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14/09/19

VISVA-BHARATI  
(Founded by Rabindranath Tagore)  
A Central University and Institution of National Importance

**International Conference**  
**On**  
**“Road Map for the Development of Rural Tourism in & around**  
**Birbhum”**

**NOVEMBER 08-10, 2019**

***Organised By***

*Visva-Bharati, Santiniketan*

*In Collaboration with*  
*Tourism Department, Govt. of West Bengal*

**Call for Papers**

**FOCAL THEME**

Tourism is likely to be a growing industry in India for some time. It has tremendous potential due to peoples' interest in travel and desire to explore nature and religious sites. Tourism in India is expected to play a key role in the country's economic growth, human resource, culture, wealth of the country in terms of foreign exchange earnings, etc. Simultaneously, it has a direct bearing on local culture, socio-economic patterns of life, traditions, food habits, language, values and ethics of the local people due to frequent visits of national and international tourists to attractive tourist destinations.

Rural tourism is essentially an activity which takes place in the countryside. The rural tourism is currently the trend of the world and also got recognition as an important instrument of growth of the rural communities. It is defined as - any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby contributing to

the development of the local community economically and socially as well as enabling interaction between tourists and locals for a more enriching tourism experience.

Birbhum is regarded as the 'Land of Red Soil'. Birbhum has a culture of its own and is immersed in the richness of the cultural heritage of India in general and West Bengal in particular.

Santiniketan was earlier called Bhubandanga (named after Bhuban Dakat, a local dacoit), and was owned by the Tagore family. In 1862, Maharshi Devendranath Tagore, Rabindranath's father, gave the name Shantiniketan (abode of peace). Santiniketan has managed to preserve Bengal's fast-disappearing rural crafts culture through folk markets, like the weekly Bondangaar Haat, and rural co-operatives, like Amar Kutir. Another unique feature of Santiniketan is its lush greenery and aesthetically laid out campus, which stands testimony to Tagore's belief that the close connect between man and nature should be the founding principle of education. The mud buildings, the frescoes and tree-lined avenues have a distinct architectural style, the hallmark of which is a dynamic simplicity. Here, there are cottage industries that specialise in pottery, leatherwork, batik print and woodwork.

Birbhum is rich with ingredients of rural tourism. It can be harnessed as a strategy for upgrading the quality of life of the rural poor. If properly managed, rural tourism in Birbhum and in Santiniketan in particular can reduce the existing backwardness of the rural community by diversifying employment opportunities based on local tourism assets. The present conference will focus on the various aspects of rural tourism in Birbhum and Santiniketan and how the opportunities in these areas for developing rural tourism can be translated into reality.

Various Sub-themes that can be explored are:

1. Tagore heritage in Bengal
2. The heritage of Santiniketan in the cultural ethos of India
3. History of Visva-Bharati as an Institution
4. Interface of Santiniketan and Sriniketan in contemporary society
5. Rural tourism and its effects on native populations
6. Tracing the rural destinations around Birbhum
7. Tourism and the Distribution Channel
8. Financing Sustainability Initiatives: Strategies for Rural Tourism Businesses

9. Tourism's Role in Supporting Community Well-Being: Feeding Families, Educating Children and Improving Healthcare
10. Sustainable Planning and Design of Rural Tourism Facilities and Destinations
11. Tourism as a Tool for Sustainable Community Development
12. Cost Effective Approaches to Marketing and Operating Sustainable Tourism Experiences

### IMPORTANT DATES

Submission of Abstract	14 <sup>th</sup> Oct. 2019
Acceptance of Abstract	15 <sup>th</sup> Oct. 2019
Sending Registration fee with full paper	28 <sup>th</sup> Oct. 2019
Mail address for sending abstract	sircar.anirban@gmail.com

**Note:** Word limit for the abstract is preferably 250 words typed in Times New Roman and in 12 font size. No abstract will be published in abstract volume without the receipt of the registration fee before 28.10.2019.

### CONTACT PERSON

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### PARTICIPATION FEES

Participant	INR
Participants	1000
Accompanying Person	750 (Without Seminar Kit)
Research Fellow/ Students/ (Presenting Papers)	1200

### About Visva-Bharati

Founded by Nobel Laureate Rabindranath Tagore in 1921, Visva-Bharati was declared to be a Central University and an Institution of National Importance by an Act of Parliament in 1951. The President of India is the Paridarsaka (Visitor) of the University, the Governor of West Bengal is the Pradhana (Rector), and the Prime Minister of India acts as the Acharya (Chancellor). The University was granted the status of a unitary teaching and residential university by a special Act of Parliament.

**Nearest Railway Station:** Bolpur station (roughly 150 km from Howrah station and takes about 2 and half- hours)

**Nearest airport:** Kolkata airport (164 km and takes about three hours)

**For any additional information contact:**

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*Avijit Banerjee 19/9/19*

(Avijit Banerjee)  
Professor & Head  
Dept. of Chinese Language &  
Convener of the International Seminar

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