

3.2.2

Number of workshops/seminars/conferences including on Research Methodology/ Intellectual Property Rights and Entrepreneurships conducted during the last five years

2021-2022

Phone: 033-2441-1710



NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

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ICSSR Sponsored National Seminar organized by Department of Economics and Commerce, Naba Ballygunge Mahavidyalaya on

The Impact of Covid 19 Pandemic on Travel and Tourism Sector of India

Date: 6th March 2022

No. of participants: 80



Naba Ballygunge Mahavidyalaya

Departments of Economics & Commerce



ICSSR Sponsored One day National Seminar On

“The Impact of Covid 19 Pandemic on Travel and Tourism Sector of India”

Date: 6th March, 2022

Eminent Speakers



Dr. Sukamal Datta, Principal,
Naba Ballygunge Mahavidyalaya
Calcutta



Dr. Hirabojan Chattopadhyay
Vice-Chancellor
Baba Nivedita University, Kolkata
Former Vice-Chancellor, Anand University



Dr. Prabhat Kumar Gostan
Professor (Tourism)
University Institute of Tourism
Tourism Management (UJETM)
Rajab University, Chandigarh, India



Dr. Ashis Chakrabarty,
Professor and Director,
Institute of Development Studies Kolkata



Dr. Mahabata Chatterjee, Professor
Centre for Urban Economic Studies
Department of Economics,
Calcutta University



Dr. Subir Maltra, Registrar
Babindra Bharati University



Dr. Arindam Gupta
Professor of Commerce,
Vidyapeeth University



Dr. Ashish Kumar Saha
Professor of Commerce,
University of Calicut



Dr. Beharish Maitra
Professor & HOD,
Department of Economics
The Heritage College, Kolkata



Dr. Subhas Chandra Sarkar
Department of Commerce
University of Kalyan

Call for Papers

Research papers (within 3000 words) on the sub topics mentioned below are invited for the seminar. The papers should be in Times New Roman font with 12 font size. The papers along with the abstracts should be sent through mail on dattasukamal3@gmail.com positively before 25/02/2022.

Sub topics

1. Impact of covid 19 Pandemic on Medical Tourism in India.
2. Impact of covid 19 Pandemic on Hospitality and Related Services in India.
3. Impact of covid 19 Pandemic on the Aviation Industry in India.
4. Impact of covid 19 Pandemic on the Tour Operators in India.

Organising Committee

- 1) Dr. Sukamal Datta – Principal & Convener
- 2) Prof. Debi Prasad Lahiri – HOD, Economics; Contact: 8240473797
- 3) Dr. Tamal Taru Roy – HOD, Commerce; Contact: 9477051278
- 4) Prof. Santanu Mandal
- 5) Prof. Tushar Kanti Das
- 6) Prof. Anup Kumar Saha
- 7) Prof. Md. Hasanuzzaman
- 8) Prof. Sanchita Datta; Contact: 9831323280
- 9) Dr. Manisha Shaw

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Flyer to amplify the Webinar

Rapporteur's Report

In regard to ICSSR sponsored one day National Seminar on **"The Impact of Covid 19 Pandemic on Travel and Tourism Sector of India"**

Dated 6th March 2022

Organised by

Department of Economics and Commerce

Naba Ballygunge Mahavidyalaya

(Under Graduate & Post Graduate College)

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The department of Economics and Commerce organised an ICSSR sponsored one day National Seminar on **"The Impact of Covid 19 Pandemic on Travel and Tourism Sector of India"**. In today's situation, this seminar has a significant impact.

The Welcome Address was delivered by Dr. Sukamal Datta, Principal, Naba Ballygunge Mahavidyalaya, Kolkata. In his Welcome Address he first of all welcomed all the distinguished guests in the dais, all the delegate, all the paper writers saying that this was probably the first offline regular seminar organized by an college under University of Calcutta after the onset of covid pandemic since 2020. Dr. Datta said that the covid19 pandemic had adverse effects on almost every part of the economies across the globe, but the worst hit part is the tourism industries. The pandemic led to closure of international borders, severe air traffic restrictions, closure of hotels and restaurants and travel agencies leading to growing numbers of unemployment in these sectors. Even the loans taken by the agents of these industries failed to repay those to the banks. In this scenario, the topic of this seminar finds its relevance and Dr. Datta hoped that the discussions by the eminent speakers in the seminar will certainly be able to suggest some way out from this adverse situation for the travel and tourism sector of India.

The inauguration is done by Dr. Dhruvajyoti Chattapadhyay, Vice-Chancellor, Sister Nivedita University, Kolkata and former Vice-Chancellor, Amity University. He placed the flowers in a water bowl which symbolises the preservation of nature for the survival of our planet. This is followed by Dr. Dhruvajyoti Chattapadhyay addressing the audience on:

- European advance Civilisation failed to win over the immunity crisis, whereas the third world country faced this crisis with élan.
- Travel has flourished in India and the sector of Travel and Tourism was at its global best before 2020, but from 20th March, 2020, travelling went into stalemate and the regress is alarming due to isolation and public distancing. In 2022 the tourism is

getting a boom again with the protocol of maintaining cleanliness, awareness and care which would make the family travel easily possible.

Following the esteemed lecture of Dr. Dhruvajyoti Chattapadhyay, we are enlightened by Dr. Debashis Mazumdar's especial lecture on '*Azadi ka Amrit Mahotsav*'. Dr. Debashis Mazumdar, professor and Head of the Department of Economics of The Heritage College, Kolkata, gave a lecture on '*Azadi ka Amrit Mahotsav*'. It is a compulsory event necessary for ICSSR sponsored National Seminar. Dr. Debashis Mazumdar's lecture was on "Digital India Movement: an Introspection".

He spoke on

- Digital India Movement: Introspection, where he mentioned a flagship program of the Ministry of Electronics and Information Technology (MEIT Y), launched in July 2015.
- On digital payments in India which increased from 61.4% to 71% (2020-2022). This caused the trend of using and buying mobile phones as well as the Internet subscriptions in India.
- India's digital reach is better than 16 other countries.
- On problems of digital divides. Rural structure of access to internet is just 4%. The poorest section suffered in the digital divide due to the lack of computer with stable internet connection.

1st Technical Session (11.30- 1.00 P.M.)

With this the inaugural session comes to an end. In the first technical session the **keynote speaker** Dr Prasant Kumar Gautam delivered his lecture. Dr Prasant Kumar Gautam is the professor of tourism, University Institute of Hotel and Tourism management (UIHTM), Punjab University, Chandigarh. The session was chaired by Dr Ashish Kumar Sana, professor of Commerce, University of Calcutta. Dr Prasant Kumar Gautam's lecture was on "**The Impact of Covid 19 Pandemic on Travel and Tourism Sector of India**". Dr. Gautam discussed the various aspects of tourism after the initial impact of pandemic very precisely. He pointed out that

- Spoke on The Impact of Covid-19 on Travel and Tourism Sector of India. First he decodes the Impact of Covid-19 on Economy and he mentioned the factors that will serve to recuperate the Travel and Tourism Industry.
- Alludes to Sandeep Goyal's book *Future shock*.

- Mentions 14 industries that suffered the most. Among them the potential losers are Tourism and leisure. In 2021 International tourist arrivals in the world is 4% more than 2020, but 72% less than 2019. Tourism can make effective recovery by resolving virus containment, flight resumption, and consumer confidence. The reason tourism got effected are the closed country borders and the decrease of business travel. The students too travelled very less to do over-sea studies. This caused the cheaper accommodation in hotels.
- Spoke on the Indian marriage season and destination marriages that will lead to confidence building and cause the increase in tourism.
- Mentions revenge tourism and political tourism.
- Mentions that in China the tourism has bounced back to normal in 2022.
- Spoke on Leveraging technology and discussed about RubiQ and SITATA for healthy travel.

Following Dr Prasant Kumar Gautam, we have the speech of Dr Achin Chakraborty, Professor and Director, Institute of Development studies Kolkata. In his paper titled “ Impact of Covid19 on Tourism”, he pointed out

- The speedy growth of tourism suddenly took a nose dip in 2020 onwards.
- Arrival of foreign tourists in 2020 became scanty.
- Dollar exchange in India has also fallen in terms of graph.
- Tourism is the second largest institution of foreign exchange earnings, which received a major setback in 2020 and now in 2022, it is greatly back to normal.
- Global economic forum is the greatest institution. According to that it jumped from 40th position in 2017 to 34th position.
- We need to increase safety and security and health and hygiene in India to facilitate the greater promotion of travel and tourism.
- This is not possible for individual entrepreneurs but what can be done is to increase the priority of tourism industry and environmental sustainability.
- From Economic point of view the linkage effect has to be better and overcome the bottle neck situation.

After Dr Achin Chakraborty’s speech the session was extended and Dr. Sukumal Dutta, Principal of Naba Ballygunge Mahavidyalaya presented the paper along with Sk Sakil, Assistant Professor,

Katwa College, University of Burdwan, West Bengal. The title of the paper was “A Study on the impact of Covid-19 lockdown on share price on selected tours and travel companies”. In this paper they pointed out that tourism sector is one of the most important sources of foreign exchange in India. Not only it contributes in the revenue for the Government of India but also helps in generating employment opportunities. The paper attempted to present an overall scenario of the tourism sector during COVID-19 period and tried to find out the impact of COVID-19 lockdown on the share price of tourism sector and to ascertain the variations in share price for the selected tour and travel companies. To carry out that study they have selected five companies from tourism sector and the daily price data of the selected companies has also been collected for the period of 28 days i.e., 14 days before the announcement of lockdown and 14 days after the date of lockdown announcement.

After that the Chairperson Dr. Ashis Kumar Sana conducted a thought provoking interaction session between the speakers and the audience. After that the session ends with thanks to the chair.

With this the first technical session came to an end and lunch was declared.

2nd Technical Session (1.30 PM-3.00 PM):

In the second technical session Dr Arindam Gupta chaired the session. He is the professor of Commerce in Vidyasagar University. He invited the first speaker Dr Subir Moitra, the Registrar of Rabindra Bharati University, to deliver his speech. In his speech titled “Civil Aviation in India: Development, Market and the Impact of Covid19 Pandemic”, Dr. Subir Moitra spoke on civil aviation, the market of civil aviation and the impact of Covid-19. He charts a historical analysis of aviation sector and gave a valuable insight to the civil aviation industry.

The second speaker of this session is Dr. Mahalya Chatterjee, professor in Centre for Urban Economic Studies. She spoke on the topic of “**Tourism and Covid 19**” and talked about the linkage effect and how it is the cornerstone is supporting the entire tourism sector. Her speech brought light to the various necessary linkages and her analysis was intuitive and profoundly scholastic which gave enlightenment to various new ideas regarding the development of linkages in tourism industry.

In this session international participation took place as two international students asked Dr. Mahalya Chatterjee questions over Google Meet. Rishabh Mukherjee, from Warwick University and Srideep Mitra from London School of Economics patiently attended the session and took part in discussion.

With this the second technical session came to an end. This session is followed by the Research session which was chaired by Professor Subhas Chandra Sarkar, Department of Commerce, University of Kalyani. Many research scholars from various sections shared their invaluable insights through their research papers. Following the research methodology of rigorous

investigation, the research scholars came up with brilliant opinions and suggestions to improve the economic situation in the field of Travel and tourism.

The first paper presented in this session was titled “Impacts of Covid-19 Pandemic on Tourism Industry of India” and it was written by Dr. Tamal Taru Roy, HOD, Department of Commerce; Prof. Debiprasad Lahiri, HOD, Department of Economics and Pritam Paul, M.Com student of Naba Ballygunge Mahavidyalaya. The paper was presented by Pritam Paul who put emphasis on the impact of Covid19 pandemic on India's tourism industry, especially on airlines and hotels. In addition, this study examines the implications for the sustainability and resetting of the tourism industry in India.

The next paper was titled “**Designing the Future of Medical Tourism in India by Recalling the Past and Confronting the Present Covid-19 Crisis**” by Lakpa Dorjee Bhutia, Assistant Professor, Netaji Nagar Day College, Amrita Dutt (Banerjee) and Sarmila Ghosh, SACT, Netaji Nagar Day College. They pointed out that with the advent of the new mechanisations, health and tourism industry have been promising sectors in recent years in India. Medical tourism industry is a perfect blend of these two twin industries which has been significantly growing not only for enthralling landscapes but also for its state-of-the-art medical technologies. The key strengthening factors for gaining this momentum are affordability of quality healthcare at lower cost, varied tourist destinations enhanced accessibility from across the globe, minimal language barrier, uncompromising care and world class technology. Their paper aimed to highlight on the possibilities of growth of Indian Medical Tourism industry in the post-pandemic situation in this country. Besides this, they concentrated to assemble all measures taken by the government to rejuvenate this sector holistically.

The next paper was presented by Md. Hasanuzzaman, Assistant Professor, Department of Economics, Naba Ballygunge Mahavidyalaya, on “**A Glimpse of COVID-19 and Tourism Sector in India**”. He pointed out that the lockdown, which was imposed as the last resort to break the chain of the overwhelming impact of the deadly infectious virus, has made massive disturbance to tourism industry. As a result, the tourism sector is badly affected with severe economic consequences. Due to the cease of travel and tourism, the economy faces enormous loss in terms of income and employment. The tourism industry is considered to be the fastest growing industry. But during last 2 years, this industry has become very unstable due to pandemic situation. That paper tried to understand the importance and position of India's tourism sector during Covid-19 pandemic.

The next paper was presented by Iswar Tudu, Assistant Professor, Department of Commerce, Naba Ballygunge Mahavidyalaya and Dr. Debisree Banerjee, Assistant Professor, Department of Commerce, Naba Ballygunge Mahavidyalaya on “**Impact of Covid-19 On Tourism Industry In India: A Review**”. They discussed the extent to which an epidemic of 2020 such as COVID-19 can affect the global tourism industry and perform estimates of the destruction to world tourism. COVID-19 pandemic, labelled as a ‘Black Swan Event’, is more likely to cause severe damages to the economy from a disease outbreak (Shretta, R.2020). At that moments have been implied curfews, various restrictions and travel bans were implemented by the respected government across the world to tackle the pandemic. Thus, most states have closed their borders for tourists. Hence the COVID-19 pandemic has been crisis in economic with devastating effect on developing countries, especially those depends upon tourism. The number of international tourist arrival declined by 74% in 2020 compared with previous year (UNWTO Tourism Data Dashboard). Tourism is a critical sector of the international of the economy in 2019, the tourism sector accounted for 29% of the world services export and about 300 million jobs globally. It is an important source of income that is Foreign Exchange Earning and employment for developed and developing countries. Tourism is a major source of