

# Preamble

The tourism landscape in Eastern Uttar Pradesh, a region steeped in spiritual and cultural significance, attracts millions of visitors annually who seek enriching religious experiences. However, to foster sustainable growth in religious tourism, it is essential to understand and assess tourists' perspectives on crucial elements such as infrastructure, safety, and cultural engagement. This conference serves as a platform to address these aspects by engaging researchers, policymakers, industry experts, and community stakeholders.

With a focus on assessing the current state of tourism infrastructure, evaluating safety perceptions, and enhancing the cultural experience for visitors, this conference will provide insights into improving the overall appeal and viability of religious tourism in Eastern Uttar Pradesh.

Allied issues such as the economic impact on local communities, environmental sustainability, accessibility, and digital transformation will also be discussed to broaden the conversation on sustainable development in the tourism sector.

Through these dialogues, participants will explore pathways to foster a tourism ecosystem that respects cultural heritage, ensures visitor safety, and contributes positively to the local economy.

## Conference Broad Themes:

- Infrastructure Development for Religious Tourism
- Tourist Safety and Security in Religious Destinations
- Cultural Heritage and Tourist Experience
- Economic Impact of Religious Tourism on Local Communities
- Marketing and Promotion of Eastern Uttar Pradesh as a Religious Tourism Destination
- Environmental Sustainability in Religious Tourism
- Tourist Satisfaction and Feedback Analysis
- Comparative Analysis of Religious Tourism in India and Abroad
- Religious Tourism and Social Cohesion
- Challenges of Seasonality in Religious Tourism
- Digital Transformation in Religious Tourism Management
- Role of Hospitality and Local Cuisine in Enhancing Tourist Experience

## Conference Venue:

Department Of Management Studies,  
Indian Institute of Information  
Technology (IIIT) Allahabad  
Devghat, Jhalwa, Prayagraj-211015,  
Uttar Pradesh, India.

ICSSR Sponsored Conference

under

Vision Viksit Bharat @2047

On

“Exploring Religious  
Tourism in Uttar Pradesh:  
Perspectives and Potential”

February 21-22, 2025

Sponsored by:



Organized by:



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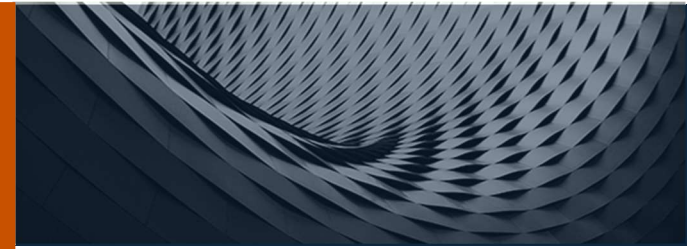
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## REGISTRATION FEE

1. Faculty Member – Rs. 200 + GST
  2. Research Scholar – Rs. 150 + GST
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## REGISTRATION LINK

<https://apply.iiita.ac.in/event/register/ICSSR/>

## PAPER UPLOAD LINK (AFTER REGISTRATION)

<https://forms.gle/3ciNrRuxb7ci6gtQ6>

