

**Conference
On
'Tourism in India- Challenges Ahead'**

**May 15, 16 and 17, 2008
At
IIM Kozhikode Campus, Kozhikode**

**Organized Jointly by
Indian Institute of Management Kozhikode
Indian Institute of Management Lucknow**

Introduction

At its core, tourism is primarily about human activity, which involves travel from an originating area to a destination for pleasure or business purposes. This seemingly simple phenomenon embraces cultural, economic and social exchanges in the process. Travel and tourism is one of the biggest industries in the world in terms of gross output and value added, capital investment, employment, and tax contributions.

A notable feature of international tourism growth has been the gradual shift in the preference for destinations, from Europe and North America to South Asia. India being one of the major South-Asian tourist destinations, with the diversity of natural attractions and rich tapestry of cultural heritage woven into a range of tourism products, can certainly expect to exploit this trend in its favour. There is also a phenomenal explosion of domestic tourism and the outbound tourism which is an inevitable by-product of the prosperity that India has achieved during the last decade.

The economic liberalisation and reform process of the 1990s, enabled tourism sector to attract investment for tourism related infrastructure development. The National policy on tourism was announced in the year 2002, with the following as its salient features:

- Position tourism as a major engine of economic growth;
- Harnessing the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth;
- Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination
- Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst;
- Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with States, private sector and other agencies;
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

In conjunction with the new tourism policy of 2002, Government of India also adopted a multi-pronged approach for promotion of tourism, which included new mechanism for expediting implementation of tourism projects, development of integrated tourism circuits and rural destinations, special capacity building in the unorganised hospitality sector and new marketing strategies to promote India as a brand. Road shows in key source markets of Europe, 'Incredible India' campaign on prominent TV channels and in magazines across the world were among the few steps taken to advertise Indian tourism.

India's tourism industry, be it inbound, outbound or domestic - every segment has witnessed rapid changes especially in the last five years. India is the fastest growing tourist economy where tourism has grown at a very healthy 13 per cent per annum in the past four years. In 2006, international inbound travel to India peaked at a record 4.4 million arrivals, driven probably by the successful re-positioning of the destination brand through the 'Incredible India' marketing

campaign. India's domestic travel market has also shown a steady upward trend over the past 15 years, as many of the States woke up to the potential of home-grown tourism to stimulate economic growth and boost employment. Domestic trips reached an all-time high of 430 million in 2006, up by 13 per cent on 2005. The average annual growth rate has been more than 10 per cent since 2000. Many of the States in India are formulating policies and programme to cater to the growing demand of inbound tourism.

However there are still infrastructural inadequacies that are constraining the growth of tourism in India. In order to attract more visitors, India needs to increase room supply, open further its skies to increase air capacity, and upgrade its airports, roads and other infrastructure to global standards. Also tourism development needs to be pursued with a focus on sustainability. This involves, checking the indiscriminate growth of tourism, and controlling the associated problems of pollution, environmental and ecological hazard and cultural degradation.

Conference focus- coverage:

Given the importance that tourism is projected to have in the economic growth for India, it is timely to review the importance and impact that tourism has had on the economic, social and environmental aspects as far as India is concerned. It is also timely to think about strategies for the successful and sustainable development of tourism in the country. The core theme of the conference therefore is identifying the role of effective tourism management for the Indian tourism sector in its path towards sustainable tourism development in the country. This will certainly demand a thorough analysis of the tourism development in the country in terms of trends, opportunities, constraints and threats, and the resulting implication of these externalities for the effective tourism management practices, both for destination development and promotion organizations as well as the individual firms straddling the various sub sectors of the tourism industry.

Call for papers

The Conference on the theme '**Tourism in India- Challenges Ahead**' 2008 invites submission of papers both conceptual and empirical consistent with the conference theme. A few topics are listed below to act as a guide line. The authors may also choose any other topic relevant in the light of the conference theme.

Research papers can be broadly divided into 2 perspectives:

1. Challenges in managing tourism relevant to the country or states and from the perspective of tourism development and promotion organizations.
2. Issues of managing tourism relevant to individual firms which constitute the tourism industry in various areas of accommodation, food, transportation, tour operators and other travel intermediaries and entertainment services.

Some specific areas/topics are listed below.

1. Developing a consensual framework in tourism research, definitional and methodological issues
2. International Experience in managing and promoting tourism. Case studies on successful interventions and strategies
3. Past, present and future of tourism industry in India. (both supply side and demand side issues to be focused) , the international tourism growth trends and its possible impact / growth trajectories for the south Asian region and India. Inbound and outbound tourism growth patterns in India, domestic tourism and international tourism growth trends etc
4. Tourism policies followed in the past, its implications, learning from the past mistakes, tourism policy changes for the country and leading tourism states in the country and its implications. (Even the focus can be SAARC specific pertinent to tourism development).
5. Information and Communication Technology (ICT) for tourism management
6. Tourism products development and management- Eco tourism, medical tourism, adventure tourism, pilgrimage tourism etc. Alternate tourism, responsible tourism , rural tourism, heritage tourism, monsoon tourism; particular forms of beach tourism, backwater tourism, wildlife tourism)
7. Quality management issues(destination specific and firm specific issues) service quality, Quality certification and Grading/labelling process/forms/practices/issues
8. HRD in tourism – entrepreneurship development, training programmes, travel and hospitality education programmes – industry-institute interaction development issues)
9. Strategic choices in Tourism industry: mainly firm specific- strategic alliances, networks, tourism market portfolio analyses
- 10.Reputation management and Branding in Tourism
- 11.Tourism sector specific management issues(accommodation types – new forms emerging home stays, all inclusive resorts); tourism specific transport sector best practices and management issues (aviation, luxury cruise handling/ground handling management issues); tour operator / travel retailing management issues(package development, pricing and promoting)
- 12.Sustainable tourism development- carrying capacity related, environmental impact issues, Ecological issues local community involvement, decentralization of tourism administration and planning. Stake holder collaboration process in tourism development.
- 13.Tourism Marketing and Tourist Consumer behaviour (both destination marketing and firm specific marketing of tourism products).. Areas to be covered tourist destination/vacation choice criteria/selection process, tourist satisfaction, segmentation, and destination image assessment and destination branding
- 14.Tourism industry and the economic perspective, tourism demand measurement, sector specific statistics, measurement issues, impact assessment studies based on input- output models
- 15.Financial Issues in Tourism management , Investment appraisal methods in tourism, Scope of innovative financial services in tourism, Taxation of tourism services, risk management in hospitality industry, Tourism and travel insurance.

16. Tourism and its impact on society and culture

Conference Organizing Committee

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Submission Details

Authors are invited to submit abstracts (up to 6 pages, single spaced, A4 size, any sans-serif font, 12 point size, 1 inch margins on all sides, APA style in all other aspects) in either Microsoft word (.doc), openoffice.org (.odt/.sxw), or generic rich text format (.rtf). The abstracts may be sent as email attachment to **tourism@iimk.ac.in**. Electronic uploads of the abstracts is also possible by following the link provided in the websites of partnering institutions. In situations where, electronic submission is not possible, three copies of the abstract may be sent to the postal address provided.

The abstract must contain the title of the paper, authors and their institutional affiliations, full address for correspondence including the email ID of the corresponding author in the cover page. The main text of the abstract must include the research problem, methodology, major conclusions/findings and the references, or a summary of the work in the case of case studies and other similar works.

All abstracts will be reviewed by a committee and based on the relevance of the paper to the theme of the conference, and its potential to contribute to advancement of knowledge in the area; the abstracts will be accepted, accepted subject to modifications or rejected.

The last date for submission of the abstract is 1 December 2007. The authors will be intimated of the acceptance of their paper before 20 December 2007 by email. Once the abstracts are accepted, the authors must submit the full paper before 15 March 2008. The formatting instructions are the same for the full

Please note

1. The registration fee includes the conference kit, morning and evening tea, dinner and working lunch during the days of the conference. It does not include local travel.
2. If you are attending the conference with a companion, an additional registration fee must be paid.
3. You may also register online and upload the paper at websites of partnering institutions
4. Discounts of any sort will not be provided.
5. Students and research scholars must attach a certificate from the supervising guide or the head of the institution.
6. The fee is to be paid by Demand Draft in favour of Indian Institute of Management, Kozhikode payable at Kozhikode along with the duly filled in registration form. No refund will be allowed for the fee.
7. Please note that payments to IIMK are exempted from deduction of Tax at source vide Certificate No. AAAAJ1012Q/ACIT/C-2(1)/KKD/2006-2007/1 dated 15th May 2006 issued by Jt. Commissioner of Income Tax, Division II, Calicut.

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