



BHIKAJI CAMA
SUBHARTI COLLEGE OF HOTEL MANAGEMENT

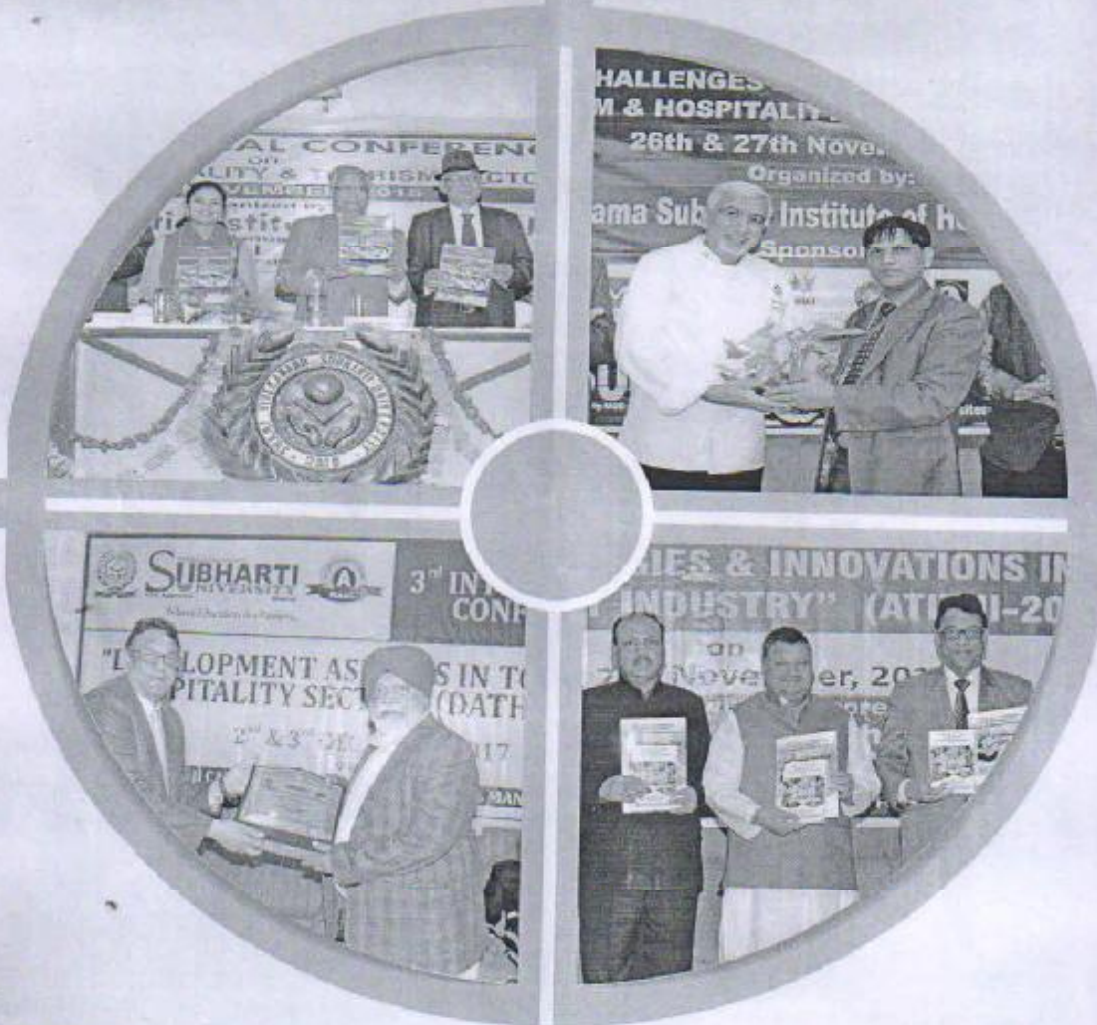
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A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



5th International Conference
on
“Advanced Technologies & Innovations in
Tourism & Hospitality Industry” (ATITHI-2019)
on 7th & 8th December, 2019



GA
2019

BHIKAJI CAMA SUBHARTI COLLEGE OF HOTEL MANAGEMENT

(College established in 2009)
Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut, UP, 250005, Ph: 0121-3055000, Fax: 121-2439089

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under UP Govt. Act No. 20 of 2002 and approved under section 2 (g) of UGC Act, 1956)
E-mail: hotelmanagement@subharti.org; Website: www.subharti.org



**5th International Conference on
"Advanced Technologies & Innovations in Tourism & Hospitality Industry" (ATITHI-2019)**

**ON
07th & 08th December, 2019
REGISTRATION FORM**

GA

1. Research Paper Details

Paper/Article Title:.....
.....

2. Name & Contact

Author's Full Name:..... Designation:.....

Correspondence Address:.....

..... PIN:.....

Mobile No.:..... Gender:.....

3. University/College/Company Affiliated to:.....

4. Accommodation Details: No. of Person(s)..... Date of Arrival..... Date of Dep:.....

(Accommodation will be provided according to the given tariff on the Conference Brochure/detail)

5. Payment Details:

Amount.....(USD/INR/DD) Mode of Payment..... Date.....

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CONCEPT NOTE

With tourism sector contributing to around 10% to the global GDP and accounting for 1 in 11 jobs worldwide, it has emerged as a dominant tool for socio-economic growth. It is the leading service industry internationally in terms of gross revenue as well as foreign exchange earnings. In the Indian scenario, tourism industry makes a momentous impact on the economy of our country. The tourism and hospitality sector's direct contribution to GDP in 2016, was US\$ 71.53 billion. With the beginning of largest and fastest growing global tourism markets, cultural and ecotourism have become hugely popular in the Indian context. Need of the hour is to help tourism industry to grow as one of the major industries through innovation & usage of advanced technologies. Hence, to address this issue of national importance, Bhikaji Cama Subharti College of Hotel Management proposes to hold an International Conference on "Advanced Technologies & Innovations in Tourism & Hospitality Industry" (ATITHI-2019) on 7th & 8th December, 2019, in Meerut. This conference will offer the stage for global leaders in tourism & travel industry, Tourism Boards, International & Domestic tourism stakeholders, Policy Makers, Hoteliers, Tour and Travel Agents amongst others to plan out the path for development of Tourism & Hospitality Sector.

CONFERENCE OBJECTIVES

- To build up ideas, concepts and proposals for practical and implementable programs which enhance understanding among people, familiarize us about advanced Technologies & Innovations in Tourism & Hospitality Industry
- To identify and build an academic and professional structure based on variation in Tourism & Hospitality Industry.
- To gain a complete understanding of the sustainable Tourism.
- To assemble ground-breaking ideas and opinions for the advancement of Tourism & Hotel industry.
- To explore encouraging factors for developing interest of the scholars towards innovation & use of new technologies in tourism sector.
- To educate students into cultural values of the society as well as give them motivation and a sense of well-being.
- To gather researchers at one place to pool in noble ideas and to share new strategies to develop and foster Tourism & Hospitality industry.

Thematic Areas of the Conference: - The conference will focus on a broad range of topics related to education, industry and research in hospitality and tourism. The Conference organizer invites papers relevant to hospitality and tourism management. Any research work specifically oriented to other areas of the Hospitality and Tourism will be accepted for presentation.

Innovations in Development of Tourism Industry

- New Technologies in Service Sector
- Innovation and New Approaches in Higher Hospitality & Tourism Education
- Entrepreneurship Development in Service Sector
- Effect of Technologies on HR practices in Service sector
- "Higher Hospitality Education: The role for Development"
- Curriculum Design and Pedagogies in Tourism & Hospitality Education
- International Trend in Tourism and Hospitality for its Sustainability
- Challenges in special event and sports tourism
- Medical tourism and Wellness Management
- Buddha Tourism
- Competitiveness, sustainability and corporate social responsibility
- Service excellence and service quality
- Social media, emerging technologies and e-tourism
- Consumer behavior, decision making, experience and satisfaction
- Staff retention in hospitality and tourism Sectors
- Hospitality economics and forecasting
- Quality management in Hospitality and Tourism
- Responsible and Ethical Practices in Hospitality and Tourism
- Contemporary Issues and Trends in Hospitality and Tourism Research
- Assessment of Leisure/Hospitality Marketing Efforts
- Hotel & Food Service Quality Engineering
- MICE Marketing & Management
- Satisfaction & Loyalty in Service Sector
- Traditional Culinary as a Strategy to Strengthened Food Security

CALL FOR PAPERS

General Guidelines:

- The Conference is open only to Research Scholars, Students, Academicians and Industry Professionals.
- Authors may submit one or more Papers for the Conference.
- Co-authorship is permitted (subject to an upper limit of 2 co-authors per submission).
- All submissions should be the original work of the Author, and should not have been submitted for publication/published elsewhere in any form.
- Selected Research Papers will be published in the form of edited book with ISBN and best research papers will be published in the Journal with ISSN number, however authors may opt to withdraw their research papers and get the same published elsewhere.

IMPORTANT DATES

| S. No. | Particular | Dates |
|--------|--|---------------------|
| 1 | Abstract submission | 20th October, 2019 |
| 2 | Approved notification of selected abstract | 22nd October, 2019 |
| 3 | Last date for full paper submission | 08th November, 2019 |
| 4 | Last date for registration with early bird discount | 12th November, 2019 |
| 5 | Last date for registration without early bird discount | 17th November, 2019 |
| 6 | Pre-Conference Dinner | 06th December, 2019 |

Email
conference.subhartihm@gmail.com

REGISTRATION DETAIL

| Particulars | Registration Fee | Early Bird Discount |
|---------------------------|------------------|---------------------|
| Faculty/Academicians | Rs. 2500/- | Rs. 500/- |
| Industry Participants | Rs. 2500/- | Rs. 500/- |
| SVSU Faculty-Members | Rs. 2000/- | Rs. 500/- |
| Research Scholars | Rs. 1500/- | Rs. 500/- |
| Students (UG & PG) | Rs. 500/- | ---- |
| Foreign Faculty/Corporate | USD 200/- | USD 50/- |
| Participants/Listeners | Rs. 1000/- | ---- |

Online Registration Details
 Bank Name: Oriental Bank of Commerce
 Name: - SVSU Edu Promotion
 Account No: - 52282413000265
 Address: - Subharti Dental College, Meerut
 IFSC Code: - ORBC0105228
 MICR: - 250022512
 Branch code: - 5228
OR

Demand Draft: - SVSU Edu Promotion, Payable at Meerut
Note: - Once you make your registration please send scan copy of Receipt or demand draft.

BHIKAJI CAMA SUBHARTI COLLEGE OF HOTEL MANAGEMENT

Named after the great lady revolutionary freedom fighter Bhikaji Cama, Subharti College of Hotel Management was established in 2009 with the mission to provide professional education & training to the looming aspirants who are Ambitious to become part of this fast growing & highly rewarding hospitality & service industry. Pioneering the aspirations of the young generation and reviewing the demands of this globally viable profession, the Management of "Swami Vivekanand Subharti University" has spared no resource to provide an infrastructure that is comparably the finest and the best in this field to meet the established standards in this branch of study.

We have ensured a knowledge-enabling, skill and experience enhancing environment within the campus of the University encouraging an atmosphere that is student friendly, supportive and congenial for higher studies and research activities for the HM undergraduates while being totally committed to promote "Excellence in academics and perfection in performance".

Respected/Dear Seniors, Research Scholars, Students and friends:

The "Bhikaji Cama Subharti College of Hotel Management" is proud to announce that we are hosting the 5th International Conference, The conference is scheduled on "07th & 08th December, 2019" at "Swami Vivekanand Subharti University", Meerut, Uttar Pradesh 250005, India, under the theme "Advanced Technologies & Innovations in Tourism & Hospitality Industry" (ATITHI-2019). There will be several events such as the Technical Session, Best Paper Awards, Key Note Speaker's Speech, Launching of Conference Souvenir and Book with ISBN. We are working hard to make this conference an event that everyone will enjoy and remember.



PROGRAMMES OFFERED

- BHMCT**
- DIPLOMA**
- MHMCT**
- Ph.D. (Hotel Management)**

• Food & Beverage Service
• Food Production & Bakery

ORGANIZING COMMITTEE

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PATRONS:

- Dr. Stuti Kacker (Chancellor SV Subharti University)
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- Dr. Shalya Raj (CEO, SV Subharti University)

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3. Dr. Heero Hito Rev (President, M.T.V.B.R.C Trust)

ORGANIZING CHAIRMAN: Dr. Shiv Mohan Verma, Head of Institution (Hotel Management)

CHAIRMAN SCIENTIFIC COMMITTEE: Mr. Sunil Panwar, Associate Professor +919639010241

ORGANIZING SECRETARY: Mr. Rajeev Kumar Thakur, Associate Professor +919927744003

Coordinator (Contact for Foreign Delegates) Mr. Vinay Punia, Assistant Professor +918218002395

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26. Dr. Ayan Basak, Amity University, Noida
27. Dr. Deepanshu Singh, Dr. B.R. Ambedkar Institute of Technology, Andaman & Nicobar
28. Mr. Durgesh Mishra, MD, Hilton Travels, New Delhi
29. Dr. Amit Gangotia, Central University of Jammu
30. Dr. Jatashankar R. Tewari, Uttarakhand Open University
31. Dr. Akhilesh Singh, Uttarakhand Open University

If you have any questions regarding the conference, please feel free to contact us.

we look forward to see you in December, 7th and 8th, 2019

at 5th International Conference on "Advanced Technologies &

Innovations in Tourism & Hospitality Industry" (ATITHI-2019)*

at "Bhikaji Cama Subharti College of Hotel Management", Meerut.



1st
INTERNATIONAL CONFERENCE
ON
"EMERGING TRENDS IN HOSPITALITY
& TOURISM SECTOR"
21 & 22 NOVEMBER 2015

2nd
INTERNATIONAL CONFERENCE
ON
"CHALLENGES AND OPPORTUNITIES IN
TOURISM & HOSPITALITY SECTOR"
26 & 27 NOVEMBER 2016

3rd
INTERNATIONAL CONFERENCE
ON
"DEVELOPMENT ASPECTS IN
TOURISM & HOSPITALITY SECTOR"
ON
2nd & 3rd DECEMBER, 2017

4th
INTERNATIONAL CONFERENCE
ON
"ADVANCE TECHNOLOGIES & INNOVATIONS
IN TOURISM AND HOSPITALITY INDUSTRY"
24th & 25th NOVEMBER 2018

CONTACT US

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कुल सचिव का कार्यालय
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वाराणसी-221007

DR-1085/03-10-19
GA-1211
3.10.19



DR GA
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DR (GA) (10/5/19)
3/10/19

GLOBAL HOSPITALITY LEADERSHIP AWARD - 2019

AWARD CATEGORIES

- Lifetime Achievement Award
- Best Hospitality Leadership Award (Academic)
- Best Hospitality Leadership Award (Industry)
- Best Hospitality Educator Award
- Best Hospitality Researcher Award
- Best Training Manager Award
- Best Human Resource Manager Award
- Best Tourism Educator Award



SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY
Meerut



Where Education is a Passion...

www.atithi.subharti.org

Nomination Form

Apply for any one of the following category

- Lifetime Achievement Award
- Best Hospitality Leadership Award (Academic)
- Best Hospitality Leadership Award (Industry)
- Best Hospitality Educator Award
- Best Hospitality Researcher Award
- Best Training Manager Award
- Best Human Resource Award
- Best Tourism Educator Award

Nominee Profile

| | |
|---|--|
| Name, Designation | |
| Address | |
| Email ID | |
| Contact Details | |
| Date of Birth | |
| Qualifications | |
| Experience (as on 30 th Nov, 2019) | |
| Currently Working | |
| Kindly write your professional biography in 500 words | |
| Professional Achievements | |
| Workshops/ Seminars/ Conferences Organized | |
| Workshops/ Seminars/ Conferences Attended | |
| No. of Publications | |
| Member of Professional Bodies | |

