



Department of Tourism & Hospitality Management

“GUFTAGU SERIES”

One-day seminar on “IRELAND AS TOURIST DESTINATION”

In continuation of **Guftugu Series of Lectures**, the Department of Tourism and Hospitality Management, Jamia Millia Islamia (JMI) organized a one-day seminar on topic “IRELAND as tourist destination,” on April 12, 2022 in the seminar hall of DTHM. The seminar focused on the destination Ireland and the tourism prospects that it offers to the outbound travelers from India and the world. The programme started at 14:00 hrs with welcoming of the guest speaker Ms Kavya Chawla by Head of the department Dr Sarah Hussain. Ms. Kavya Chawla, is working with Beautiful Planet as Marketing Manager, she has more than 15 years of experience in tourism and hospitality industry. She is also associated with the Ireland embassy in Delhi.



Dr. Nusrat Yasmeen gave opening remarks and introduction. Interested faculty and students from the DTHM department also joined the seminar.



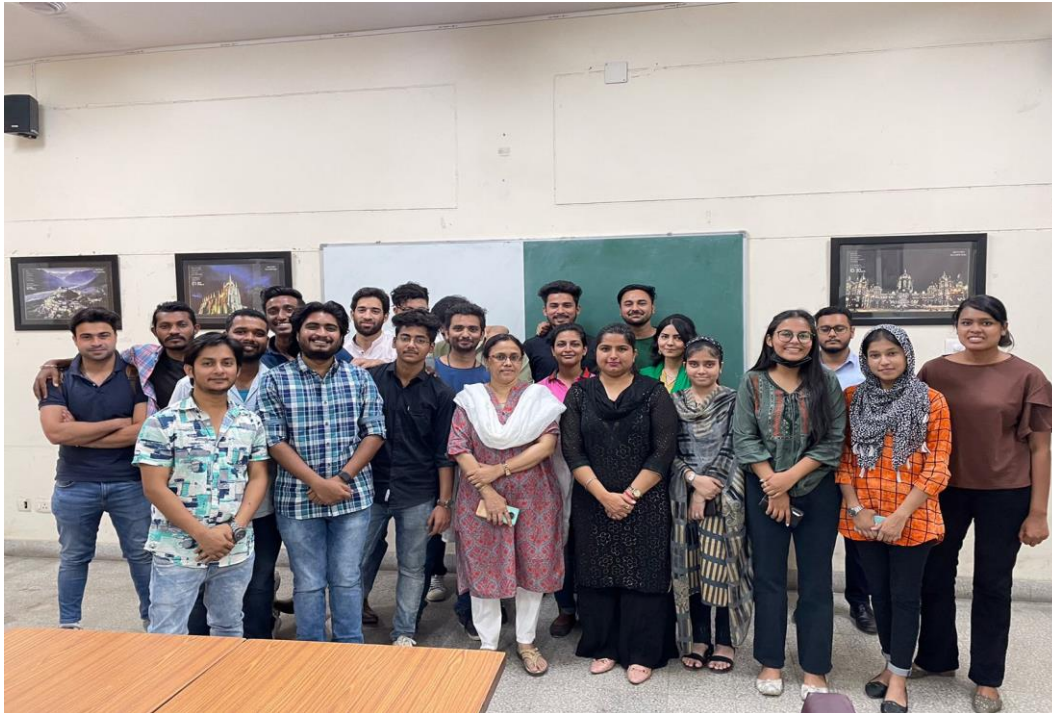
Ms. Kavya Chawla started with the system of working hierarchy and the ties of the Destination Management Company (DMC) to the Ireland tourism sector. She highlighted the role of National Tourism Office (NTO) and its importance in promoting tourism and attaining the benefits in terms of strengthening of cultural ties and revenue generation.

The main geography of Ireland and its neighboring countries were also explained.

She also discussed about The United Kingdom (UK), which is made up of England, Scotland, Wales and Northern Ireland, and the visa requirements of these regions. The concept of the British Irish visa Scheme was also clarified. She gave several examples of how an itinerary

can be formed and what process to follow in case of deviances. She also mentioned the circuits that have been designated as the world's most scenic drive in Northern Ireland and that there are three major circuits to be explored while tourists visiting mainly Northern Ireland.

Ms. Kavya Chawla talked about the major challenges the travel agents faced in the current market scenario as compared with the websites and organizations, which make use of artificial intelligence and its tools in generating their businesses. The only solution was to offer the experiences and insights as one's USP.



Finally, the question and answers session was held and the students were answered about understanding and doubts, if any. Ms. Chawla interacted with the students and appreciated their work and enthusiasm for the destination Ireland. The session ended up around 15:00 hrs the vote of thanks by Dr. Nusrat Yasmeen.