

# 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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## Call for Papers

### Introduction:

Tourism in India has the potential of quick employment generation and inclusive growth. Realizing 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.

From the analysis of data provided by the Ministry of Tourism, we can see that, 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.

### 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:

1. Tourism Marketing
2. Quality Assurance in Tourism Management;
3. Sales and Distribution Management in Tourism;
4. Strategic Planning in Tourism;
5. Financial Planning in Tourism Industry;
6. Tourism industry in Chhattisgarh;
7. Cultural Tourism;
8. Infrastructure and Tourism.

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

Department of Management Studies, Guru Ghasidas Vishwavidyalaya invites students, faculties, research scholar and industry executive to submit Abstract, Article, Empirical and Conceptual paper on various objectives and sub themes.

### Important Dates:

Last date for receiving Abstracts: 31st October, 2017  
Last date for Submission of Full Paper: 6th November, 2017

Sl. No.	Category of Participants	Registration Fee
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) or through crossed demand draft drawn in favour of Registrar, Guru Ghasidas Vishwavidyalaya, payable at Bilaspur, Chhattisgarh.

Format for Abstract and Paper:-

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.

### Submission guidelines for Abstracts / Articles:-

Abstracts and full papers should be submitted through Email - [tourismseminarggv@gmail.com](mailto:tourismseminarggv@gmail.com), [biswadeep\\_m@hotmail.com](mailto:biswadeep_m@hotmail.com)

### Review:-

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.

For Further queries please send mail to : [tourismseminarggv@gmail.com](mailto:tourismseminarggv@gmail.com)

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