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Notice for the PhD Viva Voce Examination

Ms Sandhya H (Registration Number: 2170076), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend her PhD thesis at the public viva-voce examination on Monday, 14 October 2024 at 10.00 am in the Seminar Hall, First Floor, Academic Block, CHRIST (Deemed to be University), Bangalore Bannerghatta Road Campus, Bengaluru - 560076.

- Title of the Thesis** : **Destination Resilience and Smart Tourism Ecosystem: A Destination Management Framework for Competitiveness**
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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 05 October 2024


Registrar (Academics)

ABSTRACT

The travel and tourism industry has led the way in adapting to new technologies for decades. Modern travelers are sophisticated and knowledgeable because they have all the information they need to make quick decisions. Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) are becoming possible as the world becomes more intelligent and advanced. This works effectively in education, healthcare, marketing, and communication. The present research uses smart tourism strategies to build a sustainable ecosystem at destinations, which boosts competitiveness and facilitates value co-creation among stakeholders. Research suggests that industry-led and government-initiated projects prioritize smart applications in destinations in theory but not in practice. India has little research on gamification, smart wearable technology at travel destinations, and AR/VR applications. Kerala, a tourism pioneer in India, is the focus of the study. The study proposes a framework for destination management and tourism competitiveness using smart tourism applications and examines the practical applications of smart tourism tools and technologies at destinations. A mixed methodology approach uses quantitative and qualitative methods to analyse the data to clarify the findings. The findings affect destination management, strategic planning, and smart technology use at travel destinations.

Keywords: Smart Tourism, Destination Management, Destination Competitiveness, Destination Resilience, Augmented Reality, Virtual Reality, Artificial Intelligence.

Publications:

1. Sandhya, H., & Varghese, B. (2024). Harnessing Transformational Technologies for a Sustainable Future: A Regenerative Approach to Green Economy and Tourism Development. In *The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations* (pp. 185-206). Emerald Publishing Limited.
2. Varghese, B., Sandhya, H., & Thomas, T. (2023). COVID-19 Pandemic, Risk-Reduction Strategies and Crisis Management in the Travel Insurance Sector. *Hospitality, Tourism and Marketing Studies*, 23. Nova Publishing Limited.
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5. Sandhya, H., & Varghese, B. (2024). Smart Tourism Narratives: Maturity Matrix and Digital Transformation. In *AI and Data Analytics Applications in Organizational Management* (pp. 203-214). IGI Global.
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7. Sandhya, H., & Varghese, B. (2023). Big Data and Artificial Intelligence: Creative Tools for Destination Competitiveness. In *Multidisciplinary Approaches in AI, Creativity, Innovation, and Green Collaboration* (pp. 155-166). IGI Global.
8. Sandhya, H., & Varghese, B. (2023). Unleashing AI's Potential for Optimal Student Learning in Education: Ethical Implications. In *Creative AI Tools and Ethical Implications in Teaching and Learning* (pp. 99-114). IGI Global.