

Post Conference Tour

Post conference tour will be organized on participants demand. The destination will be in and around Tezpur town and in Nameri National Park. (Registration fees does not include cost of local tour)

Organizing committee

Patron : Professor Mihir Kanti Choudhuri, Vice-chancellor, Tezpur University
Advisors : Professor M. K. Sarma, Former Dean, School of Management Sciences
Professor Chandana Goswami, Former Head, Dept. of Business Administration
Professor Papori Baruah, Dept. of Business Administration
Dr. Tridib Ranjan Sarmah, Associate Professor, Dept. of Business Administration
Chairperson : Professor S. S. Sarkar, Dean, School of Management Sciences
Seminar Director : Professor Debabrata Das, Head, Department of Business Administration
Convener : Professor Chandan Goswami
Joint convener : Dr. Niranjana Das, Post-Doctoral Fellow
Seminar Secretariat
Joint Co-ordinators : Lakhimi Jogendranath Chutia, Doctoral Research Scholar
Bidyut Jyoti Kalita, Doctoral Research Scholar

About the Department of Business Administration, Tezpur University

Tezpur University was established by an Act of Parliament in 1994. Over a span of 19 years, the university has played a leading role in transforming the scenario of higher education in the entire North Eastern Region through innovative, employment driven and interdisciplinary courses. The Department of Business Administration came into existence in January, 1995, through enrolment of its first batch of students to its flagship 2 year full time MBA Programme which is recognized by the AICTE. The Department is engaged in pursuing research, consultancy and training apart from imparting quality management education which includes a course in tourism

also. At present the Department is running the Doctoral Programme (Full time & Part time), Master of Business Administration (Full time) and Post Graduate Diploma in Tourism Management. The department is honored with Dewang Mehta B School Leadership Award in 2010. The Department is currently rated A+ by Business India (2011 rating), A3 by AIMA, Best Business School Award in the Category of Placements (N.E. Region) awarded by BUREAUCRACY Today (2013). The University Grants Commission has awarded the prestigious UGC SAP DRS I status to the department for its outstanding research outputs.

For seminar details contact to

Convener :
Professor Chandan Goswami
+91 9435080776
chand@tezu.ernet.in

Joint Convener :
Dr. Niranjana Das
+91 9435387998
das_niranjana2002@yahoo.com



SPONSORED TWO DAYS NATIONAL SEMINAR ON **Tourism and Handicrafts: Challenges and Opportunities for Local Economic Development**

22nd-23rd December, 2014

Organized by



Department of Business Administration
Tezpur University



Background

Tourism and handicrafts go hand in hand. A tourist is always in search of something that is exotic and at the same time authentic to carry back as a memoir of his travel to a distant land. It is estimated that tourists spend around 40 per cent of their budget on souvenir purchases and other craft products (UNEP and UNWTO, 2005). Recent trends show that tourism earnings have come to rely more and more on the handicraft-craftsman component (UNWTO, 2001). This has added further impetus to the development of tourism packaged around artisans, their unique craft pieces and the culture of the place and people. Some countries like Thailand, Malaysia and Indonesia have understood the symbiotic relationship between craft, culture and tourism and thus have given significant importance to the growth of cultural tourism. Touristic ribbon or line of shops selling crafts and offering a glimpse of artisans at work across villages become popular among attractive (even mass tourists) providing a much needed filling towards economic subsistence to the artisans and nearby to the community (UNDP, 2011). Crafts production has, thereby, become a source of direct and indirect employment leading towards economic development of the people. Beside this, craft production also contributes to social development, preventing migration of gifted artisans to urban areas in search of paltry employment and empowering women by converting this pastime craft making activity into a regular income source. For all these characteristics, in recent years, it has become extremely important for countries to develop policies that promote handicraft production along with thrust on tourism development. Undoubtedly, linking pro-poor cultural tourism with local handicraft production can provide ample opportunities for the weaker section. This has been recognized worldwide by tourism promotion bodies, local authorities and lead bodies.

The crafts of India are diverse; rich in history and religion of each state in India reflect the influence of different empires. Throughout centuries, crafts have been embedded as a culture and tradition within rural communities. They are a constant source of inspiration for contemporary designers and the subject for global exhibitions representing India.

The North-East India comprising of the eight states Sikkim, Assam, Meghalaya, Nagaland, Tripura, Manipur, Mizoram and Arunachal Pradesh is a region where unique culture cradles in its every village. The rich natural beauty, serenity and exotic flora and fauna of the area are invaluable resources for the development of tourism. The touristic attractions are scattered over the entire region and are largely located in remote areas within highly fragile environments. These attractions and the people of the region constitute wonderful nucleus for tourism attraction. Beside these resources, North East also claims some of the most intricate and brilliant craft pieces of the country. The bamboo and cane crafts, the traditional bell-brass metals, terracotta and pottery craft along with land woven textiles generated from natural fiber (like muga and eri), nevertheless, are few such craft products that present a huge scope for economic gains if harnessed well. Tourism and crafts can become a good combination in the platter for the tourists also. The region's shared of international boundaries with other countries in the South East Asian region also provides ample scope for international tourism and handicrafts export. This is an area that needs better focus and support. The basic requirements to strengthen this sector as an economically viable network of craft industries would be to provide start-up grants which are geared towards setting up the craftsman's workplace as a business. The national seminar shall, thus, try to look into these aspects.

Objectives

Tourism and crafts production, admittedly, can be a turnaround for every nation that has cultural resources in its platter. However, the promising economic incentives that it offers, drives communities to transform and strikingly transfigure the very essence of the cultural representations like handicrafts under the pressure of so called "Commodification". This process of commercialization in the long run, may jeopardize the survival and identity of the community involved.

The seminar thus aims to bring to light such challenges that exist while utilizing tourism and craft production for harnessing economic development at the ground level. It intends to bring to foreground the challenges to government as well as private agencies, entrepreneurs, artisans, etc. while harnessing the benefits of tourism and handicraft. It shall further focus on financial sustainability as a crucial imperative for the artisans to stay in business besides raising insight into other dimensions of allied services that are required to access the full benefit of tourism and craft production. The seminar also attempts to build up opinion of policy makers, practitioners, researchers and academicians to give a direction to drive the tourism and handicrafts sector of India.

Call for Papers

Original research papers are invited for presentation in the seminar.

Main Theme : Tourism and Handicrafts : Challenges and Opportunities for Local Economic Development

Sub-theme of the Conference

1. Community/Local participation in tourism 2. Tourism and sustainability 3. Tourism products (Identification and Promotion) 4. Tourism financing 5. Authenticity and culture 6. Craft as a means of social transformation 7. Craft and gender issues 8. Commercialization of craft

The selected paper will be published in the form of an edited book with ISBN.

Key dates

Seminar date	:	22nd and 23rd December, 2014
Submission of Abstracts	:	by 30th October 2014
Decision on acceptance	:	by 5th November 2014
Submission of Full Papers	:	by 20th November, 2014
Last date for registration	:	15th November, 2014

(Participants registered after 15th November will not be consider for paper presentation)

Seminar email for submission : craftseminar2014@gmail.com

Registration

All the participants are needed to register by filling in the registration form and depositing the fee. For joint paper writers registration of both the writers is necessary. However in the absence of one author, if his co-author presents the paper, he may be considered for an absentia certificate if registered. The draft should be made in favour of "The Registrar, Tezpur University" Payable at SBI, Tezpur University Branch (Branch code- 014259).

Delegate fee/ registration fee

(Without accommodation)

(a) Research Scholars & Students : Rs. 1000/- (b) Academics & others: Rs. 2000/-

(With accommodation in the guest house)

(a) Research Scholars - Rs. 2000 (b) Academics & others - Rs. 3000 (c) Professionals- Rs. 4000. However limited accommodation in the University Hostels at a modest rate can be arranged on first come first serve basis if notified early.

Registration fee includes :- ● Conference kit ● Entry to all Conference Sessions ● Access to accepted abstracts ● Breakfast, Morning and Afternoon Tea and Lunch/ Dinner for conference days.