



इंदिरा गाँधी राष्ट्रीय जनजातीय विश्वविद्यालय, अमरकंटक, मध्य प्रदेश
Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh

INTERNATIONAL SEMINAR (ONLINE MODE)
ON
ROADMAP FOR REVIVAL OF TOURISM INDUSTRY
IN POST COVID-19 SCENARIO : CHALLENGES & OPPORTUNITIES

Organized By
Department of Tourism Management
 Indira Gandhi National Tribal University, Amarkantak (M.P.)



Inauguration by
Prof. Shri Prakash Mani Tripathi
 Honorable Vice Chancellor,
 Indira Gandhi National Tribal University, Amarkantak
 Madhya Pradesh (India)

Chief Guest
Shri Sachidanand Joshi
 Member Secretary
 Indira Gandhi National Centre of Arts (IGNCA)
 Ministry of Culture Government of India, New Delhi

Important Dates & Links

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Last Date for Abstract Submission: 21.07.2020	Registration Link: https://forms.gle/KhrQSDnmsYmW5S9r8
Last Date for Paper Submission : 22.07.2020	Seminar Link: meet.google.com/hsd-esbf-mqz
Last Date for Registration : 23.07.2020	Abstract and paper Submission E-mail ID - rohitborlikar@igntu.ac.in

Date & Time: 24/07/2020, 11.00 am

Venue: Google meet platform **Google meet**

Live <https://www.youtube.com/jeevanyatra>

About Amarkantak:

Puranic name of Amarkantak is Rikshaparvat. Amarkantak is a pilgrimage town and is the origin place of three holy rivers namely Narmada, Sone and Johila. The rivers and the place possess great religious value in the hearts of Hindus which gives this place a distinct identity. It is said that Lord Shiva blessed Narmada Ji with unique purifying powers and it is considered a door-way to 'nirvana'. Amarkantak receives a large number of tourists throughout the year. Apart from being a pilgrimage destination, it is also a popular hill station. A part from the scenic beauty of Amarkantak one can seek spiritual environment of this holy destination including Narmada temple, Kapildhara, Temple of Kalchuri era, Narmada Kund and many Ashrams.

About Indira Gandhi National Tribal University:

Indira Gandhi National Tribal University is a Central University established by an Act of Parliament of India to facilitate and impart quality education, research and extension. Its main campus at Amarkantak is a lush green campus spread over 372 acres of land. IGNTU came into existence by the Indira Gandhi National Tribal University Act, 2007 and came into action in July 2008. In the present age of globalization the world has shrunk into a village as the society has advanced in technology. But the tribes, who are the custodians of Indian culture in real sense, are far behind in this race of advancement. In order to rescue them from the present plight, the University has put before itself to provide quality education and wish to benefit the tribes of the nation in every walks of life.

About Department of Tourism Management:

The Department of Tourism Management was established in the year 2013 under the aegis of Faculty of Commerce & Management. At present, the Department offers MBA (TTM) and BBA (T&T) with a total intake of 30 seats in each programme. Most of the passed out students have been well placed in tourism and allied sectors. The Department has a vision to strive hard for becoming a lead Center for Excellence in Tourism Education & Research nationally and internationally. The Department has a mission to make all possible endeavours for preparing students to work for the tourism industry through advanced learning, training and research. As far as goals of the Department are concerned it aims at promoting both theoretical and practical management skills.

Concept Note

The unforeseen crises have always impacted the human life and the varied sectors of the society. The spread of COVID 19 virus is one among such crises which has given a massive blow to the major drivers of the economy including the travel and tourism industry. The pace of the spread of the virus is fearsome and it has forced the reputed organization like UNWTO to warn people by asking them to "Stay home today to travel tomorrow." The World Travel & Tourism Council (WTTC) has estimated a loss of 50 million jobs due to the decline of 25 percent in tourism sector in the year 2020. The crisis is going to cost the sector nearly by US\$ 22 billion and the tourism prospects of Asia Pacific will register a decrease of 9 to 12 percent in international arrivals. Whatever may be the size of the impact but one thing is for sure that the pandemic has placed numerous checks on the mobility and hospitality business which is resulting into the loss of millions of livelihoods and is going to ruin the progress made by the sector in the past decades. Moreover, it has also changed the established practices of the industry and the experts of the industries are required to set the new norms for the industry which not only can serve the needs of all the stakeholders during this pandemic but at the same time can ensure the revival of the industry by reflecting strong resilience to adapt, innovate and recover from the adversity. This International Seminar is an attempt to identify the roadmap for revival of tourism industry which can help in its rejuvenation in near future.

Seminar Themes:

Countries are passing through peak phase of COVID - 19 and are searching the possible ways for removal of restrictions imposed due to the outbreak of Corona Virus. It will be appropriate to identify the ways to increase the pace of tourism and hospitality related business activities in order to restore the normal business operations. We have chalked out certain themes on which an expert attention is required for identifying the strategies which can ensure the revival and growth of tourism sector. Some of the key areas are:

- 1.A Holistic View on Next Generation Tourism Industry
- 2.New Norms and Strategies for Tourism Industry in Post COVID - 19 Era
- 3.Investor Sentiments and Entrepreneurial Opportunities in Tourism Sector
- 4.Future Skill Challenges in Tourism Industry
- 5.Prospects of Remote Destinations in Post COVID - 19 Era
- 6.Encouraging Domestic Tourism as a Substitute to International Tourism
7. Governments Role in Protecting the Prospects of Tourism Industry
8. Innovative Tourism Practices and Tourist Retention Strategies
- 9.Tourist Health and Safety Issues in Post COVID 19 Scenario
- 10.Digital Tourism Platforms & its Role in Tourism Promotion

Eminent Speakers

- Prof. Agita Livina**
 Director
 Institute of Social, Economic and Humanities Research,
 Vidzeme University of Applied Sciences, Latvia
- Prof. S. K. Swain**
 Head, Department of Tourism Management
 Pondicherry University, Pondicherry
- Mr. Satyam Priyadarshy**
 M. D. , IDC, Chief Data Scientist
 Halliburton, USA
- Dr. Hassan Refaat**
 Senior Lecturer, Tour Guidance Department
 Faculty of Tourism and Hotels - Luxor University, Egypt
- Prof. Daissy H. M. Sánchez**
 Director (Colombia Chapter)
 Lberoamerican Network of Science, Nature and Tourism RECINATUR
- Prof. Eudora Hagan**
 Department of Tourism Management
 Takoradi Technical University, Takoradi, Ghana
- Mr. Arun Kumar**
 Country Head
 Supply Chain, BOC Linda, Australia
- Dr. Darius Liutikas**
 Lithuanian Social Research Centre, Vilnius, Lithuania
- Mr. Mangesh Kamble**
 Consultant, BCD Travel, Dubai

Organizing Committee

- Patron**
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 Hon'ble Vice-Chancellor
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Technical Support

Technical Issues, Registration and Googlemeet id/password

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