



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

3rd Asian Tourism Research Conference 2022

Rethinking Asian Tourism : Regional Integration,
Sustainability and Digital Transformation

November 17 - 19, 2022

Program Schedule

Day 1, Thursday, 17th November 2022
CHRIST(Deemed to be University) Bangalore Central Campus

| Time: IST (GMT+5:30) | Description | Venue |
|-------------------------|--|--------------------------------------|
| 8:00 AM - 9:15 AM | Conference Registration | Auditorium Block |
| 9:30 AM - 10:10 AM | Official Opening of Asian Tourism Research Invocation | Main Auditorium, Auditorium Block |
| | Welcome Speech by Dr Suja Mol John, 3rd ATRC Chairperson, CHRIST (Deemed to be University) | |
| | Inaugural Address by Mr. Mohamed Farouk, Regional Director (South), Ministry of Tourism, Government of India | |
| | Address by Guest of Honour, Mr. Jose Thomas Ramapuram, Executive Director of Orange County Resorts & Hotels Ltd | |
| | Presidential Address by Dr Fr Jose CC , Pro-Vice Chancellor, CHRIST (Deemed to be University) | |
| | Official Address by, Prof. Dr Sabu Thomas.Hon. Vice Chancellor, Mahatma Gandhi University | |
| | Vote of thanks by ATR Founding Chair- Dr Toney K. Thomas, Director, School of Tourism Studies, Mahatma Gandhi University | |
| | University Anthem | |
| 10:15 AM- 10:45 AM | Opening Keynote Address – Datuk Seri Prof. Dr. Victor Wee, Professor, Taylor's University, Malaysia. Former Chairman and Tourism Consultant, Advisor ASEAN Integration (Tourism). ASEAN Regional Integration and Dealing with the Pandemic | Main Auditorium, Auditorium Block |

Day 1, Thursday, November 17, 2022
CHRIST (Deemed to be University) Bangalore Central Campus

| Time (GMT+5:30) | Description | Venue |
|------------------------|--|--|
| 10:45 AM - 11:00 AM | Tea Break | |
| 11:00 AM -11:30 AM | First Thoughts of young minds- Keynote address by Pinaz Tiwari, Senior Research Fellow (SRF), DTHM, Jamia Millia Islamia. “Rethinking Tourism Research in Asia” | Main Auditorium, Auditorium Block |
| 11:45 AM -1:00 PM | 1st Panel Session (Regional Integration) Can Tourism build a Resilient Economy? | Main Auditorium, Auditorium Block |
| 1:00 PM - 2:00 PM | Lunch Break | |
| 2:00 PM - 3:00 PM | Second Keynote Address - Dr. Nimit Chowdhary, Department of Tourism and Hospitality Management, Jamia Millia Islamia University, New Delhi Digital Transformation | Main Auditorium, Auditorium Block |
| 3:00 PM -4:00 PM | Technical Session (Regional Integration) | 202, 203, 204, 206, 207 Second Floor Block 4 |
| 4:15 PM - 5:15 PM | Award Ceremony (TEJ VIR SINGH AWARD FOR EXCELLENCE) and High Tea | ELR Restaurant, Ground Floor, Block 4 |
| 5:30 PM - 6:30 PM | Atna Editorial Meeting | |
| END OF THE DAY | | |

Day 2, Friday, 18th November 2022
CHRIST (Deemed to be University), Bangalore Bannerghatta Road Campus

| Time: IST (GMT+5:30) | Description | Venue |
|---------------------------------|--|---------------------------------|
| 8:00 AM - 9:15 AM | Conference Registration | Reception Desk, Ground Floor |
| 9:30 AM -10:30 AM | Third Keynote Address Sustainability | Main Auditorium, 3rd Floor |
| 10:30 AM - 11:00 AM | Second Thoughts of young minds- Keynote address by Dr Sarah N.R. Wijesinghe, Lecturer (Department of Marketing, Languages & Tourism),University of Lincoln: Lincoln, Lincolnshire, GB. | Main Auditorium, 3rd Floor |
| 11:00 AM - 11:15 AM | Tea Break | |
| 11:15 AM -11:45 AM | Third Thoughts of young minds- Keynote address by Dr. Priyakrushna Mohanty, Assistant Professor, CHRIST (Deemed to be University) | Main Auditorium, 3rd Floor |
| 11:45 PM - 1:00 PM | 2rd Panel Session (Digital Transformation) Digitized World forTravel and Hospitality industry | Main Auditorium, 3rd Floor |
| 1:00 PM - 2:00 PM | Lunch Break | |
| 2: 00PM - 3:00 PM | Technical Session (Digital Transformation) | 104,107, 304,305,504 |
| 3:00 PM - 3:15 PM | Tea Break | |
| 3:30 PM - 4:30 PM | Film Screening Climate Change Impact on Tourism. The story of Kumbalangi Panchayath and the Village Tourism there | 104 |
| END OF THE DAY | | |

Day 3, Saturday, 19th November 2022
CHRIST (Deemed to be University), Bannerghatta Road Campus

| Time (GMT+5:30) | Description | Venue |
|------------------------------|--|---------------------------------|
| 8:00 AM - 9:15 AM | Conference Registration | Reception Desk, Ground Floor |
| 9:30 AM -10:00 AM | Fourth Thoughts of young minds- Keynote address by Dr. Chrisdie Flores- Tongol, Far Eastern University, Manila | Main Auditorium, 3rd Floor |
| 10:00 AM - 11:15AM | 3rd Panel Session Sustainability and Experiential Tourism in Asia | Main Auditorium, 3rd Floor |
| 11:15AM -11:30AM | Tea Break | |
| 11:30AM - 1:00 AM | Technical Session (Sustainability) | 104,107, 304,305,504 |
| 1:00 PM - 2.00PM | Lunch Break | |
| 2:00 PM- 3:30 PM | 4th Panel Session Rethinking Tourism - New ways of looking at post Covid tourism | Main Auditorium, 3rd Floor |
| 3:30 PM - 3:45 PM | Tea Break | |
| 3:45 PM - 4:15 PM | <p>Master of Ceremony and Welcome address by Dr. Bindi Varghese, Associate Professor, CHRIST (Deemed to be University)</p> <p>Presidential Address by Dr Jyothi Kumar, Dean, CHRIST (Deemed to be University), Bannerghatta Road Campus.</p> <p>Address by Chief Guest Dr Catheryn Khoo, Tourism Professor, Torrens University, Australia, Trainer & Consultant</p> <p>BEST PAPER award ceremony</p> <p>Vote of thanks</p> | Main Auditorium, 3rd Floor |
| END OF THE CONFERENCE | | |

Technical Sessions

DAY 1 : CHRIST (Deemed to be University) Bangalore Central Campus

Technical Session 1

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|------------------------------|
| RI_001 | 17.11.2022 | 3:00 PM - 3:15 PM | Promoting the Architectural Heritage of Mahabalipuram using its Dance festival as a tool | 202, Second floor, Block IV, |
| RI_002 | 17.11.2022 | 3:15 PM - 3:30 PM | A Strategic Framework to Enhance Wine Tourism & Optimization of Wine Route A 3-Stage Tourism Model Approach | 202, Second floor, Block IV |
| RI_003 | 17.11.2022 | 3:30 PM - 3:45 PM | Uninvestigated coastal Karnataka-Karavali region of Karnataka-India-Asia | 202, Second floor, Block IV |
| RI_004 | 17.11.2022 | 3:45 PM - 4:00 PM | Responsible Tourism in Kerala: Role of Women | 202, Second floor, Block IV |

Technical Session 2

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|--|-----------------------------|
| RI_005 | 17.11.2022 | 3:00 PM - 3:15 PM | Congruity and incongruity between Projected (DMO) and Perceived (UGC) Destination image of Kerala – A comparative content analysis | 203, Second floor, Block IV |
| RI_006 | 17.11.2022 | 3:15 PM - 3:30 PM | Ecotourism and Indigenous Community Well-being : The Case of Mannan and Paliyan in Periyar Tiger Reserve | 203, Second floor, Block IV |
| RI_007 | 17.11.2022 | 3:30 PM - 3:45 PM | Tourist Satisfaction: An Analytical Study on North Indian Destination | 203, Second floor, Block IV |
| RI_008 | 17.11.2022 | 3:45 PM - 4:00 PM | Examining Asian Destination Quality Attributes and Recovery Strategies in advent of COVID-19: A Syatematic Review | 203, Second floor, Block IV |

DAY 1 : CHRIST (Deemed to be University) Bangalore Central Campus

Technical Session 3

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|-----------------------------|
| RI_009 | 17.11.2022 | 3:00 PM - 3:15 PM | Transforming Asian Tourism through Cultural Heritage and Heritage Tourism: A Study of Select Indian Tourist Destinations, with Special Reference to Assam | 204, Second floor, Block IV |
| DT_001 | 17.11.2022 | 3:15 PM - 3:30 PM | Tourist adoption of Smartphone applications in hospitality and tourism industry | 204, Second floor, Block IV |
| RI_010 | 17.11.2022 | 3:30 PM - 3:45 PM | Perception, Satisfaction and Revisit Intention of Visitors at Kerala Literature Festivals | 204, Second floor, Block IV |
| RI_011 | 17.11.2022 | 3:45 PM - 4:00 PM | Unexplored Research Areas in Asian Region – Taking the Gastronomic Path Less Travelled | 204, Second floor, Block IV |

Technical Session 4

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|-----------------------------|
| RI_012 | 17.11.2022 | 3:00 PM - 3:15 PM | How tourism transform the lives of people? A study of local (tourist) guides of Varanasi. | 206, Second floor, Block IV |
| RI_013 | 17.11.2022 | 3:15 PM - 3:30 PM | Tourism and Hospitality Industry to create future prospective market in India | 206, Second floor, Block IV |
| DT_010 | 17.11.2022 | 3:30 PM - 3:45 PM | Twitter sentiment analysis of destination marketing organizations | 206, Second floor, Block IV |
| ST_028 | 17.11.2022 | 3:45 PM - 4:00 PM | Pleasure seekers or leisure hunters? – Tourist gaze in Dharavi slum | 206, Second floor, Block IV |

DAY 1 : CHRIST (Deemed to be University) Bangalore Central Campus

Technical Session 5

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|-----------------------------|
| ST_017 | 17.11.2022 | 3:00 PM - 3:15 PM | Destination preparedness for post pandemic wellness travel | 207, Second floor, Block IV |
| ST_018 | 17.11.2022 | 3:15 PM - 3:30 PM | Virtual Tourism as a Digital Transformation Tool for Sustainable Development | 207, Second floor, Block IV |
| ST_029 | 17.11.2022 | 3:30 PM - 3:45 PM | Priyadarshini Tea Environs – A community social entrepreneur model promoting tea tourism in Wayanad | 207, Second floor, Block IV |
| ST_030 | 17.11.2022 | 3:45 PM - 4:00 PM | Work-life balance in Tourism - A Systematic Literature Review | 207, Second floor, Block IV |

DAY 2 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus

Technical Session 6

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|-------------------|
| DT_002 | 18.11.2022 | 2:00 PM - 2:15 PM | Digital Marketing in Tourism Industry & Its Impact | 104, First floor. |
| DT_004 | 18.11.2022 | 2:15 PM - 2:30 PM | Employee Health- A concern at the workplace | 104, First floor |
| DT_005 | 18.11.2022 | 2:30 PM - 2:45 PM | The emerging importance of social media in homestay marketing | 104, First floor |
| DT_006 | 18.11.2022 | 2:45 PM - 3:00 PM | Understanding the role of online platforms in impulsive travel purchase | 104, First floor |

DAY 2 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus

Technical Session 7

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|------------------|
| ST_006 | 18.11.2022 | 2:00 PM - 2:15 PM | Community Based Ecotourism (CBE), the role of Gram Sabhas, Case Studies from across India | 107, First floor |
| DT_007 | 18.11.2022 | 2:15 PM - 2:30 PM | Destination resilience through smart tourism technologies - A conceptual review | 107, First floor |
| DT_008 | 18.11.2022 | 2:30 PM - 2:45 PM | Virtual Tourism Influencers promote new Triggers for Smart Travel | 107, First floor |
| DT_009 | 18.11.2022 | 2:45 PM - 3:00 PM | Digital Transformation of Tourism to Promote Rural Tourism in India | 107, First floor |

Technical Session 8

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|--|----------------|
| DT_003 | 18.11.2022 | 2:00 PM - 2:15 PM | Analyzing the virtual reality gaming experiences: sentiment analysis | 304, 3rd Floor |
| DT_016 | 18.11.2022 | 2:15 PM - 2:30 PM | Sharing Memorable Tourism Experiences (MTE) on Social Media: Exploring the Burgeoning Dimensions | 304, 3rd Floor |
| DT_011 | 18.11.2022 | 2:30 PM - 2:45 PM | Festival Chatbot: A Virtual Guide for the Cultural Festivals of South India | 304, 3rd Floor |
| DT_012 | 18.11.2022 | 2:45 PM - 3:00 PM | Tourism data encryption through blockchain technology as a smart tourism solution | 304, 3rd Floor |

DAY 2 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus

Technical Session 9

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|--|-------------------|
| DT_013 | 18.11.2022 | 2:00 PM - 2:15 PM | Applications of advanced technologies in the tourism sector, or "tourism 4.0", an in-depth literature review | 305, Third floor. |
| DT_014 | 18.11.2022 | 2:15 PM - 2:30 PM | Instagram as a tourism marketing tool: A visual semiotic study of user generated contents | 305, Third floor. |
| ST_034 | 18.11.2022 | 2:30 PM - 2:45 PM | Community Participation in Sustainable Rural Development through Gastronomy Tourism | 305, Third floor. |
| ST_022 | 18.11.2022 | 2:45 PM - 3:00 PM | Mapping the Ecological Space of Sacred Groves in the Niche Tourism Campaign of Puducherry, India: A Perspective Analysis | 305, Third floor. |

Technical Session 10

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|------------------|
| ST_023 | 18.11.2022 | 2:00 PM - 2:15 PM | The Effects of Boracay's Tourism Rehabilitation Program on the Domestic Tourists' Preferences | 504, Fifth floor |
| RI_014 | 18.11.2022 | 2:15 PM - 2:30 PM | Events management industry operation in Taguig city in times of COVID-19 pandemic for policy formulation | 504, Fifth floor |
| RI_015 | 18.11.2022 | 2:30 PM - 2:45 PM | Integrated community-based management of Ang Pulo mangrove forest park: Basis for a proposed monitoring and evaluation plan | 504, Fifth floor |
| RI_016 | 18.11.2022 | 2:45 PM - 3:00 PM | Sign Language as A Proposed Course Addition for BS HRM and BSTM Curricula | 504, Fifth floor |
| ST_024 | 18.11.2022 | 3:00 PM - 3:15 PM | Eating behavior: Changes in the food consumption of selected hospitality students. | 504, Fifth floor |

DAY 2 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus**Technical Session 11**

| ID | Date | Time | Title | Venue |
|--------|------------|-------------------|---|-------------------------------------|
| ST_025 | 18.11.2022 | 2:00 PM - 2:15 PM | Brave and Resilient: Flexible Internship Program of Tourism and Hospitality Management students during the COVID-19 pandemic | Library Symposium Hall 2, 6th floor |
| ST_026 | 18.11.2022 | 2:15 PM - 2:30 PM | The Effects of Covid-19 Pandemic to the Tourists' Behaviors | Library Symposium Hall 2, 6th floor |
| ST_027 | 18.11.2022 | 2:30 PM - 2:45 PM | The Perception of Senior Tourism Students on Travel for Leisure during Post-Pandemic Transformations: Basis on Restoring Travelers Confidence | Library Symposium Hall 2, 6th floor |
| DT_015 | 18.11.2022 | 2:45 PM - 3:00 PM | Risks and Drivers of Online Food Shopping Towards Customer Satisfaction as Perceived by Millennials and Gen Z in City of Manila | Library Symposium Hall 2, 6th floor |

DAY 3 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus**Technical Session 12**

| ID | Date | Time | Title | Venue |
|--------|------------|---------------------|--|----------------|
| ST_001 | 19.11.2022 | 11:30 AM - 11:45 AM | Performance Evaluation of Tourism and Hospitality companies in the Indian Stock Market; A Post-Covid-19 perspective | 104, 1st Floor |
| ST_002 | 19.11.2022 | 11:45 AM - 12:00 PM | Possible Strategies for Revival of Tourism Industry - Post COVID-19 with Specific Reference to India Using an Exploratory Research | 104, 1st Floor |
| ST_003 | 19.11.2022 | 12:00 PM - 12:15 PM | A review of sustainable best practices with special reference to tourist destinations. | 104, 1st Floor |
| ST_004 | 19.11.2022 | 12:15 PM - 12:30 PM | Consumer Preferences of Mocktail Mojito added with Extract of Indian Borage Leaves | 104, 1st Floor |
| ST_005 | 19.11.2022 | 12:30 PM - 12:45 PM | Exploratory Study On Sustainable Practices At Selected Hotels In Shillong | 104, 1st Floor |
| ST_007 | 19.11.2022 | 12:45PM - 1:00 PM | Indicators for tourism development in Asia continent: Scoping review on national tourism policies | 104, 1st Floor |

DAY 3 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus**Technical Session 13**

| ID | Date | Time | Title | Venue |
|--------|------------|---------------------|---|-------------------|
| ST_008 | 19.11.2022 | 11:30 AM - 11:45 AM | Prospects and Challenges of Green Transportation in Tourism Industry | 107, First floor. |
| ST_009 | 19.11.2022 | 11:45 AM - 12:00 PM | Ecotourism in the Urban Environment: An NDVI Study of Adyar Eco Park, Chennai | 107 |
| ST_010 | 19.11.2022 | 12:00 PM - 12:15 PM | Understanding the essence of social entrepreneurship in transforming the tourism industry | 107 |
| ST_011 | 19.11.2022 | 12:15 PM - 12:30 PM | Assessment of Flood Disaster Management and Public Policy in Wayanad Tourism | 107 |
| ST_012 | 19.11.2022 | 12:30 PM - 12:45 PM | Identifying entrepreneurship opportunities in the peer-to-peer accommodation sector by investigating salient attributes influencing accommodation preferences of young adults from asia | 107 |
| ST_013 | 19.11.2022 | 12:45PM - 1:00 PM | Rebuilding Destination Image of Assam Tourism in Post Covid -19 Scenario | 107 |

Technical Session 14

| ID | Date | Time | Title | Venue |
|--------|------------|---------------------|---|-------|
| ST_014 | 19.11.2022 | 11:30 AM - 11:45 AM | Community Well-being and lake tourism regeneration: A multi-stakeholder perspective | 304 |
| ST_015 | 19.11.2022 | 11:45 AM - 12:00 PM | Pandemic and Rural Tourism: A Case Study of Responsible Tourism Initiative in Kerala | 304 |
| ST_016 | 19.11.2022 | 12:00 PM - 12:15 PM | Wellness Tourism as a tool for social sustainability in destination communities | 304 |
| ST_017 | 19.11.2022 | 12:15 PM - 12:30 PM | Destination preparedness for post-pandemic wellness travel | 304 |
| ST_018 | 19.11.2022 | 12:30 PM - 12:45 PM | Virtual Tourism as a Digital Transformation Tool for Sustainable Development | 304 |
| ST_019 | 19.11.2022 | 12:45PM - 1:00 PM | Highlighting the prospects and potentialities of eco-tourism circuit at amazon of the east "Dehing Patkai national park of Assam" | 304 |

DAY 3 : CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus

Technical Session 15

| ID | Date | Time | Title | Venue |
|--------|------------|---------------------|---|----------------|
| ST_020 | 19.11.2022 | 11:30 AM - 11:45 AM | A CRITICAL LITERATURE REVIEW OF ECONOMIC LEAKAGES IN TOURIST DESTINATIONS | 305, 3rd Floor |
| ST_021 | 19.11.2022 | 11:45 AM - 12:00 PM | Sustainable Indigenous Eco-ethical values for Ecotourism and Cultural Tourism in North East India: An Ethnographic Approach | 305, 3rd Floor |
| ST_031 | 19.11.2022 | 12:00 PM - 12:15 PM | Should I stay or should I leave? Covid-19 pandemic influence on tourism employees career intention | 305, 3rd Floor |
| ST_032 | 19.11.2022 | 12:15 PM - 12:30 PM | Citizenship behaviour in tourism industry: A systematic literature review | 305, 3rd Floor |
| ST_033 | 19.11.2022 | 12:30 PM - 12:45 PM | A study on role of supporting organizations in the integration of organic farming and tourism for sustainable rural development | 305, 3rd Floor |
| ST_035 | 19.11.2022 | 12:45PM - 1:00 PM | A review of the concepts and methodologies of policies in heritage mapping | 305, 3rd Floor |

Technical Session 16

| ID | Date | Time | Title | Venue |
|--------|------------|---------------------|--|---------------|
| ST_036 | 19.11.2022 | 11:30 AM - 11:45 AM | Nudging and sustainable green tourist behaviour | 504,5th Floor |
| RI_017 | 19.11.2022 | 11:45 AM - 12:00 PM | Exploring Asia's Emerging Growth Frontier: A Study on Blue Economy & Maritime Tourism as an Instrument of Regional Integration | 504,5th Floor |
| ST_037 | 19.11.2022 | 12:00 PM - 12:15 PM | Bamboo the "Green Gold": A strategic resilient to control pollution and the community development in the tourism sector | 504,5th Floor |