

## Seminar Report

On

### National Seminar on Contemporary Tourism Planning: Problems and Prospects

**The Seminar:** A two days National Seminar on Contemporary Tourism Planning: Problems and Prospects, was organized on 21<sup>st</sup> and 22<sup>nd</sup> April 2013, by Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, in collaboration with Indian Tourism Congress, funded by Indian Council for Social Science Research (ICSSR), New Delhi.

**The Theme:** Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

All countries throughout the globe are vying to secure the best shares of tourism for themselves, on realization of the benefits that this industry brings. The growth of this industry has now raised a warning alarm for the developers and stakeholders, bringing forth concerns and dilemmas of future planning and growth which needs to be emphasized more on research based tourism planning.

In India too, after realizing the importance of this industry some policy initiatives were taken. The first Tourism Policy made in 1982 in India, was more an aggressive statement in marketing than a perspective plan for development. The National Action Plan for Tourism, 1992, given more emphasis on socio-economic development of areas. The 2002 national tourism policy deals with the improving India's existing tourism product and expanding these to meet new market requirement, creation of world class infrastructure and sustainable development. Despite the presence of these policies India could not remain able to get maximum benefits from tourism industry up to its potential.

The two day seminar was the gathering of 100 participants, delegates, resource persons which were from the various parts of the India right from Jammu – Kashmir to Pondicherry and Gujarat to Imphal.

**The inauguration function** of the Seminar was held on 21<sup>st</sup> April 2013 and the event was graced by eminent resource persons from the Tourism fraternity such as Vice Chancellor Prof. S. P. Bansal, Prof. Sadeep Kulshreshtha, Prof. Deepak Raj Gupta, Dr. Venkata Rao, and Dr. M. S. Shingare. The event was inaugurated by Prof. Kapil Kumar, Director, SOTHSM, IGNOU, New Dwlhi. Prof. Majula Chaudhary, Director IITTM, presided over the function and Prof. S. C. Bagri, Vice Chancellor Zee Himgiri University was the keynote speaker.

**For the valedictory session** Dr. Vijay Pandharipande, Vice-Chancellor, Dr. B. A. M. University presided over the function and Dr. S. T. Sangle, Finance & Accounts Officer, Dr. B. A. M. University was the Chief Guest. Prof. Sandeep Kulshreshtha, Chairman (Academics), IITTM delivered valedictory address.

**Outcome of the Seminar:** During the two day extensive discussions and deliberations, the seminar dealt with all the core areas of tourism planning such as tourism development and policy formation, tourism marketing, human resource planning, financial planning by providing a platform for the academicians and the stakeholders of tourism to come up with fruitful recommendations for framing a policy which could enhance tourism practices for present and future.

**Planning, Development and Policy:** In this session the issues like encroachment at the destination and required amendment in current law, which is one of the major issues of destination planning nowadays were discussed. Along with this, empowerment of women through tourism, potential of new tourist destinations of India and strategies to design and develop the destination were also discussed.

**Tourism Marketing Planning:** This session raised the question on current marketing strategies of Maharashtra and added the some points in current basket of knowledge by suggesting brand personality for Ajanta Caves of Aurangabad.

**Human resource planning:** This theme mainly discussed the issue of retention of employees in the travel agencies and hotels. Outputs and suggestions of the session were useful for the travel agents and hoteliers to improve their HR planning.

**Finance and Economic Planning:** this theme highlighted the issue of Socio-economic impacts of tourism development and Corporate Social Responsibilities (CRS) of five star hotels. Both research work were carries out first time in respective the sample areas and suggestions were useful for the Destination Management Organizations while doing destination planning and for hotel industry to improve their CRS strategies.

**Contemporary Tourism Planning:** This theme contributed to the current research work by discussing the contemporary issues. It included Medical tourism development in which idea of development of medical cluster added to boost medical tourism in Maharashtra. Along with this tourist satisfaction, ecotourism, bird watching tourism, role of ICT in tourism etc. issues was also raised.

Thus fruitfully, seminar contributed in pool of current knowledge by discussing various problems in contemporary tourism planning and came up with the solutions to have an effective tourism planning and development in India.



**Inaugural Session**

**Convener Speech by Dr. Madhuri Sawant. Prof. S.P. Bansal Vice-chancellor \_\_University, Prof. S.C. Bagri, Prof. Manjula Chaudhary, Prof. Kapil Kumar, Dr. Rajesh Ragde and Prof. Sandeep Kulshrestha**



Valedictory Session- Dr. Rajesh Ragde Director BAMU-DTA, Dr Shingare Director BCUD, Prof. Sandeep Kulshreshtha, Prof. Pandharipande Vice-Chancellor Dr. B. A. M. University Aurangabad, Prof. S.P. Bansal Vice-Chancellor , Prof. Kapil Kumar Director IGNOU and Dr. Madhuri Sawant Convener



Group Photo of all delegates and Participants

