

# National Seminar on Emerging Dimensions of Tourism in India: Opportunities & Challenges

13<sup>th</sup>-14<sup>th</sup> February 2015

Venue:

**Friday, 13th February 2015**

University Commerce College, JLN Marg Jaipur

**Saturday, 14th February 2015**

St. Wilfred's PG College, Meera Marg, Mansarovar, Jaipur

Organised by



**University Commerce College**

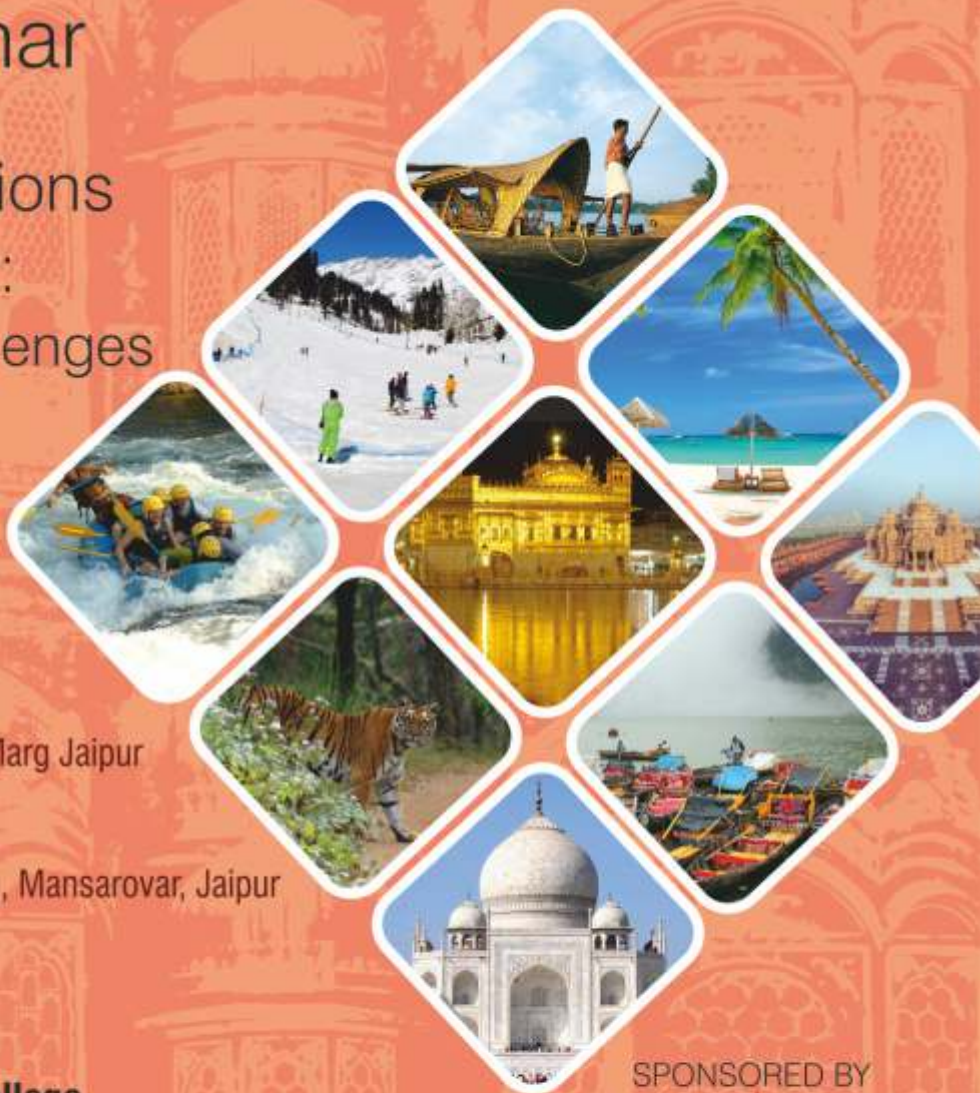
University of Rajasthan, Jaipur

In collaboration with



**St. Wilfred's Group of Colleges**

Jaipur



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**ICSSR, New Delhi**



## About the Seminar

Tourism is a sunrise industry of the 21st century and an engine of economic development. As a sequel, tourism planning and policies lay the foundation and set the direction for economic growth. It may be noted that due to over whelming performance of tourism and its potential benefits, a number of countries opted for tourism for their economic development and put tourism on their priority agenda. Undoubtedly, there is great potential for growth and development of tourism in India too. The need of the hour is to revamp and redraft tourism policies and create an environment conducive to growth of tourism industry. Tourism has been included among the twenty five sectors identified under the 'Make in India' campaign launched recently by the Government of India. Tourism in India accounts for 6.8% of the GDP in India and is the third largest foreign exchange earner for the country. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. India is the 16th most visited country in the world, with a share of 1.56% in the world's tourism receipts. India stands 42nd in the United Nations World Tourism Organisation rankings for foreign tourist arrivals. A growing recognition of tourism's contribution to employment and economic growth, the availability of better infrastructure, focused marketing and promotion efforts, liberalisation of air transport, the growth of online travel portals, growing intra-regional cooperation and more effective public private partnerships are seen as key drivers for tourism in the next decade. It is heartening that our Prime Minister in the 6th BRICS Conference held at Brazil in 2014 announced inclusion of Tourism in 5 Ts, a strategy for reviving India.

In this two days National Seminar an endeavour will be made to review the existing tourism policies and marketing strategies and deliberate on emerging issues like Medical Tourism, Eco Tourism, Rural Tourism, Culture Tourism, Niche Tourism, Wildlife Tourism, Adventure and Sports Tourism, Education Tourism, Yoga Tourism, etc. The Seminar will provide a platform for academicians, researchers, experts on tourism, tour and travel agents and professionals connected with tourism industry to have wide ranging discussions on emerging dimensions of tourism in India, particularly in the context of globalization and the most recent Make in India campaign.





# About the Organisers

## UNIVERSITY COMMERCE COLLEGE

'COLLEGE WITH POTENTIAL FOR EXCELLENCE'

The University Commerce College is one of the biggest colleges of the University of Rajasthan having about 5,000 students on roll. The University Grants Commission has recognized the College as "College with Potential for Excellence (CPE)".

Apart from traditional courses like B.Com (Pass Course) and B.Com (Hons.) the College has gained prominence in recent years in running professional courses - BBA and BCA. The College has organised the All-India Commerce Conference twice, in 1977 and 1995. It also successfully organised various National & International Seminars and Conferences such as 'Changing Perspectives in Management Education' (2004), 'Globalisation and Changing Business Environment in India 2004, Globalisation: Myth or Reality?' (2005) and 'Emerging Issues in Commerce and Management' (2006). The college organized a National Seminar on "Corporate Governance and Ethical Issues in Changing Economic Scenario" in the year 2009. The college also organized two other seminars in 2009, one National Seminar on "Professional Orientation of Business Education" and one International Seminar on "Rural Marketing". The college has successfully organised a National Seminar on MNREGA: Opportunities and Challenges in 2011.

The College has two big play grounds. The college provides various facilities for promoting games and sports. One student won Gold Medal in All India Inter University Hand Ball Tournament and two students represented Rajasthan Ranji team in the session 2013-14. It also has three A.C. computer labs, having 77 computers and two physics labs for BCA students. The college has a rich library with nearly 2.30 lakh books, many prestigious journals and magazines.

A large number of our students have qualified in professional examinations like CA, CS, ICWA, MBA and MCA courses. In all India C.A. Final Examination held in November, 2014, a student of the college Ankit Mehta (B.Com. Part III, 2013) secured first position in Rajasthan and eighth position at All India Level. The achievements of the College in the field of games and sports, NSS, NCC and Scouting are highly commendable. Recently, some students have been selected in reputed and well established organizations. College has highly qualified and experienced faculty for providing quality education in Commerce, Business and Management and Computer Science.

The college is continuously upgrading its infrastructure in achieving excellence in commerce education in Rajasthan. The college has developed a Smart Class Room, Language Lab and research facility for teachers with the help of the UGC and the University.



## ST. WILFRED'S EDUCATION SOCIETY

'OUR VOYAGE TOWARDS EXCELLENCE'

'Where the mind is without fear, Where the head is held high'- with this mission and aim St. Wilfred's Group of Institutions began its voyage in 2001 with a handful of courses and a few students. With the mantra of, 'not settling down less than excellent', St. Wilfred's Group of Colleges is the pioneer in the field of higher education, in the North India. St. Wilfred's Group of Colleges is a conscious and thoughtful response to a critical need for excellent and relevant education in an innovative and creative framework. When the phenomena of co-education was very obsolete, Shri Suresh Kumar and Dr. Keshav Badaya, the founders of this institution took it as a challenge and initiated first private English medium co-educational institute.

Since its inception in the year 2001 under the aegis of St. Wilfred's Education Society, the group has widened its horizon and is running various professional, post graduate, law, architecture and engineering colleges. The first Campus was established at Mansarovar, Jaipur. With the passage of time, the group has expanded and established its institutes in Rajasthan and Maharashtra, and is running more than 19 educational institutions in North India. Over a time span of 14 years, St. Wilfred Universe boasts of a student population of more than 10,000 and an equally impressive number of faculties. It offers nearly fifty UG and PG academic and professional programmes delivered by a number of faculties via; Business and Law, Education, Arts, Science, Commerce, Engineering and Information Technology and Architecture.

Aided with the well qualified, trained and experienced faculty members, hi-tech infrastructure and appropriate ambience, the group caters to the present need of the learners. We also abet students with the team of experienced and expert counselors on professional as well as personal level. The infrastructure includes spacious and airy learning rooms; well equipped and modern science laboratories and computer labs; well stacked library; auditorium with the sitting capacity of 1000 students; large play grounds; and other facilities of games and sports.

The state-of-art infrastructure makes the most hi-tech campus designed to meet global standards. The St. Wilfred's Group of Colleges focuses on comprehensive development, imbuing values, personality development and emphasis on English and business etiquettes. Innovative and educative programmes such as National level Seminars, Conferences, Workshops, Paper presentations, Symposiums, Exhibitions and interaction with renowned and learned professors, experts of various universities, industry and corporate world; are organized to facilitate integrated education to the students.

The students have enlisted in the merits of the various universities' exams. The students are excelling not only in the field of education but also in the field of sports and co-curricular activities at both state and national level. We also have Army Officers as our students in various professional PG courses. Our students are also placed in various MNCs in the foreign countries. Many of our students are making their mark in the Indian Film industry as Actors, directors, Producers, etc. We take pride in our students' achievements and look forward to develop upcoming talents, professionals, entrepreneurs and future nation builders.





# TECHNICAL SESSIONS

## Technical Session I - Tourism Planning & Policy : Emerging Issues

### Sub Themes :

- Make in India Campaign & Tourism
- Tourism Policy
- Tourism organisations (ITDC, STDCs, HCI, etc.)
- Foreign Tourism and Domestic Tourism
- Tourism Destinations
- Historical Tourism
- Tourism Infrastructure
- Culture Tourism
- Heritage Tourism
- Health and Medical Tourism
- Rural Tourism
- Eco Tourism
- Adventure and Sports Tourism
- Niche Tourism
- Wildlife Tourism
- Education Tourism
- Yoga Tourism
- Sustainable Tourism

## Technical Session II- Impact of Tourism

### Sub Themes

- Economic impact
- Social impact
- Cultural impact
- Impact on Environment

## Technical Session III-Tourism Accounting and Marketing

### Sub Themes

- Hotel Accounting
- Travel and Transport Accounting
- Hospitality
- Tourism Product
- Tourism Market
- Total Quality Management
- Marketing Strategies
- Tour operators, Agents, Guides, Travel Agencies
- Technology and Information System
- Role of Media in Tourism Marketing





**Registration fee :**

Rs. 600 for Teachers and Academicians

Rs. 400 for Research Scholars/Students

Rs. 1000 for Professional Institutes /Organizations

Registration fee can be deposited by D.D. in favour of Director, National Seminar on Tourism 2015, University Commerce College, Jaipur or by cash to any of one of the following teachers in PG. School of Commerce till 8th February, 2015:

1. Dr. Pradhuman Adesra /Dr. Anoop Kumawat, Department of ABST, UOR, Jaipur
2. Ms. Poonam / Ms. Dimple, Department of Business Administration, UOR, Jaipur

**IMPORTANT DATES**

Last date for submission of Abstract : 5th February, 2015

Last date for submission of Full papers : 10th February, 2015

**Address for Correspondence****Prof. Navin Mathur**

Principal, University Commerce College,

J.L.N. Marg, Jaipur-302004

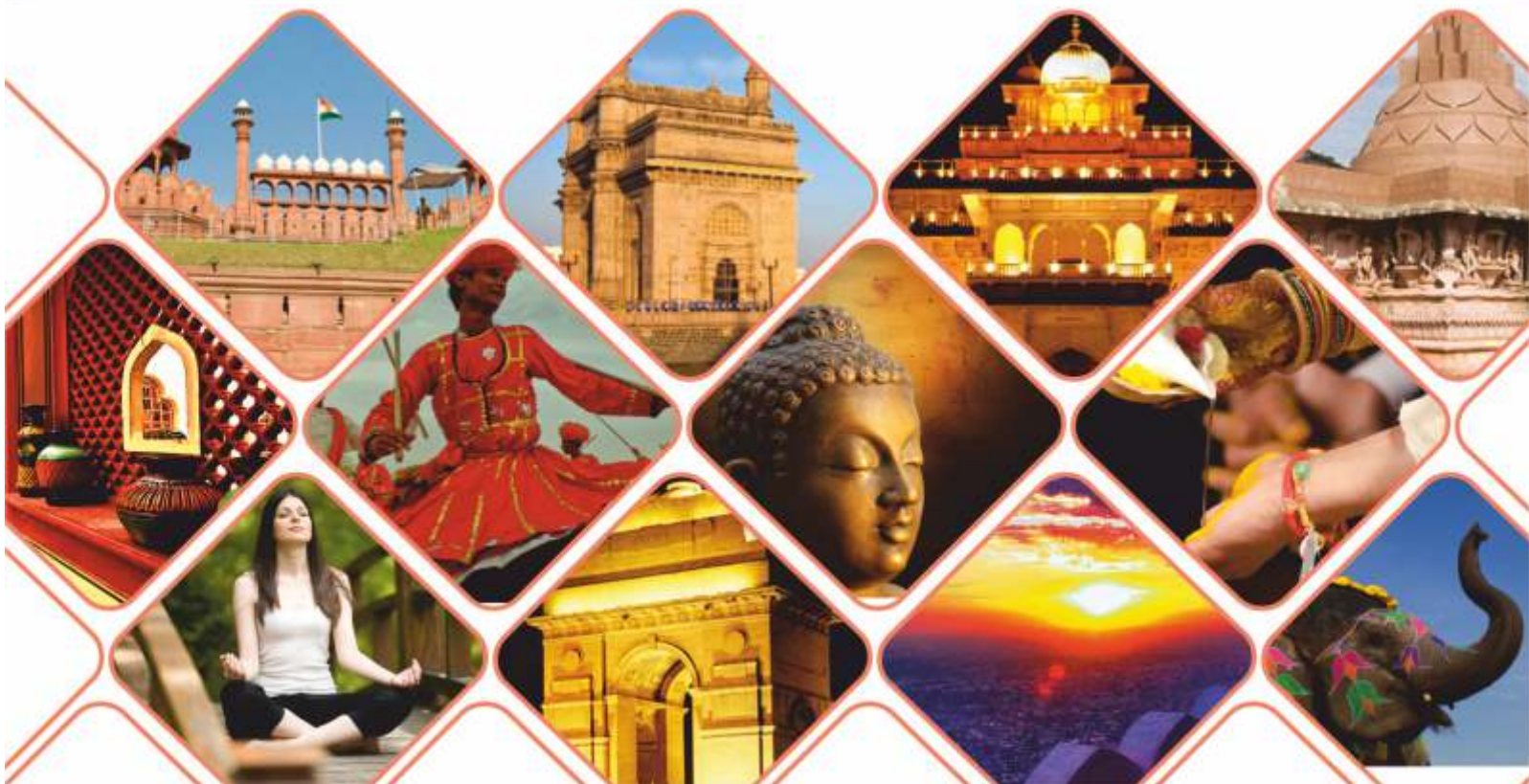
Email:principalcommercecollege@gmail.com

**Dr. Mohar Singh**

University Commerce College

J.L.N. Marg, Jaipur -302004

Email: singh\_mohar@rediffmail.com





# Special Session on Tourism in Rajasthan

## Panel Discussion and Open House Session

1. Rajasthan Tourism in the Global context
2. Tourism Policy of Rajasthan
3. Role of Deptt. of Tourism, RTDC, RITTM & other Government Agencies
4. Tourist Destinations, Fairs and Festivals in Rajasthan
5. Foreign and Domestic Tourists
6. Heritage Tourism
7. Wildlife Tourism, MICE Tourism, etc.
8. Palace on Wheels, Royal Rajasthan on Wheels
9. Tourism Promotion & Marketing Strategies in Rajasthan
10. Travel Agents, Hotels in Rajasthan
11. Tourism Education in Rajasthan
12. Rural Tourism
13. Emerging Issues in Tourism in Rajasthan
14. Opportunities and Challenges of Tourism in Rajasthan

Venue:

**St. Wilfred's PG College,**  
Meera Marg, Mansarovar, Jaipur

Date: 14th February 2015

Time: 9.30 am- 12.30 pm





# IMPORTANT INFORMATION ABOUT VENUE

Date: 13th February 2015

Venue: University Commerce College, Jaipur

Registration: 9.00 am – 10.00 am

Inaugural Session: 10.00 am- 11.00 am

**Technical sessions (Parallel Sessions): 11.30 am -1.30pm**

1. Tourism Planning and Policy
2. Impact of Tourism
3. Tourism Accounting and Marketing

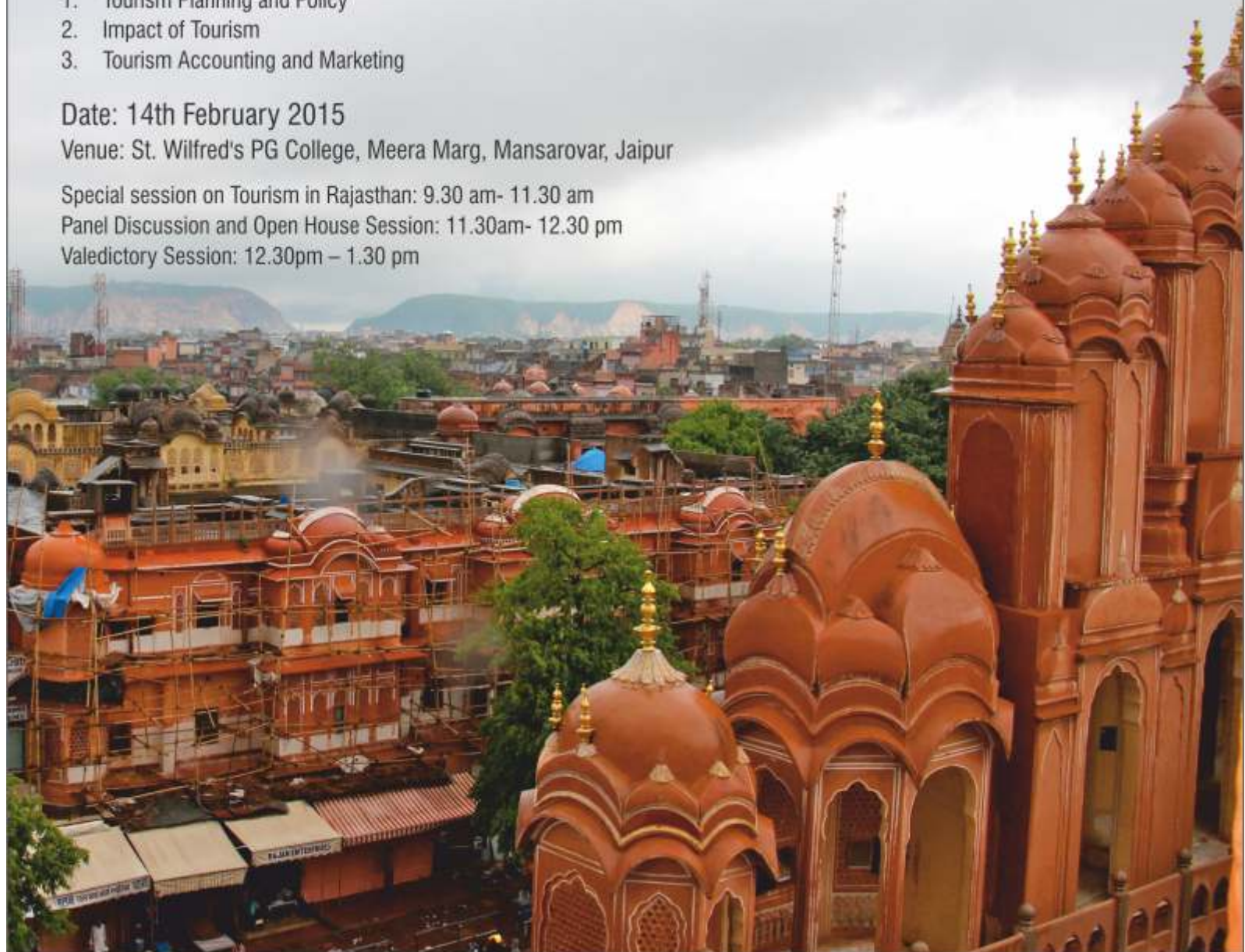
Date: 14th February 2015

Venue: St. Wilfred's PG College, Meera Marg, Mansarovar, Jaipur

Special session on Tourism in Rajasthan: 9.30 am- 11.30 am

Panel Discussion and Open House Session: 11.30am- 12.30 pm

Valedictory Session: 12.30pm – 1.30 pm



# ORGANISING COMMITTEE

## CHIEF PATRON

Shri Hanuman Singh Bhati, IAS  
Vice Chancellor  
University of Rajasthan

## PATRON

Prof. P K Kotia  
Dean, Faculty of Commerce  
University of Rajasthan

## SEMINAR DIRECTOR

Prof. Navin Mathur  
Principal  
University Commerce College

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University of Rajasthan

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Hony. Secretary,  
St. Wilfred's P G College

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Head, Deptt. of ABST  
University of Rajasthan

Dr. N M Sharma  
Member, Managing Committee,  
St. Wilfred's P G College

Prof. Kshama Agarwal  
Deptt of EAFM  
University of Rajasthan

Dr. Akhil Shukla  
Member, Managing Committee,  
St. Wilfred's P G College

## SEMINAR CONVENER

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Vice Principal  
University Commerce College

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Vice Principal

Dr. V K Gupta  
Vice Principal

Dr. Pradeep Sharma  
Vice Principal

Dr. Dilip Singh  
Vice Principal

## ORGANISING SECRETARY

Dr. Mohar Singh  
Associate Professor  
University Commerce College

Organised by



**University Commerce College**  
University of Rajasthan, Jaipur  
Ph. : 0141- 2710483



**St. Wilfred's Group of Colleges,**  
Mansarovar, Jaipur  
Ph. : 0141-2780436, 2780904



# National Seminar

on

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## REGISTRATION FORM

1. NAME \_\_\_\_\_

2. DESIGNATION \_\_\_\_\_

3. ORGANISATION \_\_\_\_\_

4. OFFICIAL ADDRESS \_\_\_\_\_

5. RESIDENTIAL ADDRESS \_\_\_\_\_

6. CONTACT NUMBER \_\_\_\_\_

7. EMAIL \_\_\_\_\_

8. TITLE OF PAPER \_\_\_\_\_

9. REGISTRATION FEES \_\_\_\_\_

Date \_\_\_\_\_

(Signature) \_\_\_\_\_