



# Invitation



University Grants Commission

UGC Sponsored  
One Day National Seminar On  
**Impact of Religious Tourism in  
the Delta Basin of  
Krishna River**

24<sup>th</sup> March, 2023

To

Prof./Dr./Sri \_\_\_\_\_

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From

**Dr. P. Purna Chandra Rao**

Seminar Director

**HOD, Dept. of Tourism & Hospitality Management**

Acharya Nagarjuna University

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### Organizing Committee

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Vice-Chancellor, ANU

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Seminar Director

**Dr. P. Purna Chandra Rao**  
HOD  
Dept. of Tourism & Hospitality Management, ANU

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Organizing Members

**Research Scholars &  
Students MBA (TTM)**



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**REGISTRATION FORM**

Name.....

Designation .....

Organization .....

Address: .....

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Mobile: .....

Email: .....

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Registration fee Paid Rs.: .....

DD No: .....

Date: .....

Date:

Place: Signature of the Applicant



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24<sup>th</sup> March, 2023



**Prakasam Barrage, Vijayawada**

**Seminar Director**

**Dr. P. Purna Chandra Rao**  
Associate Professor

**Organised by**

**Department of Tourism & Hospitality Mgmt.  
Faculty of Commerce and Mgmt. Studies  
ACHARYA NAGARJUNA UNIVERSITY  
Nagarjuna Nagar, Guntur, A.P., India**

## Acharya Nagarjuna University

The Acharya Nagarjuna University has completed 47 years of its existence; It was inaugurated on 11th September, 1976 by the former President of India, Sri, Fakhruddin Ali Ahmed. The University was established by Act 43 of 1976 of the A.P. State Legislature and Governed by Act 4 of 1991. The University is spread across sprawling 300 acres located on the Chennai - Kolkata NH 5 within the Capital Region of Amravati, between the Vijayawada and Guntur. Since then it has grown into a large University with Academic Departments having over 430 affiliated colleges in Guntur and Prakasam Districts offering Under-Graduate, Post-Graduate, Engineering, Education, Law, Pharmacy and Oriental Languages courses & M.Phil. & Doctoral Programs. Now it has 55 Post-Graduate teaching-cum research courses on the campus, while around 70 affiliated colleges offer P.G. Courses. The University runs PG Campus at Ongole. Funded by the U.G.C., recognized by the Association of Indian Universities (A.I.U) and the Associations of the Common Wealth University (A.C.U) and accredited by NAAC - 'A' Grade. ANU got 9th rank in India and 2nd rank in Andhra Pradesh recently among top Universities by Times Higher Education, London. It is also bagged several ranks like the Asia Book of Records, India Book of Records, Guinness World Records, Green University Award, etc., to its credit.

### University College of Arts, Commerce and Law (ACL)

The University College of Arts, Commerce, and Law was established on 1st Nov. 2010 consequent to the decision made by the university to divide the campus college into 6 colleges. Today, it has 19 Departments and 6 Research Centers and all the Departments are equipped with Departmental Libraries, Computer Labs, Smart Classrooms, & Seminar Halls, etc.,

### About the Department of THM

The Department of Tourism & Hospitality Management has started by offering a Master of Tourism and Travel Management from the academic year 2005-2006. The nomenclature is changed from MTTM to MBA (TTM) from 2013-2014. As well as introduced the Research programs such as M.Phil. and Ph.D. in the same academic year. Sound knowledge of the Tourism course Curriculum is the real strength of each and every student when they part with the University after two years of successful course completion to experience the True traveler's lifestyle. The department has received 6 State level awards to its credit from AP Tourism in 2010, 2013, 2014, 2017, 2019, & 2022 so far.

### About the Theme of the National Seminar

Religious tourism is a journey to a temple, shrine, or other locations that are significant in the faiths and beliefs of the tourists. Religious tourism has gained significant popularity and attention in India due to its significant deliverables including employment, national integration as well as foreign exchange earnings. India has a lot of religious shrines and centers such as temples, mosques, churches, gurudwaras, and monasteries etc. As a result, along with the large number of pilgrims that visit these religious destinations throughout the year, many travel enthusiasts have started to throng these religious places.

The Indian subcontinent gave rise to four major religions: Hinduism, Buddhism, Jainism, and Sikhism. India is a

wonderful country in which all religions exist, and the people of the Indian subcontinent have followed various religious faiths. Religion has always been an important part of the culture of the country.

Krishna Basin is having a total area of 2,58,948 sq. km which is nearly 8% of the total geographical area of the country. The Krishna Basin extends over the states of Andhra Pradesh (29.81%), Maharashtra (26.36%), and Karnataka (43.8%). The major part of the basin (75.86%) is covered by the agricultural area. Approximately 10% of the basin area is covered by forest, wasteland covers around 7% of the total basin area, and around 4% of the basin area is covered by water bodies. The Krishna basin receives its maximum rainfall during the southwest monsoon.

The Krishna River is a river in the Deccan plateau and is the third-longest river in India, after the Ganges and Godavari. The river is also called as Krishnaveni. It is 1,400 kilometres (870 mi) long. It is a major source of irrigation in the Indian states of Maharashtra, Karnataka, Telangana, and Andhra Pradesh. The Krishna river delta is a densely populated area.

In the Delta Region, it has a lot of religious places, such as in Maharashtra State – Mahabaleshwar Temple, Sangameshwar Shiva Temple, etc. In Karnataka state – Kudalasangama temple, Sri Chaya Bhagavati Gudi, etc. In Telangana state – Sri Jogulamba Ammavari Temple, Sri Anjaneya Swamy Temple, etc. In Andhra Pradesh State – Srisailem Sri Bhramaramba Mallikarjuna Swamy Ammavarula Devasthanam, Sagar Matha Church, Sri Amareswara Swamy Vari Devasthanam, Sri Durga Malleswara Swamy Varla Devasthanam, Saiva Kshetram, Undavalli Caves, Masjid-E-Raza, Dhyan Buddha Statue, etc.

### Seminar Main Objective

To examine & review the Religious Tourism and its activities, services at the Krishna River Basin and to create awareness & education on the proposed theme of the Seminar. It is primarily meant for tourism students and all other participants/ delegates of the seminar

### Sub Themes of the Seminar

- Impacts of Religious Tourism.
- Challenges of Religious Tourism
- Religious Tourism Post Corona
- Role of Government towards Religious tourism
- Sustainable Heritage and Cultural Tourism
- Eco- Tourism
- Any relevant topic on the Tourism

### Expected Participants

Academicians, Tour operators, Hoteliers, Event managers, Students, Research Scholars, Entrepreneurs, Tourism Policymakers, and all other stakeholders of the Tourism & Hospitality Industry.

### Guidelines for Paper Submission

- ◆ Abstract of the paper should be in 200-300 words.
- ◆ The papers should be based on original research work not exceeding 8 papers
- ◆ It should include the title, author's name, mail id, contact number.
- ◆ Soft copies should be submitted in A4 size MS-Word format, with Times New Roman font with heading in font size 14 and remaining text size 12 with spacing 1.5 as a single line.

- ◆ All papers are reviewed by an academic committee.
- ◆ Select papers will be published with ISBN Number in the seminar proceedings
- ◆ At least one of the author must pre-register
- ◆ Hard copy of full paper is required to be submitted at the time of registration.
- ◆ Copy right is reserved for the papers submitted.
- ◆ All the papers should be sent to the Email-Id: tourismnationalseminar2023@gmail.com

### Key Dates

Submission of abstracts: **on or before 1<sup>st</sup> March, 2023**

Communication of acceptance: **6<sup>th</sup> March, 2023**

Submission of Full Papers: **on or before 20<sup>th</sup> March, 2023**

### Registration link

[https://docs.google.com/forms/d/e/1FAIpQLSdQczb0p9kZSI\\_rvyG3Sg\\_Db2CPZRyJ\\_X\\_LcljwPB1CQ3eaw/vie/wform?usp=fs\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdQczb0p9kZSI_rvyG3Sg_Db2CPZRyJ_X_LcljwPB1CQ3eaw/vie/wform?usp=fs_link)

### Registration Fee

S. No	Category	Amount
1	Industry Professionals	Rs. 700
2	Academicians	Rs. 500
3	Research Scholars	Rs. 200
4	Students	Rs. 100

Drawn in favor of Director, UGC National Seminar 2023, Department of Tourism & Hospitality Management, payable at Union Bank, N.U Campus, Nagarjuna Nagar, and Current Account No: 15081101000080, IFSC Code: UBIN0815080.

The Registration fee includes a Seminar kit, lunch, snacks & Tea.

Venue : Department Seminar Hall, MBA (TTM)

### How to reach ANU

Acharya Nagarjuna University is located beside Chennai-Howrah National Highway (NH 5) at a distance of 12 km from Guntur and 19 km from Vijayawada, Andhra Pradesh. Both the cities are well connected by rail and road. Buses fly round the clock in between these two cities. The nearest Air Port is at Gannavaram, Vijayawada.

### Accommodation

For the Outstation participants/ delegates, accommodation will be provided on a payment basis with the prior intimation, at the ANU Campus only.

### Travel Grant

No TA & DA will be provided to the participants.

For further details, Kindly contact

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**Dr.K.Rajesh**, Faculty Member  
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