



CONFERENCE ANNOUNCEMENT

Amity International Tourism & Hospitality Conference

2-3 September, 2016

**“Advances in Tourism, Hospitality & Aviation : Global viz- a- viz Indian
Perspective: Vision 2020”**

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Organized by,

Faculty of Hospitality and Tourism (FHT)

Amity Institute of Travel and Tourism (AITT)

Amity School of Hospitality (ASH)

Amity University Uttar Pradesh, Noida

Website: <http://www.amity.edu/aitt/>
Conference email: aithc2016@amity.edu

Amity International Tourism & Hospitality Conference
On
“Advances in Tourism, Hospitality & Aviation: Global viz- a- viz
Indian Perspective: Vision 2020”

2-3 September, 2016

CHIEF PATRON:

Revered Dr. Ashok K. Chauhan, Founder President, Amity University

PATRON:

Dr. Atul Chauhan, Chancellor, Amity University Uttar Pradesh.

Co-PATRON:

Prof. (Dr.) Balvinder Shukla, Vice Chancellor, Amity University Uttar Pradesh

Conference Chairman:

Prof. (Dr.) Manohar Sajani

Conference Convener:

Prof. Pranshu Chomplay

Conference Co-Convener:

Dr. Piyush Sharma

Dr. Alok Kumar

Organizing Secretaries:

Dr. Manish Anand

Dr. Mahesh Uniyal

Mrs. Swati Sharma

ABOUT AMITY:

The International conference will be organized under the banner of Amity University which is the leading education group of India with over 1,35,000 students studying across 1000 acres of hi-tech campus. At Amity we are passionate about grooming leaders who are not only thorough professionals but also good human beings with values and sanskars. This is just one of the many reasons, why we are consistently ranked No. 1. Amity has tie-ups with over 100 international Universities, Laboratories and Research Centers in areas of student exchange, faculty exchange, joint research, curriculum development and educational tours for students. Our faculty and senior team travel all over the globe to learn and imbibe the best practices so that we can give a solid foundation for learning.

The Faculty of Hospitality and Tourism (FHT) has been established with an objective to provide education at all levels in Hospitality & Tourism disciplines of modern times and in the emerging frontier areas of Hospitality & Tourism knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action. At FHT, we equip and empower the aspiring young leaders with relevant managerial skills, fostering values, creating social responsibility and global competence to meet the requirements of the changing and challenging Tourism and Hospitality Business

TOURISM & HOSPITALITY INDUSTRY

International tourism is the world's largest export earner & an important factor in the balance of payments of many industries. For many destinations across the nation, tourism is an important part of their economy. The developing nations view tourism as a source to improve upon their economy whereas the developed nations view it as a stimulus for furthering their economic growth. The effect of tourism creates a multiplicative effect and thus leads to better growth and opportunities within the society and the country as a whole.

There has been a major change in the interest and motivation for travel around the globe. The interest is changing giving a paradigm shift to tourist behaviour and patterns. Accordingly various stakeholders need to relook at their policies and for new developments in the field of product designing and development. This changing nature of tourism is impacting inter – organizational, relations, collaborations, completion, innovation and marketing. The present conference will look for such ideas which have or can help tourism bodies to look at their outputs.

Moreover this Conference is to set a meeting ground for Industry Managers, Tourism Aviation and Hospitality Researchers together to deliberate on the issues related to the Travel, Tourism, Aviation and Hospitality business. The conference will profile current and emerging trends, challenges and issues that are being faced by Hospitality and Tourism Operators in a high-growth business environment. The conference aims to address major issues in Tourism, Aviation and hospitality sector by providing a platform for all the industry experts and academicians.

INTRODUCING THE CONFERENCE THEME

WTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these worldwide arrivals in 2020, 1.18 billion will be Intraregional and 0.38 billion will be long-haul travellers. The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and Americas (282 Million), followed by Africa, the Middle East and South Asia.

The Tourism 2020 Vision demonstrates an annual growth rate of 4.1 per cent over the period 1995-2020. Long-haul travel worldwide will grow faster than intraregional travel. In 1995, long-haul travel accounted for 18 per cent of all international trips; by 2020 this is expected to increase to 24 per cent.

According to a recent report by the World Economic Forum (WEF), India has achieved the 52nd rank among the list of 141 countries worldwide as per the Travel & Tourism Competitiveness Index (TTCI) 2015. It is also a great achievement that the country has moved up 13 notches to the 52nd position as compared to 2013. India fares much better as a business destination due to its economic growth. It still remains a highly price-competitive destination. The recent changes in its visa regime with the introduction of visa on arrival can lead to a great boost in the international arrivals. In global perspective, there are several issues that the industry needs to address in future, like Technology and Communication to successfully promote destinations, Financing tourism development, Visa facilitation, Air connectivity, Healthy environment in society, Taxation policy Vocational education, Employment opportunities.

The increased demographic strength of Indian manpower who aspires to join service industry and become service professionals can be the one who may meet the global perspectives. This International conference is focused to highlight on the challenging areas that the tourism, hospitality and aviation industry may face in future. The participation of academia and industry stakeholders will give an insight to these issues and suggest measures to meet the desired outcomes and serve as white paper. Vision 2020 will address to the needs of the Millennials and Generation Z travellers, with most modern technological innovations, desires and skills.

OBJECTIVES

- Conference will provide a platform for academics, researcher and students to present their research studies and finding relevant to the field of hospitality, tourism & aviation
- Conference will enhance and develop opportunities for further research in the field of hospitality and tourism.
- Conference will strengthen the overseas linkage on research in tourism and hospitality.
- Conference will provide a platform to bridge the gap between academia and industry with strong industry interface.
- Conference will provide the outputs to Ministry of Tourism, Govt of India.

SUB-THEMATIC AREAS

In particular, conference will try to figure out the achievements of agendas of tourism development process on the basis of addressing contemporary practices, trends and innovations. However following thematic areas, which conference will try to address, can give you an indication of conference discussions:

- Tourism in Present Age.
- Hospitality Operational management
- Car rental
- Sustainable Tourism: Opportunities and Challenges
- Aviation Industry.
- IT and Hospitality
- Training and Development in Hospitality, Tourism and Aviation.
- Challenges in Hospitality and Tourism Marketing.
- Corporate Social Responsibility in Hospitality and Tourism.
- Medical Tourism: Innovative Practices.
- Global Education System in Hospitality and Tourism.
- Food & Cuisines across the globe.
- Event Management
- Food safety, quality & Food laws
- Green Hotels & Sustainable Hotel.
- Food production & its emerging practices
- Innovation in Hospitality & tourism
- Any other topic related to Tourism, Management & allied/inter-disciplinary sector.

Note: Above list of thematic areas is not exhaustive one. Related researches would also be highly appreciated.

PROPOSED AWARDS

- Best paper awards
- Best presenter award
- Best selected papers will be published in FHT journals

WHO CAN ATTEND

The conference is aimed at providing a meeting ground for the Intellectual and Professional experts/ resource base in tourism. It welcomes for participation, all of the following:

- Academicians
- Policy Makers
- Travel Writers
- Research Scholars
- Entrepreneurs
- Trade Professionals

VENUE & DATE

Amity University Campus Sector 125 Noida, on 2-3, September, 2016 (Friday & Saturday)

CONTRIBUTION

Persons interested to participate in the conference are welcome to contribute their research papers/ research notes/ case studies/ brief research notes on the themes or related subjects with specific recommendations for discussions in technical sessions.

Please avoid sending hard copies as due to paucity of time it would not be possible to get these typed.

An abstract of maximum 250-300 words in MS-word format (Times New Roman font size 12) should reach by 15th **June 2016** on the following email: **aithc2016@amity.edu**

IMPORTANT DATES

Abstract Submission:	15 June 2016
Date of full paper submission:	15 July 2016

CONFERENCE FEE:

Delegate Category	fee
International Delegates	USD\$250
Academicians/Professionals	Rs 1500
Research Scholars	Rs 1000
Students	Rs 200/Rs 400*

- Accommodation for outstation participants will be arranged on request in & around Noida and it would be on direct payment basis.
- All overseas partner universities sponsoring 05 or more than 5 participants will be charged only USD \$50 per participant.
- Fee of USD \$ 250 also includes post conference excursion to Taj Mahal, Agra or Delhi Sightseeing.

* Registration charges for students will be Rs 200 without lunch and Rs 400 with lunch. Conference kit will also not be provided to student.

The registration fee should either be submitted through a Demand Draft drawn in favour of **'AMITY UNIVERSITY UTTAR PRADESH', payable at Noida** or through online bank transfer. The details are mentioned below:

Bank Name	Oriental Bank of Commerce
Branch Address	AIS, Sector 44, Noida Distt, Gautam Budh Nagar-201301
Branch Code	0101001
Account name	Amity Sponsorship Account
Account Number	10012261000054
Account Type	Saving Account
MICR Code	110022107
IFSC Code	ORBC 0101001
Electronic Fund Transfer for International delegates	
Swift Code	ORBCINBBNOD
Email ID	cmvasudeva@amity.edu