

RELEVANCE OF DESTINATION BRANDING IN TOURISM INDUSTRY

RESOURCE PERSON	MR. JACOB MATHEW, KAIROS INSTITUTE
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DATE	NUMBER OF STUDENTS PARTICIPATED
15-09-2017	50

BRIEF REPORT

Tourism is one of the main economic engines for nations with contributions to both GDP and provides employment. Tourism and hospitality provide employment opportunities in different sectors like accommodation, transportation services, food and beverage industries, travel agencies etc. Tourism is a driver of job growth and economic prosperity, accounting for 1 in 10 jobs worldwide. Recognizing the role of geographical indication in strengthening the tourism industry, a seminar on “Relevance of destination branding in tourism industry” was organized by the Department of Tourism in collaboration with Kairos Institute one of the major hospitality trainers in this field which provides orientations for students in aviation, tourism, hospitality shipping and logistics. The seminar was conducted on 15-09-2017 at Punnakkottil hall. A total of 50 students participated in this day long workshop. Mr. Jacob Mathew from Kairos Institute was the resource person. He discussed about Indian GI act and the need for legal protection of GI, and international protection for GI under Trade Related Intellectual Property Rights (TRIPS). The seminar also highlighted the importance of branding and marketing in tourism industry by giving special emphasis on the logo ‘Incredible India’, launched by The Ministry of Tourism of the Government of India for promoting tourism.



Mr. Jacob Mathew, Kairos Institute delivering seminar on “Relevance of destination branding in Tourism Industry”