



Centre for Hospitality & Tourism

**BABA GHULAM SHAH BADSHAH
UNIVERSITY
Rajouri (J&K)**

National Conference On Future of Tourism & Hospitality: Innovations, Governance and Critical Paths

October, 20- 2022

Venue: BGSB University, Rajouri



**Sponsored by
The Khyber Himalayan Resort & Spa**

About the Conference:

Tourism being the most vital practice for an economy has got the prime attention of all stakeholders of the modern civilization. Almost all concerned people throughout the globe have been striving for developing their local tourism practices. For the Tourism industry, it won't be business-as-usual, and we need to redefine, refocus and change the game plan to move forward.

The travel and tourism industry is going through unprecedented change. COVID-19 has fundamentally changed traveler demands and how companies operate. The pandemic has accelerated the adoption of advanced technologies in the travel and tourism industry, with companies now fighting to stay ahead, or keep up with, the digital curve. Technologies such as artificial intelligence (AI) and machine learning (ML), for example, offer a multitude of internal and external benefits that have increased in importance during the past year. A strong online presence is now vital for travel and tourism organizations, and this needs to be bolstered by usable and innovative apps. Travel apps are commonly becoming a one-stop-shop for the whole travel journey, being used in the 'pre', 'during', and 'post' stages of a trip.

This conference aims to bring together leading academic scientists, government officials, corporate and research scholars to exchange and share their experiences and research results on the future of Tourism Industry. It will also provide a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Tourism. The conference is devoted to not only theory development and

application of the theory but also policy-related issues concerning to the future of Hospitality and Tourism.

Themes of the Conference:

The conference will provide a platform for researchers, practitioners and policy makers to share their insights about the revival of Tourism industry in Jammu and Kashmir. The following sub themes have been selected for discussion:

- *Tourism Policy, Planning and Management.*
- *Tourism and Hospitality Entrepreneurship.*
- *Cultural Heritage and sustainable Tourism Development.*
- *Eco Tourism, Responsible Tourism.*
- *Role of Social Media in destination branding.*
- *Sustainability in Corporate and Business Travel.*
- *Community Participation and Tourism Development.*
- *Economic Suitability and Tourism Development.*
- *Human Resource Development in Hospitality and Tourism.*
- *Emerging Technology Trends in Hospitality and Tourism Industry.*
- *Contemporary Issues in Tourism and Hospitality.*
- *Environment, Natural Disasters, and mitigating approaches.*
- *Any other topic of relative importance*

Who can participate?

Academicians, Government officials, Professionals, Research Scholars, Students and other Tourism stakeholders are invited to participate and present papers on the Main conference.

Important dates:

Particulars	Dates
Last Date for Submission of Abstract	5th October, 2022
Last Date for Submission of Full length Paper	10th October, 2022

Abstracts/ Full length papers be submitted to:
conference.bgsbu@gmail.com

Registration fee*

Particulars	Without Accommodation	With accommodation
Academicians	500	1500
Corporate	500	1500
Scholars/ Students	300	1000

* Registration fee includes twin –share accommodation, food and Conference kit

Payment Details:

Beneficiary Name: Director, CHTM, BGSBU

Bank: the Jammu and Kashmir bank ltd

Branch: BGSB University, Rajouri

IFS Code: **JAKA0GSBUNI**

Account no: 0586040520000024

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