

International Symposium on Responsible Tourism

— 2018 —



29th October 2018
St. Joseph's Business School

Image Courtesy: www.keralatourism.org

ST. JOSEPH'S
BUSINESS SCHOOL





The B-School



St. Joseph's Business School is a B-School with a difference. Over the last several years, we have been positioned among our stakeholders, as a B-School with distinct identity and character, where education and training is imparted with discipline, hard work, positive thinking, commitment to excellence and abiding faith in the Almighty.

We have been successful in emerging as a Centre of Excellence in Management education in the country. Value systems such as eco-friendliness, quality consciousness and work ethics are being instilled through the special work culture and campus life at the school. The school is managed by the Diocesan Technical Education Trust, Palai under the auspices of Diocese of Palai. Our MBA program is affiliated to APJ Abdul Kalam Technological University, Kerala.

Every talent and innovation is encouraged in order to bring out the best in our students. We are committed to provide the best learning experience for our students. Our MBA student team has initiated an idea to conduct an International Symposium on Responsible Tourism on the 29th of October 2018 at our campus in Palai.

The Program



Responsible Tourism is defined as the economic responsibility, social responsibility and environmental responsibility of tourism stakeholders at a tourist location. The concept of responsible tourism emerged after the Cape Town Declaration

of 2002 in which a detailed picture of responsible tourism including its aims, and factors evolved. Responsible Tourism encompasses all forms of tourism and seeks to minimize negative economic, environmental and social impacts at a tourist destination. It generates greater economic benefits to local people and enhances the wellbeing of local communities, thereby making positive contributions to the conservation of natural and cultural heritage, and maintenance of world's diversity.

Kerala has emerged as a trendsetter with prime tourism destinations on the international tourism map and has the availability of plenty of natural resources, skilled manpower, supportive entrepreneurial community, strong local-self-governments, civil society organizations, multitude of micro enterprises, streams of professionals, academicians and a responsible media.

This program plans to discuss an evaluation of destinations, including Kovalam, Kumarakom, Thekkady and Wayanad, where responsible tourism initiatives have been administered under Kerala Tourism Department over the past several years. It also opens discussions of effectiveness of these initiatives in Kerala. Participants can take back a learned opinion on way forward for responsible tourism in Kerala. The discussions and deliberations can add value to the recommendations that we wish to propose to the policy makers.

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www.keralatourism.org/responsible-tourism



Program Schedule



- 9:30 am - 10:15 am | **Introduction to Responsible Tourism**
Sri. Rupesh Kumar K., State RT Mission Coordinator,
Government of Kerala
- 10:15 am - 11:00 am | **Responsible Tourism practices in luxury hotels**
Mr. Dileep Kumar, General Manager, The Leela Raviz, Kovalam

11:00 am - 11:10 am

BREAK

- 11:10 am - 11:30 am | **Inauguration**
Sri. P. Bala Kiran IAS, Director, Department of Tourism, Government of Kerala
Msgr. Dr. Joseph Kollamparampil, Chairman, The Diocesan Technical Education Trust

- 11:30 am - 11:50 am | **Glimpses of Kerala Arts – 'Thiruvathira' & 'Nadanpattu'**

- 11:50 am - 12:30 pm | **Cases of Responsible Tourism in Kerala**
Dr. Ajith K. Thomas, Professor, St. Joseph's Business School, Palai

- 12:30 pm - 2:15 pm | **Interactions with Researchers** on Responsible Tourism at the exhibition

1:00 pm - 2:00 pm

LUNCH BREAK

- 2:15 pm - 3:45 pm | **Panel Discussion** - Topic: **Responsible Tourism in Kerala**

1. *Story of Vythiri* - Mr. Roy Chacko, Director, Lezeldor
 2. *New age icon of resurgent Kerala - Chekkutty* - Mr. Gopinath Parayil, Founder, The Blue Yonder
 3. *Hotels and RT* - Mr. Dileep Kumar, General Manager, Leela Raviz, Kovalam
 4. *Conservation of ecology at Vembanad* - Mr. Jojo T. D., Coordinator, ATREE CERC
 5. *Making experiential travel responsible* - Mr. Pradeep Murthy, Founder Director, MuddyBoots Vacations
 6. *Eco tourism & RT at Thekkady* - Sri. Sanjayan Kumar IFS, Former DY Director, Periyar Tiger Reserve
- Moderator – Dr. Ajith K. Thomas

- 3:45 pm - 4:15 pm | **Valedictory**



Image Courtesy: www.keralatourism.org



Route



PLUS CODE:

PPGG+PC Choondacherry, Kerala

GOOGLE MAPS:

<https://goo.gl/maps/9MLcwU2mKds>

Symposium Registration



Online registration form:
<https://goo.gl/forms/vj3AoePvjhuKFhBj1>



Organising Committee



Symposium Chair:

Dr. Ajith K. Thomas
Professor and Head,
St. Joseph's Business School

Organising Committee Members:

Prof. Rosin C. Jacob and Prof. Dawn Jose
Assistant Professors at St. Joseph's Business School



Image Courtesy: www.keralatourism.org

Who participates?



Stakeholders of tourism, researchers, student & faculty teams
from within the country and Colorado State University, USA.

Whom to contact?



Prof. Dawn Jose - +91 9895942546
Prof. Rosin C. Jacob - +91 9446922099

Speaker Profile



Sri. P. Bala Kiran IAS
Director, Department of Tourism,
Government of Kerala



Sri. Rupesh Kumar K.
State RT Mission Coordinator,
Government of Kerala



Sri. Sanjayan Kumar IFS
Former Deputy Director,
Periyar Tiger Reserve



Dr. Ajith Thomas
Professor and Head,
St. Joseph's Business School



Mr. Dileep Kumar
General Manager,
The Leela Raviz, Kovalam



Mr. Gopinath Parayil
Founder and Chief Executive,
The Blue Yonder



Mr. Roy Chacko
Director Lezeldor &
Head Sales & Marketing
Vythiri Resorts, Wayanad



Mr. Jojo T. D.
Project Coordinator,
ATREE



Mr. Pradeep Murthy
Founder Director,
MuddyBoots Vacations

Places to explore around



1. Illikkal Kallu: (12 Km) Illikkal Kallu is a pristine viewpoint located at 4000 ft. ASL that comprises of three boulders, each with a different shape. The view from the top of the hill is stunning and awesome. Walk about 1 km up to the summit from where one can register the awe-inspiring view of a lifetime.

2. Kumarakom: (40 Km) Kumarakom is a popular tourism destination famous for its backwater tourism. It is set in the backdrop of the Vembanad Lake, the largest lake in Kerala.

3. Marmala Water Falls: (21 km) This is about 16m in height, falling into a 12m deep pool in a private estate.

4. St. Alphonsa Shrine Church and Pilgrim Centre: (4 Km) St. Alphonsa is the first native woman Saint of India. The shrine attracts millions of pilgrims ever since and is a major pilgrim tourist center in the state.

5. Vagamon: (40 Km) Still untouched by commercialization, the sleepy town is surrounded by valleys, green meadows, pine forests, mists, fogs, tea estates, waterfalls and overall greenery. Vagamon has amenities for trekking, paragliding, mountaineering and rock climbing.

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ST. JOSEPH'S COLLEGE OF ENGINEERING AND TECHNOLOGY, - PALAI -

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