



## **Report on National Seminar on “Development of Tourism Industry in India (Issues & Challenges)”**

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

**Date of Event : November 16, 2017 to November 17, 2017**

**Venue : Conference Hall, Department of Management Studies, GGV Bilaspur**

**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

**Introduction**  
Tourism in India has the potential to create employment generation and inclusive growth. Studying the significance of tourism sector in the economy, the Government of India has announced the National Tourism Policy 2002 to promote and ensure a systematic growth of tourism.

An analysis of data of Ministry of Tourism reveals, tourist arrivals in India is showing an increasing trend. The number of overseas and foreign tourists has shown a significant growth over the years. Foreign tourists arrivals increased by 14% in 2015 in comparison to 2014 which increased from 76.79 lakhs to 87.27 lakhs. India's share in international tourist arrivals also shows significant improvement. In 1999, share of India in international tourist arrivals in world was 0.39%, which has now gone up to 0.88% and consequently India's rank in share of international tourist arrivals in the world has gone up from 10th to 6th rank.

Similarly, India's share in international tourist arrivals in Asia and Pacific was 3.07% in 1999 which had gone up to 5.03% in 2015. Rank wise India has improved by rank from 10th position to 7th position. India's share in International Tourist receipt was only 1.82 per cent. Though these figures show a positive trend, it remains to be achieved to boost tourism development in India. Even after a clear tourism policy, we have not been able to achieve the 7% foreign tourist arrivals in the world.

Similarly, we analyse challenges 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 24.4% and 17.7% in domestic and foreign tourist visits between 2014 and 2015. Chhattisgarh occupies the 10th position in terms of international tourist arrivals. It is 15th in 2014 and 16th in 2015 in terms of international 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 tourist arrivals in the world. India is said to be a country of different cultures, regions and cultural heritages but we have not been able to market these features to the tourists and therefore, there is a high concentration of the tourists in the major cities in India and hence, low foreign tourist arrivals in India.

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

**Objectives:**  
The objectives of the seminar are:-  
• 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:  
• Tourism/Marketing  
• 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 sub-themes, 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 and presentations.

**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 last 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 [tourismseminar@ggv.ac.in](mailto:tourismseminar@ggv.ac.in) and [boardsecr\\_m@rediffmail.com](mailto:boardsecr_m@rediffmail.com)

**Important Dates:**  
Last date for receiving Abstracts: 21st October, 2017  
Acceptance of Abstracts: 28th October, 2017  
Last date for Submission of Full Paper: 31st October, 2017

**Registration Fee:**

Sl. No.	Category of Participants	Registration Fee
1	Students	Rs. 300/-
2	Research Scholars	Rs. 400/-
3	Faculty	Rs. 1000/-
4	Industry Executives	Rs. 1500/-

**Organising Committee:**  
Chief Patron:  
Prof. Anja Gupta  
Vice-Chancellor  
Patron:  
Prof. S.N. Tiwary  
Registrar

Chairman:  
Prof. V.S. Raghava  
Dean, School of Management & Commerce

Advisory Committee:  
Prof. Navin Kumar, Department of Management Studies  
Prof. S.V.S. Chauhan, Department of Management Studies  
Prof. L.P. Patil, Department of Management Studies  
Prof. Pradeep Shukla, Department of History

Convener:  
Dr. B.D. Mishra  
Head, Department of Management Studies

Organising Secretary:  
Dr. (Mrs.) B.S. Pandey  
Assistant Professor, Department of Management Studies

Co-Organising Secretaries:  
Dr. Vineet Singh, Department of Commerce  
Dr. Badheshwar Prasad Singhrao, Department of Commerce  
Dr. Anil Manglik, Department of Commerce

For further queries please send mail to:  
[tourismseminar@ggv.ac.in](mailto:tourismseminar@ggv.ac.in)

Contact Details:  
Dr. B.D. Mishra  
Department of Management Studies  
Guru Ghasidas Vishwavidyalaya, Bilaspur-495009  
Chhattisgarh  
E-Mail: [boardsecr\\_m@rediffmail.com](mailto:boardsecr_m@rediffmail.com)  
Mobile: 98932 58102, 9430076967, 75874 39167  
Dr. (Mrs.) B.S. Pandey  
Department of Management Studies  
Guru Ghasidas Vishwavidyalaya, Bilaspur-495009  
Email: [bs.pandey@ggv.ac.in](mailto:bs.pandey@ggv.ac.in)  
Mobile: 97523 82409

Registration fee could be paid online through the payment portal of Allahabad bank (SBI) as provided in university website ([www.ggv.ac.in](http://www.ggv.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 (created 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 aptly named to honour the great Sarama Saint, Guru Ghasidas, who championed the cause of the downtrodden and waged a stern less struggle against all forms of social evils. The University provides an elite 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 Urmil Bharat Aikya 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 give our students the best 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:  
• Master of Business Administration-2 year (Full Time) four semesters  
• Doctoral Research in Management (Ph.D.)

**About Bilaspur:** The second 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 weaves (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 Subhvaraha temple, temple at Raipur, Jagann, Mahabhar, Bilaspur is well connected by train 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 Swarni Vaidyanath Airport at Raipur. It is well connected with other cities like Mumbai, Kolkata, Delhi, Chennai, Nagpur, Bangalore, Hyderabad and Vidisha/Amritsar.

### **Brochure of National Seminar on “Development of Tourism Industry in India (Issues & Challenges)”**



### Details of Event Proceedings

Date (DD-MM-YYYY)	Details of the Session	Details of Resource Person	Number of Participants
November 16, 2017	Day 1:  Tourism in Chhattisgarh : Prospects & Problems	Prof. Sampad Swain Professor, Department of Tourism Management IGNTU, Amarkantak	69
		Prof. LS Nigam Former Head & Dean, School of Studies in Ancient Indian History, Culture Archaeology, Pt. RSS University, Raipur	
		Prof. G Anjaneya Swamy Dean, School of Management, Pondicherry University, Pondicherry	
		Prof. Sitikantha Mishra Former Director Indian Institute of Tourism & Travel Management, Gwalior	
		Prof. Harish Kumar Professor, Department of Management Studies Guru Ghasidas Vishwavidyalaya, Bilaspur	



		<p><b>Prof. J M Mishra</b> Head, Department of Tourism Management IGNTU, Amarkantak</p>	
		<p><b>Prof. R K Brahme</b> Professor, SOS in Economics, Pt. RSS University, Raipur</p>	
		<p><b>Prof. Pradeep K Shukla</b> Professor, Department of History Guru Ghasidas Vishwavidyalaya, Bilaspur</p>	
		<p><b>Prof. D N Parihar</b> Director, Institute of Tourism &amp; Hotel Management, Pt.RSS University, Raipur</p>	
<p><b>November 17, 2017</b></p>	<p><b>Day 2:</b>  <b>Tourism in Chhattisgarh : Prospects &amp; Problems</b></p>	<p><b>Prof. Atul Pandey</b> Head, Department of Business Administration APS University, Rewa</p>	<p><b>48</b></p>
		<p><b>Dr. T K Das</b> Director, Medical Services TRL Krosaski Ltd. Belpahar</p>	
		<p><b>Prof. LP Pateriya</b> Professor, Department of Management Studies Guru Ghasidas Vishwavidyalaya, Bilaspur</p>	
		<p><b>Prof. Ashish K Shrivastav</b> Director, Institute of Management</p>	



		Pt. RSS University, Raipur	
		Prof. Bhagwan Das Dean School of Management F.M. University, Balasore	
		Prof. SVS Chauhan Professor, Department of Management Studies Guru Ghasidas Vishwavidyalaya, Bilaspur	
November 17, 2017	Valedictory Session	Prof. Anjila Gupta Vice Chancellor Guru Ghasidas Vishwavidyalaya, Bilaspur	
		Prof. Sandeep Kulshreshtha Director, Indian Institute of Tourism & Travel Management, Gwalior	
		Prof. V S Rathore Dean School of Management & Commerce Guru Ghasidas Vishwavidyalaya, Bilaspur	

### **A Brief Abstract of the Event**

Department of Management Studies Guru Ghasidas Vishwavidyalaya, Bilaspur, (C.G.) organized two days National Seminar on “Development of Tourism Industry in India (Issues & Challenges) on 16 & 17 November, 2017. The Seminar was sponsored by Ministry of Tourism, Government of India, New Delhi.

The objectives of the seminar was 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.

The inauguration of the seminar took place in Rajat Jayanti Sabhagaar of the University. The welcome address was given by Dr. B.D. Mishra Head, Department of Management Studies and the presidential address was given by Prof. V.S. Rathore Dean, School of Management & Commerce. Prof. Anjila Gupta Vice Chancellor of the University mentioned that Chhattisgarh is one of the hot spot of tourism in India especially in Tribal tourism. She also highlighted the role of different departments in promoting tourism in India. After the inaugural ceremony, the technical sessions of the seminar started which is as follows:

### Technical Sessions

**Day -01**  
**16/11/2017**

#### Technical Session - II - 2.30 PM - 4.30 PM

**Venue: Conference Hall, Department of Management Studies**

**Chairperson** : **Prof. Sitikantha Mishra**  
Former Director  
Indian Institute of Tourism & Travel Management,

Gwalior

**Guests of Honour** : **Prof. Harish Kumar**  
Professor, Department of Management Studies  
Guru Ghasidas Vishwavidyalaya, Bilaspur  
**Prof. J M Mishra**  
Head, Department of Tourism Management  
IGNTU, Amarkantak

**Paper Presentations** :

#### Technical Session - II - 2.30 PM - 4.30 PM

**(Parallel Session)**

**Venue: Room No -11, Department of Management Studies**

**Chairperson** : **Prof. R K Brahme**  
Professor, SOS in Economics  
Pt. RSS University, Raipur

**Guests of Honour** : **Prof. Pradeep KShukla**  
Professor, Department of History  
Guru Ghasidas Vishwavidyalaya, Bilaspur  
**Prof. D N Parihar**  
Director, Institute of Tourism & Hotel Management



Pt.RSS University, Raipur

**Paper Presentations :**

**Day -02**  
**17/11/2017**

**Technical Session - III - 10.00AM - 12.00 NOON**  
**Venue: Conference Hall, Department of Management Studies**

**Chairperson : Prof. AtulPandey**  
Head, Department of Business Administration  
APS University, Rewa

**Guests of Honour : Dr. T K Das**  
Director, Medical Services  
TRLKrosaski Ltd.Belpahar

**Prof. LP Pateriya**  
Professor, Department of Management Studies  
Guru GhasidasVishwavidyalaya, Bilaspur

**Paper Presentations :**

**Tea Break - 12.00 NOON - 12.15 PM**

**Technical Session - IV - 12.15 PM - 1.30 PM**  
**Venue: Room No.-11, Department of Management Studies**

**Chairperson : Prof. Ashish K Shrivastav**  
Director, Institute of Management  
Pt. RSS University, Raipur

**Guests of Honour : Prof. Bhagwan Das**  
Dean School of Management  
F.M. University, Balasore

**Prof. SVS Chauhan**  
Professor, Department of Management Studies  
Guru GhasidasVishwavidyalaya, Bilaspur

**Paper Presentations :**

**Lunch Break -1.30 PM -2.30 PM**

**Valedictory Session 2.30 PM -**  
**Venue: Conference Hall, Department of Management Studies**

**Chairperson : Prof. Anjila Gupta**  
Vice Chancellor  
Guru GhasidasVishwavidyalaya, Bilaspur

**Guest of Honour : Prof. SandeepKulshreshtha**

Management

Director, Indian Institute of Tourism & Travel

**Guest of Honour**

Gwalior

**: Prof. V S Rathore**

Dean School of Management & Commerce  
Guru Ghasidas Vishwavidyalaya, Bilaspur

The two days programme came to end with the vote of thanks proposed by Dr. B.B. Pandey, Assistant Professor, Department of Management Studies.



**Prof. Anjila Gupta, Vice Chancellor briefing the participants during the Valedictory Session on 17th November 2017**

गुरु घासीदास विश्वविद्यालय  
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)  
कोनी, बिलासपुर - 495009 (छ.ग.)



Guru Ghasidas Vishwavidyalaya  
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)  
Koni, Bilaspur - 495009 (C.G.)

अतुल्य भारत  
Incredible India

*Invitation*

The Department of Management Studies  
invites you to the  
Inaugural Function of the  
National Seminar on  
Development of Tourism Industry In India  
(Issues & Challenges)  
**Prof. Sitikantha Mishra**  
(Former Director, Indian Institute of Tourism &  
Travel Management, Gwalior)  
will be the guest of honour  
**Prof. G.A. Swamy**  
(Dean, School of Management, Pondicherry  
University, Pondicherry)  
will be the keynote speaker  
**Prof. Anjula Gupta**  
(Vice-Chancellor, Guru Ghasidas Vishwavidyalaya)  
will be the Chairperson  
Your gracious presence is solicited

**Venue : Rajat Jayanti Sabhagaar**  
**Date & Time : 16-11-2017, 10:00AM**

<b>Dr. (Mrs.) B.B. Pandey</b> Organising Secretary	<b>Dr. B.D. Mishra</b> Convener & HOD
---	--

**Invitation Card and Rangoli made during the National Seminar on 17th November  
2017**

*Blushi*  
अध्यक्ष  
HEAD  
प्रान्ध अध्ययन विभाग  
Department of Management Studies  
गुरु घासीदास विश्वविद्यालय  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छत्तीसगढ़)  
Bilaspur (Chhattisgarh)