

Registration Fee:

Drawn in favor of **Director, UGC National Workshop 2018**, Department of Tourism & Hospitality Management, payable at Andhra Bank, N.U Campus, Nagarjuna Nagar, **Current Account No: 150811100001529, IFSC Code: ANDB0001508.**

The Registration fee includes Workshop kit, working lunch and snacks & Tea.

Venue: Deichmann Auditorium, ANU

How to reach ANU:

Acharya Nagarjuna University is located beside Chennai-Howrah National Highway (NH 5) at a distance of 12 km from Guntur and 19 km from Vijayawada, Andhra Pradesh. Both the cities are well connected by rail and road. Buses fly round the clock in between these two cities. Nearest Air Port is at Gannavaram, Vijayawada.

Accommodation:

For the Outstation participants, accommodation will be provided on payment basis at ANU University Campus only.

Travel Grant:

No TA & DA will be provided to the participants.

For further details contact

Dr.P.Purna Chandra Rao

Director of National Workshop

Coordinator, Dept of Tourism & Hospitality Management

Acharya Nagarjuna University

Nagarjuna Nagar, Guntur – 522510

Andhra Pradesh, India

Mobile no: +91 9885830170

Email: anutourismseminar2017@gmail.com

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Dr.P.Purna Chandra Rao

Coordinator, Dept. of

Tourism & Hospitality Management

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ANU-UGC SPONSORED

National Workshop

On

**STRATEGIC OPPORTUNITIES
FOR THE DEVELOPMENT OF
SUNRISE TOURISM IN ANDHRA
PRADESH**

28th – 29th March, 2018



ANDHRA PRADESH

India's Sunrise State

Department of Tourism & Hospitality Management

Acharya Nagarjuna University

Nagarjuna Nagar – 522510, Guntur

Andhra Pradesh, India

Website: www.anu.ac.in

About Department of Tourism & Hospitality Management, Acharya Nagarjuna University

As a part of offering market oriented and professional courses, Acharya Nagarjuna University has started the Department of Tourism and Hospitality Management, keeping in view the growing demand for the skilled manpower who can render their services in Tourism and Hospitality Sectors. The Department has started by offering a Master of Tourism and Travel Management from the academic year 2005-2006. The nomenclature is changed from MTTM to MBA (TTM) from 2013-2014. As well as introduced the Research programmes such as M.Phil, Ph.D in the same academic year. Sound knowledge of Tourism course Curriculum is the real strength of each and every student when they part with the University after two years successful course completion to experience the True traveler's life style. The department has received 4 State level awards to it's credit from AP Tourism in 2010, 2013, 2014 & 2017.

About the Workshop:

The World Tourism Organization (WTO) in it's "Tourism 2020 vision" has accepted the role of tourism as an integral part of the global economy and importance within the field of sustainable development. In view, it has become important to project India as an attractive destination for all type of tourists across the world. With available geological resources to the colorful history and culture of our country the responsibility falls on our shoulder to educate and inform people everywhere and to create healthy image so as to attract tourists to visit India. This will be achieved through synergy of multidisciplinary research and through conceptual based idea generation and discussion among academicians, management experts, Industry professionals, scholars and students to exchange their knowledge, experience, research findings and Information about various aspects to promote **Brand Sunrise Tourism, Andhra Pradesh**. To transform the Human society with very good Guest – Host relationship into a happy, inclusive, responsible, globally competitive and innovation driven society through Structural transformation blended with new-age thinking and **strategic opportunities** for the both to Tourism Professionals and Lovers of Tourism Activities.

Workshop Main Objective

To examine & review the strategic opportunities towards Tourism development in Andhra Pradesh and to creating awareness on it , primarily to the Students and all other participants attended.

Sub Themes of the Workshop:

- Andhra Pradesh Tourism
- HRM in Tourism
- Marketing of Tourism
- Tourism & Economy
- Education & Training in Tourism & Hospitality
- Entrepreneurship in Tourism (PPP)
- Sustainable and Responsible Tourism
- Role of Technology in promoting Tourism
- Role of Govt. towards Tourism Promotion.

Expected Participants:

Academicians, Practitioners, Research Scholars, Policymakers, Entrepreneurs, and other stake holders of Tourism Industry.

Registration Fee :

S. No	Category	Amount
1	Professionals / Practioners	Rs. 600
2	Academicians	Rs. 400
3	Research Scholars	Rs. 200
4	Students	Rs. 100

ANU-UGC Sponsored

Two Days National Workshop

On

**Strategic Opportunities for the Development of
Sunrise Tourism in Andhra Pradesh**

Registration Form

Name:

Designation:

Organization:

Address:

Mobile:

E-Mail:

Registration fee Paid Rs.

DD No.

Date:

Place:

Signature of the Applicant

Date: