subash Goyal, Founder Chairman of STIC Travel & Air Charter Group

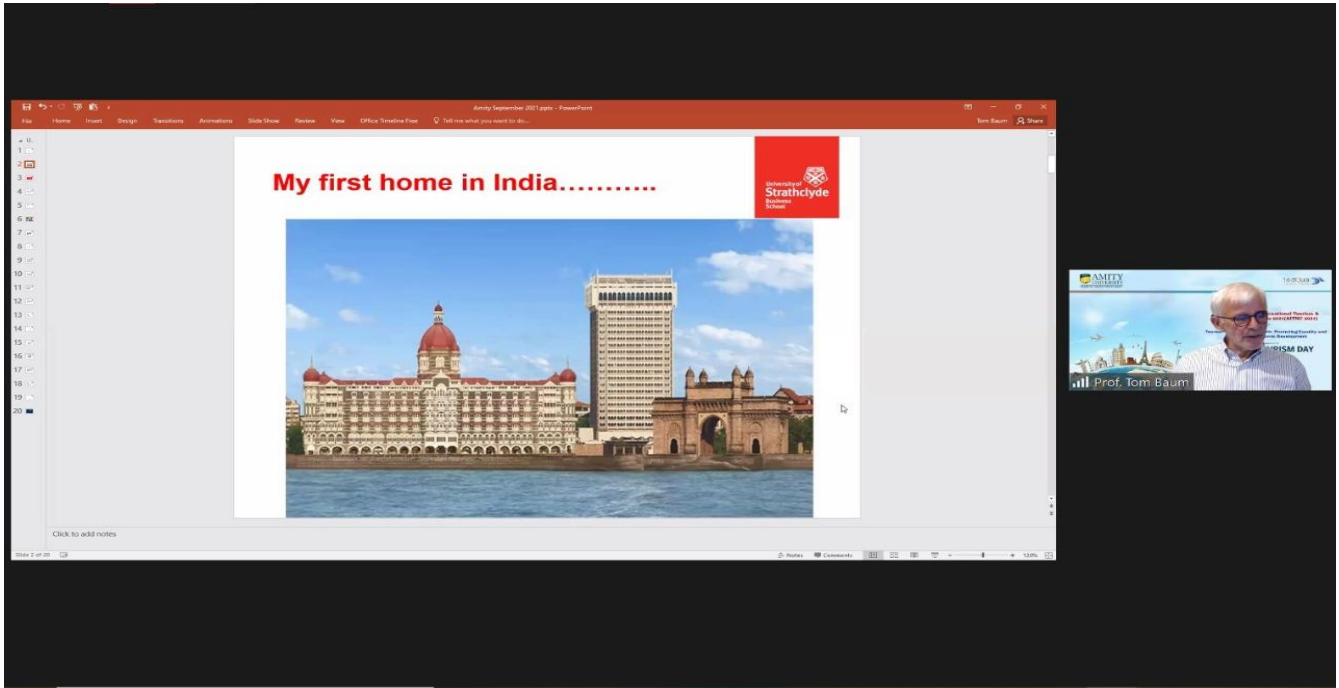
- Dr. Subhash Goyal appraised the audience about the role of tourism in poverty alleviation and mentioned that tourism can definitely aid in removing poverty. Some of the key points raised by him are as following:
- Evidence shows that sustainable tourism is a great tool for development and poverty alleviation in developing countries.
- Locally owned microenterprises ran by the poor serve as a benefit, as tourists buy a wide variety of goods and services.
- Sustainable tourism leads to employment diversification on a local level, which reduces the vulnerability of the poor.
- Tourism has great importance in the economy and cultural development of India.
- It promotes national integration. It makes us aware of the beauty and rich cultural heritage of our nation.
- It promote inter-regional relationship. Tourism encourages cultural pursuits and provides support to local handicrafts.

### 4. Dr.Valasia Iakovoglou, Director Ecotourism Sector of UNESCO, Greece.

- Dr. Valasia Iakovoglou discussed about the various contributions of tourism in ensuring responsible activities which can be beneficial for the local community. She discussed following key areas:
- **Ecotourism** - The simplest way to explain the concept of ecotourism is with two words: traveling responsibly.
- Simply put, ecotourism is tourism that creates awareness of the environment and the local community.
- As eco-tourists, the goal is to visit an area with the well-being of the local people and nature in mind.
  1. *Locals*
  2. *Conservation*
  3. *Profits*



- Need to understand Climate change impacts & Use new technologies.  
Working with and embracing nature for long-term sustainable management of ecosystem and practice of eco-tourism.
- Integrated Sustainable Ecotourism as a tool through Education to Alleviate Poverty.



Recording **LIVE** on YouTube View



# TOURISM

- ▶ Tourism: An economic powerhouse
- ▶ The third highest world category in export earnings (2015)
- ▶ Contributes directly/indirectly to all SDGs



**TOURISM**

<https://tourism4sds.org/themes/ecomtourism/>



**WORLD TOURISM DAY**  
17th September 2021

Ms. Valasia Iakovoglou

Recording **LIVE** on YouTube



Subhash Goyal

**Track 6**  
**Developing Sustainable Tourism Destinations through community based tourism**  
**(1530-1730hrs)**

<b>Time</b>	<b>Name</b>	<b>Organization</b>
1530-1545hrs	Prof. Cevat Tosun	Eisenhower Chair & Professor of Tourism Studies & Management, George Washinton University, USA
1545-1600hrs	Dr. Palitha Gurusinghe	President, Sri Lanka Ecotourism Foundation, Sri Lanka
1600-1615hrs	Prof. Athula Gnanapala	Dean FMS, Sabaragamuwa University, Srilanka
1615-1630hrs	Ms. Elisa Spampinato	Community Based Tourism Expert and Community Storyteller CEO and Founder, Traveller Storyteller.com UK
1630-1645hrs	Prof. Viana Hassan	Assistant Professor Tourism and Culture Lebanese University, Malta
1645-1700hrs	Prof. Gul Erkol Bayram	Sinop University, School of Tourism and Hotel Management, Department of Tour Guiding, Turkey
1700-1715hrs	Dr. Gina B. Alcoriza	Partido State University San Jose Campus, Camarines Sur, Philippines
1715-1730hrs	Dr. Chaminda Tennakoon	Principal/Senior Lecturer, Sri Lanka Institute of Tourism and Hotel Management Bandarawela, Srilanka

**POINTS OF DISCUSSION**

**1. Dr. Viana Hassan ,Assistant Professor Tourism and Culture,  
Lebanese University, Malta**

- Dr. Viana Hassan talked about Slow Tourism in Barouk village. A niche market towards Sustainability.
- This discussion was based on Case Study where she clearly made us aware about the niche market, benefits of slow Tourism are not only on environment, and various destinations are adopting slow tourism.
- Dimensions of slow tourism were time, Slowness, contamination, Authenticity, sustainability and emotion.

- She also suggested that further studies can be done more on promoting slow tourism as many tourists do not know about this new trend.

## **2. Dr. Palitha Gurusinghe, President, Sri Lanka Ecotourism Foundation, Sri Lanka**

- Our second speaker was Dr. Palitha Gurusinghe who had expressed that poor communities and the marginalized groups are the hardest hit of all.
- It is essential that the benefits that will bring are enjoyed widely and fairly. Based on above thinking, UNWTO has given it prime importance for the growth of tourism and with this help to grow socially and economically.
- In the end while delivering concluding remark he stated that distinguishing rich from poor and empowering the poor by enabling them to participate as subjects, not as objects in their own development.

## **3. Prof. Athula Gnanapala, Dean FMS, Sabaragamuwa University, Srilanka.**

- Lack of proper planning destination tourism can damage environment; cause social and cultural conflict and alienate the communities that host tourism.
- Proper destination tourism has a positive impact on economy. It enhances the destination resources for the present and future needs.
- It works on VICE Model: V-visitors, I-Industry, C-Communities-Environment.
- Sustainable tourism minimizes negative economic, environmental and social impact. It involves local people in decision making; make positive contribution to the conservation of natural and cultural heritage etc.

## **4. Ms. Elisa Spampinato, Community Based Tourism Expert and Community Storyteller CEO and Founder, Traveller Storyteller.com, UK**

- Put emphasis on biodiversity and its protection, economic sustainability.
- Include communities for enhancing the beauty of tourism and try to attain maximum benefits.
- With community there will be Cultural Sustainability, partnership and will get a chance for community development.

## **5. Prof. Gul Erkol Bayram, Sinop University, School of Tourism and Hotel Management, Department of Tour Guiding, Turkey**

- Prefer active planning over reactive planning. Ensure high degree of local participation and control in all stages of Tourism planning process..
- Be responsive to the priorities of communities.

- For successful community-based tourism, high participation levels are a must. The motive is not to just money but also to conserve cultural and natural heritage and intercultural learning.
- The activity is supported by good marketing mechanism. Tour guides should have deep knowledge of the nature, trust on the region as tourist destination and make tourist believe him. Tour guide contribute to community-based tourism.

**6. Dr. Chaminda Tennakoon, Principal/Senior Lecturer, Sri Lanka Institute of Tourism and Hotel Management, Bandarawela, Srilanka**

- Dr. Chaminda Tennakoon discussed on the topic of community-based Tourism.
- The main key points were Involvement of local people, Promoting local cuisines for benefits.
- Further he stressed on Art & craft should be promoted properly.

**World Tourism Day 2021;  
Main focus**

- The COVID-19 pandemic has had a massive social and economic impact globally. Both developed and developing economies have been hit. Poor communities and the marginalized groups are the hardest hit of all.
- The restart of tourism will help kick start recovery and growth. It is essential that the benefits this will bring are enjoyed widely and fairly.
- Based on the above thinking, the UNWTO has designated World Tourism Day 2021 as a day to focus on Tourism for Inclusive Growth.
- Tourism's unique ability to ensure that nobody is left behind as the world begins to open up again and look to the future. So too must the many **social and economic benefits that tourism brings be available to everybody.**
- Community Based Tourism is one of the best possible alternatives to support vulnerable and marginalized people through tourism

**ENVIRONMENTAL BENEFITS OF CBT**

- Sustainable use and development of sensitive natural capital environments;
- Conservation of local natural resources;
- Use of a wide range of resources rather than depending on one intensively;
- Encouraging non-consumptive uses of natural resources;
- Increased environmental awareness at the national and local levels;
- Improved understanding of the relationship between the environment and sustainable economic development.

**Track 7: Building a better future for all through inclusive , sustainable & Pro Poor tourism (1530-1730hrs)**

<b>Time</b>	<b>Name</b>	<b>Organization</b>
1530-1545hrs	Prof. Wayne Smith	Ted Rogers School of Hospitality & Tourism Management, Ryerson University, Canada
1545-1600hrs	Prof. Yukari Iguchi	Academic Lead , Hospitality and Business University of Derby Online Learning, UK
1600-1615hrs	Dr. Bahram Nekouie Sadry	Chairman, Geotourism, Standing Committee , Iran
1615-1630hrs	Dr. S Mostafa Rasoolimanesh	Associate Professor, Director of Centre for Research and Innovation in Tourism, Taylor University Malaysia
1630-1645hrs	Dr. Oliver Chikuta	Dean, Faculty of Hospitality & Sustainable Tourism, Botho University, Zimbabwe
1645-1700hrs	Prof. Ann Suwaree Ashton	National Institute of Development Administration Bangkok
1700-1715hrs	Dr. Sudipta Kiran Sarkar	Anglia Ruskin University, UK
1715-1730hrs	Nuno Abranja	Director and professor of ISCE Tourism Department Portugal

**POINTS OF DISCUSSION**

**1. Dr. Oliver Chikuta, Dean, Faculty of Hospitality & Sustainable Tourism, Botho University, Zimbabwe**

- Researchers need to focus on why many local people are being neglected and not getting opportunities in the tourism sector.
- Marginalized people should get the opportunities in tourism sector.

**2. Prof. Ann Suwaree Ashton, National Institute of Development Administration, Bangkok**

- Wellness tourism is popular in Thailand. The Government is contributing in wellness tourism which is ultimately benefitting the local communities and youth are getting the job opportunities.
- On the left are poor health, injury and illness. The medical paradigm treats these conditions. Medical tourism falls on this side—for example traveling to another place to receive surgery or a dental treatment because it is more affordable, higher quality, or unavailable at home.
- On the right side of the continuum is wellness—these are the proactive things we do to maintain a healthy lifestyle, reduce stress, prevent disease, and enhance our wellbeing. This is what motivates wellness tourism.

### **3. Dr. Nuno Abranja, Director and professor of ISCE Tourism Department Portugal**

- Responsible marketing plays an important role in the sustainable development of the destination and respecting the host communities and be responsible towards the destination.
- Minimises negative economic, environmental and social impacts;
- Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- Involves local people in decisions that affect their lives and life changes;

### **4. Prof. Wayne Smith, Ted Rogers School of Hospitality & Tourism Management, Ryerson University, Canada:**

- Explained about the Accessible tourism and Hotel culture regarding Autism.
- Autism spectrum Disorder and what are its disadvantages.
- How hotel can create a social safe environment and physically safe environment for people suffering from Autism.
- “Tourism for All” is a concept that is addressing a growing segment of travelers with a diverse range of needs and requirements.
- Inclusive travel is becoming more appropriate goal for the tourism industry than focusing just on “accessible tourism”.
- An inclusive tourism business or destination works to offer positive travel experiences to people with different needs by addressing them from various perspectives.

## 5. Prof. Yukari Iguchi, Academic Lead, Hospitality and Business, University of Derby Online Learning, UK

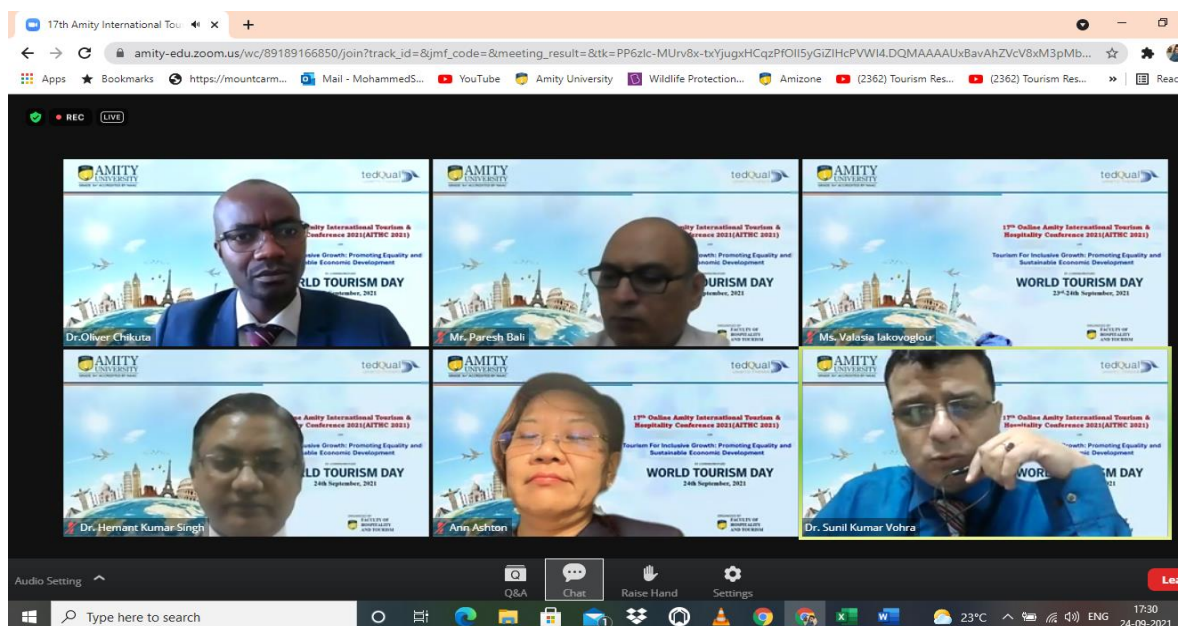
- Discussed about the cultural implications on sustainable development.
- How tourism can alleviate poverty and what poorer community lacks.
- She spoke about the impact of three aspects of sustainability (Environment, Social, Economic)
- Environmental/cultural conversation and economic viability, socio-cultural implications have positive implications on economic development.

## 6. Dr. Bahamas Nekouie Sadry, Chairman, Geotourism, Standing Committee, Iran

- Concept of Geotourism strategies for inclusive growth.
- Implications of Geotourism on Tourism Development.
- How he concept of Geotourism can promote economic development.
- Three essence or key elements of Geotourism.
- Challenges in implementing Geo-tourism .

## 7. Dr. Mostafa Rasoolimanesh, Associate Professor, Director of Centre for Research and Innovation in Tourism, Taylor University Malaysia

- He discussed about the Tourism for sustainable development and role of government. During his presentation he explained the concept of sustainability. Sustainable development goals.
- He discussed about the COVID-19 Pandemic and its impact on tourism.
- He explained about the Post Covid-19 Perspective, role of government to improve the sustainable development with various examples and references.





Zoom Webinar You are viewing Prof. Yukari Iguchi's screen View Options



Prof. Yukari Igu... Prof. Yukari Iguchi

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## Cultural Quotient / Cultural Intelligence

(Thomas and Inkson, 2009)



- Cultural Knowledge**
  - What culture is
  - How they vary
  - How it affects behaviour
- Mindfulness**
  - Ability to pay attention to:
  - Cues in cross-cultural situations
  - Ones' own knowledge and feelings
- Cross-Cultural Skills**
  - Cognitive – 'head'
  - Physical – 'body'
  - Emotional/motivational – 'heart'

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### Track 8

#### Sustainable practices in hospitality and tourism- fostering holistic development (1630-1820)

Time	Name	Organization
1630-1650hrs	Prof. Fergus T. Maclaren	President ICOMOS International Cultural Tourism Committee Canada
1650-1705hrs	Prof. Ian Yeoman	Victoria University Wellington, New Zealand
1705-1720hrs	Dr. Benigno Glenn R. Ricaforte	Professor, Tourism and Hospitality Management School of Hotel, Restaurant and Institution Management De La Salle-College of Saint Benilde, Philippines
1720-1735hrs	Prof. Sampad K Swaim	Head, Department of Tourism Studies Pondicherry University
1735-1750hrs	Dr. Jorge Gutic	Senior Lecturer, Sustainable Busines, University of Chichester Business School, UK
1750-1805hrs	Prof. Yesim Kurt	Consultant, Sustainable Tourism & Aviation Management, Turkey
1805-1820hrs	Prof. Sunil K Kabia	Professor, Institute of Tourism & Hotel Management Bundelkhand University, Jhansi

## POINTS OF DISCUSSION

### **1. Prof. Fergus T. Maclaren, President , ICOMOS International Cultural Tourism Committee, Canada**

- World heritage site backgrounder.
- Definition of world heritage site.
- Nomination rules for world heritage site
- Increase of world heritage
- Impact of Covid-19 on world heritage site tourism.
- Climate change , increase in all kind of pollution at sites
- Post Covid tourism sustainable practices,
  
- Cultural tourism charter.
- Development of eco system for sustainable development

### **2. Prof. Ian Yeoman, Victoria University, Wellington, New Zealand**

- Future of tourism related with science fiction.
- Importance of skepticism for future tourism.
- Related science fiction films & books to emerging technologies and trends.
- Example of first Kodak Camera given and then moved on to the technologies that has still not been invented in tourism.
- First technology as Voice assisted AI technology.
- Technology two is Humanoid Robots.
- Technology three is cultured meat or in vitro meat.
- Technology four is Brain Computer Interface (BCI).
- Technology five is Exoskeleton Suits.
- Technology six is Restoring Active Memory.
- Technology seven is Autonomous Robots.
- Technology eight is Controllable Telomerase Gene (reversing ageing process).
- Technology nine is Augmented Reality, Extended Reality and Mixed Reality.
- Technology ten is Ethics and Morality in the use of technology. He said that the concept of science fiction can be restructured into technologies in future tourism. He basically highlighted that we are getting the technologies that we once used to watch in movies and read in books. The same kind of transition can be found or can be implemented in building future tourism.

**3.Dr. Benigno Glenn R. Ricaforte, Professor, Tourism and Hospitality Management, School of Hotel, Restaurant and Institution Management, De La Salle-College of Saint Benilde, Philippines**

- Discussion on High resource tourism sector in Philippines.
- Resource efficiency , low carbon operations , environmental hot spots.
- Road map for sustainable tourism.
- Efficiency tools and training programs for sustainable growth.
- Protection of nature, farm to table concept, eco brick project, love for mother earth.
- Impact of COVID on air traffic in the skies and the economic loss incurred by the stakeholders, service providers and the industry.
- Airports Council International and its role in reducing the effects of the pandemic on airports. 417 airports are Airport Health accredited.
- Types of Institutional Legitimacy discussed in details(professional, community, market and state).
- Professional and market logics are more relevant in airports. She talked about the relevance of the ACI accreditation, the importance of the certificate and the logo.
- By obtaining the Airport Health Accreditation certificate, the airports gain legitimacy in the eyes of the stakeholders. She talked about pragmatic legitimacy seeking and market logic.
- She then highlighted the role of passengers & tourists and stakeholders for sustainability with proper examples and comments from the travelers and passengers. She summarized by talking about the importance of a proper certification of any business including Airports. This builds reputation and trust in front of the stakeholders and users.
- Core principle of sustainability, sustainable use and sustainable growth.
- 'Earth Rising' Photo and the paradigm shift in thinking perspective. It is based on realization that earth is a limited sphere that cannot supply an unlimited growth.
- "Transmodernism" as a new world order, new planetary consciousness, preceding Postmodernism.
- Four basic values of "transmodernity" (equality of sexes, glocal culture, sustainability of the planet, and interconnectedness).

- Authentic Economy as a way of anti-consumerism for new, just and sustainable world.
- Authentic Value as confirming to own self image as authentic and rejecting what is fake.
- Different values of new conscious consumers.
- New conscious consumer doesn't believe in marketing ads and they thrive and search for spirituality.
- Transformation Pyramid is beyond Maslow's Pyramid.
- Linked Transmodernism and Transformatory Tourism in a very logical manner.
- Tourism is the way of knowing the world and being in the world. She concluded by mentioning all the points in a summarized manner, putting emphasis on Transmodernism and paradigm shift towards new life values and how the same can be implemented in Tourism.

#### **4. Dr. Jorge Gusic, Senior Lecturer, Sustainable Business, University of Chichester Business School, UK**

- Pre pandemic negative impact on tourism destinations impacts Covid-19.\
- Impact on tourist arrival across the globe
- Loss of economy to be mitigated by tourism recovery plans.
- Green recovery plan for destinations
- Role of UK government in recovery of tourist destinations
- Motivation for DMOs, add on recovery plans.

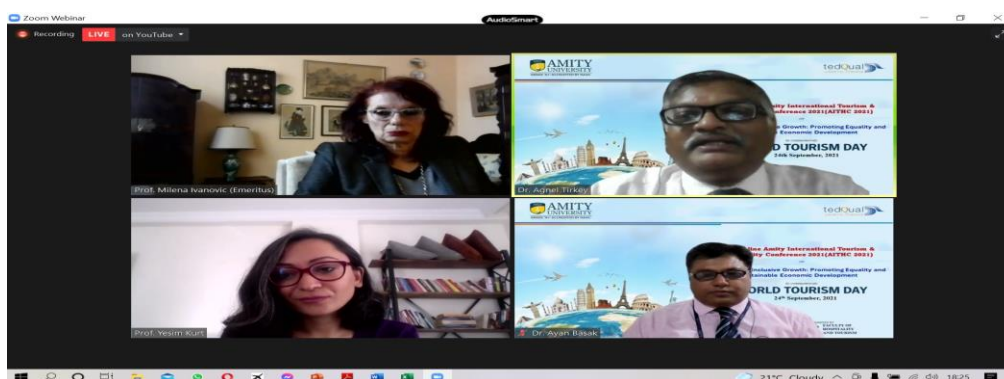
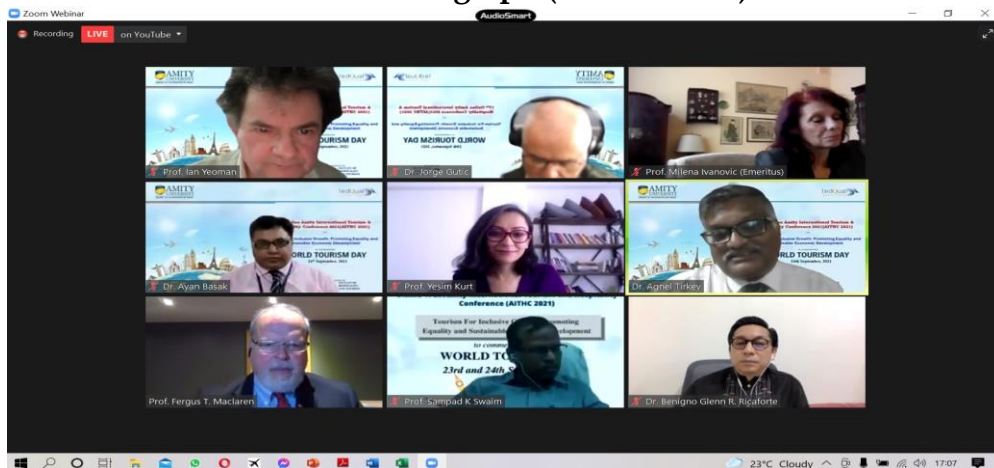
#### **5. Prof. Yesim Kurt, Consultant, Sustainable Tourism & Aviation Management, Turkey**

- Loss of air traffic due Covid-19 , loss of economic activities to related sector of tourism
- Air port certification program
- Definition of legitimacy
- Airport accreditation and its usage .
- Examples of airport accreditation.
- Benefit of accreditation to tourist and other stake holders.
- Economic sustainability

#### **6. Prof. Milena Ivanovic, Professor Emeritus, University of Johannesburg, Department of Tourism, School of Travel & Hospitality, South Africa**

- Impact of COVID on air traffic in the skies and the economic loss incurred by the stakeholders, service providers and the industry.
- Role of Airports Council International in reducing the effects of the pandemic on airports.
- 417 airports are Airport Health accredited and she spoke about the checks done.
- She talked about Institutional Legitimacy in details and the types of the same. She talked about Institutional Logics and the types (professional, community, market and state). As per her research, professional and market logics are more relevant in airports.
- Relevance of the ACI accreditation
- Importance of the certificate and the logo. By obtaining the Airport Health Accreditation certificate, the airports gain legitimacy in the eyes of the stakeholders.
- Role of passengers & tourists and stakeholders for sustainability with proper examples and comments from the travelers and passengers.
- Importance of a proper certification of any business including Airports. This builds reputation and trust in front of the stakeholders and users.
- Principles of sustainability, definition of sustainable growth, Transmodernity.
- A paradigm shift, new planetary consciousness, and new world order, authentic economy, experiential consumers, demand of authentic sustainable product , search for spirituality, culture creative.

### Session Photograph (Screen shots):



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Recording LIVE on YouTube

Prof. Milena Ivanovic (Emeritus)

Dr. Aghel Tirkey

Dr. Ayan Basak

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Inclusive Growth, Promoting Equality and Sustainable Economic Development

WORLD TOURISM DAY  
24th September, 2021

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