



# SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE



An Autonomous Institute Permanently Affiliated to Savitribai Phule Pune University,  
Pune, Approved by AICTE, New Delhi and Govt. of Maharashtra

SANDIP  
FOUNDATION

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Accredited with “A” grade by NAAC With CGPA Score of 3.11

NBA Accredited for Computer & Mechanical Engineering(UG Course) w.e.f. 2023-24 to 2025-26



## Department of Management Studies (MBA)

Academic Year 2025-26

### Seminar Report on “Tourism Management”

- **Event Title:** “Tourism Management”
- **Date:** 20<sup>th</sup> February 2026
- **Conduction Duration:** 2 Hour
- **Venue:** E’ Buiding, MBA Dept, SITRC.
- **Resource Person:** **Ms. Aarti Jain** (Founder, The White Tourism Company)
- **Coordinator:** Prof. Pratiksha Bhujbal

#### Objective:

1. *To provide insights into the field of Tourism Management and entrepreneurship.*
2. *To understand emerging trends and career opportunities in the tourism industry.*
3. *To bridge the gap between theoretical concepts of tourism and real-world business practices.*
4. *To inspire students to explore tourism as a dynamic and sustainable career option.*

#### About the Program:

The Department of Management Studies (MBA) organized an inspiring and informative guest lecture on “**Tourism Management**” for MBA students.

The session was delivered by **Ms. Aarti Jain**, Founder of The White Tourism Company. She shared her inspiring journey from being a management professional and sportsperson to becoming a successful entrepreneur in the tourism industry.

During the session, she emphasized that tourism is not merely about travel, but about creating meaningful experiences, understanding cultures, and building sustainable business models. Having explored more than 15 Indian states and several countries across Asia and Europe, she shared real-life experiences that highlighted:

- The scope and growth of the tourism industry in India
- Importance of customer experience in travel services
- Role of digital marketing and social media in tourism promotion

- Entrepreneurship opportunities in niche tourism segments
- Sustainable and responsible tourism practices

She explained how she founded The White Tourism Company in August 2022, transforming her passion for travel into a professional venture. She encouraged students to identify their passion, develop managerial skills, and take calculated risks to build successful enterprises.

The session was highly interactive, with students engaging in discussions about travel startups, career options in tourism management, and challenges faced by entrepreneurs in the hospitality and travel sector.

The program concluded with an interactive Q&A session where students actively participated and sought clarification on career pathways.

## Outcome:

1. Students gained practical knowledge about tourism management and entrepreneurship.
2. Participants understood the importance of customer experience and innovation in tourism.
3. Students were motivated to explore tourism as a career and business opportunity.
4. The session enhanced awareness about sustainable tourism practices and global travel trends.

## Glimpse of the Day



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**Prof. Pratiksha Bhujbal**

Coordinator



**Dr. Abhay Bora**

HOD, Dept of MBA



**Dr. Amol Potgantwar**

Principal, SITRC