



Department of Tourism, Hotel, Hospitality,
and Heritage Studies

Jamia Millia Islamia

New Delhi 110025 INDIA

INTERNATIONAL CONFERENCE

Rurality, Ruralism, and Rural Tourism- Challenges
and Coping Strategies

November 15-17, 2018

Sponsored by

Incredible India

Ministry of Tourism, Government of India

FIRST CALL FOR PAPERS

About the Conference

Rural tourism is gaining importance in India due to its ability to contribute to the socio-economic well-being of the host communities. It is estimated that Rs.4,300 crores additional revenue can be generated through Rural tourism. It is going to play a vital role in bridging the gap between Rural and Urban India by balancing urbanization and counter urbanization syndromes. Ministry of Tourism, Government of India, supports rural tourism projects across the length and breadth of the country. Further, various state governments have also taken steps to develop and promote rural tourism. Ministry of Tourism intends to develop infrastructure in the countryside having the potential for tourism. These rural destinations are supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture, and heritage at rural locations and in villages, which have core competence in art and craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. Thus, the focus shifts to showcasing rural locale and rural products to visitors thereby ensuring rural development. The initiatives are more on the supply side without a thorough understanding of the demand dynamics for the rural tourism.

'Incredible India' is now a globally recognized brand. The brand is augmented by the Ministry's new Explore Rural India sub-brand. The sub-brand is likely to strengthen the visitors' attraction to India as a multiple-interest, all-season destination targeting higher visitor yields. The project website www.explorerruralindia.org was upgraded, showcasing the first 29 sites of the Project's 36 sites which are now ready for marketing. This international conference intends to help policymakers prioritize what to offer when selling rural tourism in India.

The competitiveness in the rural tourism markets is increasing with every passing day. Sustaining in this fierce competition is a significant challenge for rural destinations. To succeed with their rural tourism products, the destination management organizations must understand the expectations of the customers who are coming to consume the rural tourism products from the urban vicinity. Knowledge of consumption patterns and profiles of customers is necessary to do well in the markets.

The Jamia Millia Islamia

Jamia Millia Islamia (JMI) is a central university. It was established in 1920. University would be celebrating its centenary in a few years from now and has emerged as a top ranking educational institute in the country. It is ranked 12th overall for 2018 in the NIRF University rankings. The guiding philosophy, legacy, and endeavor have led it to establish strong academic relationships with Universities and institutes all over the world.

Being a top rated multi-faculty university, Jamia Millia Islamia intends to contribute to the various facets of this rurality debate. University has MoUs with various universities and institutes from all over the world. Being located in Delhi, the university has close associations with NGOs, travel companies, rural tourism suppliers besides good relationships with Embassies, Consulates and High Commissions of various countries, from where we invite experts, practitioners, and other stakeholders.

Department of Tourism, Hotel, Hospitality and Heritage Studies (DTHHHS) was established in JMI in the year 2012. With this conference, the department aspires to launch itself as a center for study and research on rural tourism and through it the rural development. On the one hand, this conference will help identify the various issues of concern for rural tourism in India; on the other hand, it the university department intends to strengthen links with similarly placed academic units around the world which will form the basis for continued research on issues relevant to rural tourism. The DTHHHS, Jamia Millia Islamia takes on from here to consolidate knowledge creation in the field of rural tourism.

Tracks for the international conference

Rural tourism is becoming necessary. There has been a phenomenal growth of rural tourists across the world. As the interest of visitors is increasing in rural tourism, many destinations around the world and India have incorporated rural tourism products in their current range of product portfolios and have integrated it into their overall tourism strategy to attract more tourists to their country.

The proposed conference seeks discussion on both inbound tourism from these markets to India and outbound tourism to these markets. The proposed tracks include:

- The attractiveness of India as a rural tourism destination.
- Perception of India as a rural tourism destination among these markets.
- Rural tourism products of India sought by these markets.
- The readiness of India as a rural destination.
- Real vs. staged experience debate in rural tourism.
- Rural tourism governance and community stake.
- Challenges for rural tourism visitors.
- Design and delivery of the rural experience.
- Rural tourism and rural development.
- Role of NGOs in development of rural tourism.
- Institutional framework and support for rural tourism.
- Rural tourism case studies and experience (from around the world).
- Rural tourism and sustainability.
- Capacity building for rural tourism.

SUBMISSION

The language of the conference and the submissions is English. All abstracts, about 500 words each must be submitted for review by July 13, 2018. The abstract must include-title, author(s), affiliations, a summary of objectives, approach, key arguments, findings, and recommendations.

The full papers will be due by September by 14, 2018. The full papers should demonstrate academic rigor. The papers could be research-based, policy papers or case studies. Authors must follow APA style for references. All submissions to be made directly through the conference website <http://www.dthhhsconference.com>.

IMPORTANT TIMELINES

Submission of abstract by : July 13, 2018
 Submission of full paper by : September by 14, 2018

REGISTRATION

Every individual interested in participating in this conference must register for the conference. Since the event is supported by the Ministry of Tourism, Government of India, the registration fees are quite generous.

Early Bird Registration (Up to July 13, 2018)

	Residential		Non-Residential	
Academics and industry	USD 100	INR 6000	USD 50	INR 3000
Research scholars	USD 70	INR 4000	USD 35	INR 2000

Regular Registration (After July 14, 2018)

	Residential		Non-Residential	
Academics and industry	USD 120	INR 7200	USD 60	INR 3600
Research scholars	USD 85	INR 4800	USD 45	INR 2400

Registration fees include

- Participation in the conference
- Conference pack, including the conference proceedings
- Conference gala dinner
- Networking
- Heritage Walk
- Meals and tea/coffee outings during the conference
- Lodging and boarding in university guesthouse during the conference
- Yoga and Meditation sessions in the morning (second and third day)

Additionally, on payment basis organizers can arrange for

- Lodging and boarding in nearby hotels/ lodges
- Day-trip to Agra (Famous Taj Mahal and other monuments)
- Sight-seeing in Delhi.

Organizing Committee

Patron:	Prof. Talat Ahmad, Vice Chancellor	
Co-Patron:	Prof. Shahid Ashraf, Pro- Vice Chancellor	
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- Prof. Monika Prakash, Indian Institute of Tourism and Travel Management, Noida
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- Prof. Parikshat Manhas, Director, School of Tourism and Hotel Management, Jammu University
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- Mr. A.P. Sidiqqi, Registrar Jamia Millia Islamia
- Mr. Sanjay Kumar, Controller of Finance, Jamia Millia Islamia



Conference Secretariat

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