



UNIVERSITY OF  
KWAZULU-NATAL<sup>TM</sup>  
INYUVESI  
YAKWAZULU-NATALI

# CALL FOR PAPERS

## AMITY

**International Tourism and Hospitality Conference**

**On**

**Sustainable Tourism Development: Partnerships, Inclusive Growth and Alternative Community  
Livelihood**

**8th-9th February, 2018**

**Organised by**

**Amity Institute of Higher Education &  
Amity Global Business School, Mauritius &  
Faculty of Hospitality and Tourism (FHT)  
Amity University Uttar Pradesh, Noida, India**

**In collaboration with**

- **Indian Tourism & Hospitality Congress**
- **University for European Tourism, Milan, Italy**
- **University of KwaZulu-Natal (UKZN), South Africa**

**Venue: Mauritius**

# **Amity International Tourism & Hospitality Conference (AITHC-2018)**

## **On**

### **Sustainable Tourism Development: Partnerships, Inclusive Growth and Alternative Community Livelihood**

**08<sup>th</sup> -9<sup>th</sup> February, 2018**

#### **CHIEF PATRON:**

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

#### **PATRON:**

Dr. Aseem Chauhan, Chancellor Amity University and  
Chairman of Senate Amity Institute of Higher Education, Mauritius, &

#### **CONFERENCE CHAIR (S)**

Prof. S.P. Bansal, President (ITHC) & Vice Chancellor, Indira Gandhi University  
Meerpur Rewari, Haryana

Dr Dhananjay Keskar (Director, Amity University Mauritius Campus) &

Prof. Marina Ambrosecchio (President UET, Italia)

#### **CONFERENCE CO CHAIR (S)**

Prof. (Dr.) Sandeep Kulshrestha (Vice President ITHC & Director, Indian Institute of Tourism & Travel  
Management, Ministry of Tourism, Govt. of India

Prof. (Dr.) Manohar Sajnani (Dean FHT & Director, AITT, AUUP)  
Dr Upasana Gitanjali Singh, UKZN, South Africa

#### **CONFERENCE CONVENERS:**

Prof. Deepak Raj Gupta, Director, School of Tourism Hospitality, Jammu University  
Dr Tulsidas Narraidoo, AIHE, Mauritius; &

Dr. Swati Sharma (Asst. Professor-III, AITT, AUUP)

#### **CONFERENCE CO-CONVENER (S)**

Prof Ashish Gadekar (Professor and Dean of Faculty of Management, AIHE, Mauritius

Dr. Kavita Khanna (Asst. Professor-II, ASH, AUUP)  
Prof. Vinay Chauhan (Professor at The Business School University of Jammu

#### **ORGANISING SECRETARIES:**

Mrs Fazeela Banu, AIHE Mauritius  
Mr Ganessen, Amity University Mauritius  
Mr.Vikas Gupta, Asst. Professor-I, ASH AUUP

## **ORGANISER/HOST OF THE CONFERENCE. AMITY EDUCATION GROUP**

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

Amity is the leading education group with 9 Amity Universities in India with over 170,000 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, 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.

**Amity Institute of Higher Education (AIHE)** is registered with the Tertiary Education Commission, Mauritius with degree awarding powers. Whereas **Amity Global Business School (AGBS)** offers programs of the University of Northampton, UK, in Mauritius. AIHE and AGBS are set up to offer a range of undergraduate and postgraduate programs in the areas of Management, Tourism and Hospitality, Information Technology, Law, Education and so on in Mauritius with a view to attract students from Mauritius and a number of other countries in Africa and Asia.

**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.

**Amity Institute of Travel & Tourism (AITT), the only Institute in India awarded with UNWTO TedQual (Tourism Education Quality) Certification in India**, is a unique institute established 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).

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.

## **THE COLLABORATORS**

**Indian Tourism and Hospitality Congress Association (ITHC)** earlier known as Indian Tourism Congress (ITC), is a non-political, non-commercial organization of tourism & hospitality academics supported by the industry. It was formed in 2002 by group of leading tourism & Hospitality academicians with the purpose to enhance the standard of teaching, research and training in the academic institutions and to promote its orderly growth to cater the needs of tourism & hospitality industry.

## **UNIVERSITY FOR EUROPEAN TOURISM (UET), MILAN, ITALY**

UET European Institute for Tourism, has been training professionals in this field since 1993. The training activities are aimed at graduate students, graduates and professionals wishing to deepen their knowledge and integrate effectively in the tourism sector. The courses, whose admission modalities vary according to the chosen study program, are open to all, Italian and foreign, and include an internship in the company, also abroad. The lessons are taught by experienced teachers and professionals.

UET is authorized by the Ministry of Education, accredited by the Region of Lombardy, Lazio Region and Sicily Region for continuous and higher education and is certified UNI EN ISO: 9001. The success decreed by more than 10,000 students has led to the opening of 3 campuses in Italy, Milan, Rome and Palermo, 1 in China in Shanghai, is confirmed by the prestigious quality certifications that each campus presents, by the awards of famous leading European universities in tourism training,

by the official accreditations of Italian institutions, by agreements with important foreign universities for the implementation of joint programs

## **UNIVERSITY OF KWA-ZULU NATAL (UKZN) SOUTH AFRICA**

A leading institution of higher learning on the African continent. The **University of KwaZulu-Natal** is a multi-campus, residential, teaching and research-led university located in the picturesque province of KwaZulu-Natal. The University has a proud and rich heritage of academic excellence. From the mountain vistas of the Drakensberg to the wild reaches of Maputaland, KwaZulu-Natal is a province of contrasts. The University of KwaZulu-Natal offers prospective students the choice of five campuses, each with its own distinctive character.

## **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 behavior 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 set as a meeting ground for Industry experts, Academicians, Tourism Aviation and Hospitality Researchers together to deliberate on the issues related to the Sustainable Management of 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 within the background of developing tourism in a sustainable manner as a holistic process & procedure. The conference aims to address

major issues in Tourism, Aviation and hospitality sector by providing a platform for all the industry experts and academicians

## **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 (AITHC 2018) aims to address Sustainability related issues and to achieve multi fold outcomes for the visitor economies so as to deliver the desired results for all participants in this Conference.

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 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.

## **Why Mauritius**

According to a recent report by the World Economic Forum (WEF), Mauritius ranks high among the list of 141 countries worldwide as per the Travel & Tourism Competitiveness Index (TTCI) 2015. Mauritius is considered as a preferred business destination due to its Investor friendly policies. It still remains a highly price-competitive tourist destination. 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 and so on.

The increased demographic strength of manpower in Mauritius 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 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 a white paper. Vision 2020 will address the needs of the Millennials and Generation Z travelers, with most modern technological innovations, desires and skills.

## **OBJECTIVES OF THE CONFERENCE**

- Conference on Sustainable Tourism Development with focus on its role in creating opportunities for Partnerships, inclusive growth and alternative community livelihood will provide a platform for industry professionals , academics, 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 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 Government regulatory bodies in the participating countries

## SUB-THEMATIC AREAS

In particular, conference will try to figure out the achievements of agenda of Sustainable 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. To that end, research papers are invited on the topics such as:

- Issues related with Modern Tourism and Hospitality Age.
- Hospitality Operational management
- Food Science and Nutrition
- 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 exhaustive one. Related researches would also be highly appreciated.*



## **WHO CAN ATTEND**

The conference is aimed at providing a meeting ground for 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

## **VENUE & DATES**

The conference will be held on 8<sup>th</sup> and 9<sup>th</sup> February at a prestigious location in Mauritius.