



JYOTI NIVAS COLLEGE
Autonomous
Bengaluru , Karnataka

Overview of Conference

Let's make a change today. We need to change ourselves instead of discussing the never ending problems – just start working towards finding a solution.

By referring to the above quote, The Department of Tourism and Travel Management, Jyoti Nivas College Autonomous take the pride to organize its UGC sponsored Maiden National level Tourism conference addressing the theme “*Indian tourism and Entrepreneurship: A Comprehensive analysis of emerging opportunities and challenges*” to highlight the significance of economic growth, productivity gains and job opportunities in Indian Tourism Industry. Depicting the various subthemes listed.

Sub – themes of the conference

- Government policies and Tourism entrepreneurship
- Role of stakeholders in Tourism entrepreneurship
- Trends and patterns in Indian Tourism entrepreneurship
- Small Scale Industry (SSI) in the development of Indian economy
- Tourism entrepreneurs and community well-being
- Entrepreneurship opportunities in wellness Tourism
- Entrepreneurial challenges within Indian wellness Sector
- Gender in entrepreneurship
- Women entrepreneurs and Indian Tourism sector
- Tourism Entrepreneurship and Women Empowerment
- Sustainable Tourism: An entrepreneurship Perspective
- Prospective entrepreneurial opportunities in Hospitality sector
- Application of strategic entrepreneurial skills in leisure and hospitality

The conference mainly serves to obtain an insight into identifying and evaluating the growing opportunities in Indian tourism entrepreneurship. It also aims to create awareness and sense of reasoning among the tourism and hospitality professionals in India



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It aspire to create consciousness among the prospect entrepreneurs to become self-driven independent individual by enabling participants to develop and focus on applied skills and theories that allow them to recognize and utilize various market opportunities in the Tourism industry.

The conference is looking forward to gather various paper presenters from the field of academics, Research and tourism industry to present their perspective in relation to diversified entrepreneurial opportunities and challenges of Indian Tourism Industry.

The focal points of the conference are the students, research scholars, Academicians, Industry experts, and the prospective entrepreneurs concerning Hospitality and Tourism sector.

The conference is intended to provide enriching experience to the delegates by providing the necessary base for an innovative and competitive entrepreneurial career.

We are delighted to receive an overwhelming response from research scholars and academician and also feel proud to mention that we got 20 research articles in a span of less than two months

The conference comprises two technical sessions listed on the screen

Hope the proceedings of the conference will enlighten you.