

Pondicherry University

Pondicherry University has recently celebrated its silver jubilee and is widely acknowledged as the fastest-growing Central University with 300 per cent growth during the XI plan. The University, located on the Bay of Bengal, is spread over 780-acres of sprawling lush green Wi-Fi enabled campus with state-of-the-art buildings. The University offers traditional and professional programs along with add-on courses across 15 schools and 46 different departments, centers, and chairs. The iconic Silver Jubilee Campus itself is a true testimony for infrastructure development.

Department of Tourism Studies

The Department of Tourism Studies, known for its pioneering role in introducing tourism education and actionable research, is a premier university-based higher learning center. Ever since its inception in 1991, the Department has been consistently in achieving student placements, research outputs and extension activities. The Department has carved a niche for itself and has emerged as a premier brand in the South-Asia region.

Destination Puducherry

Puducherry is the abode of Sri Aurobindo and The Mother. The UT is synonym to peace and harmony. The typical tranquility and spiritual exuberance of Puducherry beckons the sojourners to visit the cosmopolitan city. The unique French heritage and culture, along with idyllic beaches, backwaters, cuisine, handicrafts, yoga & meditation and ayurveda have set Puducherry apart from other destinations in the world. Thus, participation in the seminar will give you a wonderful opportunity for visiting these places of interest. Puducherry is well connected by regular bus services from all major cities of South India, including Chennai, Bangalore and Trivandrum. There are a couple of weekly trains connecting Puducherry with other major cities in South and Eastern part of India.



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DEPARTMENT OF TOURISM STUDIES

Organises a Two-Day

UGC SAP Sponsored National Seminar
on

**MANAGING TOURISM
BUSINESS FOR SUSTAINABLE
COMPETITIVE ADVANTAGE**

March 23-24, 2012

**SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
PUDUCHERRY
INDIA**



Aims and Rationale

Tourism is twenty-first century's sunrise industry with enormous scope for socio-economic development, national integration and international understanding. The international trade and commerce is considerably influenced by the diverse tourism activities across the globe as its share of contribution is about 9.2 per cent in the global GDP. The year 2010 witnessed 6.7 per cent growth in international tourist arrivals. By the end of June 2011, the international tourist arrivals and tourism receipts to India registered a double-digit growth of 10.9 and 12.1 per cent respectively. India, being one of the developing countries, has been laying much thrust on tourism as a key economic driver. In spite of a meagre share of international tourist arrivals to India, it may be noted that 64 per cent of the total foreign tourists visiting India are from only 10 countries. Furthermore, the share of India in the foreign tourist arrivals and tourism receipts is a mere 0.58 per cent and 1.20 per cent respectively. Therefore, it is no surprise that the position of India is 41st and 22nd in international tourist arrivals and receipts. It is a paradox that India has not received one per cent share of international tourist arrivals, when the Condé Nast Traveler, has projected the country as the fifth best favoured destination in the world. Some model states like Kerala, Rajasthan, Uttar Pradesh, Tamil Nadu, Karnataka, Madhya Pradesh and Haryana have achieved several milestones in inbound and domestic tourism, while the remaining states are yet to get their act together.

Despite the well-defined National Tourism Policy 2002, augmentation of gaining coinage the 11th Five-Year plan outlays for tourism, brand-building exercises, tourism as a focused area in the National Development Council (NDC), and being a credible destination with enormous attractions for all seasons and for all reasons, India's achievements in the tourism front are far from satisfactory. Given the diverse array of attractions, the country would have made remarkable achievements compared to the tiny island nations in the Asia-Pacific region, such as Philippines, Malaysia, Singapore, Thailand, Mauritius, Maldives, etc.

Tourism bodies like IATO, TAAI and PATA Indian Chapter have been sincerely taking coordinated and concerted efforts to elevate India's position in international tourism. However, all these efforts have not yielded the desired results. India's competitive advantages lie in its world-class tourism products, geographical location, peace-loving people, robust economic system, emergence of trade and commerce hub of Asia, talented human resources, etc. Unfortunately, none of these advantages have helped India secure even a one per cent share in international tourist arrivals. Thus, managing tourism business dynamically and strategically will certainly expand the scope for achieving sustainable competitive advantage.

Hence the pertinent questions that arise are: Why all the efforts have not helped India increase its share of international tourist arrivals? Is it an impossible target to achieve? What are the bottlenecks preventing India from reaching a minimum of one per cent? and Is India prepared to receive one per cent international tourist arrivals? The proposed seminar, therefore, is an attempt to seek answers for these questions.

With this backdrop, the seminar will provide a platform for academicians, industry executives, research scholars, students, NGOs, administrators and local community to ponder over and present their perspectives on issues and challenges pertaining to the infrastructure, marketing and publicity, policy and planning, strategic management, supply chain, logistics, finance, human resource development, etc.

Objectives

- To discuss and deliberate on the long-standing issues affecting the prospects of Indian Tourism;
- To formulate strategic interventions for repackaging Indian Tourism;
- To provide academic support to tourism stakeholders for achieving one percent share of international tourist arrivals; and
- To sustain and manage India's competitive advantage in Tourism.

Subthemes for Research Papers

The subthemes include:

- Tourism Branding and Marketing
 - Sales and Distribution Management
 - Strategic Management in Tourism
 - Customer Relationship Management
 - Quality Management in Tourism
 - Public Private Partnership
 - Human Resource Management
 - Supply Chain Management
 - Financial Management and
 - Tourism Entrepreneurship and Business models
- with special reference to tourism business in India along with a focus on Sustainable Tourism, Alternative Tourism and Responsible Tourism.

Submission Guidelines

The abstract of the proposed research paper should not exceed **250 words**. The full length paper should be presented in a very logical manner with a maximum of **5000** words. Contact details of authors (address, email, telephone and fax numbers) must feature in a separate first page; followed by title of the paper and Abstract. The reference style of the full length paper must be made in **APA** style. **Font size: Times New Roman, space: 1.5 and justified.**

Guidelines for Abstracts and Full Paper

The abstracts and full papers will be reviewed by a group of experts. Acceptance of the same for presentation and publication will be communicated to the author(s).

Key dates

Abstract Submission Last Date	: November 30, 2011
Acceptance of Abstracts	: December 10, 2011
Full Paper Submission	: February 15, 2012
Registration Opens	: February 15 - 23, 2012

Registration Fee

Sl. No.	Category of Participants	Registration Fee
1	Faculty	Rs.1000/-
2	Industry Executives	Rs.1500/-
3	Research Scholars	Rs. 800/-
4	Students	Rs. 500/-

Venue and Date

The seminar is scheduled to be held on 23-24 March, 2012 at the School of Management Auditorium, Pondicherry University, Puducherry, India.

Time	Day 1 23.03.12	Day 2 24.03.12	Day 3 25.03.12
8.30 a.m. - 9.30 a.m.	Registration	Breakfast	
9.30 a.m. - 11.30 a.m.	Inauguration	Technical Session- III	
11.30 a.m. - 11.45a.m.	Tea Break	Tea Break	Half day city tour
11.45 a.m. - 1.30 p.m.	Technical Session-I	Technical Session-IV	
1.30 p.m. - 2.30 p.m.	Lunch Break	Lunch Break	
2.30 p.m. - 4.30 p.m.	Technical Session-II	Valedictory Function	

Payment towards registration fee can be sent in the form of demand draft in favour of **The Head, Department of Tourism Studies, Pondicherry University**, drawn in any nationalized bank, payable at Pondicherry. Spot registration across the counters by cash payment is also available.

Fee includes ISBN Book to be published by the Himalaya Publishing House Pvt. Ltd. and seminar kits along with local hospitality (accommodation, lunch and sightseeing).

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