

International Seminar

Topic: Business, Marketing, Tourism and Tea Tourism

Invitation

It is our immense pleasure to inform you that the Mariani College is organizing Two Days International Seminar on "Business, Marketing Tourism and Tea Tourism in India - With Reference to the State of Assam" in collaboration with Teacher's Unit, Mariani College which is going to be held on 21st & 22nd November, 2018. The Seminar is open to all professionals, students, teachers and individuals working in Business and Multi-disciplinary fields that will exchange boundaries of knowledge and share their perception related to the Theme.

Dr. Kim-Shyan Fam, President, MAG Scholar (Marketing in Asia Group), Professor of Marketing @ Victoria University of Wellington, New Zealand and Professor Laszlo Jozsa, Prof of Marketing & Ph.D. Programme Director, Szechenyi Istvan University, 9026, Győr, Hungary have given us consent to attend the Seminar.

With regards

Dr. Haren Saikia
Chairperson & Principal
Mariani College

Dr. Horen Goowalla
Convener & Co-ordinator, IQAC
Mariani College

INTRODUCTION :

Assam is the largest state among the seven sister states of North-Eastern Region of India. The other six states are (i) Arunachal Pradesh, (ii) Manipur (iii) Meghalaya, (iv) Mizoram, (v) Nagaland & (vi) Tripura. With a geographical area of about 78,438 sq. kms, Assam accounts for one-third of the area of the North-Eastern region and 2.4 percent of the area of the country. The State has varied landforms, diverse flora and fauna and unique cultural traditions. Assam has a generally humid climate with a pleasant and long winter and brief summer. Temperatures vary from 18°C to 35°C in summer and from 7°C to 26°C in winter. Rainfall is heavy during the monsoon season from June to September and the average annual rainfall is around 2400 mm. The best

tourist season is October to April covering both winter and spring. The economy of Assam is largely dependant on the rivers Brahmaputra and Barak along with their tributaries. The river Brahmaputra, which is the largest river in India, flows through the entire length of the State. Both the rivers, while nourishing the state & aids its economic development, also causes much havoc during monsoons. The hills running east to west divide Assam into two distinct valleys – Brahmaputra and Barak Valleys. The Barail Mountain ranges as well as Rengma and Kambli hills lie between the valleys. The population of the State, as per census 2001, was 26.66 million consisting of 13.78 million males and 12.88 million females. The sex ratio is 935 females per 1000 males and density of population is 340 per sq.km. Assam is one of the few states, which has improved the sex ratio from 923 in 1991 to 935 in 2001. The literacy rate has also improved from 52.89 percent in 1991 to 63.25 percent in 2001. The average work participation rate during 2001 was 35.78 as per census.

SUB THEME OF THE STUDY :

1. Historical Scenario of Tea Tourism
2. Tea Tourism—Present Scenario.
3. Role of State Tourism Department in Hospitality Promotion of Tea Tourism:
4. Introduction of Tea & Golf Tourism.
5. Role of management of the tea gardens in promoting tea tourism in the state.

LANGUAGE : ENGLISH

THE HOST CITY :

MARIANI is a neighborhood town of Jorhat City. It is about 17.5 km from Jorhat railway station. Mariani is in the border of Nagaland. Mariani is famous for the diamonds Gibbon Wildlife Sanctuary which is

located on the road side on the way to Nakachari from Mariani at a distance of 5 km. Daily flight services are available from Delhi to Jorhat and Kolkata to Jorhat.

IMPORTANT DATES :

Seminar Date : 21st & 22nd November, 2018.

Abstract Submission : 10th November, 2018

Acceptance : 10th November, 2018

Full length paper submission : 15th November, 2018

REGISTRATION FEES & DETAILS :

Delegates	On or before 10 th Nov., 2018 (Early Bird) (₹)	10 th Nov. to 20 th Nov., 2018 (Late) (₹)
Academician with Paper	2500/-	2700/-
Academician without Paper	2000/-	2200/-
Research Scholar	1500/-	1700/-
Students	1000/-	1200/-
Accompanying person	500/-	500/-
Scholar from Abroad	250 USD	300 USD
Student from Abroad	150 USD	150 USD

The registration fee for Regular delegates and Research Scholars includes participation, Seminar kits, Abstracts Volume and lunch & tea during the seminar. Accompanying persons registration includes participation and lunch & tea during the seminar.

Research Scholar's registration is applicable to M.Phil & Ph.D scholars. A copy of an institutional ID, as a proof of being a bonafide research person is required to avail the research scholar's registration facility.

Accommodation will be provided to the out-station participants at reasonable rates on request. The out-station participants will have to inform the convener atleast 15 days before the seminar.



International Seminar on Business, Marketing, Tourism and Tea Tourism in India



Organised by :
Internal Quality Assurance Cell (IQAC)

Mariani College, Jorhat, Assam

In collaboration with :

Teachers' Unit

Mariani College, Mariani, Jorhat, Assam (India)




CERTIFICATE

This is to certify that Mr. Joy Mazumder
of Mariani College, Mariani
has participated and presented the paper entitled _____

at the *International Seminar on Business, Marketing, Tourism and Tea Tourism in India*
held on 20 & 21 February, 2019 at Mariani College, Jorhat, Assam (India)


(Dr. Haren Saikia)
Principal & Chairman
International Seminar


(Dr. Pranjal Bezborah)
Professor
Deptt. of Commerce
Dibrugarh University
Resource Person


(Dr. Kim-Shyan Fam)
President, MAG Scholar (Marketing in Asia Group)
Professor of Marketing @ Victoria University of
Wellington, New Zealand
Resource Person


(Dr. Haren Goowalla)
Co-ordinator
International Seminar



Internal Quality Assurance Cell
MARIANI COLLEGE
(Affiliated to Dibrugarh University)
NAAC Accredited "B+" Institute

Ref No...MC/

Date:- 25.02.2019

International Seminar Report

TOPIC - International Seminar in Business, Marketing, Tourism and Tea Tourism hosted by Internal Quality Assurance Cell (IQAC) Mariani College, in Collaboration with Teachers' Unit, Mariani College held on to 20th and 21st February 2019.

A Two-day International Seminar on the topic Business, Marketing and Tourism in India with Special Reference to the State of Assam, organized with an idea to offer a platform to academicians, researchers, and scholars particularly the younger generations, to share the Indian Tea tourism experiences to preserve and develop strategies for promoting it in future and strengthening their bonds and linkage with India in contemporary framework.

Hence, the objective of the International Seminar was to try to examine the present scenario of Tea Tourism by highlighting the existing opportunity and limitations accordingly. The study also tried to sort out its remedial measures.

In-depth research of this field, sought to preserve their natural environment as well as cultural linkage to their indigenous faith and cultural belief. In this regard, this seminar is expected to enrich the researchers and scholars to share their views through their research work, experiences with scholars present in the seminar.

Eminent scholar Dr Kim-Shyan Fam, President, MAG Scholar (Marketing in Asia Group) was invited to deliver the Keynote Address and the seminar was being inaugurated by Sjt Rupjyoti Kurmi, MLA, Mariani, Jorhat Assam.

A good number of Sub themes has been identified for scholarly presentations and interaction under the seminar theme:

1. Historical Scenario of Tea Tourism.
2. Tea Tourism----- Present Scenario.
3. Role of State Tourism Department in Hospitality promotion of Tea Tourism.
4. Introduction to Tea and Golf Tourism.



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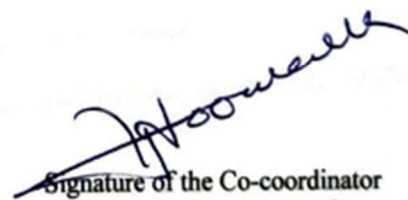
5. Role of management of the tea gardens in promoting tea tourism in the state.
6. Retention and promotional strategies—Analyzing the present policies, identification of new areas –research areas and methodologies.

Keynote Speaker:

Dr Kim-Shyan Fam, President, MAG Scholar (Marketing in Asia Group) PO Box:
5257. Lambton quay, Wellington, NewZealand.Ph:
+644436459.Email:kimfam@magscholar.com.

Professor of Marketing @Victoria University of wellington.11/F Rutherford house. 23
Lambton Quay, wellington, New Zealand.

He delivered a Keynote speech on Tea Tourism and Marketing on 20th February 2019.
He spoke about the concept of tea tourism and its impact in India. He also expressed his view
on how to promote tourism especially in tea tourism in Assam as well as India. He suggested
some the role of state tourism and its hospitality and promotion of tea tourism. He also gave
suggestions to introduce tea and Golf tourism. Moreover, he analyzed the present policies,
identification of new areas such as Research areas and its methodologies etc.


Signature of the Co-coordinator

Dr. Horen Goowila
Principal
Mariani College, Mariani