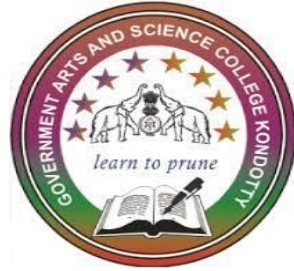


International Seminar on  
**“Experiential Tourism” >>> The Way forward...!**  
**(ISET-2023)**

Organised by

Department of Tourism and Hotel Management  
**Government Arts & Science College Kondotty, Vilayil**  
*(Accredited 'A' grade by NAAC and Affiliated to University of Calicut)*



In Collaboration with



Department of Tourism Studies,  
Pondicherry University

&



Department of Tourism Studies Central  
University of Kerala

**16<sup>th</sup> and 17<sup>th</sup> March 2023**

**at the Seminar Hall, Government Arts & Science College Kondotty, Vilayil-Parappur  
(Kerala-India)**



## About The College

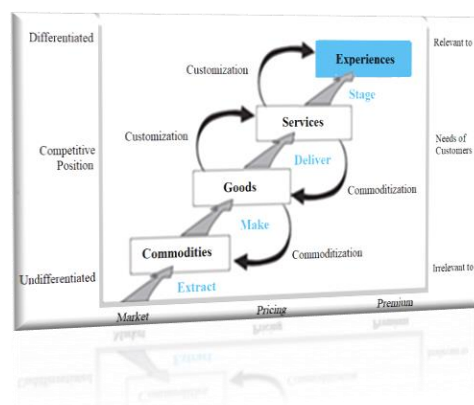
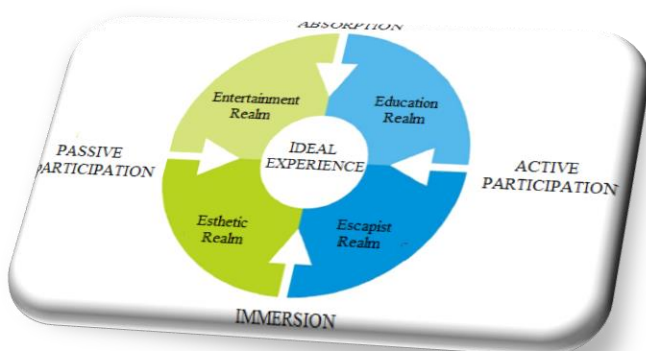
Government Arts and Science College Kondotty, known as GASCK, was established in 2013 as per G.O.(M.S.) No.565/13/H.E.D. dated 17/08/2013 is located in a lush green village called Vilayil-Parappur, about 12 K.M.s away from Kondotty town and 15 K.M.s far from Calicut International Airport. Affiliate to the University of Calicut, the college offers five undergraduate (UG) and two postgraduate (P.G.) programs, including new-generation job-oriented programs like BTHM and Functional English. Within a short time, the college could find its niche in academic, social, cultural and athletic domains due to the committed and concerted efforts of the teachers, students, administrative staff and the local community.

## About DTHM

Department of Tourism and Hotel Management offers three years Bachelor of Tourism and Hotel Management program (BTHM). Only one government college in Kerala provides this program. The course allows students to learn tourism and hotel management with all the advantages the students get in a government college. Provide the students theoretical foundation, practical skills, exposure through industrial visits and on-the-job training required for tourism and hospitality careers. Make the students competent for employment in tourism and hospitality across the globe. Students also participate in industry-academic interactions such as Industrial Visit, Study Tour, and Industrial Exposure Training (IET). The students follow professional uniforms befitting the tourism and hospitality industry twice a week and adorn chef attire during the Food Production practical. Each student also possesses a chef kit for food production practical sessions. During the study, the students also organise/participate in events like World Tourism Day, International Chefs Day, and World Food Day celebrations and go on trips like nature camps.

## Experiential Tourism

Experiential Tourism is a concept that prioritises subjectivity in its consumption patterns. This aspect of subjectivity affects tourists' interpretation of each destination visited. Experiential tourism is an increasingly influential trend in global tourism. The Covid-19 pandemic has left travellers seeking more immersive experiences which give a sense of adventure, discovery and culture. Experiential tourism aims for a deeper emotional connection for visitors and supports more sustainable and low-impact tourism. Experiential travellers explore local culture, heritage, history, art, and food. This is opening new markets and engaging unique and diverse tourism providers.



## About the Seminar

Experiential tourism can relate to many domains of social research studies. So, this multi-disciplinary International Seminar will help to discuss various aspects of experiential tourism by connecting *Hospitality, Management, Commerce, Sociology, Languages, Literature, Sports, Technology, Agriculture, Psychology, Statistics, etc.*

## Mode of the Seminar

**Hybrid mode** (Major parts of the sessions would be offline and as per the presenter's requests, and the specific pool of domains will conduct in an online manner)

## Themes

- ✓ Responsible Tourism
- ✓ Gastronomy
- ✓ Management, Entrepreneurship and MICE
- ✓ Health, Sports and Wellness
- ✓ Culture, Heritage and Literature,
- ✓ Marketing and IT tools
- ✓ Agri-tourism

## Registration

To participate in the intellectual part of our seminar, the paper presenters should send the abstracts and full research paper before the deadline as mentioned below.

- Submission of Abstract: **10<sup>th</sup> March 2023**
- Submission of Full Paper: **13<sup>th</sup> March 2023**

### Registration Fee

Paper Presenters	Indian	Rs. 500	Foreign	USD. 10
Participants	Indian	Rs. 250	Foreign	USD. 05

(Registration fee includes Certificate, Seminar kit, Seminar Badge, two-day working lunches, High teas, and snacks)

Abstracts should be a maximum of 350 words in 12 sizes of Times New Roman. Use APA style of referencing for research papers. The research paper's co-author must register separately to award a certificate and Seminar Kit. Selected Papers will assist in publishing UGC - Care listed Journals. The best research paper will be awarded during the Valedictory session.

Abstracts and full paper should be sent to [dthmgasck@gmail.com](mailto:dthmgasck@gmail.com) before the deadline. After the abstract submission, a confirmation mail will be given before 12th March 2023. *For more details and assistance, please contact the seminar organisers (Mentioned below)*

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## Coordination Committee of ISET-2023

<b>Chairman</b>	<b>Dr. V Abdul Latheef (Principal, GASC Kondotty)</b>
<b>Convenor</b>	Mr. Moideen Kutty Kallara (HoD in Charge, DTHM, GASC Kondotty)
<b>Coordinator</b>	Mr. Arshak K (Asst. Professor, DTHM, GASC Kondotty)
<b>Joint Convenors</b>	Mr. Abin K I (Asst. Professor, DTHM, GASC Kondotty)
	Mr. Mujeeb Rehiman (Asst. Professor, DTHM, GASC Kondotty)
	Ms. Resha Basheer (Asst. Professor, DTHM, GASC Kondotty)
	Mr Khubaib Abdul Salam (Asst. Professor, DTHM, GASC Kondotty)

## Scientific Committee of ISET-2023

<b>Chairman</b>	<b>Dr. Anu Chandran R.C</b> (Associate Professor & Head, Dept. of Tourism Studies, Pondicherry University)
<b>Convenor</b>	<b>Dr Binoy T A</b> (Associate Professor & Head, Dept. of Tourism Studies, Central University of Kerala)
<b>Academic-Expert</b>	<b>Prof Jitendra Mohan Mishra</b> (Dean, School of Management Studies, Head-Department of Tourism and Hospitality Management, Central Tribal University Of Andhra Pradesh)
<b>Academic-Expert</b>	<b>Mr. Prasanth Udayakumar</b> (Assistant Professor & MBA Chairperson, National Institute of Water Sports, IITTM, Goa-Ministry of Tourism, Govt. of India)
<b>Academic-Expert (Foreign)</b>	<b>Dr. Nidal Mohammed M.Al-Zboun</b> (Associate Professor, University of Sharjah)
<b>Academic-Expert</b>	<b>Dr Sabir Navas C M</b> (Assistant Professor, Dept. of Arabic, MUAC Pulikkal)
<b>Academic-Expert</b>	<b>Dr Dileep M.R</b> (Director, Kerala Institute of Tourism and Travel Studies, Trivandrum)
<b>Academic-Expert</b>	<b>Dr Toney K Thomas</b> (Assistant Professor and Head, School of Tourism Studies, Mahatma Gandhi University, Kottayam)
<b>Academic-Expert</b>	<b>Dr Ravish Mathew</b> (Assistant Professor of Tourism Management, Sri Sri University, Cuttack-Odisha)
<b>Academic-Expert</b>	<b>Dr Priyakrushna Mohanty</b> (Assistant Professor, Department of Business and Management, Christ University, Bengaluru)
<b>Academic-Expert</b>	<b>Dr Shameer Babu T</b> (Board Chairman, University of Calicut, Assistant Professor & Head, DTHM, Amal College of Advanced Studies, Nilambur)
<b>Academic-Expert</b>	<b>Mr Sharath A P</b> (Assistant Professor & Head, PG-DTHS, MES Arts & Science College, Perinthalmanna)
<b>Industry-Expert</b>	<b>Dr Hebeeb Rahman</b> (Medical Director, Prasanthi Hospital, Vilayil)
<b>Industry-Expert</b>	<b>Mr Alif Jalil</b> (Managing Director, Wood Monks Glamping Resort, Waynad)