



**Two Day** International Conference

# Entrepreneurial Thinking as Culture: The Future of Hospitality & Tourism Industry

**18 & 19 September 2026**

Organised & Hosted in association with the  
**Ministry of Tourism, Govt. of India**



सत्यमेव जयते

पर्यटन मंत्रालय  
**MINISTRY OF  
TOURISM**

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**ST. JOSEPH'S INSTITUTE**  
of HOTEL MANAGEMENT &  
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**WORLDCHIEFS  
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## Preamble

In a world marked by rapid change and increasing complexity, the hospitality and tourism industry stands at a critical crossroads. Disrupted by global crises, reshaped by technology, and driven by ever-evolving consumer expectations, this sector demands not just adaptation, but reinvention. It is within this dynamic context that entrepreneurial thinking emerges—not merely as a business strategy, but as a cultural mindset essential for resilience, innovation, and sustainable growth.

This two-day international conference, Entrepreneurial Thinking as Culture: The Future of Hospitality & Tourism Industry, brings together thought leaders, educators, practitioners, policymakers, and emerging voices from across the globe. Together, we will explore how embedding entrepreneurial thinking into the DNA of hospitality and tourism can redefine service models, foster inclusive economic development, and unlock new dimensions of customer experience. Through dialogue, case studies, and collaborative ideation, this conference seeks to not only share best practices, but also to inspire a cultural shift—where entrepreneurship becomes the norm, not the exception, in shaping the future of our industry.

## Objectives

### 1. To Promote Entrepreneurial Mindsets in Hospitality & Tourism

Foster a deeper understanding of entrepreneurial thinking as a strategic mindset and cultural foundation within the evolving hospitality and tourism landscape.

### 2. To Explore Innovation-Driven Trends Shaping the Industry

Highlight emerging trends, technologies, and business models reshaping the future of the industry — including AI, sustainability, digital transformation, and experiential travel.

### 3. To Inspire Future Hospitality Entrepreneurs

Encourage and empower students and aspiring professionals to think entrepreneurially and pursue innovative career paths and ventures within hospitality and tourism.

### 4. To Showcase Global and Local Entrepreneurial Success Stories

Feature case studies and keynote sessions that present successful entrepreneurial journeys and disruptive innovations from across the world and within India.

### 5. To Strengthen Sustainable and Inclusive Business Practices

Discuss how entrepreneurial culture can drive sustainable tourism, support local communities, and align with global goals such as the UN Sustainable Development Goals (SDGs).

### 6. To Build International Collaborations and Networks

Establish global connections among institutions, businesses, and individuals to foster international partnerships, research collaborations, and cross-cultural learning.

## Sub Themes: For Paper Presentations

### 1. Innovation & Technology in Hospitality and Tourism Entrepreneurship

- Innovation and Start-ups in Hospitality & Tourism
- Technology-Driven Entrepreneurship in Tourism
- Hospitality Automation: Risks and Rewards
- The Gig Economy and Future of Hospitality Workforce

### 2. Funding, Incubation & Institutional Support

- Incubation and Funding Opportunities in Hospitality Ventures
- Role of Academic Incubators and Industry Collaboration
- Government Schemes and Incentives
- Public-Private Partnerships in Hospitality Growth
- Policy, Regulation & Institutional Support for Tourism Entrepreneurs

### 3. Sustainable & Green Tourism Entrepreneurship

- Sustainable Tourism: Business Models for the Future
- Green Entrepreneurship in Tourism
- Promoting Heritage Tourism through Entrepreneurial Models

### 4. Social Impact & Community-Based Tourism

- Social Entrepreneurship in Hospitality
- Community-Based Tourism Initiatives
- Empowering Local Communities through Tourism Ventures

- Women & Youth Entrepreneurs in Hospitality

#### 5. Culinary & Cultural Tourism Ventures

- Culinary Tourism and Local Gastronomy Ventures
- Promoting Heritage Tourism through Entrepreneurial Models

#### 6. Hospitality Education & Entrepreneurial Skill Development

- Hospitality Education: Nurturing Entrepreneurial Mindsets
- Redesigning Curricula for Entrepreneurial Skill Development
- Student-Led Enterprises in Hospitality Institutes

## Technical Sessions & Panel Discussions:

**Day 1: 18 September, 2026**

**Session 1:** Innovation & Technology in Hospitality and Tourism Entrepreneurship

**Session 2:** Funding, Incubation & Institutional Support

**Session 3:** Sustainable & Green Tourism Entrepreneurship

**Day 2: 19 September, 2026**

**Session 4:** Social Impact & Community-Based Tourism

**Session 5:** Culinary & Cultural Tourism Ventures

**Session 6:** Hospitality Education & Entrepreneurial Skill Development

## Who all can Participate?

- Students from any discipline
- Faculty Members
- Research scholars
- Entrepreneurs & Start-up firms
- Professionals from the Hospitality & Tourism Industry
- Professionals from the Manufacturing Industry
- Freelancers

## Paper Presentations

Research papers on the topics mentioned above could be prepared and presented by the participants and a certificate of appreciation will be provided to all successful presenters.

Papers prepared should be emailed to the Conference committee for the screening on or before 30th August 2026.

Authors of the selected papers will be intimated by first week of September 2026.

Papers selected for presentation will be listed and published in the ISBN-numbered publication of SJHMCT.

Papers demonstrating exceptionally high-quality research may also be considered for publication in journals indexed in **Scopus** or recognized by the UGC.

## Important Dates

Last Date for Abstract Submission:  
**15 July 2026**  
E-mail: [events@sjhmct.ac.in](mailto:events@sjhmct.ac.in)

Last Date for Full Paper Submission:  
**20 August 2026**

Final Paper Submission:  
**30 August 2026**

Notification of Accepted Papers:  
**6 September 2026**

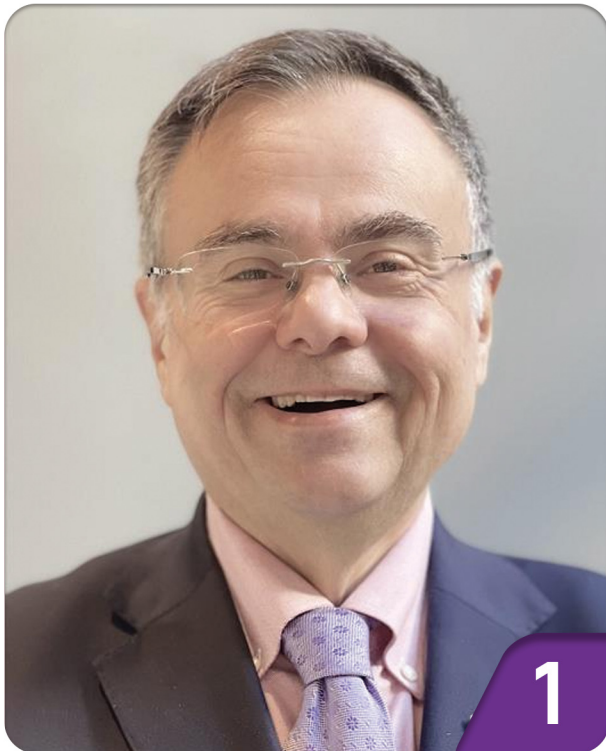
## Registration & Fees

Students:  
₹300/- per participant

Research Scholars and Faculty Members:  
₹500/- per participant



## Keynote Speaker



### Prof. Dimitrios Buhalis

Professor of Strategic Management and Marketing,  
Director – eTourism Lab,  
Bournemouth University, United Kingdom



Prof. Dimitrios Buhalis is a globally renowned scholar in tourism, hospitality, strategic management, and digital innovation. He serves as Professor of Strategic Management and Marketing, Director of the eTourism Lab, and Deputy Director of the International Centre for Tourism and Hospitality Research (ICTHR) at Bournemouth University. His research focuses on smart tourism, artificial intelligence, digital transformation, tourism technology, and destination management.

A highly cited researcher, he has authored and co-edited over 25 books and 400+ scientific publications. He is the Editor-in-Chief of *Tourism Review* and the *Encyclopedia of Tourism Management and Marketing*. Recognised among the world's most influential researchers, he collaborates with governments, international organisations, and the tourism industry to advance innovation and sustainable tourism development.

## Resource Persons



### Dr. Michail Toanoglou

Professor of Management Practice (PMP) & Academic Director, MSc in Hospitality Management (IMHI),  
ESSEC Business School



Dr. Michail Toanoglou is the Academic Director of the MSc in Hospitality Management (IMHI) and Professor of Management Practice at ESSEC Business School, France. With over 30 years of leadership experience in hospitality and tourism, including the management of luxury resorts and tourism destinations, and more than 15 years in higher education, he has developed hospitality and tourism programmes across Europe and Asia at bachelor's, master's, and doctoral levels.

His expertise spans hospitality strategy, service innovation, leadership, customer experience, and sustainable tourism development. A recognized executive educator, he designs leadership programmes for global hospitality organizations, including IHCL (Taj Hotels), integrating sustainability and circularity into management practice. A GSTC-Certified Sustainability Expert and Trainer, and holder of the CHA and CHE designations from the American Hotel & Lodging Association, he actively contributes to international initiatives in sustainable tourism, destination branding, and crisis management.



### **Professor Peter A. Jones MBE**

Hospitality Educator, Researcher and Chairman, The Crumbs Project, United Kingdom; Special Advisor, Kathmandu University School of Management, Nepal.



Professor Peter A. Jones MBE is a distinguished academic, hospitality educator, and researcher. An alumnus of the University of Surrey, he has held senior leadership positions at leading UK universities, including Bournemouth University and the University of West London. He was also the Project Director responsible for establishing The Edge Hotel School at the University of Essex, the United Kingdom's first and only hotel school.

He is widely recognized for his contributions to hospitality management, hospitality education, sustainability, and social inclusion within the hospitality sector. In recognition of his outstanding services to hospitality, he was appointed a Member of the Order of the British Empire (MBE) in 2007.

Professor Jones serves as Chairman of the Crumbs Project, a pioneering social enterprise based in Bournemouth that provides hospitality training and employment opportunities for people with learning

disabilities. He also serves as a Special Advisor to the Kathmandu University School of Management, Nepal, supporting academic and industry engagement initiatives in hospitality and tourism education.



### **Mr. Vineet Verma, MRICS, FIIHM**

Director, Brigade Hotel Ventures Ltd.; Managing Director, World Trade Center Bengaluru, Kochi & Chennai, India.



Mr. Vineet Verma, MRICS, FIIHM is a seasoned hospitality and real estate leader serving as Director, Brigade Hotel Ventures Ltd., and Managing Director, World Trade Center Bengaluru, Kochi & Chennai. With extensive experience in hospitality development, commercial real estate, asset management, and business leadership, he has played a key role in shaping premium hospitality and mixed-use developments across India.

His expertise spans hotel operations, strategic investments, business growth, and global trade infrastructure, contributing significantly to the advancement of the hospitality and real estate sectors. He is widely recognized for fostering industry-academia collaboration and promoting innovation, sustainability, and excellence in hospitality and business management.



### **Prof. W.K. Athula Chammika Gnanapala**

Professor of Tourism Management & Dean,  
Faculty of Management Studies,  
Sabaragamuwa University of Sri Lanka, Sri Lanka



Prof. W.K. Athula Chammika Gnanapala is a Professor of Tourism Management and Dean of the Faculty of Management Studies at the Sabaragamuwa University of Sri Lanka. With extensive academic and research experience in tourism, hospitality, destination management, and sustainable tourism development, he has made significant contributions to tourism education and policy research in Sri Lanka. His work focuses on promoting sustainable tourism practices, community development, and industry-academia collaboration, supporting the growth and resilience of the tourism sector both nationally and internationally.

He has published widely in reputed journals and has actively contributed to research projects addressing contemporary challenges in tourism and hospitality management. He is also involved in curriculum development, academic leadership, and capacity-building initiatives aimed at enhancing tourism education. Through his teaching, research, and consultancy engagements, he continues to influence the advancement of sustainable and responsible tourism practices in the region.



### **Ms. Carla Gethin**

Vice Principal – Corporate Development  
and Innovation, City of Glasgow College,  
Glasgow, Scotland, United Kingdom



Ms. Carla Gethin is the Vice Principal for Corporate Development and Innovation at the City of Glasgow College. With extensive experience in further and higher education leadership, she plays a pivotal role in advancing strategic partnerships, innovation, skills development, and industry engagement. Her work focuses on fostering collaboration between academia, businesses, and communities to enhance workforce readiness and support economic growth. She is widely recognized for her commitment to educational excellence, transformational leadership, and the development of future-ready learning environments that respond to evolving industry needs.

She has played a key role in promoting knowledge exchange and strengthening connections between education, enterprise, and the wider community. Throughout her career, she has supported initiatives that encourage learner success, workforce development, and continuous professional growth. Her leadership has helped cultivate meaningful collaborations with employers, public sector organisations, and international stakeholders, contributing to innovation and sustainable development across the education sector.



### Dr. Sudheer K. P.

Professor & Head, Department of Agricultural Engineering, College of Agriculture, Kerala Agricultural University



Dr. Sudheer K. P. is Professor and Head of the Department of Agricultural Engineering at Kerala Agricultural University, Vellanikkara. A renowned expert in Food Process Engineering and Post-Harvest Technology, he has over 25 years of academic and research experience. He has led several national and international research projects, authored numerous publications, and received prestigious honours, including the Norman E. Borlaug Fellowship and the ICAR National Fellowship, for his contributions to agricultural innovation and food technology.



### Mr. Nishant Suri

International Academic Manager, International Development Group (IDG), HTMi Switzerland.



Mr. Nishant Suri serves as the International Academic Manager of the International Development Group (IDG) at HTMi Switzerland. With extensive experience in international education, academic partnerships, and hospitality management, he plays a key role in strengthening global collaborations and enhancing academic excellence across HTMi's international network. His work focuses on developing industry-oriented learning opportunities, fostering cross-cultural engagement, and supporting student success in the global hospitality sector. Through his leadership, he contributes to advancing international academic cooperation and preparing future hospitality professionals for global careers.



### Dr. Robinet Jacob

Professor, Director & Dean, Faculty of Tourism and Hospitality Studies; Director & Professor-in-Charge, MGU Innovation Foundation; Member, Syndicate, Mahatma Gandhi University, Kerala



Dr. Robinet Jacob is a distinguished academician, researcher, and administrator serving as Professor, Director and Dean of the Faculty of Tourism and Hospitality Studies at Mahatma Gandhi University. He also serves as Director and Professor-in-Charge of the MGU Innovation Foundation and is a Member of the Syndicate of Mahatma Gandhi University.

With extensive experience in tourism, hospitality, higher education, innovation, and academic leadership, he has made significant contributions to curriculum development, research, entrepreneurship promotion, and industry-academia collaboration. Through his leadership and scholarly contributions, he continues to play a pivotal role in advancing tourism and hospitality education in India.



### Prof. Mohammad Iranmanesh

Professor, Taylor's University, Malaysia;  
Associate Editor, Asia-Pacific Journal of Business Administration.



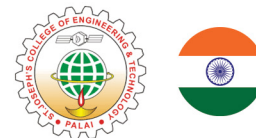
Prof. Mohammad Iranmanesh is a Professor at Taylor's University and serves as Associate Editor of the Asia-Pacific Journal of Business Administration. An accomplished researcher in business management, innovation, technology adoption, consumer behaviour, and sustainability, he has published extensively in leading international journals. His research has significantly contributed to understanding emerging trends in business, digital transformation, and organizational performance.

Through his scholarly work, editorial leadership, and academic mentorship, he continues to advance research excellence and knowledge creation in the field of business and management. His interdisciplinary research has attracted global academic attention and has been widely cited by scholars across diverse fields. He actively collaborates with researchers and institutions worldwide, contributing to the development of evidence-based business practices and innovative management strategies.



### Prof. Sarju S.

CEO, SIIF Incubator | IEEE Senior Member & Chair, IEEE Computer Society Kerala Chapter | Nodal Officer, KSUM IEDC | Assistant Professor (Computer Science & Engineering), SJCT Palai | OBE Practitioner.



Prof. Sarju S. is an Assistant Professor in the Department of Computer Science and Engineering at St. Joseph's College of Engineering and Technology (SJCT), Palai, and a prominent academic leader in innovation, entrepreneurship, and technology development. He serves as CEO of SIIF Incubator, Chair of the IEEE Computer Society Kerala Chapter, IEEE Senior Member, and Nodal Officer of Kerala State Mission (KSUM) IEDC.

An Outcome-Based Education (OBE) practitioner with over 15 years of academic and industry experience, he has been instrumental in nurturing startup ecosystems, fostering innovation-driven learning, and mentoring student entrepreneurs and technology innovators. His areas of interest include artificial intelligence, data mining, software development, innovation management, and entrepreneurship development.

## Conference Enquiries

For Further Details, Please Visit:  
[www.sjihmct.ac.in](http://www.sjihmct.ac.in)

Or Contact:  
**Dr. Sheri Kurian,**  
Principal, SJHMCT Palai  
**+91 92434 80844**



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