

UGC- SPONSORED NATIONAL SEMINAR

on

**“TOURISM PLANNING AND DEVELOPMENT IN
INDIA:
SETTING AGENDA FOR TOURISM RESEARCH”**

on

FEBRUARY 28-29, 2012

Organized by

Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra, Haryana (India)

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“TOURISM PLANNING AND DEVELOPMENT IN INDIA: SETTING AGENDA FOR TOURISM RESEARCH

(February 28 – 29, 2012)

WHY THIS SEMINAR?

Research and development goes hand-in-hand. The complimentary relationship between the two has resulted in the realisation of concept of development across the globe mainly in the developed countries. Tourism, as an industry and as an agent of economic change, too, is dependent upon the inputs from the research. The situation in the developing countries like India requires strengthening of this relationship. The tourism research in the developing countries is primarily industry – centric and attends little, comparatively, to the issues related to the tourism planning and development. The planning and policies lays the foundation and sets the direction for growth. The tourism growth in India, so far, doesn't exhibit a sound policy (and planning) support for its domestic, inbound and outbound sectors. At the central and State levels, gaps in the policy and planning affect the inclusive growth of tourism. It is this and similar such concerns which forms the basis of organizing the present seminar “Tourism Planning and Development in India: Setting Agenda for Tourism Research”

PERSPECTIVE

The international tourism has seen unprecedented growth since 1950s rising from 25 million tourists in 1950 to 940 million tourists in 2010. Due to overwhelming performance of tourism and its potential benefits, a number of nations opted for tourism for economic build-up and put tourism on the priority agenda. The developed countries had the advantage of industrialization that prepares the background for the growth of tourism while the developing countries were comparatively at a disadvantageous position. It is only in the recent times that the developing countries have undergone rapid economic changes in the wake of globalisation and are in the process of acquiring a competitive edge to derive greater economic mileage. India too has

responded positively to these changes and has ascended from the position of economic obscurity to emerging economic power.

The growth of tourism in India is yet to make a confident start owing mainly to inadequate response to changes. India is placed at 40th rank in the international tourist arrivals – a position that demands a review of our management and planning approaches. There exists a wider gap between the performance and potential in Indian tourism. The major challenge, thus, is how to bridge this gap. A lot depends upon planning. The planning so far has yielded limited dividends. The planning efforts are to be matched to the contemporary trends and practices by giving due credit to our natural and cultural capital. Planning, as a concept, has multiple dimensions and each dimension requires an independent and in-depth handling.

THEMES

The present seminar “**TOURISM PLANNING AND DEVELOPMENT IN INDIA: SETTING THE FUTURE AGENDA**” has set the following themes for discussion:

- Trends in Tourism Research in Planning and Development
- Development of Inbound, outbound and domestic tourism in India: A Case for better planning
- Tourism in the Five-Year Plans: A Critical Assessment
- Tourism Action Plans and Policies
- Issues of Sustainability in Tourism Policy and Planning
- Role of Information Technology in Sustainable Tourism Planning
- Globalisation and Indian Tourism Market: Response to changes and challenges
- Planning for HRD and Capacity Building in Tourism
- State Tourism Corporations (STCs) and Tourism Development
- Performance and challenges of Aviation and Hotel Industry in India
- Community Participation in Tourism Development
- Planning for Nature-based Tourism

IMPORTANT DATES

- **Last date for submission of abstract: January 15, 2012**

- **Intimation of acceptance of abstract: January 25, 2012**
- **Last date for submission of full-paper: February 10, 2012**

REGISTRATION FEES

- Individual - Rs. 500
- Researchers/Students – Rs. 250
- Delegates with spouse – Rs. 750
- For foreign participants – 100 USD

Please note:

There will be a facility for on the spot registration.

The participants will claim the TA/DA from their respective institute.

GUIDELINES FOR PAPER SUBMISSION

Submission Guidelines for Authors

Writing style

The paper must be written in English and should be easily comprehensible. Articles must be relevant to practices.

Paper length

Articles should be limited to 5000 to 6000 words (10-12, double space typed pages).

Cover page

This should contain a short informative title. No. Names or affiliations- shall appear on the cover page in order to facilitate the blind review.

Title page

The title page shall carry the title of the article along with the names(s) and affiliation(s) of the author(s). Besides, it will carry information of mailing address, telephone and fax numbers, and the e-mail address.

Abstracts & KeyWords.

The abstract shall be of about 150 words, which shall highlight the objectives associated with the article, methodology and the main findings of the research. It shall also mention the key words used in the article.

Biographical Notes

It will carry a brief biographical profile of the author with mention of this current position, professional experience, professional affiliations, area of research interest and about the future projects or researches to be undertaken.

References

For references, the APA Style Sheet shall be followed.

Tables & Illustrations

The tables and figures should be ordered in Arabic numerals and cited in the text. Tables should contain a brief descriptive title and short column heading. Important details should be footnoted under each table. Each figure should have an accompanying legend containing descriptive details. In the text, all illustration's charts and maps should be referred to as figures.

Page Proofs/ Reprints

The authors shall get a copy of the journal.

Evaluation Criteria

Submission will be blindly reviewed by two referees. Acceptance of submission is based on significance- theoretical and empirical, methodological soundness, logical clarity and innovativeness.

Copy Right & Originality

Copyright ownership of the manuscript should be transferred officially to the department of tourism and hotel management, Kurukshetra University, Kurukshetra -136119 Haryana (India).

Last date for submitting the full paper will be January 30, 2009.

One hard copy and the soft copy of the paper in the above mentioned format should be submitted to:

Prof. S.S.Boora, Director Seminar & Co-ordinator, SAP, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra- 136119 (Email: surjitboora@gmail.com)

OR,

Mr. Surjeet Kumar (Organizing Secretary), Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra- 136119 (E-mail: surjeetkumar.kuk@gmail.com)

REGISTRATION FORM

**“TOURISM PLANNING AND DEVELOPMENT IN INDIA: SETTING AGENDA FOR
TOURISM RESEARCH”**

FEBRUARY 28-29, 2012

Name.....

Designation.....

Institute/Company.....

Address for correspondence.....

City..... State

Country.....

Phone (Office)..... Mobile.....

Fax..... E-Mail.....

Title of the paper.....

.....

Payment Details.....

Amount..... Bank.....

Draft No..... Date.....

Accommodation Required: (Yes) (No)

Travel Plan:



Date.....Signature.....

Note: Send your registration to:

SAP Coordinator/ Organizing Secretary, Department of Tourism & Hotel Management,
Kurukshetra University, Kurukshetra-136119

TEL: 91-1744-238297

ABOUT THE HOST

ABOUT KURUSHETRA

Kurukshetra is probably the most famous religious site in India and one of the most ancient places of pilgrimage in the world. The name of Kurukshetra derives from a tribe, Kuru. By the evidence of its name and its archaeological remains there can be no doubts that Kurukshetra was occupied by the Aryans. The city is said to be as old as the Rigveda, and was also called Saryanvat.

According to Mahabharat the land between the Saraswati and Drishdvati was called Kurukshetra, which covered an area of five yojanas in radius. The territory between Tarantuka and Arantuka and between Machkruka and Ramhrada is called Kurukshetra, Samant Panchaka and the Northern Veda of Brahma. Kurukshetra derives its religious sanctity from more than one source. Its religious importance has been described as the land of righteousness in Rigveda, Sathpath Brahman, Jabali Upanishad, Puranas, Bhagwat Gita, Mahabharat and other religious books.

Kurukshetra has been declared as the land of Dharma or righteousness in the very first shloka of Srimadbhagwad Gita and it is quite evident that the name Kurukshetra was prevalent even before the great war of Mahabharat. It was after the name of King Kuru, the ancestor of Kauravas and Pandavas this place was called Kurukshetra. Prior to the name of Kurukshetra this place of pilgrim was known as 'Brahmkshetra', 'Bhrigukshetra', 'Aryavart' and 'Samant Panchak ' etc. All these names can be found in the holy pages of Mahabharat.

HOW TO REACH

Kurukshetra town lies in the North Eastern part of Haryana State and is about 160 Kilometers North of Delhi, 39 Kilometers North of Karnal and 90 Kilometers South of Chandigarh. It is at distance of about 6 kilometers from Pipli an important road junction on the National Highway No.1 popularly called the Grand Trunk Road.

Kurukshetra Railway Station, also called the Kurukshetra Junction is located on main Delhi-Ambala Railway line. There are two bus stands in Kurukshetra and one is at Pipli which is on the National Highway and easily accessible for the visitors coming from every corner of world.

ABOUT KURUKSHETRA UNIVERSITY

Located in Kurukshetra, the land of the Bhagwadgita **Kurukshetra University** is a premier institute of higher learning in India. It is spread over 400 acres of land on the south bank of the holy Brahm Sarovar. Its foundation stone was laid on 11 January 1957 by Bharatratna Dr.Rajendra Prasad, the first President of the Indian Republic. Since then it has aimed at pursuing excellence in teaching and research in science, technology, humanities, social sciences, performing arts and sports.

Today, Kurukshetra University is offering world-class education to students from throughout India and other countries by providing a learning experience designed to develop intellectual abilities, as well as social, moral and ethical values. The University is equipping its students with the skills, insights, attitudes and practical experience that will enable them to become discerning citizens.

The University's programs combine the enduring value of a liberal arts education with the skills and experience offered by professional departments. The University has 445 teaching faculty members. The University also has 457 affiliated colleges and institutes in the Districts of Ambala, Panipat, Kaithal, Yamuna Nagar, Hisar, Fatehabad, Jind, Karnal, Sirsa, Kurukshetra and Panchkula.

The Campus of the University has often been rated as one of the most beautiful campuses in India. It resembles a large, self-contained village with lecture theatres, seminar rooms, accommodation, cafeterias, canteens, shops and sports facilities, libraries and laboratories. The most remarkable feature of the campus is the seamless interconnection of nature and the built environment. There are a number of lush green gardens, water fountains and sidewalks which provide an ideal environment on the campus for study and leisure.

ABOUT THE DEPARTMENT OF TOURISM & HOTEL MANAGEMENT

The department proudly stands in the World directory of Tourism Education and the training institutions of World Tourism Organization (**UNWTO**). The department is appreciated to be a pioneer of higher learning in Tourism and Hotel Management in the country. The young and multi-disciplinary faculty of the department is dedicated to transform it in learning centre par excellence at the National as well as at International level. It is covered under **SAP DRS-PHASE I OF UGC**. The department has quality infrastructure and latest learning resources supplemented by electronic equipments and a rich library. This all provides a fertile ground for teaching-learning environment and the students at the national level strive to seek admission in this department as their first choice.

The department is, in fact, known for its contribution in the following areas:

- Pioneer and Trendsetter in Tourism & Hospitality Education
- Research
- Linkage with the Industry
- Organization of various Seminars and Conferences
- Innovation in Teaching
- Contribution to academic bodies like UGC, other Universities and Open Schools

The Department has a long history of organizing fruitful interactive programmes on the contemporary issues concerning growth and development of Indian tourism industry. The Department has organized the following seminars and/or conferences:

- Seminar on Contemporary Issues in Tourism March 3-5, 1994
- A seminar on Domestic Tourism January 17-19, 1996.

- Seminar on Pilgrimage Tourism A focus on Kurukshetra October 11-13, 1996
- A National Seminar on Indian Tourism Introspection, Prognosis and Strategic Models March 8-10, 1999
- A Talk on Tourism and International Understanding Sept. 23,2000
- UGC sponsored Teacher Development Programme May 29 to June 18 1999
- Seminar on Conclave on Heritage Tourism Discourse on Gita & Marketing the new Destination Kurukshetra Dec 1, 2003.
- National seminar on tourism education & Contemporary issues on March 26-27, 2005
- International seminar on Global tourism issues & challenges on March 28-30, 2005
- National seminar on tourism Development, impacts and future strategies February 23-24,2007
- Workshop on Tourism/Hospitality Education: Issues & Perspectives, September 6, 2008
- Two day celebration event on the occasion of World Tourism Day held on September 26-27, 2008
- National seminar on Tourism Education: Meeting H R Challenges for Future held on February 23-24, 2008.
- National seminar on Kurukshetra: Planning for World Heritage City held on December 08, 2008.
- National seminar on Changing Paradigms in Indian Tourism and Hospitality: Implications for Growth and Sustainability held on March 16-17, 2009.
- One day Director's workshop on "Future Directions of Tourism & Hospitality Management Education in India" (under SAP) on Feb 20, 2010.
- One Day tourism awareness program in "Buddhist tourism in Haryana" on 14th Sept, 2010.

DEPARTMENTAL JOURNAL

The department also publishes annual Journal with the title "**The Indian Journal of International Tourism and Hospitality Research**" (ISSN No. – 0974-2913). The Journal is dedicated to advancement of comprehensive research in tourism and hospitality industry. The Journal intends to establish a dialogue for both empirical as well as theoretical papers encompassing wide range of issue pertaining to recent advances in tourism and hospitality.

Selected papers will be published in the forth coming edition of the department journal.