



Tourism and Pandemic: Recovery and Regeneration

The webinar was conducted to help the students understand the problems in the tourism industry especially during the times of the COVID-19 Pandemic and give them some insights along with some recovery ideas on how to bounce back from the downfall.

It took place on the 25th of June 2020 with Dr. D. Anuradha, Head (Dept.of.History) and Mr. J. Ranganathan, Co-ordinator (Dept.of.History) as the convenors. The Guest speaker was **Dr.Sandeep Kulshreshtha**, Former Director of Indian Institute of Tourism and Travel Management (IITTM). Foreword was delivered by Mr. J. Ranganathan. The speaker called COVID Pandemic as the **mother of all crises**. He said that it affected the largest community of Tourism which is a mixture of all classes of people with MSMEs dominating the sector and of course the ones who are going to suffer a lot. He told that there are a million jobs at risk and trillion rupees in loss with the graph dropping when compared to the previous years.

Based on research reports, he said that it is the tourism industry which is greatly affected and travel is still the same with VFR (Visiting family and friends) and Business travel growing. Domestic tourism is most likely to bounce back again. But international is still uncertain. He observed that once the pandemic ends, people will tend to travel a lot, away from stress but mostly to nearby, hidden, offbeat, less-crowded places by themselves. He spoke about the strategies of **Survival, Revival, and Thrival** during this pandemic.

He also explained the interesting **6Ss – The six strategies** (*Solidarity, Smart Host, Social Media, Safe and Seamless Travel, Secondary Destinations, Smart Tourists*) which have the power to revive tourism all along. With the new normal coming into place, he believes that all our SMILE would be masked and TRUST will be the ultimate. POSITIVITY will be the only key for maintaining our mental strength. Considering 2020 a bad dream, he encouraged students to look ahead by being positive and to develop their expertise in the sector. He concluded by saying that the world is changing and insisting on the importance of up-skilling, multi-tasking, and learning other regional languages.



LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600034
DEPARTMENT OF HISTORY

WEBINAR

ON

TOURISM AND PANDEMIC : RECOVERY AND REGENERATION

Registration Deadline June 22,2020

* E-Certificate will be given to
registered participants



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REGISTER



SPEAKER

DR.SANDEEP KULSHRESHTHA

Former Director,
Indian Institute of Tourism and
Travel Management (IITM),
Ministry of Tourism, Govt.of India,
Gwalior

CONVENERS

DR.D.ANURADHA
Head, Department of History

MR.J.RANGANATHAN
Co-ordinator, Department of History

TIME:
9.30 - 11.30 AM

DATE:
25th JUNE 2020

