

**News Update: Interactive Session on “New paradigms in tourism research”
(05th September, 2015)**

Prof. Sampada Kumar Swain from **Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh** recently visited the Department of Tourism and Travel Management, Central University of Jammu he interacted with the research scholars. During his Interaction with the research scholars he emphasized on the importance of a Quality research work in the field of Tourism Industry. Prof. Sampada apprised the house about the new innovation and practices in the field of tourism and elucidated on different thematic areas where there is a lot of scope like Island tourism, Branding in Tourism, ICT interventions in tourism etc. he emphasized that review of literature is the soul of the research and has to be done very seriously to produce a good conceptual frame work for the study. He insisted on the adoption of the new technology and research tools for creating a world class research environment in the Higher Education in the Country.



**(Prof. Sampada Kumar Swain with Prof. Deepak Raj Gupta, Head, DTTM,
Central University of Jammu)**