



**Three Day International Conference on**  
**Global Tourism: New Avenues for Sustainable Development**  
16<sup>th</sup> - 18<sup>th</sup> October, 2025

**Organized by**  
**Department of Commerce**

Osmania University  
Hyderabad, Telangana, India – 500007



**Osmania University**

University with Potential for Excellence (UPE)



**FOR REGISTRATION**



<https://forms.gle/CgswSqiW75aVWGjt8>

**Email: [gtsdou2025@gmail.com](mailto:gtsdou2025@gmail.com)**

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## City of Pearls – Hyderabad, India

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Hyderabad, the capital city of Telangana, is a vibrant metropolis known for its rich history, cultural heritage, and rapid technological growth. Founded in 1591 by Muhammad Quli Qutub Shah, the city is home to iconic landmarks like the Charminar, Golconda Fort and the grand Chowmahalla Palace. Hyderabad seamlessly blends the old with the new, offering a unique mix of traditional bazaars such as Laad Bazaar and modern IT hubs like HITEC City, Financial District which have earned it the nickname as “Cyberabad”. Renowned for its delectable cuisine, especially the world famous ‘Hyderabadi Biryani’, the city also boasts a cosmopolitan lifestyle and a thriving arts and film scene. With its warm hospitality, diverse population, and dynamic development, Hyderabad stands as one of India’s most significant and charismatic urban centers.



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## How to Reach City of Pearls – Hyderabad

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The Hyderabad Airport, also known as Rajiv Gandhi International Airport and Hyderabad International Airport, is just 30 km away from the venue. Besides, the city is served by four major junctions called Hyderabad Railway Station (7 km away), Secunderabad Railway station (3 km away), Cherlapally Railway station (13 km away), and Kachiguda Railway station (5 km away). Those travelling by bus from neighboring cities and towns can avail the bus services of Telangana State Road Transport Corporation (TGRTC). All types of taxi services are available from airport and all other stations to venue of conference/place of accommodation.

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## Osmania University – A University with Potential for Excellence.

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Osmania University, established in 1917, stands as the seventh oldest University in India, the third oldest university in South India, and the first to be founded in the erstwhile princely state of Hyderabad. Over



its century – long existence, the university has made significant contributions to academic and economic development, not only in the region but also across the country. Its alumni have achieved distinction nationally and internationally across various spheres of life. The University’s vision is to develop, enhance, and improve the quality of human resources to meet the challenges of regional, national, and Global socio- economic changes. Its mission is to achieve excellence in teaching and research and to create opportunities for students to contribute to national and regional development.

It has rich background and existence of over 108 years and by virtue of its leadership in spreading education in about thousand affiliated colleges, with a perfect blend of modern and traditional courses taught with latest audio-visual aids and other hi-tech gadgets, the University earned its much deserving supreme grade of ‘A’ Grade status by the National Accreditation and Assessment Council (NAAC) of the University Grants Commission, Government of India in the year 2008 and designated as University with Potential for Excellency (UPE).

Osmania University was re-accredited with an ‘A+’ grade by the National Assessment and Accreditation Council (NAAC) with a CGPA of 3.52.

In the QS World University Rankings 2025, Osmania University is placed in the 1201-1400 bracket globally. According to the Times Higher Education World university Rankings, it falls within the 1201-1500 range globally. The National Institutional Ranking Framework (NIRF) 2024 ranked Osmania University 70<sup>th</sup> in the ‘Overall’ category.

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## About College

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University College of Commerce and Business Management (UCC & BM) was started as an independent unit in August 1975 with two departments, namely, Department of Commerce and Department of Business Management. Earlier, these two departments were part of the University College of Arts and Social Science. In order to meet the requirements of accommodation for the Department of Commerce and Business Management, the present building was constructed.



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## About the Department of Commerce, Osmania University

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The college was shifted to the present building in 1988 from University Arts College building. It has been felt that there should be specific focus and emphasis both in teaching and research in respect of different subjects under the umbrella of Commerce and Management. Consequently, the faculty of Commerce has been bifurcated in July 1999 into two distinct faculty's viz., Faculty of Commerce and Faculty of Management.

Department of Commerce is one of the twin departments, housed in the College of Commerce and Business Management situated in the main campus of the Osmania University, has a history of over eight decades and caters to the academic requirements of over 1500 students at PG level.

The Department came into existence as an independent wing of Osmania University with the launching of B.Com. Degree in 1945. The Department has been making intensive efforts to improve its profile, by serving the community on different fronts, in the form of imparting education through various courses, undertaking projects financed by the U.G.C., State Government, Industrial establishments etc., and encouraging intensive research on topics of contemporary relevance.



M.Com., and M.Com (Information Systems) programmes are offered in the University campus and in the two constituent colleges; viz. Nizam College in the city of Hyderabad and Post Graduate College, Secunderabad, and about 50 other Private Colleges situated at Hyderabad and Secunderabad and other districts. The Department is also imparting Commerce education at Undergraduate level, through a network of about 500 affiliated colleges to about 1,50,000 Commerce students.

To meet the needs of academics, industry, society etc., the Department has been offering various courses and conducting Research in various fields and offering solutions to the contemporary problems of Indian economic and commerce environment.

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## About the Conference

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Tourism today stands at a transformative juncture, offering new avenues for sustainable development in the wake of global environment, post-pandemic recovery, busy corporate life and living standards and the rising emphasis on cultural preservation.

The Tourism Sector expected to contribute significantly towards economic growth in the form of Foreign Direct Investment, Entrepreneurship, Employment and cultural exchange in the changing Global Environment circumstances. Thus it has become as a focal point to discuss and debatable.

At the national level, Indian tourism plays a pivotal role in enhancing regional economies, preserving cultural heritage, and generating employment. Government initiatives such as the SwadeshDarshan Scheme and DekhoApnaDesh have redirected focus towards eco-friendly thematic circuits and lesser-known destinations. In the present-day context, national tourism also acts as a catalyst for achieving SDGs like decent work (SDG 8), sustainable cities (SDG 11), and responsible consumption (SDG 12) and Entrepreneurial Employment Opportunities.

Telangana tourism has gained momentum through the recently introduced Tourism Policy 2025–2030, which aims to promote inclusive and sustainable tourism by integrating rural and tribal communities, enhancing public-private partnerships, and focusing on niche sectors such as heritage, medical, and eco-tourism. However, there exists limited academic exploration into the long-term outcomes and policy effectiveness in Telangana's tourism planning.

Thus Conference titled "Global Tourism: New Avenues for Sustainable Development" explores to find out new avenues in Global to local tourism and to attain the Sustainable Development Goals (SDGs) at global, national, and regional levels.

This conference intends to bridge these gaps by fostering academic and policy-oriented discussions on global best practices, national strategies, and regional models. It invites researchers, policymakers, and stakeholders to collaboratively explore innovative frameworks that not only revitalize tourism but also contribute meaningfully to sustainable development, equitable economic growth, and cultural preservation.

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## **Objectives of the Seminars**

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- ✓ To explore emerging dynamism in Global, National and State Tourism.
- ✓ To analyze the new avenues, investments, dimensions in the Tourism sector.
- ✓ To attract the Foreign Direct Investment and improve the tourism share in the GDP.
- ✓ To present Global, National and State Tourism Policies.
- ✓ To foster academic and industrial collaboration with best tourism practices from across the globe.
- ✓ To promote Entrepreneurial Opportunities through empowering to the local stake holders.
- ✓ To analyze interconnections between sustainable tourism and other fields such as Economics, and Ecology, Eco - Tourism, Heritage Tourism, Tribal Tourism, Medical and Wellness Tourism; Spiritual Tourism; Sports Tourism, Fairs and Festivals .
- ✓ To formulate new strategies for innovation, invention and improve the connectivity of the place.
- ✓ To evaluate the special tourism areas and Public, Private Partnership model tourism in India.
- ✓ To explore the opportunities and challenges in tourism sector.

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## **Event Highlights**

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- Plenary lectures by eminent International/National experts.
- Keynote addresses and invited talks.
- Paper presentations / Poster Presentation.
- Awards for Best papers and posters.
- Publication in Scopus, Elsevier, UGC Care, Peer – Reviewed Journal & ISBN Books.
- City of Pearls – Hyderabad Tour.

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## **Target Participants**

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Professors, Faculty, Post-Doctoral Fellows, Researchers, Academicians, Industry Professionals, Policy Makers, Practitioners and students engaged in Commerce and allied disciplines.



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## Call for Papers

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The research papers are invited for oral and poster presentations of original research on the themes related to the conference under different sub-themes of Tourism industry. The review committee would also select few oral presentations from the submitted abstract. Abstract are to be submitted through email Id: [gtsdou2025@gmail.com](mailto:gtsdou2025@gmail.com) on or before 30<sup>th</sup> September, 2025.

Track – 1: Global Tourism Policies, Promotions, Revenue and Employment

Track – 2: India's Tourism Policies, Promotion and Regulatory Framework

Track – 3: Telangana Tourism Policy 2025-2030: Entrepreneurship and Employment.

Track – 4: Tourism: Sustainable Development.

Track – 5: Types of Tourism: Entrepreneurship and Employment

Track – 6: Medical Tourism: Innovation and Its Impact.

Track – 7: Smart Tourism: Technology Driven.

Track – 8: Tourism: Opportunities and Challenges.

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## Instructions for Abstract and Full Paper Submission

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- ✓ Last Date for Abstract submission is 15<sup>th</sup> September, 2025
- ✓ Abstract should be submitted in the form of soft copy only.
- ✓ Abstract Title must be limited to 30 words and it should not exceed 300 words with 12 font and Times New Roman, Single column, A4 size, 1.5 line spacing. (Excluding title, authors and affiliation).
- ✓ All the abstracts should be submitted through e-mail i.e. [gtsdou2025@gmail.com](mailto:gtsdou2025@gmail.com) only.
- ✓ No figures/tables/graphics should be included in the abstract.
- ✓ Last Date for Full Paper submission is 30<sup>th</sup> September, 2025.
- ✓ Acceptable percentage of plagiarism is below 10%
- ✓ References should be in APA – 7 Format
- ✓ Abstract and Full paper must be submitted through e-mail only: [gtsdou2025@gmail.com](mailto:gtsdou2025@gmail.com)

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## Registration

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All delegates are requested to pay the registration fee and register for the conference Via given Google Form or QR codes. The registration fee includes admission to the conference programme for the presentations of paper or poster sessions, delegate bag, badge, and conference Kit; tea/coffee, breakfast, lunch and dinner during the conference period and NAAC A<sup>+</sup> graded Osmania University Conference Certificate. Only one paper per registration is allowed.



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### Details of Registration Fee (without accommodation)

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Categories	Early Bird Registration	Last Date for Registration	On-Spot Registration
Faculty/ Post doctoral Fellows	INR 1500	INR 1700	INR 2000
Research Scholars	INR 1200	INR 1400	INR 1500
Accompanying spouse/ Guest	INR 1500	INR 1700	INR 2000
Industry/ Corporate Professionals	INR 4000	INR 4500	INR 5000
International Delegates	\$ 100	\$ 120	\$ 150

**Note: Registration Fee once paid, at any circumstances will not be refunded.**

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### Details of Registration Fee (with accommodation)

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Categories	Early Bird Registration	Last Date for Registration	On-Spot Registration
Faculty/ Post doctoral Fellows	INR 4000	INR 4200	INR 4500
Research Scholars	INR 3000	INR 3200	INR 3500
Accompanying spouse/ Guest	INR 3500	INR 3700	INR 4000
Industry/ Corporate Professionals	INR 6000	INR 6200	INR 6500
International Delegates	\$ 150	\$ 170	\$ 200

**Note: Registration Fee once paid, at any circumstances will not be refunded.**

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### Payment Details

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**Beneficiary Name:** Department of Commerce

**Bank A/c No:** 52198268148



**IFSC Code:** SBIN0020071

**Bank Name:** State Bank of India

**Bank Branch:** Osmania University Branch

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## Important Dates

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<b>Early Bird Registration</b>	<b>15<sup>th</sup> September, 2025</b>
<b>Last Date for Registration</b>	<b>30<sup>th</sup> September, 2025</b>
<b>Last Date for Submission of Abstracts</b>	<b>15<sup>th</sup> September, 2025</b>
<b>Last Date for Submission of full papers</b>	<b>30<sup>th</sup> September, 2025</b>

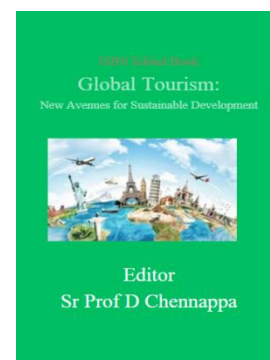
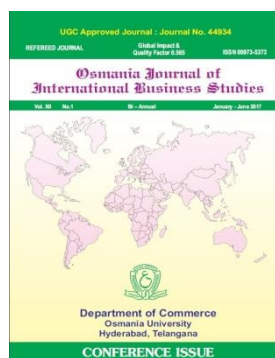
**Email:** [gtsdou2025@gmail.com](mailto:gtsdou2025@gmail.com)

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## Publications Details

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The Select papers will be published in Scopus, Elsevier, UGC CARE, Peer reviewed Journals and remaining papers will be published in ISBN Bookon Payment the basis, after undergoing a rigorous peer – review process by the highly qualified editorial board. **Journals &Books will be distributed at the time of the conference only.**



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## Track Wise – Sub themes of the Conference

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### Track – 1: Global Tourism Policies, Promotions, Revenue and Employment

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- Global Tourism Policies and Multilateral Agreements
- Role of international bodies (UNWTO, WTTC) in shaping tourism policies
- Tourism Promotion  
Strategies and  
Destination Branding
- Role of Global public-private partnerships in tourism promotion
- Influence of global events (Olympics, World Expos, etc.) on destination visibility
- Tourism and Employment: Global Perspectives
- Sustainable Tourism Financing and Investments
- Role of health security and travel regulations in global mobility
- Role of Government, NGOs, and Private Sector in Policy Implementation
- Role of international aid and donor agencies in tourism capacity building



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### Track – 2: India's Tourism Policies, Promotion and Regulatory Framework

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- Evolution of India's National Tourism Policy
- A critical review of the 2002 and 2022 National Tourism Policies
- Alignment of India's tourism policy with SDGs and global best practices
- Centre-State coordination in tourism planning and execution



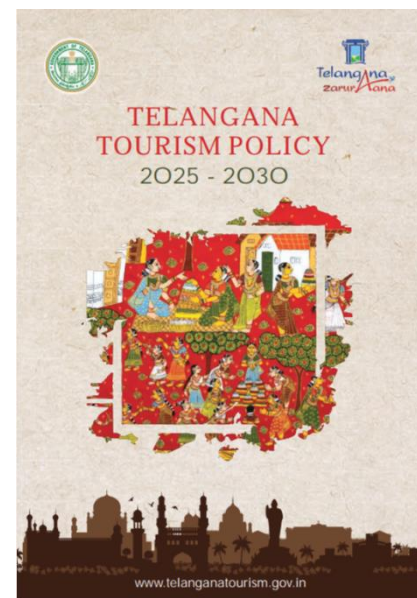
- Incredible India Campaign and Its Impact
- Role of digital platforms and influencer marketing in promoting India
- Schemes and Missions for Tourism Development
- SwadeshDarshan, PRASHAD, and DekhoApnaDesh campaigns
- Challenges in execution and evaluation of government tourism schemes
- Regulatory Framework and Ease of Doing Tourism Business
- Public-Private Partnerships (PPP) in Tourism Promotion

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### **Track 3 – Telangana Tourism Policy 2025 – 2030: Entrepreneurship and Employment**

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- **Telangana Tourism Policy 2025–2030: Objectives and Roadmap**
- **Boosting Women’s Roles in Tourism Projects**
- **Young Entrepreneurs Driving Tourism in Telangana**
- **Eco-Labels and Environmentally Responsible Business Methods**
- **TGTDC's Role in Developing Tourism Infrastructure**
- **Streamlined Approvals for Tourism Entrepreneurs**
- **Establishing Telangana’s International Tourism Identity**
- **Fostering Business Acumen Among Young Entrepreneurs in Telangana**
- **Success Stories from Telangana’s Tourism Sector**
- **Inspirational Success Stories from Telangana’s Tourism Entrepreneurs**




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### **Track 4–Tourism: Sustainable Development**

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- **Eco-Conscious Travel and Low-Emission Tourism Solutions**
- **Eco-Tourism and Biodiversity Conservation**
- **Focusing on nature-based tourism practices that protect ecosystems.**

- Promoting local livelihoods and cultural preservation through tourism.
- Innovations in eco-friendly transport, accommodations, and waste management.
- Climate Change and Tourism Adaptation Strategies
- Tourism Policies and Sustainable Governance Models
- Sustainable Coastal and Marine Tourism
- Waste Management and Circular Economy in Tourism
- Innovative models for reducing, reusing, and recycling in tourism.

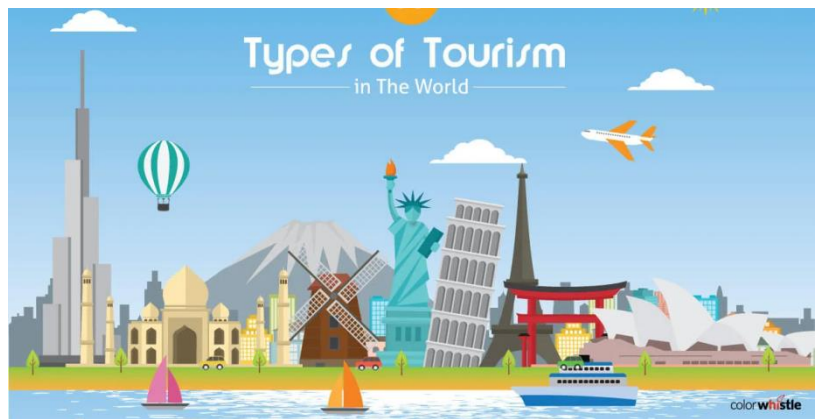



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## Track 5–Types of Tourism: Entrepreneurships and Employment

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- Women and Youth in Tourism Startups
- Tourism for People with Disabilities
- Heritage and Cultural Travel Experiences
- Nature-Based and Sustainable Adventure Tourism
- Countryside and Rural Travel Experiences
- Pilgrimage and Spiritual Travel.
- City Tourism and Short-Trip Getaways
- Agricultural Tourism and Farm Retreats
- Festival and Event-Driven Travel Ventures
- Incubator and Accelerator Programs for Travel Startups



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## Track – 6 - Medical Tourism: Innovations and its Impact

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- International Patient Flows and Health Equity
- Global Standards and Accreditation in Medical Tourism
- Sustainability Challenges in Global Medical Travel
- Telemedicine and Global Health Tourism Integration
- India's Competitiveness in the Global Medical Tourism Market
- Ayurveda, Yoga & Traditional Systems in Indian Medical Tourism
- Policy Frameworks Supporting Medical Tourism in India
- Role of Government Policies in Boosting Medical Tourism in Telangana
- Integration of IT and Healthcare in Telangana's Medical Tourism
- Public-Private Initiatives Driving Health Tourism in the State

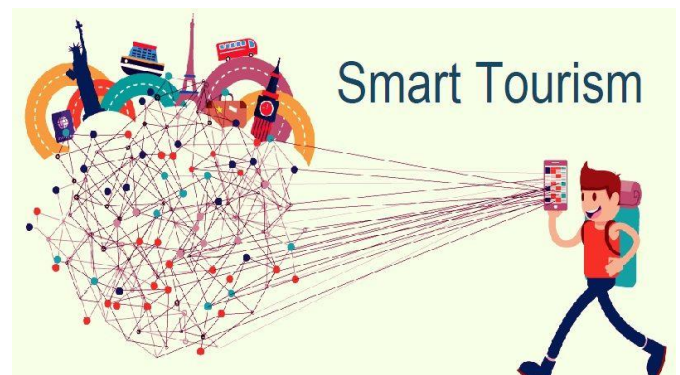


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## Track 7 - Smart Tourism: Technology Driven

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- Tech-Driven Tourist Experience Enhancement
- Digital Promotion Tactics for Travel Businesses
- AI and Immersive Tech in Destination Marketing
- E-Booking Systems and App-Based Travel Solutions
- AR/VR for Immersive Travel Experiences





- **AI-Powered Smart Tourism Solutions**
- **Seamless Digital Reservations and Payment Systems**
- **Interactive Virtual Destination Explorations**
- **Instant Feedback and Reputation Management Systems**
- **Blockchain for Secure Travel Transactions**
- **AI Chat Support for Traveler Assistance**

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## **Track 8 – Tourism: Opportunities and Challenges**

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- **Promoting Traditional Arts and Handicrafts Through Tourism**
- **Protecting Natural and Cultural Assets**
- **Barriers to Securing Loans and Investment**
- **Complex Legal Processes and Compliance Requirements**
- **High Initial and Running Expenses**
- **Unpredictable Tourist Seasons and Revenue Fluctuations**
- **Dominance of Existing Market Leaders**
- **Lack of Trained Hospitality Professionals**
- **Funding Gaps and Capital Shortages**
- **Bureaucratic and Policy Hurdles**
- **Promotional and Brand Awareness Struggles**
- **Seasonal Revenue Instability**







### **Chief Patrons**

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Dean, Faculty of Commerce  
Osmania University

**Prof. A. Patrick** Chairman, Board of Studies  
Osmania University

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