

NATIONAL WEBINAR ON
“IMPACT OF COVID-19 PANDEMIC ON THE TRAVEL & TOURISM SECTOR OF ASSAM”
DATE: 4TH JULY, 2020



**Organized by IQAC, C. K. B. College, Teok in collaboration with the Dept. of
Commerce and Economics, C. K. B. College, Teok**

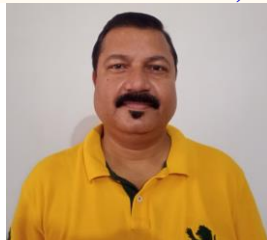


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PROFESSOR OF SOCIOLOGY
TEZPUR UNIVERSITY, ASSAM



SIDHESWAR KR. MISHRA
FOUNDER DIRECTOR
ASSAM TOURS AND TRAVELS

Dear Sir/Madam,

It gives us immense pleasure to inform you that the IQAC, Dept. of Commerce and Economics, CKB College, Teok, is going to organize a National Webinar on “*Impact of Covid-19 Pandemic on the Travel & Tourism Sector of Assam*” on 4th July, 2020. The college fraternity hopes for your kind participation at the event.
With regards.

Dr. Bijoy Krishna Pachani
Principal, CKB College, Teok

ABOUT THE WEBINAR

The COVID-19 outbreak has left a unbearable impact on the tourism scenario of Assam. It has also led a crippling blow to the global tourism and associated sectors. The World Travel & Tourism Council (WTTC) estimates that 75 million travel and tourism jobs are at risk globally due to COVID19 pandemic. The Indian scenario is also not satisfactory with the assessment by Confederation of Indian Industries (CII) of an impact of around 60-65% of projected revenue of \$28 billion from October 2019-March 2020 in the tourism sector. Assam is one among the hard-hit states with regard to the tourism industry. The whole tourism value chain across hotels, restaurants, resorts, travel agencies, tour operators as well as dhabas and fast food businesses directly or indirectly associated with the tourism sector in the state have seriously threatened. Under the backdrop of such a critical juncture, as academician, it is our pure duty to do something about it as it is the high time to sort out a future course of action and an effective parameter to revive our tourism sector. That is why this webinar is all about.

ABOUT THE COLLEGE

Chandra Kamal Bezbaruah College, Teok is located by the side of the National Highway No. 37 at about 25 Kms. east of Jorhat town. The word Teok comes from the Tai language which means abundance of milk and ghee. This large belt of the eastern part of Jorhat district is mostly inhabited by small agriculturalists and tea garden labourers. A large part of the population of neighbouring areas of the college belongs to Scheduled Castes and Plain Tribe of the Mising community. C.K.B College, Teok is almost at an equidistance from Jorhat and Sivasagar. It is well connected by bus from both the towns.

OBJECTIVES OF THE WEBINAR

- *To analyze the present and future impacts of the Covid-19 pandemic on the Travel and Tourism sector.*
- *To sort out a future course of action and an effective parameter to revive the tourism industry.*

TARGETED PARTICIPANT

The Webinar is open to all academician, researchers and faculty members.

IMPORTANT NOTE

E-Certificate will be provided to all participants after successfully completion of the Webinar.

Organizing Committee

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REGISTRATION

There is no registration fee for joining the webinar.

Last date of Registration: *3rd July, 2020*

For registration participant can enroll through the link [Click Here](#)