



FACULTY OF HOSPITALITY AND TOURISM  
(FHT), NOIDA, INDIA

ORGANIZES



3rd AMITY INTERNATIONAL CONFERENCE IN  
TOURISM AND HOSPITALITY (AITHC-2018)

AT

AMITY UNIVERSITY, NOIDA CAMPUS

on

"Innovations and Disruptions in Tourism, Travel &  
Hospitality Business Processes: A Global Perspective"

25th -27th September, 2018

Confirmed Speakers:

- 1.Prof. Urs Wagenseil, Director  
Lucerne University of Applied Sciences and Arts, Hochschule Luzern
- 2.Marina Ambrosecchio, Direzione Generale, University for European Tourism
- 3.Prof. S.C Bagri, Dean, SOM & Director CMTHS,HNB Garhwal University
- 4.Director of Saint Anne de Chavagnes in Cannes
- 5.Director of Yeepa, Germany
- 6.Prof. Anoop K Patiar, Griffith University
7. Prof. Cecilia Isabel Guambe, Tourism Consultant at Cecilia Rural Tourism and Services, Lda
8. Prof. H.G. Parsa, Director, International Business Major, Daniels College of Business, University of Denver
9. Sanjay Nadkarni, Director of Research & Innovation  
The Emirates Academy of Hospitality Management  
,Dubai,United Arab Emirates
10. MA. Christina G. Aquino, C.H.E., Executive Director for Planning and Development DIMR, Project Director, Lyceum of the Philippines University, Manila
11. Prof. Dipra Jha, Director of Global Engagement, University of Nebraska Lincoln
12. Prof. Silvia Barbone, Managing Director, Jlag Europe

\* This is just an indicative list

Partner Institutions



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## AMITY INTERNATIONAL TOURISM AND HOSPITALITY CONFERENCE (AITHC-2018)

### “Innovations and Disruptions in Tourism, Travel & Hospitality Business Processes: A Global Perspective”

#### **ABOUT AMITY**

The International conference will be organized by the Educational Institutions of **Amity Group** namely **Amity Institute of Travel and Tourism (AITT)** along with **Faculty of Hospitality and Tourism (FHT)**, **Amity School of Hospitality (ASH)**, **Amity University Uttar Pradesh, Noida Campus, India.**

Amity is the leading education group from India with over 150,000 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 Amity is consistently ranked No.1. Amity has tie-ups with over 100 international Universities in areas of student exchange, faculty exchange, joint research, curriculum development and educational tours for students. Our faculty and senior team travels all over the globe to learn and imbibe the best practices to provide students with a solid foundation for learning.

**Amity Institute of Travel & Tourism (AITT), the only Institute in the Country awarded with UNWTO TedQual (Tourism Education Quality) Certification in India**, is a unique institution established with the motto to provide the best Travel & Tourism Management education to its students. AITT is an ISO 9001-14001 Certified Institution strictly following the ISO Standards and Processes to ensure Quality in Management since 2004. AITT is also (application is under process) an applicant for THE-ICE (International Centre of Excellence-Tourism and Hospitality Education).

**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 imbibing attributes of courage of conviction and action.

In all the **Amity Institutions**, 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.

**Indian Hospitality Congress** – popularly known as IHC – is an Association of Hospitality Professionals & Educators. Members of IHC constitute all states of India who are registered members of IHC. Founded in 2007, the Indian Hospitality Congress (IHC) serves as the hospitality and tourism education network and strives to

unite educators, industry executives and associations. It is the promoter of hospitality and tourism education for schools, colleges, and universities offering programs in hotel and tourism management, foodservice management and culinary arts, hospitality & hotel administration. It is an attempt to provide a common platform to Hospitality Educators, Institutes, Professionals and Students to facilitate exchanges of information, ideas, research, products and services related to education, training and resource development for the hospitality and tourism domain.

### **ABOUT LUCERNE UNIVERSITY OF APPLIED SCIENCES AND ARTS**

The Lucerne University of Applied Sciences and Arts is a university of applied sciences that is supported by the six cantons of Central Switzerland. With 6,200 students attending bachelor's and master's degree programmes, almost 4,600 students attending continuing and executive education programmes, and 416 new projects in research and development, it is the largest educational institution in this region, the heart of Switzerland. The Tourism Competence Centre of the university develops scientific based knowledge on five aspects of modern tourism. The aspects serve as a solid foundation for decision making for those working in the field of tourism.

### **ABOUT UET UNIVERSITY, ITALY**

UET – The European University for Tourism was founded in 1993 with the aim of training professionals in the tourism sector. The Tourism sector, more likely to sudden changes than any other sector, is in great need of highly specialized professionals who are used to dealing within an international context. With the courses and Master's Degree, students have a real opportunity to work at the end of their study programme and internship. UET reports a very high post-course job placement, which depending on the sector, is between 75% and 82%. UET is authorized by the Ministry of Education pursuant to Presidential Decree 389/1994 OM 13.01.99. It is also certified in accordance with UNI ENI ISO 9001:2008. UET has made agreements with national and international Universities for a scientific and educational cooperation.

### **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.

Over the years, there has been a potent change in the interest and motivation for travel around the globe. The changing interest has resulted in a paradigm shift, visible in the tourist behavior and patterns. Accordingly, the diverse stake holders need to relook their policies for contemporary developments in the field of product designing and development. This evolving nature of tourism is impacting not only inter-organizational relations

but also collaborations, completion, innovation and disruptions in the marketing environment. The present conference will deliberate on the ideas and solutions to assist the tourism and hospitality stakeholders in assessing and improving their outputs.

Moreover, this Conference will be the perfect platform for the Industry experts, Academicians, Tourism, Aviation and Hospitality Researchers, Tourism and Hospitality policy planners and officials along with students to meet and brain storm on the global disruptions ailing the tourism, travel and hospitality processes and to identify and create sustainable innovative solutions in the form of contemporary innovations for the domain. The International Conference will profile the current and emerging trends, challenges and issues faced by the Hospitality and Tourism Operators in a high-growth business environment with in the backdrop of developing tourism as a sustainable holistic procedure.

### **INTRODUCING THE CONFERENCE THEME**

The Conference theme is adopted keeping in view the United Nations 17 Millennium Development Goals and United Nation's World Tourism Organization declaration of 2017 as Year of Sustainable Tourism Development. In consequent across the globe many Conferences and Seminars are organized by leading Institutions/ Universities on topics related to Women Empowerment, Poverty eradication, Gender Equality, Environment Sustainability, Global Partnership of Development and other related issues. The Conference aims to address the disruptions hampering development of the domain and envisages innovations in sync with the modern times to address the pitfalls, thus ensuring sustainable development in the tourism, travel and hospitality business processes.

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 travelers. 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 percent over the period 1995-2020. Long-haul travel worldwide will grow faster than intraregional travel. In 1995, long-haul travel accounted for 18 percent of all international trips; by 2020 this is expected to increase to 24 per cent.

### **OBJECTIVES**

- Conference on Innovations & Disruptions in Tourism and Hospitality Business Processes with focus on its role in creating opportunities for partnerships, inclusive growth and global economic development by providing a platform to academicians, industry professionals, researchers and students to present their research studies and findings relevant to the field of hospitality, tourism & aviation.

- Conference will enhance and develop opportunities for further global and collaborative research in the field of hospitality and tourism.
- Conference will provide a platform to bridge the gap between academia and industry with strong industry interface.

### **SUB-THEMATIC AREAS**

In particular, conference will deliberate on the following indicative areas:

- Issues related with Modern Tourism and Hospitality.
- Hospitality Operational management
- Contemporary Innovations in Tourism and Hospitality sector
- Sustainable solutions for the disruptions in Tourism and Hospitality sector
- Innovations in Tourism and Hospitality processes
- Food Science and Nutrition
- Space Tourism
- Artificial Intelligence in Tourism and Hospitality
- Alternative Energy and Sustainable Tourism
- Water Conservation and Responsible Tourism
- Sustainable Tourism: Opportunities and Challenges
- Aviation Industry. Issues and Challenges
- Artificial Intelligence and Virtual Technology in Tourism and Hospitality
- Education, 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.
- Big Data Analytics and Tourism.
- Event Management
- Food safety, quality & Food laws
- Green Hotels & Sustainable Tourism.
- Destination and Brand Management
- E- Tourism
- Competitiveness and Visitor Economy
- Innovative and Digital Entrepreneurs
- Eco Tourism and Management Issues
- Sustainability and wellbeing of visitor Economy
- Innovation in Hospitality & tourism
- Any other topic related to Tourism, Management & allied/inter-disciplinary sector.

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

## WHO CAN ATTEND

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

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

## CONFERENCE PLAN:

### VENUE & DATES

The conference will be held on **25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> September, 2018** at **Amity University Uttar Pradesh, Sector 125, Noida Campus, India.**

## CONTRIBUTION OF RESEARCH PAPERS

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 by email to [aithc2018@amity.edu](mailto:aithc2018@amity.edu)

**Selected reviewed papers will be published in the Conference edited book to be published by the publishing partner, Excel India Publishers and the book with ISBN will be released on the inaugural day of conference.**

## IMPORTANT DATES

Abstract Submission: 24<sup>th</sup> July, 2018  
Acceptance date: 27<sup>th</sup> July, 2018  
Date of full paper submission: 24<sup>th</sup> August, 2018

## CONFERENCE FEE:

Registration Fees	National	International
Academicians and Industry Professionals	INR 2500	US\$ 110
Research Scholars	INR 1750	US\$ 70
Students	INR 500	US\$ 40

1. The Conference registration fee includes hospitality during the conference, conference kit and conference certificate.
2. The fees for participation in workshop and certification will be circulated separately shortly.
3. The cost of publication for selected and reviewed research papers, to be published by Excel India Publishers (copy of the book will be provided to each author on the day of the release of the book) will be INR 1500/- per author.
4. Accommodation for participants will be arranged on request in and around Noida on direct payment basis.

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**25<sup>th</sup> -27<sup>th</sup> September, 2018**

**“Innovations and Disruptions in Tourism, Travel & Hospitality Business Processes: A Global Perspective”**

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**REGISTRATION FORM**

**Personal Information:**

Name:.....

Gender: Male (    ) Female (    )

Organization/Institution/University:.....

Teaching/Research Interest:.....

Address/City:.....

Country:.....

Email & Contact No:.....

**Registration Fee Details (please tick):**

- (    ) Academicians and Industry professionals from India
- (    ) International Academicians and Industry professionals
- (    ) Indian Research Scholars
- (    ) Research Scholars from outside India
- (    ) Indian Students
- (    ) Students from outside India

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	Allahabad Bank
Branch Address	Amity University Campus, Sector-125, Noida, U.P-201303 201301
Branch Code	0212270
Account name Account Number	Amity University UP  20519034454



Account Type		Saving Account
MICR Code		110010063
IFSC Code		ALLA0212270
<b>Electronic Fund Transfer for International delegates</b>		
Swift Code		ALLAINBBRPN
Email ID		cmvasudeva@amity.edu

DD/Cheque /NEFT Receipt No.....  
Amount:..... Date:..... Bank:.....

Signature with Date

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**Please Note:** Scanned copy of duly filled up registration form with Demand Draft/Cheque/NEFT details in scan copy must be emailed to ***aithc2018@amity.edu***