



KARNATAK UNIVERSITY'S
KARNATAK ARTS COLLEGE, DHARWAD
DEPARTMENT OF TOURISM STUDIES

SUCCESSFUL TEN YEARS OF EXCELLENCE IN TOURISM STUDIES

KARNATAK UNIVERSITY'S
DIAMOND JUBILEE CELEBRATION MEMORIAL LECTURE

by

Prof. Sandeep Kulshreshtha

Director

Indian Institute of Tourism and Travel Management (IITTM),
Gwalior (MP) Member, Executive Council, AICTE, New Delhi

On

**EMERGING TRENDS OF TOURISM
IN THE CHANGING GLOBAL SCENARIO**

President

Prof. Pramod B. Gai

Hon'ble Vice Chancellor

Karnatak University, Dharwad

Date : 8th March 2018 Time: 5.00 pm

Venue: Bhuvana Vijaya (MTA)

ALL ARE CORDIALLY INVITED

Dr. Jagadeesh K.

Coordinator

Dept. of Tourism Studies

Dr. Rajeshwari Maheshwaraiah

Principal

Karnatak Arts College, Dharwad

OUR GUEST SPEAKER

Prof. (Dr) Sandeep Kulshreshtha, a Ph.D. in Commerce (Business Management) from Jiwaji University, Gwalior, (M.P.) is also a certificate holder in Tourism Studies from IGNOU, New Delhi and a Swiss certificate holder in Hospitality Education from Swiss Hotel Management School, Switzerland. Currently he is holding the position of the Director at Indian Institute of Tourism and Travel Management (IITTM), Gwalior, and a member of AICTE Executive Council. He has a myriad of administrative experience in reputed tourism institutes and has published a number of research papers in national and international journals like *The Role of Training to the Brand Ambassadors: A case study of Immigration Officers' Training in India (2013)* in *Tourism Business: Emerging Trends and Evolving Practices*, and authored books on different aspects of tourism such as *Tourism for Development; A managerial approach (2011)*, *Innovations and Challenges: In the age of M-commerce (2015)*. He has several professional achievements to his credit such as nomination as Expert Member by UGC, New Delhi, and he was also felicitated by Indian High Commissioner in New Zealand for the Keynote Speech delivered on Tourism. His other accomplishments include serving as Organising Secretary of 1st International Conference of the Indian Tourism Congress Conference at Thailand in 2009. In 2010, he fulfilled the responsibility of a Principal Investigator for a study to evaluate the scheme of Visa on Arrival sponsored by MoT, GOI. He holds prestigious membership of some of the leading professional societies such as President of Indian Tourism and Hospitality Congress, Life Member of INTACH. He has performed the role of an Examiner for Ph.D. in Management, Commerce and Tourism Industry. Prof. Sandeep Kulshreshtha is a widely travelled person and has been an initiator of several creative and innovative projects in tourism education as fostering tie-ups under public and private partnership programmes and so on.

DEPT. OF TOURISM STUDIES (BTA & MTA)

The Karnatak College is a very well known premier Institution founded in 1917 to meet the higher educational, intellectual and cultural aspirations of the people of North Karnataka. The Dept. of Tourism Studies (BTA/MTA) was established in the College in 2007 with financial grants from the Department of Tourism, Govt. of Karnataka. A year ago a new course Diploma in Hotel and Hospitality Services was introduced in the Department. Now the Dept. is going to celebrate its successful 10th Anniversary and proudly claims to have achieved 100% placements so far. In 2017 a MoU was signed with the Indira Gandhi National Tribal University, Amarkantak (MP). To commemorate Karnatak University's Diamond Jubilee Celebrations, the Dept. instituted the K.U. Diamond Jubilee Memorial Lecture in 2010.