

IMPORTANT DATES

Submission of Abstracts and Paper	05 th July, 2026
Notification of Acceptance	15 th July, 2026
Registration Deadline	19 th July, 2026
Conference Dates	30 th - 31 st July, 2026

The best three paper presentations will be suitably acknowledged.



Registration

The registration through google form using the QR link:

Participants Category	India (Rs)	Overseas
Industry / R&D Institutions	2000	50 US\$
Academicians / Scientists	500	25 US\$
Research Scholars	300	15 US\$
Students	250	10 US\$

Programme Committee

Patron

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Dr. S. Thanmanam,

Dr. B. Vimala, Dr. K. Subha,

Mrs. K. Jayabharathi

Account Details for Registration Fees Transfer

Account Name : TTGST

Account No. : 8302256758

Bank Name : Indian Bank

Branch Name : AC Campus, Karaikudi

IFSC code : IDIB000A008.

Registration Fee Includes Registration Kit, Technical Sessions, High Tea and Lunch for 2 days Co-authors should register separately. (includes Certificate, Kit and Lunch)

The participants are requested to send the filled in Registration form to the Convenor & Organizing Secretary along with Registration Fee.

How to reach

Alagappa university is located in Karaikudi, Sivagangai District, Tamil Nadu. Nearest Railway Station is at Karaikudi and Nearest Airports are Tiruchirappalli (TRZ) and Madurai (IXM).

Nearest Tourist Attractions

Chettinad palace: It is about 20 min drive from Alagappa University. The 110-year old palace is an outstanding specimen of the Chettinad architecture.

Pillayar Patti Lord Ganesh Temple: This rock cut temple located about 12 km from Karaikudi was constructed after hewing a hillock by the early Pandya kings.

Kundrakudi Murugan Temple: Located 10 km away from Karaikudi, Arulthiru Shanmuganathan holy temple was built around the year 1000AD.

Rameshwaram: 140 km from Karaikudi.

Madurai: 85 km from Karaikudi.

Thondi: 50 km from Karaikudi.

Address For Communication

Dr.P.Rajan Chinna

Convener & Head i/c

Department of Tourism and Hotel Management

Alagappa University, karaikudi - 630 003

E-mail: dthmauconference@gmail.com, Mobile: +91 9751834311



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

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
Mudiyarasanan
Hall



Organised by

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

ALAGAPPA UNIVERSITY

Karaikudi, Tamil Nadu, India

About the University:

Alagappa University traces its origins to the visionary Padma Bhushan Dr. R.M. Alagappa Chettiar, whose pioneering educational initiatives in the 1950s laid its foundation. It was brought into existence by a Special Act of the Government of Tamil Nadu in May 1985. The University has been awarded an A++ Grade by NAAC (CGPA: 3.59) under Dual Mode in the Fourth Cycle of assessment. The University offers comprehensive undergraduate and post-graduate programmes in Arts, Sciences, Education, and Management through regular, distance, online, and collaborative modes, serving over 1.12 lakh students. As a member of the Association of Indian Universities (AIU) and Association of Commonwealth Universities (ACU), Alagappa University maintains active collaborations with institutions across the USA, UK, Australia, Singapore, China, Malaysia, and South Korea. The University's motto is "Excellence in Action" and the University keeps before it the vision of excellence in all spheres of its action.

About the Department of Tourism and Hotel Management:

The Department of Tourism and Hotel Management is committed to nurturing skilled professionals for the dynamic and fast-growing global tourism and hospitality industry. The Department offers a strong academic foundation blended with interdisciplinary practical training, enabling students to meet international industry standards and emerging challenges in tourism, hospitality, and service management.

Originally established in 2016 as the Institute of Catering Science and Hotel Management, the Department is uniquely located in the culturally rich Chettinad region, renowned for its heritage, traditional hospitality, and world-famous cuisine. This strategic location provides an ideal learning ecosystem, particularly for empowering rural youth and transforming them into competent hospitality professionals. The Institute initially introduced the B.Sc. (Catering Science and Hotel Management) programme to enhance employability among students.

In 2019, the Institute was upgraded and rechristened as the Department of Tourism and Hotel Management, with the launch of the MBA (Tourism Management) programme to meet the growing demand for managerial and leadership roles in tourism. At present, the Department offers B.Sc. (Catering Science and Hotel Management) and MBA (Tourism Management) programmes.

In recognition of its academic excellence and contribution to tourism education, the Department has been awarded the Silver Category -Best Institution in Tamil Nadu by the Tamil Nadu Government, Department of Tourism, reaffirming its commitment to quality education, industry relevance, and sustainable tourism development.

About the Conference

The National Conference on Tax to Tourism: GST Reforms as Catalysts for Rural Socio-Economic Empowerment aims to bring together researchers, academicians, policymakers, industry experts, and rural stakeholders to discuss the evolving role of technology and sustainability in rural tourism development. With India's rural destinations gaining prominence for their cultural richness, natural beauty, and community-driven experiences, there is a growing need to integrate smart technologies that enhance visitor experience while supporting long-term environmental and socio-economic sustainability.

The conference focuses on how digital tools—such as AI, VR/AR, GIS, IoT, and smart mobility—can strengthen destination management, improve accessibility, empower local entrepreneurs, and create new opportunities for rural communities. At the same time, it addresses challenges relating to climate change, resource management, and sustainable practices that are essential for preserving rural landscapes.

Through keynote lectures, thematic sessions, paper presentations, and case study discussions, the conference provides a platform for sharing insights, innovations, and best practices. It aims to generate actionable recommendations, promote collaborative research, and support the development of green, resilient, and community-centered rural tourism systems aligned with national and global sustainability goals.

CALL FOR PAPERS

Conference Theme:

GST Implementation and Its Implications for Rural Tourism Development:

Challenges, Opportunities, and Sustainable Pathways

The implementation of the Goods and Services Tax (GST) in India marked a transformative shift in the country's taxation framework, with far-reaching implications across all economic sectors. Rural tourism, an emerging sector with significant potential for inclusive development and community empowerment, faces unique challenges and opportunities under this reformed tax regime. This conference aims to critically examine the multifaceted relationship between GST policy and rural tourism development, exploring both the structural impacts on business operations and the broader socio-economic consequences for rural communities.

We invite original research papers, case studies, and conceptual frameworks that address the intersection of GST implementation and rural tourism from diverse disciplinary perspectives including economics, public policy, tourism management, rural development, digital governance, and social entrepreneurship.

Conference Sub-Themes:

Sub-Theme 1: GST Policy Framework and Rural Tourism Compliance Landscape

This sub-theme focuses on the structural aspects of GST as applicable to rural tourism enterprises. Topics include:

- Composition scheme suitability for small rural tourism operators
- Threshold limits and exemption provisions
- Classification challenges for diverse rural tourism products
- Reverse charge mechanism implications
- Compliance burden analysis for rural entrepreneurs with limited accounting infrastructure
- Comparative GST regimes across states, particularly those with significant rural tourism potential

Sub-Theme 2: Economic Viability and Pricing Dynamics in Rural Tourism Post-GST

This stream examines the financial implications of GST on rural tourism business models. Key areas include:

- Input tax credit utilization patterns and challenges
- Pricing strategies and competitive positioning of rural tourism products
- Profitability analysis of homestays, farm stays, and community-based tourism ventures
- Working capital implications
- Impact on tourist demand elasticity
- Empirical studies analyzing pre- and post-GST financial performance of rural tourism enterprises

Sub-Theme 3: Socio-Economic Impact on Rural Communities and Stakeholders

This sub-theme explores the broader developmental implications of GST reforms on rural tourism-dependent communities. Topics encompass:

- Employment generation and income distribution effects
- Women's participation and empowerment in formalized rural tourism
- Skill development needs in GST-compliant tourism operations
- Impact on traditional artisans and local service providers
- Community-based tourism governance under GST
- Research highlighting differential impacts across social groups, geographic regions, and tourism typologies

Sub-Theme 4: Digital Infrastructure, Financial Inclusion, and GST Compliance

Examining the technological and financial ecosystem requirements for effective GST implementation in rural contexts. Areas of focus include:

- Digital literacy and e-filing capabilities among rural tourism entrepreneurs
- Banking infrastructure and digital payment systems
- GST software adoption and usability challenges
- Financial inclusion initiatives supporting tax compliance
- Role of tourism intermediaries and aggregator platforms in facilitating GST compliance for rural operators

Sub-Theme 5: Innovation, Best Practices, and Policy Recommendations

This forward-looking sub-theme seeks solutions and innovations. Topics include:

- Successful case studies of GST adaptation by rural tourism enterprises
- Public-private partnership models for capacity building
- State-level policy innovations supporting rural tourism under GST
- Technology-enabled solutions for simplified compliance
- Evidence-based recommendations for GST rationalization in rural tourism
- Comparative studies from international contexts where tax reforms have impacted rural tourism development

Paper Submission Guidelines

The participants are requested to submit their abstracts and full paper on the thrust areas of (GST-RCRSEE2026) through email to dthmauconference@gmail.com

Abstract and Full Paper should conform to the following format.

Title of the paper (Times New Roman, 14 pt, bold, Centre aligned, Single line spacing)

Author details: Name, Position, Affiliation, Contact No. and Email id (Times New Roman, 12 pt, bold, Centre aligned, Single line spacing) Presenting author name should be underlined

Abstract: 250 words (Times New Roman, 12 pt, Justify aligned, 1.5-line spacing)

Keywords: 4-5 Keywords (Times New Roman, 12 pt, bold italic, Left aligned, Single line spacing)

Full paper: within 12 pages, including references, tables/ charts and keywords

Acknowledgement (if any): (Format as Abstract)