



## International Workshop

# *Planning and Development of Buddhist Tourism*

(March 23 - 25, 2018)

Organized by

**International Centre for Buddhist Tourism**

Department of Tourism Administration,  
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

In Association with

**Directorate of Archeology & Museums, Government of Maharashtra**

**Indian Tourism & Hospitality Congress Western Region**

**Archeological Survey of India [Science Branch]**





### About the Workshop:

India is the birthplace of Tathagata Gautama Buddha and Buddhism, The origin of Buddhist pilgrimage is found in the Mahaparinirvana Sutta, where the Tathagata himself has told his disciples to undertake the Dhammayatra to the 04 places i.e. the place of his birth Lumbini BodhGaya where he attained Enlightenment; the Deer Park at Sarnath where he set into motion the Wheel of the Law; and Kushinagar where he passed into Parinirvana. Sravasti, Sankasya, Rajgir and Vaisali are four important sites. Pilgrims through the ages have visited these places consecrated by the Buddha's presence there. Emperor Asoka was one such pilgrim. Along with these sites there are over 900 Buddhist Caves, 100 Stupas, Ashokan Rock edicts, Remains of Nalanda, modern Memorials etc in India and thousands of sites in Buddhist countries.

There are about 500 million people practicing Buddhism all over the world. Surprisingly, about 3,50,000 travellers visit sacred places of the Buddha in India. India has less population of Buddhists, but beyond its border, there is a prominent Buddhist population. The King Ashoka (3 BC) perpetuated the Buddha philosophy in South and Southeast Asia, including Sri Lanka, Myanmar, Central Asia and China. Today, more than half of the international visitors come to India from these Buddhist countries.

Buddhist tourism in India, as a tourism product, has tremendous potential that is not only an economic enabler, but a key livelihood generator and political integrator. However, there is stiff competition from other countries in the region, and there is a need to have a focused, action oriented strategy towards Marketing, human resource development and impact assessment around our Buddhist heritage.

This International Workshop Aims to reinforce vision for research in Buddhist Tourism leading to increase share in international tourist arrivals from the Buddhist countries like Thailand, Cambodia, Myanmar, Bhutan, Sri Lanka, Tibet, Laos, Vietnam, Japan, China and Taiwan. Secondly to enhance knowledge co-creation of Buddhist tourism involving various stakeholders of India and target market countries.

### Thematic areas for Presentation by selected scholars:

Planning and development of Buddhist tourism  
Buddhist Pilgrimage in India  
Buddhism between India and Japan, Thailand, Sri Lanka, China  
Buddhist Cave Tourism in India  
Conservation and preservation of Buddhist heritage

### Submission Guidelines:

All abstracts should be written in English and must be no more than 200 words in length. All submissions will be subject to a double-blind review and published in the refereed conference proceedings. Abstracts must include: title; author(s); affiliations; a summary of the research aims; approach and key arguments / findings.

The full length papers should demonstrate critical rigor and make clear their contribution to knowledge. They should also state their implications in relation to the theme of the conference, and their contribution to one or more of research, education, policy or practice. All authors should follow APA style for references.

### Publication opportunities:

Selected papers may be published in the form of Pre or Post conference proceedings in e-book.



### Delegation Fee (in INR):

Academicians	2000
Research scholars	1000
Students (UG / PG)	500
Industry experts/ stakeholders	2000

### Registration Fee Includes

- Conference material
- Access to opening ceremony, keynote and all sessions
- Breakfast on 24th and 25th March 2018
- Lunch on 24th March 2018

The registration fee can be paid by bank transfer to Bank Account. (Details will be intimated later.)

### Important Dates:

Abstract submission: 1st March 2018

Full Paper Submission: 15th March 2018

For all correspondence regarding the International Workshop Email:  
[icbtbamu@gmail.com](mailto:icbtbamu@gmail.com)

### Tentative Program :

Time	Program
<b>Day 1 : 23/ 03/2018</b>	
15.00 – 16.00	Registration
16.00 - 17.00	Networking
17.00 – 18.00	Visit to Aurangabad Caves
<b>Day 2: 24/03/2018</b>	
09.00 - 10.00	Breakfast in Department
10.00 – 12.00	Inauguration Session & Keynote address 1
12.00 – 13.00	Media Meet
13.00 – 14.00	Lunch
14.00 – 15.00	Keynote address 2
15. 00 – 16.00	Selected thematic presentation
<b>Day 3 : 25/03/2018</b>	
09.00 - 10.00	Breakfast at Ellora
11.00 - 12.00	Visit to World heritage site of Ellora caves
12.00 - 13.00	Keynote address 3 at Ellora
13.00 - 14.00	Valedictory session at Ellora





## About the Department

The Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University is the pioneer university department in the state of Maharashtra offering Tourism education at the Post Graduate level, Doctoral and Post-doctoral Research. Initially the Masters in Tourism Administration (MTA) programme was introduced and an Centre for Tourism Administration was established by the initiative of Ministry of Tourism, Government of India through the Indian Institute of Travel and Tourism Management during the academic year 1992-93 in the then Marathwada University. On the 14<sup>th</sup> of January 1994 the name of the university was extended (renamed) as Dr. Babasaheb Ambedkar Marathwada University. On this occasion, the Department of Tourism Administration was established. The Government of Maharashtra provided sufficient funds for the overall infrastructure development and faculty positions.

The Department is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience. The Department emphasizes on Research and Consultancy, the faculty has completed several Major Research Projects funded by University Grants Commission (UGC New Delhi), Indian Council for Social Science Research (ICSSR New Delhi), Ministry of Tourism (MoT, New Delhi) and other foreign agencies in the major areas of Marketing, CSR, Socio-Economic Impacts, Heritage Tourism Management Tourism Development, Tourism Planning, Tourist Police, etc. The Department is actively involved with the Tourism related activities of the government tourism departments, corporations and the industry.

## About International Centre for Buddhist Tourism

Creation of knowledge through research, and dissemination of a better understanding through teaching, is the primary objective of a University. While both teaching and research are central to the realization of the objectives of these places of higher learning, research is often neglected in the University, particularly in India.

Taking note of steep decline in the research environment in Indian Universities especially in the discipline of Tourism, the Department of Tourism Administration, had taken several initiatives to arrest this trend and strengthen Basic Research in Tourism, an Research and Consultancy Cell was established on 01st October 2010, Since last 22 years the department faculty have done extensive research on the various aspects of Buddhist Tourism and established linkages in India and abroad specifically with Japan, Srilanka, Thailand, Bhutan, Korea, Taiwan. To continue the work in a more systematic manner and in an organised form the Department of Tourism Administration decided and established **International Centre for Buddhist Tourism** on 09<sup>th</sup> September 2017, with Dr Madhuri Sawant as the Director. The centre is engaged in research and consultancy projects in Buddhism tourism.

## About Indian Tourism and Hospitality Congress

Indian Tourism Congress (ITHC) is a non-political, non-commercial; organization of tourism. This organization was formed in 2002 by group of leading tourism academicians with the purpose of enhance the standard of teaching and research of those engaged in the academic institutions, to promote its orderly growth and development to cater the need of tourism industry. Keeping in view the larger interest of members of tourism and hospitality academia, the name of Indian Tourism Congress has been amended as **Indian Tourism and Hospitality Congress (ITHC)**.

Academic events organized by the ITC Western Region :

- 1 National symposium on 'Tourism : Linking Cultures' (27th September 2011)
- 2 10th National Tourism Conference on Contemporary Tourism Planning: Introspecting Problems and Prospects (21st & 22nd April 2013 )
- 3 National Seminar **On** Tourism & Community Development: Role of Industry & Academia (09th & 10th January 2015)

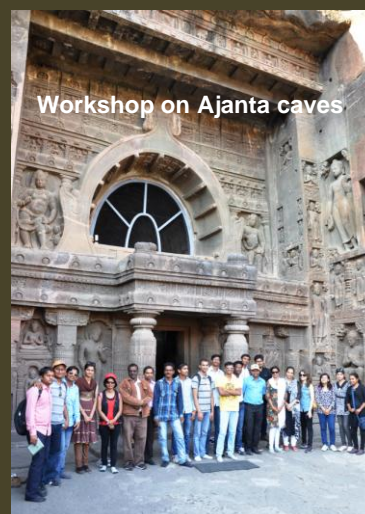
### Directorate of Archaeology and Museums

The Directorate of Archaeology and Museums functions under the Ministry of cultural affairs, Government of Maharashtra. The primary responsibility of this organization is preservation, conservation and upkeepment of 373 monuments declared as state protected monuments and 13 regional Museums dedicated for are Archaeology, history natural history, art and ethnography.

At present a project dedicated to conservation of forts including 28 forts worth 67 crores is sanctioned by the government.

### Archeological Survey of India

ASI under the Ministry of Culture, Government of India, is the premier organisation for the Archeological researches and protection of the Cultural heritage of the nation. The science branch conducts the specialised Conservation Research Laboratory at Ajanta caves.



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**Dr Rajesh Ragde delivering Commemorative lecture at Koyasan Buddhist University, Japan**



**Dr Rajesh Ragde & Dr Madhuri Sawant viewing the ancient Buddhist manuscripts in the Library of Koyasan Buddhist University, Japan**



**Dr Madhuri Sawant at Kindai University Japan in the One Asia Lecture series**



**Dr Madhuri Sawant delivering Keynote address on Buddhist Tourism: A collaborative force to strengthen Socio-cultural environment between India and Japan at EATSA conference 2017 Shirahama, Japan**