

National Webinar Report

On

“REVIVAL STRATEGIES FOR TOURISM INDUSTRY AMIDST THE PANDEMIC”

29th September 2021

The Department of Financial Administration, School of Management at Central University of Punjab, under the patronage of Vice-Chancellor Prof. Raghavendra P. Tiwari, organized a National Webinar on “Revival Strategies for Tourism Industry Amidst the Pandemic”. The keynote speaker of this webinar was Prof. Sandeep Kulshreshtha, Former Director, IITM Chairman, All India Board of Tourism and Hospitality Management.



The programme commenced with the welcome address by Dr. Anand Thakur, Dean, School of Management. Followed by Dr. Dhanraj Sharma, Co-convener introduced the keynote speaker and theme of the webinar to the audience and highlighted its significance in the current situation.

The keynote speaker, Prof. Sandeep Kulshreshtha, described with how every country has its unique tourist attraction. In his lecture, he emphasized the importance of the cultural aspects in today’s era and drew attention to sustainable and responsible tourism, gender sensitization, etc. He further explained how the Medium and Small-Scale Industry occupies more than 75% of the tourism industry and how the role of a craftsman is essential in the tourism industry. He quoted the famous theory of Charles Darwin, “Survival of the fittest”, during his webinar. Then, he highlighted the topic of COVID-19 and its effect on the tourism industry. Furthermore, the speaker mentioned the 6s strategies for tourism, i.e. Solidarity, Smart Host, Social Media/ Digital Technology, Safe and Seamless travel, Secondary Destination and Smart Tourist. Prof. Kulshreshtha shed light on the necessity to stay positive during this pandemic and advised the students to focus on travel writing, blogging, travel photography, storytelling, re-skilling & up-skilling, cultural aspects and regional languages.

Research scholars and students showed their active participation by being eagerly involved in the Question-Answer session. In the end, Prof. Monisha Dhiman extended the vote of thanks, and the webinar ended with the National Anthem.