



Central University of Punjab

(NAAC Accredited 'A' Grade University)
City Campus, Mansa Road, Bathinda-151001
Centre for Economic Studies

अद्वय!मिरद
Incredible!India

Two-Day National Conference
on
“Growth Strategies of Tourism in India: Opportunities & Challenges”
(29-30 November, 2017)

The Centre for Economic Studies, School of Social Sciences, Central University of Punjab, Bathinda proposes to organize a Two-Day Conference on ‘**Growth Strategies of Tourism in India: Opportunities & Challenges**’ during **November 29-30, 2017, sponsored by Ministry of Tourism, Government of India**. Central University of Punjab, Bathinda is a fast growing Institution of higher learning and research catering to the need of its various stakeholders. Being a premier institution of higher learning and research with its competent and dedicated faculty members, committed research scholars, and hard working supporting staff with lot of potential of excellence in research, it has been acknowledged by its stakeholders as very conducive place for learning and research in just 8 years of its establishment. The Centre for Economic Studies proposes to organize this two-day national conference to deliberate on the growth strategies of tourism industry in India so as to explore the underlying opportunities, and to identify the challenges for its sustainable growth. In a broader perspective, this conference shall be relevant in the context of policy formulation and planning for the development of tourism in the country.

Conference Objectives

Across the globe, travel and tourism has become an indispensable economic activity, well-known for job creation, foreign exchange earnings, revenue & income generations, and developing socio-economic infrastructure. The industry is critical for unemployment reduction, poverty alleviation, inequality reduction, and bringing up balanced regional growth. It is instrumental for achieving inclusive and sustainable growth of an emerging market economy like India. Thus, it is quintessential to embark upon the sustainable growth strategies of tourism industry in the country. In the context of making tourism a sustainable and vibrant industry, it is imperative to make a SWOT analysis of the existing growth strategies of tourism in India, and to suggest innovative strategies for the strength to strength growth of the industry in the country. Therefore, the specific objectives of this conference are:

1. To provide a forum for intellectual and practical interaction, collaboration and partnerships to the academicians, professionals, researchers, policy makers and other stake holders of tourism industry.
2. To share information on the past and current achievements, and update them in light of the ongoing global dialogues and processes concerning the innovative initiatives of tourism development.

3. To highlight the importance of the visible opportunities, and sharing ideas on finding national, regional, and localized solutions to common challenges in tourism industry.

The proposed conference would be significant in focusing on successful global tourism strategies, evaluating the case of India as at present, and in conceptualizing the possible opportunities of exploring tourism potential of the country. Specifically, the conference would deliberate on making tourism marketing creative, tourism awareness and education effective, tourism attractions and assets sustainable, tourism organization efficient, community and private sector participation lucrative, and political and fiscal strategies of tourism successful. This conference would be helpful in identifying the opportunities of tourism development in India, and suggesting the way outs for possible threats in this process of development.

Broad Themes of Conference

- Tourism in Global Perspective
- Tourism in India: Now and Beyond
- Tourism Strategies and Policies in India
- Tourism Experience: Breaking New Grounds
- Tourism in India: Endless Opportunities
- Inclusivity in Tourism Activities and Facilities in India
- Innovations in Tourism: Maximizing the Power of Marketing
- Sustainable Tourism in India: Issues and Policies for the Future
- Education for Sustainable Tourism in India
- Tourism for Growth and Development

Sub-Themes of Conference

The conference will focus on a broad range of topics related to education, industry and research in tourism. The organizing committee invites papers relevant to hospitality and tourism on the below mentioned sub-themes. Nonetheless, any theoretical/empirical research works in the broad areas of hospitality and tourism may be accepted for presentation. Sub-themes of conference includes but not limited to followings.

1. International relations for tourism development
2. Foreign policy and Tourism
3. Legal environment for growth of travel and tourism
4. Social responsibility in tourism and sustainable development
5. Social value creation through tourism development
6. Tourism and employment – opportunities and challenges
7. Tourism in the theory of international trade and payments
8. Trade in tourism services and economic growth
9. Scientific tourism – a tool for tourism development
10. Climate change and sustainable tourism
11. Environment and tourism
12. Language, identity and tourism
13. Education in tourism development
14. Social media in tourism



15. Role of media in the promotion of tourism industry
16. Challenges in agribusiness and rural tourism development
17. Medical tourism and inclusive growth
18. Role of ICT in sustainable tourism development
19. Role of technology in tourism industry
20. Energy consumption, tourism development and environmental degradation
21. Role of insurance companies in developing tourism industry
22. Migration, unemployment and benefits of tourism
23. Entrepreneurship and tourism development
24. Innovative marketing strategies for tourism development
25. Museums, marketing and tourism development
26. Historical heritage and tourism development
27. Cultural heritage and tourism development
28. Tribal resources for tourism development
29. Indigenous tribe tourism development in India
30. Water resources for tourism development

Participants

This conference shall bring together academicians, researchers, students/scholars, professionals and other stakeholders of tourism from the public and private sectors to exchange ideas and experiences, update their knowledge, and expand the existing network for future tourism growth and development.

Travel and Accommodation

Out-station selected paper presenters shall be reimbursed train/bus fare (Not exceeding Rs. 3,000/-) 2nd class/AC-3 tier sleeper by shortest route to and from on production of original tickets subject to availability and admissibility of funds. Participants are free to travel and get reimbursed from their institutions, if they wish to do so. Free accommodation shall be provided for limited outstation paper presenters only on twin sharing basis. Local hospitality shall be provided to the participants as per availability.

Registration Fee

The conference registration fee is Rs.150 per person payable at the time of registration against cash receipt on Day-1 of the conference. Only registered participants/delegates shall be provided with conference kit, working lunch and certificates.

Guidelines to Authors

The research papers should be in the range of anything upto 7,500 words and abstract should be about 200 words. The submission should be in Microsoft Word format only, written in A4 single column format, 1.5 line spacing, using Times New Roman font, 12 point font size and normal margins. Keep the layout of the text as simple as possible. References cited in the text should conform to the style used by the American Psychological Association. Please refer the manual of the American Psychological Association, Sixth Edition, ISBN 978-1-4338-0561-5.

1. Paper should be original, unpublished and plagiarism free.
2. Paper should be written in English language only.

3. The Abstract and full paper should have the Author Name and affiliation along with E-Mail ID and Mobile Number.
4. The full paper must be enclosed with filled in registration form.
5. The abstract/ full paper must be submitted through e-mail only (cbpcup2017@gmail.com).
6. The accepted best quality papers presented in the conference would be published at the national/international level in the form of SCOPUS indexed journals/books.
7. All papers shall go through double blind peer review before publication and only papers recommended by reviewers shall be published.
8. One Best Paper Award shall be given.

Important Dates

1. Last date of submission of abstract (through e-mail): 15/10/2017
2. Intimation of Selected Abstracts (through e-mail): 16/10/2017
3. Submission of Full Paper and Registration Form (through e-mail): 31/10/2017
4. Submission of ppt of Presentation (through e-mail) 05/11/2017

Advisory Committee

- Chief Patron:** **Prof. R. K. Kohli,**
Hon'ble Vice-Chancellor,
Central University of Punjab, Bathinda
- Patron:** **Prof. P. Ramarao,**
Dean, Academic Affairs, Central University of Punjab, Bathinda

Coordination Committee

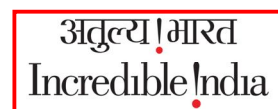
- Convenor:** **Dr. Pabitra Kumar Mishra,**
Associate Professor, Centre for Economic Studies, Central University of Punjab, Bathinda
- Co-Convenor:** **Dr. Jainendra Kumar Verma,**
Assistant Professor, Centre for Economic Studies, Central University of Punjab, Bathinda

Organising Committee

- Member:** **Dr. Sandeep Kaur,**
Assistant Professor, Centre for Economic Studies, Central University of Punjab, Bathinda
- Member:** **Dr. Naresh K. Singla,**
Assistant Professor, Centre for Economic Studies, Central University of Punjab, Bathinda
- Member:** **Dr. Jajati Keshari Parida,**
Assistant Professor, Centre for Economic Studies, Central University of Punjab, Bathinda
- Member:** **Dr. Sesadeba Pany,**
Assistant Professor, Centre for Education, Central University of Punjab, Bathinda
- Member:** **Dr. Biswajit Behera,**
Assistant Professor, Centre for Education, Central University of Punjab, Bathinda
- Member:** **Mr. Satinder Singh,**
Assistant Professor, Centre for Financial Administration, Central University of Punjab, Bathinda
- Member:** **Dr. Vijay Kumar,**
Post-Doctoral Fellow, Centre for Economic Studies, Central University of Punjab, Bathinda

Contact Details:

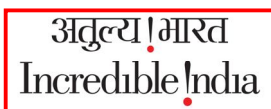
1. Dr. Pabitra Kumar Mishra, Convenor, e-mail: cbpcup2017@gmail.com
2. Dr. Jainendra Kumar Verma, Co-Convenor, Mobile No.: 09919494419





Central University of Punjab

(NAAC Accredited 'A' Grade University)
City Campus, Mansa Road, Bathinda-151001
Centre for Economic Studies



Two-Day National Conference on "Growth Strategies of Tourism in India: Opportunities & Challenges" (29-30 November, 2017)

Please affix
recent photo
here

REGISTRATION FORM

1. RESEARCH PAPER DETAILS

Paper/Article Title: ".....
.....
.....

2. NAME & CONTACT DETAILS

Paper Presenter's Full Name:

Gender: Male/Female

Designation:

University/College/Industry/Company Affiliation:

Address for Correspondence:

Dist:..... State:..... Pin:.....

Mobile No.:..... e-mail:.....

3. ACCOMMODATION DETAILS (Subject to Availability)

Required: Yes/No Type: Twin Sharing

Date of Arrival: Date of Departure:

4. DECLARATION

- a. I have not published this paper anywhere else before.
- b. I shall not cause or involve in any sort of disturbances within or outside the conference venue.
- c. I and all my co-authors have provided the original identity in the paper.
- d. I have informed my Guide/HOD/Principal/Registrar/Co-Author(s) regarding this presentation.
- e. I do declare that all the information given by me is true.

Participant's Signature

Registration Receipt

Received **Rs.150/-** (Hundred Fifty Rupees Only) towards the registration fee of the conference from

Prof./Dr./Mr./Ms./.....

Date:/11/2017

Signature