

NEHU faculty promotes North East at international conference



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Saidul Khan 12 July 2017 7843 views

A faculty from North Eastern Hill University (Nehu) today made an endeavour to brand [Meghalaya](#) and other Northeastern states of [India](#) [as](#) an “unexplored tourist destination”.

Speaking [as](#) keynote speaker at the 13th International [Conference](#) on Business Management and [Legal](#) Studies at Bali, Indonesia [assistant](#) professor in the Department of Management Dr. Sunildro L.S. Akoijam enlightened the gathering on the [success](#) of [India](#) Tourism campaign – “Incredible [India](#)”.

Talking about the campaign, which has made its attempt to create awareness on tourism potential and behaviour change, Dr Akoijam presented a paper on Branding of Tourism Destination: Recent Trends and Strategies.

He elaborately explained to the delegates of 26 countries including Canada, Australia, USA, Finland, Poland, Singapore, China, Malaysia, Sri Lanka, Japan and Korea on lesser known places of Northeast [India](#) particularly [Meghalaya](#), which he compared with Europe and branded Shillong [as](#) the “Scotland of East” and [Manipur as](#) the “Switzerland of [India](#)”.

Organised by Global Research and [Development](#) Service (GRDS) in collaboration with Global Association for Humanities and [Social](#) Sciences Research (GAHSSR), the conference show participation of researchers, scholars and academicians, who spoke at length on different topics of [social](#) science research and management.

He drew the attention of SARC countries in particular by projecting Incredible [India](#) campaign [as](#) the most successful publicity campaign, which has placed [India as](#) one of the most sought after tourist destination in the world.

“Every country have its own unique selling preposition, and therefore an attempt should be made by tourism [policy](#) makers and other stakeholders to tap the opportunities and market their countries in different parts of the world to attract global tourist”, said Dr. Akoijam pitching for cross promotion of tourism destination, cultural exchange and awareness on historic destinations.

He said that tourism has been the fastest growing industry in [India](#) and has been able to provide sustainable income to lakhs of people particularly in rural areas, where people have been empowered and have been educated to promote conservation of natural resources and its rich heritage.

Dr. Akoijam, who has been teaching at Nehu for the past four years was also awarded at the conference for his contribution in the field of tourism research in [India](#) and works for cross promotion of tourism destination particularly in South East Asian countries.

Saidul Khan

Based in Tura, Meghalaya

BY SAIDUL KHAN

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