



Shikshan Prasarak Mandal's  
**GOPAL KRISHNA GOKHALE COLLEGE,**  
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NAAC Accredited "B" (C.G.P.A. 2.48) 3<sup>rd</sup> Cycle

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U-DISE - 27341304307



**Title of Activity:** **SEMINAR : Tourism and Service Industry**

**Participants:** : **4 Faculty Members and 14 Students**

**Guest Name** : **Dr. Pradip T. Patil, Assistant Professor, Vivekanand College, Kolhapur**

**Date** : **19 July 2024**

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

**Topic** : **Tourism Development in Maharashtra after COVID 19**

**Summary** : **The seminar on *Tourism Development in Maharashtra after COVID-19***

**highlighted the significant recovery measures taken by the state. It discussed the revival of domestic tourism and the promotion of safe travel practices. Speakers emphasized the importance of sustainable and eco-friendly tourism models. Digital transformation and online booking systems were noted as key drivers of growth. The lecture showcased government initiatives to boost rural and cultural tourism. Challenges such as changing tourist preferences and safety concerns were addressed. Overall, it provided insights into future opportunities and strategic planning for tourism in Maharashtra.**


**Snapshots** :



**Outcome:**

- 1. Participants gained awareness of post-COVID strategies and initiatives that support sustainable tourism development in Maharashtra.**



  
Principal  
Gopal Krishna Gokhale College  
Kolhapur.