



**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW**

Dated: 25-06-2021

Ref. No.- IU/DCBM/2021/016

Notice

All the Faculty Members, Research Scholars and Students are hereby informed that Faculty of Commerce and Management, Integral University is organizing **National Webinar** on “**Tourism and Covid 19: Road to Recovery**” on **3rd July, 2021** from **12:30 pm** onwards.

The Chief Patron of the event is **Prof. S.W. Akhtar**, Founder & Chancellor, Integral University, the Patron of the event is **Dr. Syed Nadeem Akhtar**, Pro-Chancellor, Integral University and the event is chaired by **Prof. Javed Musarrat**, Honourable Vice Chancellor, Integral University. The resource person of the event is **Prof. Parikshat Singh Manhas**, Rector, Udampur Campus & Director, School of Hospitality & Tourism Management (SHTM), University of Jammu, Jammu & Kashmir.

The webinar is designed to discuss the role of tourism on Indian economy, Impact of COVID 19 on the Tourism, Travel and Hospitality Industry and way forward. The theme covered in the discussion shall comprise of the Impact of COVID on Tourism Industry, Industry Perspective on new ways to overcome pandemic and Future of tourism industry followed by questions from students in the end.

To Register and join the program, kindly check the links provided below:

Registration Link: <https://forms.gle/C7L4YZ2CbpYwwdXA7>

Google Meet Link for Webinar: <meet.google.com/afj-nsgs-hgg>

Prof. A. K. Saxena
Dean, FCM

A. K. Saxena
25/6/2021

Dr. Syed Shahid Mazhar
Head, DCBM

Syed Shahid Mazhar
25/06/2021

National Webinar on "TOURISM AND COVID 19: ROAD TO RECOVERY"

1 message

Communication Cell IUL <communications@iul.ac.in>
Bcc: faculty@iul.ac.in

Tue, Jun 29, 2021 at 8:30 PM

Dear All,

Faculty of Commerce and Management, Integral University is organizing **National Webinar on "TOURISM AND COVID 19: ROAD TO RECOVERY"**. The outbreak of the COVID 19 pandemic has brought almost all areas of the business to a standstill. Arguably, the worst affected has been the Tourism and Hospitality industry. According to the **UN World Tourism Organization (UNWTO)**, this is by far the worst crisis International Tourism has faced since records began in 1950. The webinar is designed to discuss the role of tourism on Indian economy, impact of COVID 19 on the Tourism, Travel and Hospitality Industry and way forward.

Topics/ Themes for discussion:

1. Impact of COVID 19 on tourism industry
2. Industry perspective on new ways to overcome pandemic
3. Future of tourism industry
4. Students Questions answered by experts.

Speakers:

1. **Prof. Javed Musarrat**, Honourable Vice Chancellor, Integral University, Lucknow.
2. **Prof. A.K Saxena** : Dean, Faculty of Commerce and Management ,Integral University, Lucknow.
3. **Prof. Parikshat Singh Manhas**, Professor & Director, School of Hospitality & Tourism Management (SHTM), University of Jammu, Jammu, Jammu & Kashmir.
4. **Dr. Syed Shahid Mazhar (Moderator)** : Head, Department of Commerce and Business Management, Faculty of Commerce and Management, Integral University, Lucknow.

Date : **3rd July, 2021**

Time: **12:30 pm** onwards.

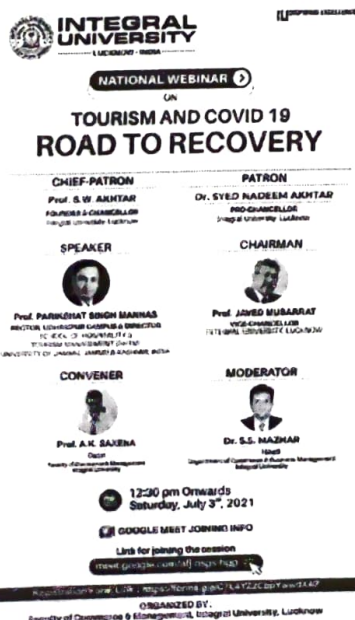
Registration Link: <https://forms.gle/C7L4YZ2CbpYwwdXA7>

Google Meet Link for Webinar: meet.google.com/afj-nsgs-hgg

With Kind Regards,

(Prof A.K.Saxena)
Dean, FCM





(Dr. Syed Shahid Mazhar)
Head,DCBM



INTEGRAL UNIVERSITY
LUCKNOW

NATIONAL WEBINAR

ON
**TOURISM AND COVID 19
ROAD TO RECOVERY**

CHIEF-PATRON Prof. S.W. AKHTAR PROFESSOR & CHANCELLOR Integral University Lucknow	PATRON DR. SYED NADEEM AKHTAR PRO-CHANCELLOR Integral University Lucknow
SPEAKER  Prof. PARIKSHAT SINGH MANHAS DIRECTOR, SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT (SHTM), UNIVERSITY OF JAMMU, JAMMU & KASHMIR	CHAIRMAN  Prof. JAVED MUSARRAT VICE-CHANCELLOR INTEGRAL UNIVERSITY, LUCKNOW
CONVENER  Prof. A.K. SAXENA Dean Faculty of Commerce & Management Integral University	MODERATOR  Dr. S.S. MAZHAR Head Department of Commerce & Business Management Integral University

**12:30 pm Onwards
Saturday, July 3rd, 2021**

GOOGLE MEET JOINING INFO
Link for joining the session
<https://meet.google.com/afj-nsgs-hgg>

ORGANIZED BY:
Faculty of Commerce & Management, Integral University, Lucknow



INTEGRAL UNIVERSITY

LUCKNOW - INDIA

INSPIRING EXCELLENCE

NATIONAL WEBINAR >

ON

TOURISM AND COVID 19 ROAD TO RECOVERY

CHIEF-PATRON

Prof. S.W. AKHTAR
FOUNDER & CHANCELLOR
Integral University, Lucknow

PATRON

Dr. SYED NADEEM AKHTAR
PRO-CHANCELLOR
Integral University, Lucknow

SPEAKER



Prof. PARIKSHAT SINGH MANHAS
RECTOR, UDHAMPUR CAMPUS & DIRECTOR
SCHOOL OF HOSPITALITY &
TOURISM MANAGEMENT (SHTM)
UNIVERSITY OF JAMMU, JAMMU & KASHMIR, INDIA

CHAIRMAN



Prof. JAVED MUSARRAT
VICE-CHANCELLOR
INTEGRAL UNIVERSITY, LUCKNOW

CONVENER



Prof. A.K. SAXENA
Dean
Faculty of Commerce & Management
Integral University

MODERATOR



Dr. S.S. MAZHAR
Head
Department of Commerce & Business Management
Integral University



12:30 pm Onwards
Saturday, July 3rd, 2021



GOOGLE MEET JOINING INFO

Link for joining the session

meet.google.com/afj-nsgs-hgg



Registration Form Link : <https://forms.gle/C7L4YZ2CbpYwwdXA7>

ORGANIZED BY:
Faculty of Commerce & Management, Integral University, Lucknow

REPORT on National Webinar “TOURISM AND COVID: ROAD TO RECOVERY”

Faculty of Commerce and Management, Integral University organized a **National Webinar** on the theme **“TOURISM AND COVID: ROAD TO RECOVERY”** on **3rd July, 2021** wherein total **110+ participants** from 21 Universities and Institutes have attended.

The outbreak of the COVID 19 pandemic has brought almost all areas of the business to a standstill. Arguably, the worst affected has been the Tourism and Hospitality industry. According to the **UN World Tourism Organization (UNWTO)**, this is by far the worst crisis International Tourism has faced since 1950. The webinar is designed to discuss the impact of COVID 19 on the Tourism, Travel and Hospitality.


Webinar commenced under the **patronage** of **Prof. Syed Waseem Akhtar, Hon'ble Founder & Chancellor** and **Dr. Syed Nadeem Akhtar, Pro-Chancellor**, of Integral University Lucknow. Event observed the gracious presence of **Prof. Javed Musarrat, Hon'ble Vice Chancellor**, Integral University, Lucknow as **Chairman** of the event.

The official welcome address was delivered by **Prof. A.K Saxena, Dean**, Faculty of Commerce and Management, Integral University, Lucknow. He emphasized that though Covid 19 has created hardships in the journey of tourism industry, but Government of India is finding ways to revive the industry. He also highlighted the methods being adopted by the Government of India how to be overcome the Third Wave of predicted Covid-19, pandemic.

Prof. Parikshat Singh Manhas discussed the impact of COVID 19 on Tourism Industry vitally and exclusively. Prof. Manhas pointed out the issues and challenges faced by tourism industry and offered solutions at length that may help the tourism sector to overcome with the current situation. He highlighted the issues of Public Health Services, Sustainable People, Places and Progress, Monetary and Fiscal Solutions, promotion of religious tourism, restoring travellers' confidence and Intellectual Capital Development to meet the Sustainable Development Goals (SDGs)-2030. He gave **MANTRAS of Adaptability, Efficiency, Opportunity, Inclusively and Universalism** that will lead to sustainable development and quality enhancement. Prof. Manhas also suggested the steps to be adopted for implementation of new Tourism Policy being developed in the light of current Covid 19 pandemic.

Prof. Javed Musarrat, Hon'ble Vice Chancellor, Integral University, Lucknow, endorsed the views of the learned speaker Prof. Manhas thereby emphasizing the sufferings of people in terms of unemployment and Tourism & Hospitality Industry as a whole, Nationally and Globally. He acknowledged the support of the Chief Patron and Patron in conducting this webinar. He also appreciated the efforts of Faculty of Commerce and Management, Integral University, Lucknow for taking up this very important topic for discussion.

The webinar successfully completed with vote of thanks to all by **Dr. Syed Shahid Mazhar**, Head, Department of Commerce and Business Management, Integral University, Lucknow.


HEAD
Department of Commerce & Business Management
Integral University, Lucknow
Head, DCBM

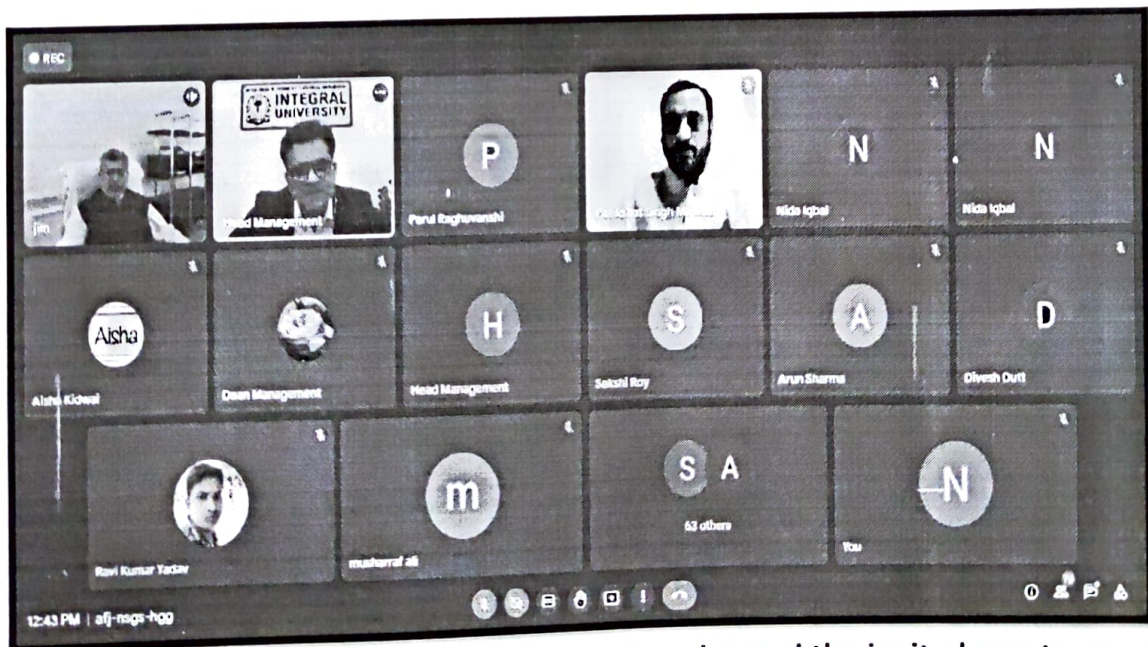
Webinar Video is available on:

<https://drive.google.com/file/d/1uRt31Mo6rNW83WPjtJqXzC5BdyINUGMn/view>

SCREENSHOTS OF THE NATIONAL WEBINAR
TOURISMANDCOVID19:ROADTORECOVERY

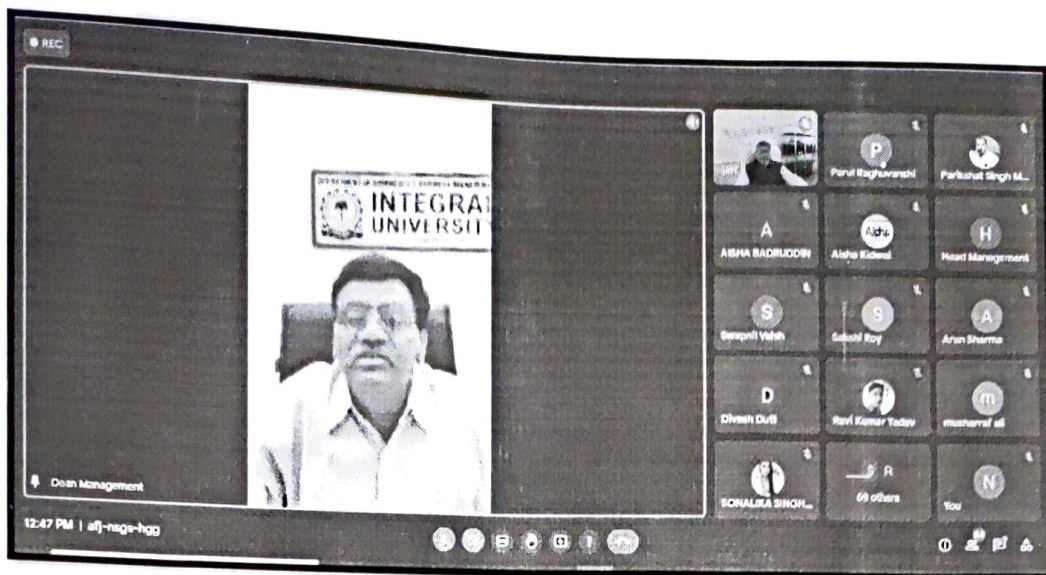


Honourable Vice Chancellor, Prof. Javed Massarat graced the event with his presence

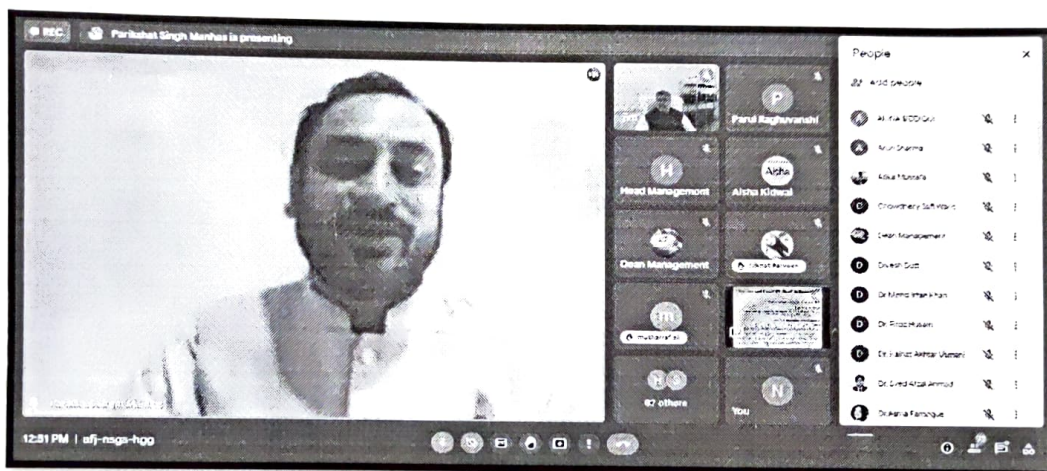


Dr.Syed Shahid Mazhar, Head, DCBM warmly welcomed the invited guests, speakers and participants

Handwritten signature and text:
HEAD
Department of Commerce & Business Management
Integral University, Lucknow
Head, DCBM



Prof A.K. Saxena, Dean, FCM, delivering the opening remarks



Resource Person: Prof. Parikshat Singh Manhas




Webinar Certificates distributed to the Participants

HEAD
Department of Commerce & Business Management
Integral University, Lucknow
09/07/2021
Head, DCBM

Attendance of National Webinar on the theme "TOURISM AND COVID: ROAD TO RECOVERY" on 3rd July, 2021

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 9/7/2021
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9/17/2021
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 Department of Commerce & Business Management
 Integral University, Lucknow

**INTEGRAL
UNIVERSITY**

LUCKNOW (INDIA)



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FACULTY OF COMMERCE AND MANAGEMENT

Certificate of Participation

Dr./Mr./Ms. **VISHAL KUMAR SAHANI**
from **INTEGRAL UNIVERSITY**

Participated in National Webinar on
TOURISM AND COVID 19: ROAD TO RECOVERY
on
03 July, 2021.

Prof. A.K. Saxena
Dean, FCM

Dr. Syed Shahid Mazhar
Head, DCBM

09/07/2021
Head DCBM