



**VISHWAKARMA
UNIVERSITY**
Maximising Human Potential



Faculty Development Programme (FDP) on **INTEGRATING METAVERSE & BIG DATA FOR SMART TOURISM MANAGEMENT**



Organised by :
Department of Travel & Tourism

In Collaboration with
**VU Centre for Sustainable Tourism
Innovation and Research**

13th to 17th May 2025

03:15 - 05:15 PM

**Registration
Fees : 300/-**

Online

Audience: Faculties and research scholars from the domain of tourism, hospitality, aviation and other allied fields.

Introduction

The tourism industry is undergoing a paradigm shift with emerging technologies like the **Metaverse and Big Data** shaping the future of smart tourism. The integration of these technologies enables immersive virtual experiences, real-time data-driven decision-making, and enhanced customer engagement. This Faculty Development Program (FDP) aims to equip educators, researchers, and professionals with insights and practical applications of these innovations in tourism management.

This FDP will explore these cutting-edge technologies, discuss case studies, and provide hands-on training to empower participants with the skills to integrate them into research, teaching, and industry collaborations. Given the rapid advancements in technology, faculty need to stay updated and integrate these emerging tools and concepts into our curriculum to benefit our students and institution.

Primary objectives

- Understand the metaverse and its practical applications within the tourism industry.
- Explore the strategic use of big data for effective tourism management.
- Examine how integrating the metaverse and big data can drive innovation in the tourism sector.
- Develop participants' skills in applying these technologies to real-world tourism challenges.
- Facilitate networking and knowledge exchange between faculty and industry professionals.

Step 1:
Login & Pay



Step 2:
Login for Registration



Payment link- <https://learner.vupune.ac.in/events>
Registration link - <https://forms.gle/T6QqsWzNULBg3Nov7>

Session details and Resource Persons :

Date	FDP Topic	Resource Persons
Tuesday, 13th May 2025	Introduction to Metaverse and its Applications in Tourism	Dr H Sandhya
Wednesday, 14th May 2025	Fundamentals of Big Data in Tourism Management	Dr Ganesh Narkhede
Thursday, 15th May 2025	Integrating Metaverse for Smart Tourism	Dr Sana Maidullah
Friday, 16th May 2025	Practical Applications and Case Studies	Dr Sana Maidullah
Saturday, 17th May 2025	Future Trends and Opportunities in Smart Tourism Management	Dr Aruditya Jasrotia

Resource persons :



Dr H Sandhya

Dr. Sandhya H, Assistant Professor at Christ (Deemed to be) University, Bangalore, holds a Ph.D. in Tourism Management. A gold medalist during her studies, she has an extensive research portfolio with several SCOPUS-indexed book chapters and articles focusing on Smart Tourism, Big Data, Artificial Intelligence, and Destination Competitiveness. Her notable works include publications on "Big Data and Artificial Intelligence for Destination Competitiveness," "Smart Tourism Narratives: Maturity Matrix and Digital Transformation," and "Virtual Horizons: AI, Metaverse, and Industry 4.0 Revolutionizing Tourism," among others. Her research emphasizes the strategic role of data analytics and Metaverse in designing resilient and competitive tourism ecosystems post-COVID-19.

Dr Ganesh Narkhede

Dr. Ganesh B. Narkhede is a distinguished academician and researcher at Vishwakarma Institute of Information Technology, Pune. A post-doctoral fellow at Amity University, Dubai, he holds a Ph.D. from COEP Pune. His research expertise spans Industry 4.0, Industry 5.0, sustainable manufacturing, and digital transformation of SMEs. His prolific output includes over 10 SCOPUS and WoS-indexed papers, notably on digitalization and sustainability, and he has actively explored how smart manufacturing and data-driven innovations reshape industries. His collaborative projects with Dublin City University and IIT Varanasi emphasize the darker side of Industry 4.0 and the socio-technical integration of Industry 5.0, aligning closely with smart and sustainable operational ecosystems that resonate with Big Data and Metaverse applications in tourism.



Dr. Sana Maidullah

Dr. Sana is an Assistant Professor at IIM, Sirmaur, She is a Ph.D. in Humanities & Social Sciences from the Indian Institute of Technology Jodhpur, Rajasthan, India. Her areas of interest are Tourism Marketing, Smart Tourism Technology, Tourism Operation Management, Travel and Tourism Laws, Regulation, Tourism Entrepreneurship, and Marketing Research. She has presented various research papers at international conferences and published several research articles and book chapters in Scopus-listed national and international journals. She has participated in MHRD-UGC ePathshala Project for the subject PG English as Content Writer for one module titled 'Consumer Cultures' for Paper XVI [Cultural Studies] and finalized it for



Dr Aruditya Jasrotia

Dr. Aruditya Jasrotia, Assistant Professor at Amity Institute of Travel & Tourism, Amity University Noida, specializes in Smart Tourism Destinations, Sustainable Tourism, and ICT interventions in tourism planning. A Ph.D. from Central University of Jammu, his doctoral research focused specifically on Smart Tourism Destinations in Himalayan cities. Dr. Jasrotia has authored over 15 SCOPUS-indexed papers and multiple ABDC-category publications on smart tourism, virtual tourism experiences, and technology adoption in tourism. His research on manifesting smart destinations, virtual reality in tourism, and post-COVID smart recovery strategies deeply engages with Big Data analytics and Metaverse concepts as tools for enhancing destination competitiveness and sustainability.



Important Dates :

Last date of Registration – 7th May 2025

Rules and Regulations :

Participation is strictly by prior registration only.

All participants must complete the registration form and submit it before the specified deadline.

The participants must fulfil the following criteria to get the E-certificate:

- 80% attendance is mandatory
- 80% of assignments should be submitted
- 50% marks should be scored in the assignments.

The participants should fill out all feedback forms.

Introduction of Vishwakarma University:

Vishwakarma University, Pune (VU) is a natural offshoot of the Vishwakarma Group of Institutions' educational legacy spanning more than 35 years. The University has been established as a State Private University through Maharashtra Government Act in the year 2017. Being UGC approved, VU is authorized to design and implement its curriculum, conduct examinations, award degrees.

Vishwakarma University is Member of Association of Indian Universities (AIU, New Delhi). As per Times Higher Education Global Impact Rankings 2021, Vishwakarma University, Pune is featured in the top institutions amongst 1200 universities from 98 countries/regions. These rankings assess universities against the United Nations' Sustainable Development Goals (SDGs). VU Awarded as Emerging University by Associated Chambers of Commerce & Industry of India (ASSOCHAM - Estd. 1920).

Introduction of the Department:

The Department of Travel and Tourism at Vishwakarma University was incorporated in 2018. Here at our department, we offer 360-degree exposure to students for all-around development. The department introduces students to foreign cultures, foreign languages and world history. We believe in learning outside the classroom and we have made opportunities available for students to undertake real-time projects for industry readiness. The Department of Travel and Tourism at Vishwakarma University is designed for passionate explorers and future industry leaders. Our approach combines theory with immersive experiences, ensuring students gain a deep understanding of tourism management, sustainable practices, and digital transformation in travel.

Key Highlights of the department are; Experiential learning through field visits, global collaborations, and case studies. - Industry-driven curriculum tailored for careers in hospitality, tourism policy, and destination management.- Focus on sustainable tourism, balancing economic growth with environmental conservation. - Cutting-edge insights into travel trends, digital innovations, and heritage tourism.

The department offers undergraduate, postgraduate and doctoral courses in travel and tourism.

Introduction of Center of Excellence for Sustainable Tourism Innovation and Research. The tourism industry plays a significant role in global economic development, job creation, and cultural exchange. However, traditional tourism practices can have negative environmental and social impacts. To ensure a sustainable future for tourism, innovation and research are crucial. Department of Travel and Tourism proposes the establishment of a Centre of Excellence for Sustainable Tourism Innovation and Research (VU - STIR). This center will become a leading hub for advancing sustainable tourism practices, fostering collaboration, and empowering future generations of tourism professionals.

Vision:

To spearhead innovation and research in sustainable tourism practices in India, propelling the industry towards a responsible and regenerative future.

Mission:

Conducting cutting-edge research on sustainable tourism solutions, focusing on environmental conservation, community development, and responsible travel practices.

Developing innovative educational programs that equip students with the knowledge, skills, and leadership qualities to drive positive change in the tourism industry.

Collaborating through partnerships with academia, industry stakeholders, governments, and NGOs, to accelerate the transition towards sustainable tourism.

Disseminating knowledge by publishing research findings, hosting conferences and workshops, and engaging in public outreach initiatives.

Organizing Team:

Dr Chhabi Sinha

Dean,
Humanities and Social Sciences
(Organising chairperson)

Dr. Aarti Suryawanshi

Head of Department,
Travel & Tourism
(Co-convener)

Dr. Harshada Satghare

Faculty Member,
Travel & Tourism
(Co-convener)

Mr. Remi Thomas

Faculty Member,
Travel & Tourism
(Organising Member)

Mr. Nishant Sutare

Faculty Member,
Travel & Tourism
(Organising Member)

Mrs. Madhavi Dachawar

Faculty of Science & Technology
(Organising Member- Technical support)

For further enquiry contact:

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