



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

**International Conference
On**

**“Development of Cultural Tourism in and around Santiniketan &
Birbhum”**

NOVEMBER 16-18, 2018

Organised By

*Public Relations Office
Visva-Bharati, Santiniketan*

*In Collaboration with
Ministry of Tourism, Govt. of India*

Call for Papers

FOCAL THEME

Cultural tourism is the subset of tourism concerned with the culture of a country or region, in particular the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped shape their way of life. Cultural tourism incorporates tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. This form of tourism is also

becoming generally more popular throughout the world and cultural tourism can play in regional development in different world regions. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation. The Impact of Culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.

West Bengal is known as the cultural capital of India. It has vast physical as well as cultural diversities that can draw considerable number of tourists from home as well as abroad. However, West Bengal could not develop itself up to its level in compared to other states of India. Birbhum is known not only for its red soil and the shallow serpentine rivers ridden with sand islands, but also for the notable poets. Many poets belonging to the age of Vaishnava Padabali and Shakta Padabali of Bengali poetry were born here, as for example, Jaydeb, Chandidas, and Nobel Laureate Rabindranath Tagore. The bauls of Birbhum, their philosophy and their songs form a notable representation of the folk culture of the district. Poet Rabindranath Tagore was inspired by their philosophy and patronized them actively. Birbhum has also been home to famous kabiyaals, kirtanias and other folk culture groups.

The numerous fairs of Birbhum starts with Poush Mela, beginning on the 7th day of the month of Poush at Santiniketan and particularly sparkling is the fair at Jaydev Kenduli, with the participation of bauls, the itinerant singers, in large numbers.

Many of the festivals and religious rituals in Birbhum, even though universal among most of the rest of greater Bengal, has some local specialities. For example, in the Durga puja the closing ceremony involves "Baich khela" which is a competition of circumscribing the village by men carrying on their shoulder the whole idol of Goddess Durga and her companion icons on bamboo supports accompanied by lots of petromax lamps, dhak beat, firecrackers and fanfare. People of Birbhum patronise folk entertainment programmes such as jatra, kavigan and alkap. They often travel long distances to watch jatra overnight, and return home next morning.

Nobel laureate Rabindranath Tagore established Visva Bharati University in Santiniketan. A hub of cultural activities, Santiniketan hosts many fairs and festivals of which the Poush Mela is the most popular and is held in late December. Shantiniketan's Poush Mela is one of the popular cultural fairs in Bengal. This fair provides a window to the rural heritage and folk culture of Bengal. What had started as a small rural fair is a great hit with tourists in winter, today. Now held for six days in the last week of December, Poush Mela of Santiniketan holds a mirror to the life and culture of rural Bengal. It offers visitors an authentic mela experience, with arts, food and an explosion of culture. This is a place of celebration, learning and connecting to nature. Natural peace and the cultural celebrations have made the place popular and remarkable. People come at the place from not only various parts of the country but also even from across several parts of the world.

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. Identifying the cultural resources in Birbhum
6. Tracing the historical monuments around Birbhum
7. The Rivers in Birbhum
8. The Soil of Birbhum
9. Showcasing the multifaceted heritage through a properly worked out strategies.
10. Guided Tour of Santiniketan & Sriniketan
11. Heritage, Tourism & Hospitality
12. The Role and Importance of Cultural Tourism in Modern Tourism Industry

IMPORTANT DATES

Submission of Abstract	3 rd Sep. 2018
Acceptance of Abstract	5 th Sep. 2018
Sending Registration fee with full paper	3 rd Oct. 2018
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 03.10.2018.

CONTACT PERSON

Shri Anirban Sircar Organising Secretary	Public Relations Office, Visva-Bharati, Santiniketan- 731235, E-mail: sircar.anirban@gmail.com M: +91 9474084109
Dr. Avijit Banerjee, Convener	Department of Chinese Language and Culture, Visva-Bharati, Santiniketan- 731235, E-mail: avijitchinese@gmail.com M: +91 9434210858

PARTICIPATION FEES

Participant	INR
Participants	750
Accompanying Person	500 (Without Seminar Kit)
Research Fellow/ Students/ (Presenting Papers)	750

About Visva-Bharati

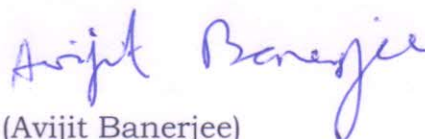
Founded by Nobel Laureate Rabindranath Tagore in 1921, Visva-Bharati was declared to be a Central University and an Institution of National Importance by an Act of Parliament in 1951. The President of India is the Paridarsaka (Visitor) of the University, the Governor of West Bengal is the Pradhana (Rector), 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:

ANIRBAN SIRCAR
ASSISTANT REGISTRAR &
IN CHARGE PUBLIC RELATIONS
VISVA-BHARATI
SANTINIKETAN-731235
Mobile: 9474084109
E-mail: sircar.anirban@gmail.com



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

Copy to:

1. University Webmaster – with a request to kindly upload in the University Website