

«««« Valediction »»»»

Welcome Address

Dr. P. Rajan Chinna

Assistant Professor and Head i/c, DTHM

Valedictory Address

Prof. A. Senthilrajan

Registrar - Alagappa University

Felicitation Address

Sr. Prof. J. Jeyakanthan

Member of Syndicate, Alagappa University
&

Dr. K. Mathiyazhagan

Professor and Chairperson
Research Centre Thiagarajar School of
Management, Madurai

Vote of Thanks

Mr. K. P. Karthilingam

Assistant Professor, DTHM
Alagappa University



ALAGAPPA UNIVERSITY

(A State University Accredited with A++ by NAAC (CGPA: 3.59)
in the Fourth Cycle Under Dual Mode)

Karaikudi - 630 003, Tamil Nadu, India

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

Two - Day National Conference on Tax to Tourism: GST Reforms as Catalyst for Rural Socio-Economic Empowerment

In collaboration with the
Indian Council of Social Science Research (ICSSR)

Date: 30th & 31st July 2026, Venue: Veerukaviyarasar Mudiyarasanar Hall

«««« Inauguration »»»»

Welcome Address

Dr. P. Rajan Chinna

Assistant Professor and Head i/c, DTHM

Presidential Address

Hon. Col. Sr. Prof. G. Ravi

Vice Chancellor
Alagappa University

Inaugural Address

Prof. N. Panchanatham

Vice-Chancellor
Gandhigram Rural Institute (Deemed to be University)
Gandhigram, Tamil Nadu

Keynote Address

Prof. Ankathi Raghu

Head, Department of Tourism,
Central University of Karnataka, Karnataka

Special Address

Prof. C. Vethirajan

Member of Syndicate, Alagappa University

Felicitation

Prof. C. Yogalakshmi

Dean, Faculty of Management
Alagappa University

Vote of Thanks

Mr. K. P. Karthilingam

Assistant Professor, DTHM, Alagappa University

Mr. K.P. Karthilingam
Organising Secretary

Dr. P.Rajan Chinna
Convenor Head i/c - DTHM

Prof. A. Senthilrajan
Registrar

PROGRAMME SCHEDULE

Day - 1 - 30th July 2026

10:00 AM – 10:30 PM

Technical Session I

10:30 AM – 12:00 PM

Inaugural Session

Heritage Tourism and Cultural Sites -
Balancing Revenue and Access

Prof. Ankathi Raghu

Head, Department of Tourism,
Central University of Karnataka, Karnataka

Technical Session II

12: 10 PM – 1:30 PM

Interstate Tourism and
GST Compliance Complexities

Dr. Saroop Roy B. R.

Assistant Professor & Head, Dept. of Commerce
Kerala Institute of Tourism and Travel Studies,
University of Kerala, Kerala

1:30 PM – 2:00 PM

Technical Session III

2:00 PM – 3:30 PM

Lunch Break

Sustainable Tourism and Green Tax
Incentives under GST Framework

Prof. V. Manickavasagam

Retd Professor, Former Registrar
Alagappa University

Technical Session IV

3:40 PM – 5:00 PM

Transportation in Tourism - Unified
Taxation Challenges

Prof. A. Morarji

Professor,
Department of Corporate Secretaryship,
Alagappa University

PROGRAMME SCHEDULE

Day - 2 - 31st July 2026

Technical Session I

10:00 AM – 11:30 AM

Democratizing Travel: How GST Rationalization
is Opening Up India's Rural Hinterlands

Dr. K. Kavitha

Assistant Professor

Dept. of Tourism & Hospitality Management,
Central University of Tamil Nadu, Thiruvavur

Technical Session II

11:40 AM – 01:00 PM

Adventure Tourism and Activity-Based
Tourism - Tax Classification Dilemmas

Prof. Yedla Venkata Rao

Professor, Department of Tourism
Pondicherry University, Pondicherry

1:00 PM – 1:30 PM

Technical Session III

01:30 PM – 03:00 PM

Lunch Break

Circular Economy and Responsible
Consumption in Rural Tourism

Dr. K. Mathiyazhagan

Professor and Chairperson

Research Centre Thiagarajar School of
Management, Madurai.

Technical Session IV

03:10 PM – 04:30 PM

Food and Beverage Services in Tourism -
GST Ambiguities

Dr. U Arumugam

Assistant Professor,

Department of Corporate Secretaryship,
Alagappa University

04:30 PM – 05:00 PM

Valedictory Seesion