



Celebrating 100 glorious years of
Enlightenment, Empowerment &
Nation-Building

“GUFTAGU” THE INVITED GUEST LECTURE SESSION EXPERIENTIAL TOURISM AND ENTREPRENEURSHIP SET UP

19TH MARCH 2021

The Department of Tourism and Hospitality Management, Jamia Millia Islamia, conducted the second “Guftagu” in the weekly Guest Lecture series, at 1430 Hrs on the 19th of March, 2021 on **Experiential Tourism and Entrepreneurship Set Up**.

Directed and overseen by the HoD, Dr. Sarah Hussain, on Fridays a team of research scholars organize and convene the programme. Guftagu, is established now as a Talk Series of the department which offers the much-needed academia and Industry interaction and connect to its Graduate, Post- Graduate students and PhD Scholars.

In its second session Mr. Kartik Gagar, Founder and CEO of Rajasthan Studio was invited to deliver a talk as a domain expert on "**The Changing World of Experiential Travel**". The session offered direction and relevance to the young students in their present academic pursuit and future professional engagements. The guest speaker deliberated and shared his insights with the students on many aspects of an entrepreneurial venture viz.

- His Entrepreneurial journey from a Chartered Accountant consulting to the travel and tourism space
- The research undertaken by him across countries & geographies consuming experiences
- The reason the millennials and Gen-Z consume experiences more than things. He also covered the importance of social media and how the era of social currency helps travelers consume experiences over products.
- The future travel trends and the evolving travel scenes where it is paramount to connect passion with purpose.

The session also saw the attendance of the faculty members of the department. The interactive session witnessed discussions from the faculty members wherein Dr. Sarah Hussain and Dr. Nusrat Yasmeen also put forth their views. There was a question-and-answer session as well with Scholars and students actively participating and posing queries to the guest speaker. The session concluded with a vote of thanks to the invited speaker.



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Kartik Gagar is presenting

15:15

Experiential travel trends

- Next level travel
- Great expectations
- Consumer Attitudes Are Changing
- Change of Focus to more Local and Authentic
- Experiential is All The Rage in Travel Media
- A solution to suit

Guftagu Series * The Changing World of E...

Zoom controls: Mute, Video, Chat, Raise hand, Kartik Gagar is presenting

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15:39

The Future? Key Takeaways

- Add value by building connectivity
- Social media is a conversation
- The travel experience is no longer just the travel experience
- More data equals more revenue
- Experiential travel means many different things and caters to all economic and age brackets
- Emerging destinations are everywhere
- Variety equals value

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