

# National Seminar on: Development of Tourism Industry in India (Issues & Challenges) 16 -17 November, 2017

Organised by  
Department of Management Studies  
Guru Ghasidas Vishwavidyalaya,  
Bilaspur, (C.G.)



Sponsored by  
Ministry of Tourism, Government of India,  
New Delhi

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## Introduction

Tourism in India has the potential of quick employment generation and inclusive growth. Realising the significance of tourism sector in the economy, the Government of India has announced the National Tourism Policy 2002 to promote and ensure systematic growth of tourism.

An analysis of data of Ministry of Tourism reveals, tourists' arrival in India is showing an increasing trend. The number of domestic and foreign tourists have shown significant growth over the years. Foreign tourist arrivals in India recorded a growth of 4.5% in 2015 in comparison to 2014 which increased from 76.79 lakhs to 80.27 lakhs. India's share in International tourist arrival has also shown significant improvement. In 1999, share of India in International tourist arrivals in world was 0.39%, which has now gone up to 0.68% and consequently India's rank in share of international tourist arrivals in the world has gone up from 46th to 40th rank.

Similarly, India's share in international tourist arrivals in Asia and Pacific was 3.80% in 1999 which had gone up to 5.03% in 2015. Rank wise India has improved its rank from 10th position to 7th position. India's share in International Tourist receipt was only 1.62 per cent. Though these figures show a positive trend, a lot remains to be achieved in tourism development in India. Even after a clear cut tourism policy, we have not been able to achieve the 1% of foreign tourist arrivals in the World.

Similarly, if we analyse the figures for state wise arrivals of international and domestic tourists, it is revealed that more than 80% of the International and domestic tourist arrivals are accounted for by the top ten states. In the case of Chhattisgarh, the year 2015 was very bad, as it shows a negative growth rate of 25.16% and 17.78 % in domestic and foreign tourist visits between 2014 and 2015. Chhattisgarh occupies the 16th position in terms of domestic arrivals of tourists in 2015 and 29th rank in foreign tourist arrivals.

The important points that come out from these figures is that, in spite of our efforts, we have not been able to get even 1% of foreign tourists arrivals in the world. India is said to be a country of different culture, religions and natural beauties, but we have failed to market these features to the tourists and therefore, there is high concentration of the top ten states' contribution to total domestic and foreign tourist arrivals in India.

The seminar will discuss these issues and problems and attempt find solutions for growth and development of tourism industry in India.

## **Objectives:**

The objectives of the seminar are to: -

- Discuss and deliberate on issues hindering the growth of tourism industry in India;
- Evolve strategies and mechanism to effectively address the problems of tourism industry; and
- Explore the possibilities of eco-tourism, adventure tourism, cultural tourism and pilgrimage tourism in Chhattisgarh.

Sub Themes of the Seminar: Apart from the major objectives mentioned above, the sub themes of the seminar include:

- TourismMarketing
- Quality Assurance in Tourism Management ;
- Sales and Distribution Management in Tourism ;
- Strategic Planning in Tourism ;
- Financial Planning in Tourism Industry ;
- Tourism industry in Chhattisgarh ;
- Cultural Tourism ;Infrastructure and Tourism.

The subthemes, mentioned above are only indicative and can include other related topics as well.

**For Whom:** The Seminar will provide a platform to academicians, industry executives, research scholars , NGOs and administrators to discuss, deliberate and present their views on various issues and challenges affecting Indian Tourism industry.

**Resource Persons:** Apart from academicians and researchers, resource persons from tourism industry, Government Departments and Agencies will be invited as resource persons to deliver lectures to participants.

**Call for Papers:** Empirical and conceptual papers on various objectives and sub themes are invited from industry experts, academicians and researchers. Abstracts and full papers will be reviewed by an expert committee and based on the comments of expert committee; acceptance of papers will be communicated to authors for presentations. Abstracts and Full paper should be in font Times New Roman size 11 with 1.5 line spacing Abstracts should not be more than 300 words. Abstracts and full papers should be sent to [tourismseminarggv@gmail.com](mailto:tourismseminarggv@gmail.com) and [biswadeep\\_m@hotmail.com](mailto:biswadeep_m@hotmail.com)

## **Important Dates:**

**Last date for receiving Abstracts: 21st October, 2017**

**Acceptance of Abstracts: 25th October, 2017**

**Last date for Submission of Full Paper: 31st October, 2017**

## **Registration Fee:**

<b>Sl. No.</b>	<b>Category of Participants</b>	<b>Registration Fee</b>
1	Students	Rs. 300/-
2	Research Scholars	Rs. 500/-
3	Faculty	Rs.1000/-
4	Industry Executive	Rs.1500/-



Registration fee could be paid online through the payment portal of Allahabad bank/SBI as provided in university website ([www.ggu.ac.in](http://www.ggu.ac.in)) or through crossed demand draft drawn in favour of Registrar, Guru Ghasidas Vishwavidyalaya, payable at Bilaspur, Chhattisgarh.

**Accommodation:** Limited accommodation is available for participants in the campus, on payment basis, on first come first serve basis. Several hotels are also available in Bilaspur at discounted price for participants of the seminar. Details can be obtained from the organising secretary.

**Guru Ghasidas Vishwavidyalaya:** Guru Ghasidas Vishwavidyalaya, Bilaspur, one of the Central Universities (upgraded from the then state University) established in 2009, is in the state of Chhattisgarh. Situated in a socially and economically challenged area, the University is appropriately named to honour the great Satnami Saint, Guru Ghasidas, who championed the cause of the downtrodden and waged a relentless struggle against all forms of social evils. The University provides almost the entire spectrum of higher education requirements of the local people. The University has made a significant mark in the area of higher education along with extension of community development plans like Unnat Bharat Abhiyan and Skill Development Program with an aim to fulfil the desires of the youth of the society.

**Department of Management Studies:** Responding to the changing and increasing need for professional education and training in Management, the Department of Management Studies was established in 1988. The Department prepares students to become effective manager in the new economic era and emphasis is always on the quality education while promoting a culture of enquiry and enterprise.

The department strives to carve out a niche for itself to be amongst the leading management schools in India.

Several batches of MBA students have successfully been educated and trained by the department and have been placed in reputed business houses in India and abroad in the field of banking, general management and academics. Many are successfully managing their own business establishments.

The Department offers the following two programmes:

- ❶ Master of Business Administration- 2 year ( Full Time) four semesters
- ❷ Doctoral Research in Management (Ph.D.)

**About Bilaspur:** The second big city of Chhattisgarh, Bilaspur, is 111 Kilometres away from the state capital Raipur. Known as the Rice Bowl of India, Bilaspur region is famous for varieties of aromatic rice, handloom woven Kosa silk and also for its rich and diverse culture. Bilaspur is surrounded by several historical temples and places of archaeological importance such as the Siddhapeeth Mahamaya Temple at Ratanpur, Talagram, Malhar town. Bilaspur is well connected by trains to all major cities of India. Situated on the main Mumbai-Kolkata railway route, Bilaspur is the headquarters of South East Central Railway. The nearest airport from Bilaspur is Swami Vivekanand Airport at Raipur. It is well connected with major cities like Mumbai, Kolkata, Delhi, Chennai, Nagpur, Bangalore, Hyderabad and Vishakhapatnam.

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