

TRAVEL & ACCOMMODATION:

Midnapore College is well connected by rail & road. Campus is on just 2km from Rail (Midnapore Rail Station) as well as bus stand. Attendees should make their own travel & accommodation arrangements. However, fully chargeable accommodation & travel arrangements will be provided based on request.

GUIDELINE FOR PAPER SUBMISSION:

The conference solicits unpublished research papers, case studies and articles submissions prepared on listed conference theme and sub themes from prospective author of India and abroad. Soft copy of the abstract of 500 words (.doc & .docx file only) should reach by 30th November 2019 followed by full paper by 10th December 2019. Each article should be formatted in Times Roman (12font size) and reference should be written in APA 6 format. Each article must contain at least 5 key words. Your abstract/article should be sent to mctourismsem2020@gmail.com. Articles will be published in conference proceedings with ISBN number.

IMPORTANT DATES :

| | |
|--------------------------|---------------------------|
| Submission of Abstract | 30 th Nov 2019 |
| Acceptance of Abstract | 10 th Dec 2019 |
| Submission of Full paper | 20 th Dec 2019 |
| Conference Date | 10 th Jan 2020 |

Course Offered :

UGC NSQF aligned One Year Diploma in Travel & Tourism Management

ABOUT THE CONFERENCE

Chief Patron

Dr. Gopal Chandra Bera, Principal,
Midnapore College (Autonomous)

Advisors:

Prof. Somnath Mitra, Department of Geography,
Midnapore College (Autonomous)

Prof. Dillip Kr. Das, Burdwan University, West Bengal

Mr. Arpan Mitra, Director, Citius Holidays, Kolkata

Prof. Syed Enayet Ali Zaidi, Jamia Millia Islamia University, Delhi

Prof. P. Veeraiyya, Pandit Sundarlal Sharma Central Institute of
Vocational Education, Bhopal

Prof. Bivraj Bhusan Parida, Burdwan University

Organizing Committee

Convener : Dr. Manishree Mondal, Nodal Officer,
UGC NSQF Scheme

Email ID: manishree72@gmail.com :: Mob: 6295740138

Organizing Secretary : Md Abu Barkat Ali,

Email ID: mdabubarkatali@yahoo.co.in :: Mob: 9609842904

Members:

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Priya Bhakat - Mob: 9555798801

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Ramu Guchhait - Mob: 9609074393

Dipankar Ratha - Mob: 7001863704

Puja Karmakar - Mob: 8116431570

HOW TO REACH VENUE

Participants arriving by air may land at Netaji Subhas Chandra Bose International Airport (CCU). Midnapore is around 3 hours journey by rail & road. Nearest rail station is Midnapore railway station which is 2km away while the major rail head is Kharagpur Railway Junction on S.E. Railway nearly 14km from the Venue. Participant arriving from Kolkata can take train from Howrah Station/Santragachhi/Shalimar Rail Station to Midnapore station by Express trains which is only about 2.30 hours journey. There are a number of local trains running between Howrah – Midnapore besides Three Super Fast Express are “Rupasi Bangla Express”; departure from Santragachhi at 6:25 AM and “Rajya Rani” & “Aranyak Express”; departure from Shalimar Railway station at 6.25am & 7:45 AM respectively.

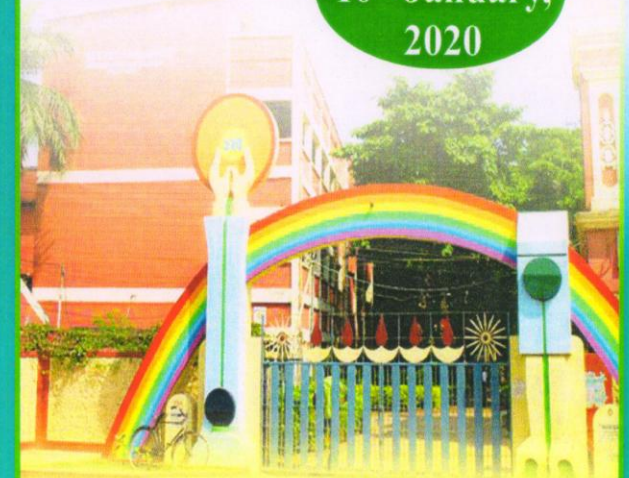
Persons interested to participate in the conference are welcome to contribute their research papers/ research notes/ case studies/ brief research notes on the themes or related subjects with specific recommendations for discussions in technical sessions.



Skill Development Bureau
University Grants Commission
Ministry of HRD, Govt. of INDIA

INTERNATIONAL CONFERENCE ON 'Smart Tourism & Travel Trade'

Date :
10th January,
2020



Organized By :

Department of Travel & Tourism Management,
Midnapore College (Autonomous)

In association with
Department of Geography
Midnapore College (Autonomous)

ABOUT MIDNAPORE COLLEGE (AUTONOMOUS)

Midnapore College, one of the premier educational institutions of West Bengal has stepped into 147th year of its eventful existence in 2019. This peaceful, quiet, lush green and unpolluted campus provides perfect ambience for learning and growth. An ideal setting to nurture learning and provide our scholars with endless and healthy "space" to grow. Since its inception in 1873, the college has been raining its academic excellence. It has achieved 'A+' Grade in 2004, 'A' Grade with CGPA 3.58 in 4 Point Scale in 2012 and 'A+' Grade with 3.60 CGPA in 2017 in three successive NAAC Accreditation for its academic excellence as well as unsurpassable cultural athletic & social activities. It has attained the status of "College with Centre for Potential with Excellence." (CPE) by UGC twice in 2010 and 2014 respectively and it is also endowed with Autonomous status as a feather to its crown by UGC in 2014 & Special Heritage Status in 2015.

Midnapore College is now imparting education in 22 Honours courses in U.G, 14 Post Graduation courses and 02 general courses in morning and day shifts under CBCS and semester system along with different diploma and certificate courses. The college is also committed to fulfilling the demands and cravings of Higher Education as an Institution of Heritage with added facility for research both in science and arts under Midnapore College Research Center.

Facilities at this institute are designed to provide the students the best education & training possible in the field, keeping in mind the 360 Degree development of the students. It is amongst the selected few premier college running Travel & Tourism Management course in India which practices what it preaches.

The Department of Travel and Tourism Management was established under the aegis of UGC NSQF Community College Scheme of Midnapore College in the year 2018. Since its inception this department achieved greater interest & attention for its endeavor of introducing Travel and Tourism related professional course which itself is unique of its kind. Initially it started its journey at the Department of Geography while now fully Air Conditioned Classroom along with Computer Lab have been set up equipped with latest educational aids to impart training & education among students to get them acquainted with the latest development of tourism, travel and hospitality industry. It is the pioneer in the field of Tourism & Travel education by taking up the challenges of developing & running a tourism course for the first time in the District of Paschim Medinipur which practices what it preaches. Students have on hand real life training program incorporated with their day to day activities to facilitate their on the job training needs. The Department has already had an association with industry & also trying to enhance this association & bonding with other premier tourism & hospitality industry association & organizations in near future. In addition to inculcating knowledge we take effort to enhance the skills of the students with aiming at the overall development of them.

"SMART TOURISM AND TRAVEL TRADE"

Smart tourism has become the new buzzword in tourism industry. Smart tourism refers to the application of latest & advanced information and communication technology for developing innovative tools and approaches to improve tourism, and it is expected that it will soon help tourist destinations by making sustainable development possible. As we know tourism is now accredited as a major contributor to economic growth for communities worldwide. The key requirement of tourism has been to attract more and more tourists from different corners of the world. Smart tourism is reliant on core technologies such as ICT, mobile communication, cloud computing, artificial intelligence, and virtual reality. It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government), and users in combination with advanced technologies to increase efficiency, sustainability, experiences. It combines physical, informational, social, and commercial infrastructure of tourism with such tools to provide smart tourism opportunities. This conference is an endeavor to pay focus on the relationship & association between smarter concepts of tourism & travel trade and its role & contribution towards achieving sustainable developmental goal.

SUB THEMES OF THE CONFERENCE

In particular, conference will try to figure out the achievements of agendas of tourism development process on the basis of addressing contemporary practices, trends and innovations. However following thematic areas, which conference will try to address, can give you an indication of conference discussions:

- Tourism : past present & future
 - Latest innovative practices in Hospitality
 - Problem and prospects of smart tourism development.
 - Smart tourism development and local community.
 - Laws and regulation pertaining to smart tourism development.
 - Role of Govt. in smart tourism development.
- Note : Above list of thematic areas is not exhaustive one. Related researches would also be highly appreciated.



Skill Development Bureau
University Grants Commission
Ministry of HRD, Govt. of INDIA

REGISTRATION FORM

Name of the participant: _____
Designation: _____
Organization: _____
Address of the organization: _____

Nationality: _____
Title of Article: _____

Mobile No: _____ Email address: _____

Registration Category:
Please (✓ Tick Mark) on appropriate Box

| | | |
|-------------------|-----------------------------|---------------------------------|
| Academicians | Travel Writer | Travel Professionals/Executives |
| Research Scholars | Students(Midnapore College) | Students(Non Midnapore College) |

Food : Vegetarian Non Vegetarian

Mode of Payment: Cash Demand Draft NEFT / RTGS

Amount /USD : _____ (in words) _____ Date of Issue: _____

Demand Draft No: _____ Issuing Bank: _____ Branch: _____

Payable At: _____

Date: _____ Signature of participant _____

| Delegate Category | Fee(Indian) Rupee | Fee(Foreign) |
|--|-------------------|--------------|
| Academicians/Professionals/Executives/Travel Writers | Rs.800 | 20 USD |
| Research Scholars | Rs. 600 | 10 USD |
| Students (other than Midnapore College) | Rs. 300 | 5 USD |
| Students (Midnapore College) | Rs.100 | NA |

The registration fee should either be submitted through a Demand Draft drawn in favour of 'PRINCIPAL, MIDNAPORE COLLEGE (AUTONOMOUS)', payable at Midnapore, West Bengal or through online bank transfers. The details are mentioned below:

ACCOUNT DETAILS

Bank Name : State Bank of India
Branch Address : Midnapore Branch, Rabindra Nagar, LIC More, Paschim Medinipur, W.B. 721101
Branch Code : Midnapore
Account Name : Midnapore College General Account
Account Number : 37766129226
IFSC Code : SBIN0000132