



AICTE Training and Learning (ATAL) Academy

Five Days Online Faculty Development Programme (FDP)

On

“Responsible Tourism in the New Normal”

6th -10th December, 2021

Organized by

Department of Tourism and Hospitality Management

Jamia Millia Islamia, New Delhi



Introduction

Jamia Millia Islamia is a top-ranked central university that has a historical and distinctive place in the country's academic pursuit. The institution places a premium on innovative teaching and professional training since its inception in 1920. Over the years, Jamia Millia Islamia has emerged as a hotspot of learning that underscores the cultural and religious diversity of India, emphasizing the inclusive spirit of the country. Jamia Millia Islamia positions at assortments of mechanism to get into different targeted groups of learners to benefit the society and support linkages.

Jamia Millia Islamia, today, is imparting quality education in all the major modern disciplines. These subjects ranges from engineering and technology, biotechnology, computer applications, mass communication, management, social work and social sciences, education, humanities, languages, and various other disciplines. Jamia Millia Islamia is the pioneer in several areas like mass communication, education, etc. It also offers various programmes in tourism and allied fields, services, and international business along with multiple extension programmes for faculties and research scholars. The teaching staff of the university is also engaged in research and consultancy addressing local needs.

Post COVID-19, responsible tourism has become an increasingly important segment to address for a safe and smooth recovery of the tourism sector. Responsible management of tourism resources is the need of the hour for researchers and stakeholders.

Tourism and Hospitality is one of the emerging fields of study and needs high skills and delivery of service through professionals. As tourism planning, marketing, and product development become increasingly sophisticated in the tourism industry in India, responsible tourism management becomes a critical function in providing needed information for decision-making. It consists of responsible practices at the tourism destination that can be incorporated in a more responsible way. Responsible tourism minimizes negative social, economic, and environmental impacts and generates greater economic benefits for local people, and enhances the well-being of host communities.

In case of India, the rapid international and domestic tourism growth not only brought prosperity to this country, but has also caused many pressing social, cultural, and environmental problems. Academic discussions in the domain of responsible tourism have taken place in various conferences and symposiums for many years; now it's time for tourism practitioners to give these practices momentum. Responsible Tourism aims at making better places for people to live in and better places for people to visit and sojourn longer duration.

To know more about the university please visit: www.jmi.ac.in

Department of Tourism and Hospitality Management

Department of Tourism and Hospitality Management (DTHM) was established in JMI, in the year 2012. DTHM, Jamia Millia Islamia is devoted to excellence in tourism education, training, consultancy, and research. DTHM has always experimented with innovative involvements. Since governments at central and state levels are recognizing tourism as a priority area for economic development, it becomes imperative that DTHM reaches out to a variety of audiences that are directly and indirectly influenced by tourism activities.

Department of Tourism and Hospitality Management (DTHM) Jamia, is one of the most comprehensive tourism schools in South Asia that offers a variety of tourism and hospitality programmes ranging from the first year of graduation (Level 5) to Ph.D. (Level 10). Department also allows for vertical mobility from short-term Diploma and Certificate and further research in specialized areas. The courses have been planned/ designed to have the provision of multiple entries and exit at various levels culminating up to a research degree level.

Level 10	Ph.D. (Tourism and Hospitality)
Level 09	Masters in Tourism and Travel Management
Level 09	MHM (Master of Hotel Management) (Executive Programme)
Level 08	PG Diploma in Tourism and Travel Management
Level 07	Bachelor of Hotel Management (BHM)
Level 07	Bachelor of Tourism and Travel Management (BTTM)

The increasing demand for tourism and hospitality professionals and researchers to serve the sector has led to the creation of academic space for:

- (i) Teaching
- (ii) Professional training
- (iii) Research

About Faculty Development Programme

The purpose of this proposed Faculty Development Programme is to understand the fundamental concepts and issues of responsible tourism management underlying both in practice and its theoretical approaches in the tourism and hospitality industry. Participants are expected to get familiarize with the triple bottom line approach of tourism development, responsible travel, and responsible consumption at the destination in a practical manner. The subject will also equip the participants with the skills needed to manage travel responsibly in Post COVID-19 situation.

The expected outcome of this programme are:

- Appraise and create awareness among the teachers, research scholars, and other stakeholders for responsible practices of destination management.

- Make participants culturally sensitive, promotes respect between tourists and hosts, as well as to build the local pride and confidence
- Enhance capacity in managing the tour for immobilized and disadvantaged sections of the society
- Promote the sense of conservation of natural and cultural heritage
- Enhance capacity to address the negative economic, environmental, and social impacts of tourism
- Improvement of quality of life and working conditions
- Develop capacity for bottom-up approach for involving local people
- Develop skills of responsible tourism management

Focus

As mentioned above, the focus of the Faculty Development Programme will be based on practical as well as theoretical approaches in the tourism and hospitality industry. It would aim to provide the knowledge of different techniques and strategies that are essential for the tourism domain through classroom discussions along with the practical sessions combined with case studies. The primary focus will be to create awareness of sustainable and responsible management of destinations. The emphasis will be on providing education for responsible tourism aimed at creating a better place for locals to live in along with a better place for visitors to visit.

Sub-themes for the workshop will include:

- Introduction to responsible tourism management
- Meaning and concept of responsible tourism
- Tourism and inclusive development
- Accessible Tourism for all
- Mass Tourism and Implementation of Responsible Tourism practices
- Capacity Building for tourism resource conservation
- Preservation of indigenous culture through responsible tourism
- People, Planet, Profit- Three Facets of Corporate Social Responsibility
- Responsible Tourism Management for Local Livelihood

For Whom:

The Program is open to the Faculty of AICTE approved Institutions, Research Scholars, PG Scholars, Participants from Government, Industry (Bureaucrats/Technicians/Participants from Industry, etc.), and staff of host institutions.

ORGANISING COMMITTEE

CHIEF PATRON

Prof. Najma Akhtar,
Hon'ble Vice-Chancellor, Jamia Millia Islamia

PATRONS

Dr. Nazim Husain Al-Jafri
Registrar, Jamia Millia Islamia

Prof. (Dr.) Mohd. Asaduddin,
Dean, Faculty of Humanities and Languages, Jamia Millia Islamia.

CONVENOR

Dr. Sarah Hussain,
Head, Department of Tourism and Hospitality Management, Jamia Millia Islamia.

CO-CONVENOR

Prof. Nimit Ranjan Chowdhary
Department of Tourism and Hospitality Management, Jamia Millia Islamia.

Coordinator:

Dr. Nusrat Yasmeen
Assistant Professor
DTHM, JMI

Co-Coordinator:

Mr. Mohd Wasif
Assistant Professor
DTHM, JMI

Registration:

- No Registration fee
- Registration is based on first come first serve through ATAL Academy Portal.
- Register online for the FDP by using the link below: <https://atalacademy.aicte-india.org/signup>

IMPORTANT DATES:

The Five-day online Faculty Development Programme on “Responsible Tourism in the New Normal” shall be from (06-10 December 2021) Monday to Friday.

CERTIFICATION:

The test will be conducted for each complete session and digital certificates will be issued to those participants who have attended the program with a minimum of 80% attendance and a test score of 60%. The participants are also required to submit feedback for each session using the feedback link that will be provided to them at the end of the session.

Contact Us:**Course Coordinator**

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**Five Days Online Faculty Development Programme
On
“Responsible Tourism in the New Normal”**

(06th – 10th December 2021)

Supported by AICTE Training and Learning (ATAL) Academy

FDP SCHEDULE

Date & Day	Sessions	Timings	Resource Person	Topic
Day-1 6.12.2021 (Monday)	I	10:00am -10:05am	Welcome address by Dr. Sarah Hussain Head, Department of Tourism and Hospitality Management, Jamia Millia Islamia & FDP Convenor	
		10:05am -10:10am	Address by Prof. Asaduddin Dean Faculty of Humanities and Languages, JMI	
		10:10am -10:20am	Address by Chief Guest Prof. Najma Akhtar Honorable Vice Chancellor, JMI	

		10:20am -11:30am	Keynote address by Shri. Rakesh Mathur Honorary President Responsible Tourism Society of India	
		11:30am -11:40am	Address by Prof. Nimit Chowdhary Professor Department of Tourism and Hospitality Management, Jamia Millia Islamia & FDP Co-Convenor	
Tea Break				
	II	12 noon -1:30 pm	Prof. Harold Goodwin Advisor WTM Responsible Tourism Emeritus Professor	Understanding Responsible Tourism
Lunch Break				
	III	2:30pm - 4:00 pm	Ms. Soity Banerjee Project Editor Outlook Responsible Tourism	The Scope of Responsible Tourism in India
Tea Break				
Day-2 7.12.2021 (Tuesday)	I	10:00 am -11:30 am	Prof. Ashish Dahiya Professor Institute of Hotel & Tourism Management Director, Centre for life skills & soft skills M.D University Rohtak, Haryana, India.	Responsible Tourism: Challenges and Prospects
Tea Break				

	II	12 noon-1:30 pm	Prof. Nimit Chowdhary Professor Department of Tourism and Hospitality Management, Jamia Millia Islamia	Building Responsible Tourism in Tours
Lunch Break				
	III	2:30 pm-4:00 pm	Ms. Manisha Pande Managing Director Village Ways Founding Member- ICRT India Network	Importance of Responsible Practices and its Benefits for Local Communities
Tea Break				
Day-3 8.12.2021 (Wednesday)	I	10:00 am -11:30 am	Dr. Saurabh Dixit Associate Professor and Head Tourism and Hotel Management Department, NEHU, Shillong-793022	Sustainable Culinary Tourism
Tea Break				
	II	12 noon-1:30 pm	Mr. Sumesh Mangalasseri Founder Kabani Community Tourism and Services, Kerala	Preservation of Indigenous Culture Through Responsible Tourism
Lunch Break				
	III	2:30 pm-4:00 pm	Dr. Sandeep Walia Associate Professor and Deputy Dean School of Hotel Management and Tourism Lovely Professional University, Jalandhar, Punjab.	Responsible Tourism Opportunities for Entrepreneurship
Lunch Break				

Day-4 9.12.2021 (Thursday)	I	10:00 am -11:30 am	Mr. K Rupesh Kumar Coordinator State Responsible Tourism Mission Nodal Officer for Kerala	Responsible Tourism Management Lessons from Kerala
Tea Break				
	II	12 noon-1:30 pm	Prof. Inayet.A.Zaidi Former Dean Faculty of Humanities and Languages, JMI	Responsible Tourism: Perception and Application
Lunch Break				
	III	2:30 pm-4:00 pm	Prof. S C Bagri Former Director, Centre for Mountain Tourism & Hospitality Studies H.N.B. Garhwal University, Garhwal, Uttarakhand And former VC, Himgiri Zee University, Dehradun, Uttarakhand	Opening the Himalayan States for Responsible Tourism
Tea Break				
Day-5 10.12.2021 (Friday)	I	10:00 am -11:30 am	Prof. Sampad Kumar Swain Head Department of Tourism Studies Pondicherry University, Pondicherry.	Future paradigms of Responsible Tourism and Hospitality Business in India
Tea Break				
	II	12:00 pm -01:30 pm	Prof. Parikshat Singh Manhas Director School of Hospitality and Tourism Management, University of Jammu.	Capacity Building for Tourism Resource Conservation

Lunch Break

Valedictory, Feedback & Test	2:30 pm - 2:45 pm	Address by Prof. Asaduddin, Dean Faculty of Humanities and Languages JMI
	2:45 pm – 3:00 pm	Address by Prof. Sheeba Hamid. Professor & Coordinator MTTM, D/o Commerce, AMU
	3:00 pm – 3:10 pm	Programme Report by Dr. Nusrat Yasmeen, Assistant Professor, DTHM, JMI. Coordinator, FDP.
	3:10 pm – 3:20 pm	Vote of Thanks by Mr. Mohd Wasif Assistant Professor, DTHM, JMI Co-Coordinator, FDP.