



**Institute of Tourism Studies  
University of Lucknow**

**One- Day National Seminar  
Dimensions of Travel Writing:  
Yesterday, Today and Beyond**

**Date: 10<sup>th</sup> April, 2017**

Tourism, an inherent activity by humans, is almost as old as human civilisation. It is born from the natural curiosity to learn about new environments. It is also by its characteristics an intangible commodity which makes it difficult for tourists to choose from innumerable destinations across the globe. Herein lies the role of travel writers, journalists and in recent times blog writers in presenting a kaleidoscope of information for tourists. The contribution of the travel writer / reporter in ensuring that tourism flourishes is by no means insignificant. Their opinion is a powerful means of not only inciting interest in foreign lands, but building a better understanding and respect of other cultures. Their words inspire the need to explore and live, albeit for a short spell, in a fascinating world outside our realm of familiarity. They do this by raising awareness about nations and countries, their history, habits, traditions and culture. More importantly, they disseminate information that has made travel more accessible to people across economic and social demographics.

**About Rahul Sankrityayan**

Beginning from the accounts of Megasthenes about India to the writings of Fa-Hien, Hiuen-Tsang, I-tsing, Al-Masudi, Al-beruni, Marco Polo and Ibn Batuta all these writers have created an image of India that has fascinated and compelled many to visit our country. In the modern era one name that stands out amongst all others in that of Mahapandit Rahul Sankrityayan who is called the Father of

Hindi Travelogue/ Travel literature because he is the one who played a pivotal role to give travelogue a 'literature form'. Mahapandit Rahul Sankrityayan is also the iconic figure and role model of the Institute of Tourism Studies ever since its conception in the year 1994. What could be more apt as both the Institute and its iconic figure are from the State of Uttar Pradesh.

The Institute takes great pride in celebrating the **quasi- centennial** birthday of the renowned writer on 9<sup>th</sup> April 2017 and remembering him on this day for his valuable contributions towards tourism. To commemorate this occasion the Institute has organised a one- day seminar titled 'Dimensions of Travel Writing: Yesterday, Today and Beyond' on 10<sup>th</sup> April 2017.

The theme of the seminar opens manifold scope to encompass discussions on the traditional approach to travel writing and the transitions it has witnessed and expected to witness. The role of important travel writers and their pivotal contributions will be addressed. The academic dynamics and scope for research in travel writing is also crucial element in shaping the outcomes of the seminar. This field also has innumerable potential in providing job opportunities for youngsters looking for a career of journalism and passion for travel. This crucial issue will also be taken up during the seminar.

The participants will include academicians, renowned tour operators and allied professionals, researchers, journalists and students.

### **Sub-Themes of the Seminar**

Papers are invited on various sub- themes listed below:

- Works of Mahapandit Rahul Sankrityayan
- Contributions of renowned travel writers
- Transitions in travel writing
- Career opportunities in travel writing
- Techniques of travel writing
- Deliberations on Travel blogs and social media

- Travel journalism
- Brand identity and image creation through travel writing

Interested participants may submit an abstract of not more than 300 words by email.: **travelwriter.seminar@gmail.com**.

The abstract shall be in times new roman, using 12 font size. The title shall be clearly mentioned in font size 14. The name of author/ co- author(s) along with designation, Department/ Institution, email id and phone number is to be mentioned in italics.

**The last day for submission of abstract is 07/04/2017.**

**Registration would be on the spot.**

#### **Registration Details:**

<b>Participants</b>	<b>Registration Fee</b>
Local students/ Research Scholars	Rs. 300/-
Local Academicians/ Professionals	Rs. 500/-
Outstation students/ Research Scholars	Rs. 700/-
Outstation Academicians/ Professionals	Rs.1,000/-

**Note:** The registration fee includes seminar kit and one day moderate hospitality for all participants. For outstation participants the fee also includes moderate accommodation for one day only. All registered participants will be provided with a certificate. The registration fee is mandatory for co-author(s).

**Venue:** Institute of Tourism Studies,  
University of Lucknow, Second Campus,  
Jankipuram, Lucknow 226 031.

### **Seminar Programme:**

Inaugural Session	10:00 AM to 11:00 AM
Tea Break	11:00 AM to 11:30 AM
Panel Discussion	11.30 AM to 12.30 PM
Technical Session - I	12:30 AM to 1:30 PM
Lunch	1:30 PM to 2:15 PM
Technical Session - II	2:15 PM to 4:00 PM
Valedictory Session	4:00 PM to 4:30 PM

### **Organizing Committee**

Patron	Prof S.P Singh Vice Chancellor, University of Lucknow
Convenor	Prof. M.K. Agarwal, Director
Organizing Secretary	Dr. Anupama Srivastava
Organizing Secretary	S. Mehdi Hasan Rizvi
Member	Dr. Sudhir Mishra
Member	Dr. Preeti Madan Sharma
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Mr. Sameer Sharma	District Sales Manager, Oman Air
Mr. Pankaj Mehrotra	Manager, Air Vistara

***For any query please contact:***

1. Dr. Anupama Srivastava : 9235555190
2. S. Mehdi Hasan Rizvi : 9415107603

**Prof. M.K. Agarwal**  
Director  
Institute of Tourism Studies  
University of Lucknow  
Second Campus, Sitapur Road  
Jankipuram  
Lucknow 226031 (India)  
Email: [travelwriter.seminar@gmail.com](mailto:travelwriter.seminar@gmail.com)