Guest lecture

TOPIC: Emerging Trends in Travel and Tourism Industry

Date: 6th March 2025

The session focused on Technological advancements, ecofriendly advancements and sustainable travel practices.AI driven travel assistants, chatbots and automated customer services are enhancing the booking experience. Augmented reality(AU) and Virtual reality are being used to preview destinations. Travellers are looking for immersive experiences like culinary tourism, wellness tourism and cultural immersion. Contactless checkins, biometric security And AI powered baggage tracking are improving efficiency. The tourism industry is evolving rapidly, driven by consumer preferences.

The lecture concluded with an interactive session Q&A session where students and participants discussed how business and travelers are adapting to these trends. The guest speaker emphasized the importance of staying updated with industry shifts to succeed in the tourism sector.

Followed by a question-and-answer round by the students to the speakers and the session ended with group photo session.

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DEPARTMENT OF HUMANITIES
(TOURISM)

Organizes

GUEST LECTURE

EMERGING TRENDS IN TRAVEL AND TOURISM INDUSTRY

Mr. Vasanth Kumar
Co-Founder at Scenecoding &
Director of IT at Siddhartha Scholar Academy

Dr. Veena K N
Principal
Surana College - Autonomous

Mr. Jenin Raj S
Program Coordinator
School of Humanities & Social Sciences
Surana College - Autonomous

Ms. Silpha Mathachan
Ms. Neepa Premodh
Department of Tourism Studies
Surana College - Autonomous

👥 BA STUDENTS

📅 6th March 2025   ⏱ 2:00 pm - 3:30 pm   📍 Class Room 109, South End Campus