

AVAHAN 2018

23rd-24th November, 2018

About the Conference

Globally we have started witnessing lot of changes and transformations in the Tourism and Hospitality sector. The technology usage is one of the top priorities under the aegis experts of 4th Industrial Revolution, be it the usage of Internet, Artificial Intelligence, Robotics, 3D Printing, Cloud data storage and many other aspects. The Virtual Travel Experience has already emerged as a game changer and many Hotel Chains have already incorporated the VR in some way or other to enhance the guest experience.

The global industry is changing rapidly and technology adaptation is on boom, in this scenario, the Tourism and Hospitality Education providers needs to address the same and have to train the future professionals accordingly. The 6th AVAHAN- The International Conference at Amrapali Institute of Hotel Management will try to explore the various dimensions of these changes that are required on the above lines. Further, The International Conference topic- “Preparing Education for the effect of 4th Industrial Revolution on Hospitality and Tourism Industry” will provide with an opportunity to scholars, researchers, academicians, industry practitioners and students to explore the various dimensions of futuristic changes and adaptations through a common platform. The various contributions in terms of research papers and presentations and discussions will result in qualitative outputs being churned out.

Invited Speakers @ AVAHAN 2018

○ About Chief Guest

○ About Session Chairs:

○ About Key Note Address:

[Brief Profile with Photos of each experts with designation in process of updates]

USP about AVAHAN

- AVAHAN is the only one stop place to listen, interact & learn from
 - the Travel and Tourism industry Educators& Experts
 - Hotel industry Professionals
 - Hotel Management Educators& Experts
- The Hospitality standards at AVAHAN is of the highest standards (Based on feedback of visiting scholars,experts,dignitaries)
- Eminent Personalities who have honored AVAHAN 2017 are
 - **Prof. Pradeep Nair**, Deputy Vice-Chancellor, Taylor's University Malaysia,
 - **Prof. Syed Rashidul Hasan**- Professor, Dept. of Tourism, University of Bangladesh and
 - **Dr. Lilibeth Aragon**- Dean, College of International Tourism and Hospitality Management, Lyceum of the Philippines University, Manila's,
 - **Dr. S.K. Gupta**, CMTHS, H.N.B Garhwal University, Srinagar, Garhwal,
 - **Dr. Nimit Chowdhary** - Professor, Tourism, Jamia Millia Islamia University, New Delhi,
 - **Prof. P.K Gupta** from IHM, Yamunanagar, Delhi,
 - **Prof. Vinay Rana** of IHM Graphic Era, Dehradun,
 - **Prof. Neeraj Agarwal** from Panjab University, Chandigarh,
 - **Dr. Sandeep Walia** from Chandigarh University
 - **Dr. Ashok Kumar** from Kumaun University.

The Panel Discussion Sessions:

TOPIC: - Teaching for tomorrow in view of scenario – the 4th Industrial revolution –

It is planned to have a panel discussion on the second day of the conference on the above said topic. We are in process of inviting eminent personalities who will enlighten the conference members & student fraternity with intellectual views and respond to various queries in changing scenario of teaching for tomorrow aspirant's towards career goals. We will collaborate all the ideas and thought process during this panel deliberations into a concise report in lines with the conference theme i.e. 4th Industrial revolution – The age of technology. The report will be shared with all eminent members of the conference, as a knowledge sharing phenomenon.

Session I, Morning – Effectively Engaging Industry

Session Description

This Industry Session will include brief presentations from the panellists and then a roundtable session addressing questions around the following:

1. Is Hospitality education in right direction if no than where do we need to go?
2. What does meaningful engagement of industry experts should really look like?
3. Can academia and industry really work together on multiple levels?

Moderator & Panellists: - will be updated in due course of time

Session II, Pre-Lunch – Teaching for Career in view of changing industry demands to address 4th Industrial Revolution

Session Description

This Industry Session will include brief presentations from the panellists and then a roundtable session addressing questions around the following:

1. What changes are required in curriculum?
2. Why the changes are so important?
3. How the Hospitality education institutions can evolve themselves with these changing needs?

Moderator & Panellists: will be updated in due course of time

CONFERENCE THEME

Preparing Education for the Effects of the 4th Industrial Revolution on Hospitality and Tourism Industry

Call for papers

Abstracts of original research papers (min.500 words) with a max. of 5 keywords are invited.

The submission can be done to conference@amrapali.ac.in .

The last date for submission of abstract is **August 10, 2018**. Papers are invited on the conference theme and in all areas of Hospitality, Travel & Tourism & Service Sector including:

Hospitality and Tourism Education

- Impact of rapid industrialisation on Hospitality & Tourism Education.
- Active learning approach and use of Information Technology (IT) for student engagement in and out of the classroom.
- Strategies for student's engagement and various learning styles.
- Personal tutoring initiatives to provide structured academic and personal support
- Innovative use of space in hospitality educational institutions in order to create conducive learning environment
- Curriculum Development and classroom practices with composure of regional and global contexts
- Need and importance of structured training
- Improving performance through greater student engagement in assessment and feedback
- Educational research methods, student performance, assessment, and program evaluation
- Evaluating the effects of interventions or instructions.

Hospitality Skills

- Contemporary issues in Business Management and Skill Development
- Role of skill development in Hospitality Management
- Skill gap analysis and mapping for change
- Challenges in skill Development for promoting tourism
- Role of ICT in skill development
- Skill Development & Entrepreneurship
- Skill Development policies and practices – Need for Government & Private Initiative

Human Resource Management – (Hospitality& Service Sectors only)

- Innovation in Training and Development Methods
- Human Capital Management – issues & solutions
- Cross Cultural Management issues and way forward
- Innovative HR practice's in Tourism & Hospitality Industry
- Millennial in tourism
- Female employee's role in tourism

Tourism and Hospitality Marketing

- Sustainable Tourism, Hospitality & inclusive Growth
- Green Tourism & Sustainable Development
- Innovations in Tourism & Hospitality Industry in India and worldwide
- Tourism e-marketing
- Strategies to increase repeat tourist arrivals
- Measuring customer satisfaction in the context of on-line reviews
- Destination branding through the internet
- New destination planning
- local culture and spirituality in Uttarakhand tourism
- Working holiday tourism
- Niche tourism

Current issues of Tourism & Hospitality: Operations Management

- Tourism data collection – Indian Subcontinent
- Tourism forecasting (India / SAARC / South-East Asia)
- Dealing with OTAs and on-line reservation systems
- Managing social media to enhance Hotel Revenue
- Guest security and safety in Hotel operations
- MICE industry in India – Prospects & Growth
- Tour operations and travel agencies
- Disruptors / Airbnb impact on Indian Hotel Industry

Any related topics matching with theme in Tourism, Hospitality Industry, Hospitality Education and Allied / Inter-disciplinary Sector

Procedure for accepted Abstracts

- All the paper abstracts will be reviewed and authors of the accepted paper abstracts will be invited for full paper submission.
- Once the abstract is accepted, at least one of the authors must register and physically present for paper presentation at the Conference.
- Selected papers will be considered for publication in annual hospitality journal of Amrapali Institute of Hotel Management - AVAHAN (a peer reviewed International Journal)

Full Paper Submission

- Manuscripts submitted to International conference should be original contribution and should not have been previously published nor under consideration for publication elsewhere.
- Individual and multiple authors (maximum three) are welcome to contribute.
- Manuscripts must be written in English.
- Manuscripts should not exceed 5,000 words.
- All contributions should follow the format and style described in the Publication Manual of the American Psychological Association (APA, 6th edition).
- All manuscripts should be typed in MS WORD format, single-spaced with one-inch margins and using 12-point Times New Roman font (exception of tables 10-point Times New Roman).
- Manuscripts should include the following major sections & sequence: title, affiliation of the authors (e.g. university name, country), abstract (not more than 500 words), keywords (3-5 words only), main body (Introduction, Literature Review, Methodology, Findings, Conclusion) and references.

Registration

Registration Fees should be sent along with the Registration form on the institute's address by **15 Sep, 2018**.

All the payments should be made through online /demand draft/cheque /cash in

favorof **“Amrapali Institute of Hotel Management”**
payable at **Union Bank of India (Main Branch), Haldwani.**
A/C NO.- **411601010011175**
IFSC CODE: - **UBIN0541168**

FEE DETAIL

- Corporate INR 2500
- Academicians INR 2000
- Research Scholars INR 1500
- Students INR 500
- International Delegates USD 50

TRAVEL & ACCOMMODATION

Haldwani is well connected by railway networks with major destinations of India like Lucknow, Delhi and Kolkata. Motorable roads link it to most of the towns in Northern India. Accommodation for the participants can be arranged on request at Institute's guest house and hostel on payment basis **@Rs. 500/- per day**. Participants can also avail hotels through the support of our hospitalityteam.

Important Dates

Date of Conference	23 & 24 Nov, 2018
The Submission of Abstract	10 Aug, 2018
The Acceptance Notification	20 Aug, 2018
Submission of Full Paper	31 Aug, 2018
Registration Form & Fees	15 Sep, 2018

For Further Details Contact

- **Conference Coordinator** Mr.Mahindra Singh Negi +91-9568002161
- **Acceptance of Abstract** Ms. Pooja Mehta +91-7017628144
- **Registration** Mr. Mayank Tomar +91-9997737011
- **Transportation / Accommodation-** Mr. Achal Raj Vij +91-9897760059
- **Paper Publication** Mr. Pankaj K Pandey +91-7055500715

Email - conference@amrapali.ac.in

Phone - +91-05946-238201

Website - www.amrapali.ac.in