



Shikshan Prasarak Mandal's
GOPAL KRISHNA GOKHALE COLLEGE,
KOLHAPUR.

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NAAC Accredited "B" (C.G.P.A. 2.48) 3rd Cycle

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Title of Activity: SEMINAR : TOURISM AND SERVICE INDUSTRY

Participants: : 7 Faculty Members and 31 Students

Guest Name : Dr. Mehabub V. Mangave, Assistant Professor, DKASC, Ichalkaranji

Date : 03 Oct. 2024

Organized by : Department of B. Voc. Tourism and Service Industry

Topic : Business strategies in Tourism and Service Industry

Summary : The seminar on *Business Strategies in Tourism and Service Industry* focused on innovative approaches to enhance growth and competitiveness. It emphasized the role of digital marketing and technology integration for better customer reach. Strategic planning in hospitality and travel services was highlighted as crucial for success. The importance of customer satisfaction and personalized services was discussed. Collaboration with local communities and stakeholders was encouraged for sustainable development. Risk management and adaptability in changing market conditions were key topics. The session provided insights into effective business models and future trends in the tourism sector.


Snapshots :



Outcome:

1. Participants understood effective business strategies to enhance growth, sustainability, and customer satisfaction in the tourism and service industry.




Principal
Gopal Krishna Gokhale College
Kolhapur.