

**Criterion 3: Research, Innovations and Extension**

**Seminar on Emerging Trends in Kerala Tourism**

Title:	Seminar on Emerging Trends in Kerala Tourism
Date:	26-02-2015
Venue:	College Auditorium
Focus of the Event:	Entrepreneurship
Organizing Body:	Department of Commerce, SH College
Resource Person:	Prof. Sindhu Joseph
Total Number of Attendees:	120



*Event Report*

The Department of Tourism organized a seminar on the emerging trends in Kerala tourism. The resource person was Prof. Sindhu Joseph (Asst. professor at GPM Govt College, Manjeswaram). The talk mainly focused on the possibilities of tourism. She advised the youngsters to acquire the skill sets to be responsible entrepreneurs. Prof. Sindhu Joseph commented that with a consumer friendly state like Kerala, tourism holds enormous potential. The sector is set to witness tremendous investment in the future and has to be explored by upcoming entrepreneurs. Kerala has been blessed abundantly with natural beauty, much of which remains unknown to tourists. If adequate efforts are taken to make the existing facilities better known in addition to developing new ones, Kerala has the potential to become the tourism capital of India. The resource person also engaged the students in an extensive interactive session on topics related to tourism.



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*Additional Pictures*





*Event Brochure*

**SH** SACRED  
HEART  
COLLEGE  
Autonomous

DEPARTMENT OF COMMERCE (SELF FINANCING)

# *Emerging Trends in Kerala Tourism*

*An interaction with Prof. Sindu Joseph Asst.  
professor at GPM Govt College, Manjeswaram)*

*SFH*

*Sacred Heart College Auditorium*

26TH FEBRUARY 2015