



INTERNATIONAL CONFERENCE

NORTHEAST INDIA TOURISM

Organised By

TEZPUR UNIVERSITY & FINDERBRIDGE TOURISM

20TH JULY 2021
10:00AM - 02:00PM

VIRTUAL

INTRODUCTION

Tourism is one of the world's largest industries with a huge global economic contribution. As the 2019 theme of UNWTO suggests, 'Tourism and Jobs: A better future for all' and 2020 theme suggest "Tourism & Rural Development". As the national tourism theme is "Dekho Apna Desh".

Tourism in India also is a multibillion-dollar industry and one of the most vibrant and economically important tertiary activities. The North Eastern part of the country is a paradise and has a huge scope of tourism. The rich landscape is not only a home to a wide variety of rare and exotic flora and fauna but also very rich in culture, music and dance. It is a heaven for visitors and often leaves them spellbound with its surreal beauty.

With the constant upward trend of tourism activities in the region and changing dynamics as well as expectations of the tourists, the tourism sector in this region needs development, modification and innovation to keep up with the changing scenario. Having said that, it likewise should be sufficiently mindful not to harm nature.

This International conference is an attempt to bring the bright intellectual minds together to discuss present and future challenges, explore recovery solutions and aim to make North East one of the most preferred destinations in the world map of tourism.

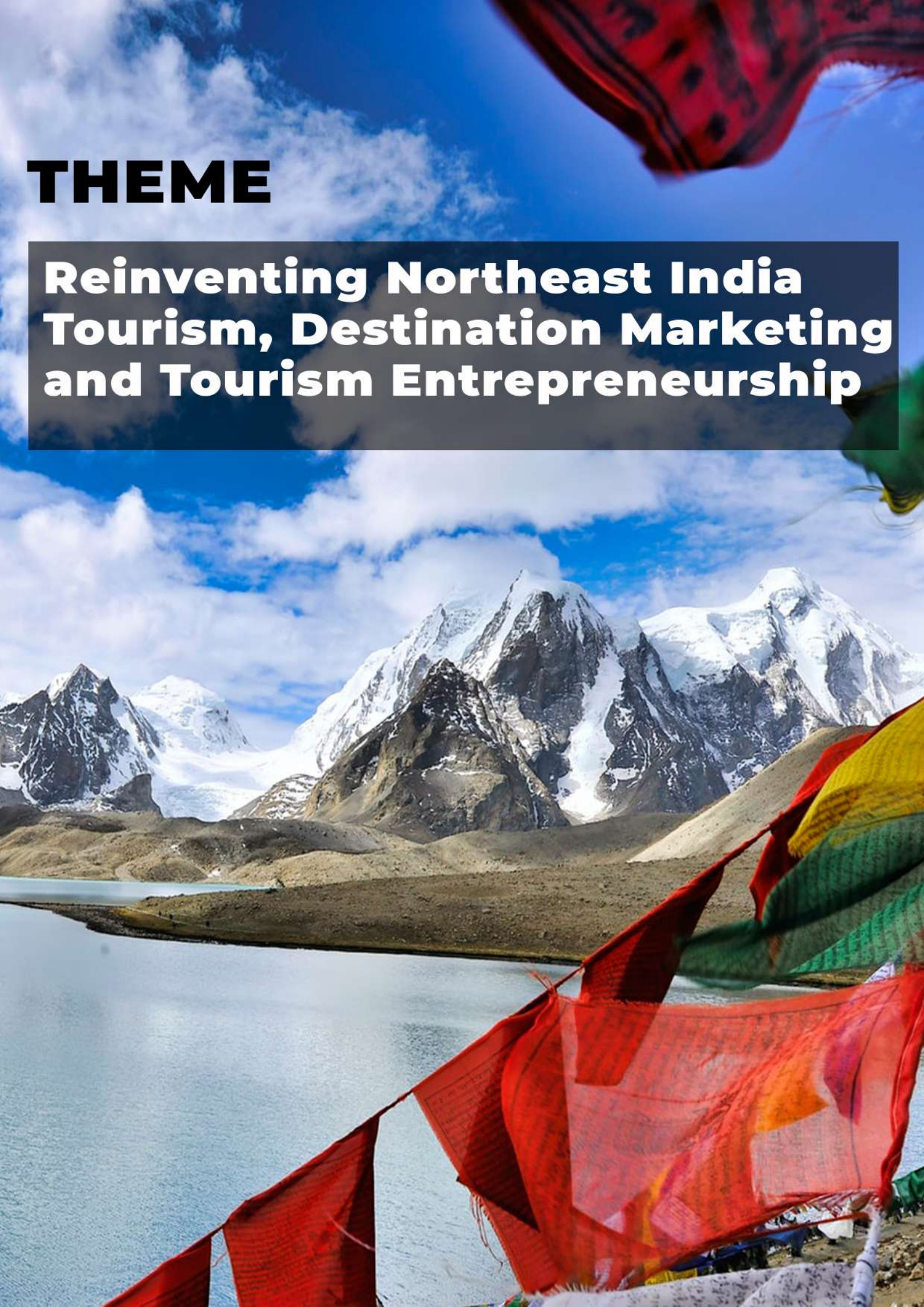


ABOUT INTERNATIONAL CONFERENCE ON NORTHEAST INDIA TOURISM (ICNIT) 2021

This Virtual Conference is a first-of-its-kind initiative specifically focusing on the promotion of tourism in the North-Eastern region of India. This platform will witness the participation of a dedicated team of experts from all across the country with an ultimate aim of uniting every individual linked to the Tourism and Hospitality sector. The conference will host renowned speakers including industry professionals and academicians to share their valuable insights and experiences with all the participants. This space ensures networking possibilities with some of the best minds. From curating primary focus areas of North East India Tourism post a global pandemic to discussing major barriers in developing it to further unraveling solutions for recovery, rebuilding and reinventing tourism industry will be presented at this digital event.

THEME

**Reinventing Northeast India
Tourism, Destination Marketing
and Tourism Entrepreneurship**



OBJECTIVES OF THE CONFERENCE

- To visualize a Tourism Roadmap for North East India post pandemic and beyond
- Its focus will be on generating awareness about a New Phase in the tourism industry through idea sharing between academia and industry professionals.
- To discuss the recovery and reinventing tourism models of Northeast Tourism Industry.
- To focus on new normal travel scenarios along with the implementation of Sustainable and Responsible Tourism Strategies.
- To educate the tourism students and enthusiasts about the new skill development models required to rebuild the industry and importance of Tourism Education.



CONFERENCE FOCUS AREAS:

Sustainable Tourism

Destination Analysis & Marketing

Skill Development

Tourism Entrepreneurship

Tourism Recovery & Reinvention Models

Tourism Education

Travel Blogging & Writing

Culinary Tourism

Role of Media in promoting Tourism

Heritage Conservation & Rural Tourism

Adventure & Photography Tourism

Recent Trends in Global tourism

Career opportunities in the Tourism Sector

Scope of Film Tourism in Northeast India

ABOUT THE ORGANISERS:

TEZPUR UNIVERSITY is a Central University formed by an Act of 1994 with a vision to develop human excellence and inculcate leadership through hard work and creativity. The University situated amidst the greenery of Napaam, Sonitpur, Assam. Department of Business Administration, Tezpur University, came into existence in the year 1995 and is engaged in pursuing research, consultancy and training apart from imparting quality management education. At present, the department runs the Doctoral Programmes (Full time & Part time), Master of Business Administration (Full time) and Master of Tourism and Travel Management with the strength of almost 15 faculty members and about 190 enrolled students.

FINDERBRIDGE TOURISM is a private limited Destination Management Organisation based in North East India with a vision of development of all the eight Northeastern states and connect them with the rest of the country and across borders to unleash the highest tourism potential of the region thereby making it a global tourism destination. It was officially recognised as the “Ashoka Youth Venture”, the first ever travel organisation from the North East to be rewarded with this. Finderbridge received the nomination of "Best Travel Start-up of the Year" at Entrepreneur Awards 2019 By Entrepreneur India, a part of Entrepreneur Media USA. It has been selected to present at International Youth-To-Youth Summit, Dubai, ChangemakerXChange Summit, Philippines and recently at University of Oxford, England, and featured at news mediums such as The Telegraph, International Community Tourism Association, Sikkim Express etc.



FINDERBRIDGE TOURISM

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