

# Indian Tourism and Hospitality Congress

*(An association of Tourism Academics)*

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## UET, Italy



## 11<sup>th</sup> International Tourism Conference

“Innovations & Opportunities in Global Tourism”

(28<sup>th</sup> November to 1<sup>st</sup> December, 2018)

Palermo (Sicily), Italy



Sicily the region of pebbles and of the tropical white sand, of the transparent, warm and shining sea, of the jagged lava coasts, exaltation of the Mediterranean, limpid beauty to be contemplated. The Sicily of the 5 Regional Parks and the 77 Natural Reserves, of the sweet and rolling hills, green of citrus, carob and pistachios, where exotic plants bloom. The Sicily of snow-



The other side of Tourism & Hospitality Italy [www.uetitalia.it](http://www.uetitalia.it)

capped peaks and black volcanoes and perfumed with citrus and spice, a fertile land with a sea of fish, a great cuisine in the heart of the Mediterranean that mixes cultures as if they were ingredients, elevating the culinary art to true science. **Sicily is the 2<sup>nd</sup> largest producer of Wine in Italy.**

**The Pearl of Costa Gaia**, San Vito Lo Capo is known for its beach of fine white sand, one kilometer long, considered among the most beautiful in Italy. Here in the absence of sea currents, swimming or exploring the seabed is a real pleasure.

#### **THE ORGANISER:**

##### **INDIAN TOURISM AND HOSPITALITY CONGRESS (ITHC)**

ITHC is a non-political, non-commercial organization of tourism academicians. It was formed in 2002 by group of leading tourism and hospitality academicians with the purpose to enhance the standard of teaching and research, further to promote its orderly growth and development needed to cater tourism industry.

##### **UET (UET - SCUOLA UNIVERSITARIA EUROPEA PER IL TURISMO)**

##### **The journey to world class tourism professionalism Made in Italy**

UET – The European University for Tourism was founded in 1993 with the aim of training professionals in the Tourism and Hospitality industry having 3 centers in Italy (Rome, Milan, Palermo) and In 2004 we establish our new centre at Shanghai in China. UET is having professionals, leading figures from the International and European tourism and hospitality industry, in order to permit the students insight information on tourism sector throughout the world.

In 2012 UET and IHG partnership to create first IHG Academy, This academy includes all UET courses regarding hotel sector. The academies aim is at creating new managerial class for IHG Hotels.

#### **ABOUT THE CONFERENCE**

With the growth in tourism and hospitality industry, there is also a growth in the understanding of the various dimensions involved in it, particularly the service dimension and the industry aspects. In this new understanding this industry has emerged as an extremely vital and strategic activity having immense potential for employment generation and earning foreign exchange – two core elements in a developing economy such as ours. At the same time we cannot ignore the fact that without proper monitoring tourism can be a double-edged sword. While it has the immense potential to be in the forefront of socio-economic development it can also put tremendous pressure on environment and socio culture ethos. Moreover new and socially untenable forms of tourism are also raising their ugly head. Thus the issue of cultural, social and economic sustainability of tourism also needs close and constant attention. This conference seeks to fulfil this need and has thus engaged with issues ranging from issues related with sustainability development, marketing and branding, contemporary practices, and human resource development.

Another important aspect of the growing industry is the changing concepts in marketing. Rapid developments in information technology and the internet have had an amazing impact on the promotion of industry. This has had tremendous effect on the choice of holiday destinations. Such a choice has become a significant lifestyle indicator for today's demanding consumers. The places where tourists choose to spend their increasingly limited vacation time and hard earned money have to be emotionally appealing with high conversational and celebrity value. The World Tourism Organization talks about this in terms of seeing destinations as tomorrow's fashion items, suggesting that 'the next century will make the emergence of tourism destinations as a fashion accessory'. One session of this conference shall discuss all the issue related to behavioural aspects of marketing.

Yet another vital issue which will be examined in this conference is the subject of human resource development. The requirements of modern-day tourism necessitate the development of specialised human resources through formal education and skill building. The importance of tourism and hospitality education has been recognized all over the world for many years now. It is also recognised that formal education is important in areas connected with tourism activity. These and a host of related issues concerning tourism & hospitality industry which will be discussed in this conference. Organizers believe that this conference will be is a significant contribution towards future development and planning purposes not only for tourism and hospitality industry but also for other tourism related activities and those who are interested in the related research.

This conference is going to provide key knowledge from true experts in various fields of tourism industry however it is the most important annual gathering in Southern sphere of Italy for Experts, Educators and Institutions. It's anInternational platform share your thoughts, exchange ideas, listen to renowned keynote speakers, strengthen and transform partnerships with various stakeholders, including academic researchers, industry professionals, and government officials, through dialogues on how to better utilize research outputs for the benefits of the industry, in an innovative and sharing way while enjoying the beauty and cuisine of Sicily (Italy).

**Main goals are to:**

- Promote the exchange of ideas and experiences.
- Help strengthening the networks between civil society and the educational system to the benefit of a better education for all.
- Visit to heritage sites and Wineries.
- On site experience of charming Agriculture Tourism in Sicily

**Thematic Areas**

- Status, Trends& Opportunities in global tourism & hospitality industry
- Innovations in tourism and hospitality industry

- Ecotourism and sustainable development
- Tourism planning, Destination management and development
- Agritourism, Culinary tourism, Wine tourism
- Strategic local business perspectives in tourism and hospitality industry
- Digital transformations in tourism industry
- Technologies for Hotel& Tourism Industry.
- Tourism and Hospitality Laws & Ethics
- Issues related with tourism and hospitality academics
- Exemplary Case studies on the thematic area.

*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 base in tourism. It welcomes for participation, all of the following:

- Academicians
- Policy Makers
- Travel Writers
- Research Scholars
- Winery owners & managers
- Entrepreneurs
- Trade Professionals

### CONTRIBUTION

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. Abstract of maximum 300 words in MS-word format (letter size 12 point, Times New Roman font) should reach by **15<sup>th</sup> October 2018** on the following address: [news.tourismcongress@gmail.com](mailto:news.tourismcongress@gmail.com)

### PAPER FORMAT GUIDELINES FOR PAPER SUBMISSION

#### *1. Timetable for Submissions*

Submission of Abstract: by **15<sup>th</sup> October 2018**.

Authors have to submit their full-length papers in the following format by **25<sup>th</sup> October 2018**.

#### *2. Format for Papers*

All papers must be consistent in format and layout as follows:

Papers must start with a title page but showing only:

**Title:** Not more than ten words – bold centred 14 point Arial

<b>Author(s):</b>	Name, position, organisation – bold centred 12 point Arial (2 lines each author)
<b>Contact Details:</b>	Full address, phone, fax, email, web site (if any) – centred 12 point Arial
<b>Authors Bio-data:</b>	Authors should provide their biographical details, not more than 100 words.
<b>Abstract:</b>	Between 250-300 words.
<b>Keywords:</b>	Up to five keywords to be provided for indexing, cataloguing and classification purposes
<b>Originality statement:</b>	Author(s) must write a line about the originality of research paper and permission to ITHC for the publication of same.

**There should be no author identification after the title page. The page following the title page should show only: Title, then the abstract within the paper, then the main text**

<b>Main Text:</b>	Minimum 3,000 maximum 6,000 words – including tables, figures and references – single-spaced <b>- All photographs should be in High Resolution (More than 200 dpi) JPEG format.</b> <b>- Authors must try to fit in all the tables in the end of paper.</b>
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<b>Page numbering:</b>	All pages should be numbered in footer in the bottom centre of each page
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<b>Headers:</b>	Please leave empty so that we can add the conference title, date and location to every page
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**Citations and References: Harvard style.**

References in the text should be cited by the author's name and year of publication in brackets e.g. (Cohen, 1999: 22).

Where there are two or more references to one author for the same year, the following form should be used: (Tribe, 1999a), (Tribe, 1999b).

Where references include three or more authors the form (Cooper et al., 1999) should be used.

A full list of references including all authors in alphabetical order should be given at the end of the paper. References should conform to the following convention:

Gautam, P. and Kulshreshtha, S. (2010) Hospitality Education. In A.K. Singh (ed.) *In Search of Hospitality*. New Delhi: Concept Publisher, 276-292.

Barron, P. and Prideaux, B. (1998) Hospitality Education in Tanzania: is there a need to develop environmental awareness? *Journal of Sustainable Tourism* 6(3), 224-237.

Bansal, S.P. and P. Gautam (2007) *Sustainable Tourism Development*. New Delhi: Indus.

<b>Software package:</b>	MS Word
<b>Paper size:</b>	A4 (21cm x 29.7cm)

<b>Spacing:</b>	Portrait
<b>Font:</b>	Single, one blank line between paragraphs, no indents
<b>Margins:</b>	Arial size 11, justified
	Top: 2.54cm
	Bottom: 2.54cm
	Left: 2.54 cm
	Right: 2.54 cm
<b>Headings:</b>	Capitals, bold, left margin
<b>Secondary Headings:</b>	Lower case, italics, bold, left margin
<b>Third-order Headings:</b>	Lower case, bold, indent

### 3. Content of Papers

Papers should demonstrate critical rigour and make clear their contribution to knowledge. They should also state their implications in relation to the theme of the conference, and their contribution to one or more of research, education, policy or practice

### 4. Publication of Accepted Papers

**Prior to the conference, Indian Tourism and Hospitality Congress plans to bring out special issue of International Journal 'Tourism Innovations' and an edited book from a reputed publisher bearing ISBN number. It is desired that research papers should be submitted for Journal and Book well in time and strictly as per the guidelines.**

### 5. Format for Presentations

The presentation should be prepared using Microsoft PowerPoint. The presentation will then be copied onto a CD Rom and will be ready for you to present at your allotted time. Not more than 15 PowerPoint slides should be included covering background, aims, methodology and findings.

## PROGRAM OUTLINE

DATE AND DAY	DETAIL
27 November 2018 (Tuesday)	Arrival
28 November 2018 (Wednesday)	Breakfast at hotel Inaugural Session Lunch Technical Session Dinner at Sea side
29 November 2018 (Thursday)	Breakfast at Hotel Technical Session Expert presentation by Entrepreneurs After lunch Visit to wineries Meet with stakeholders Dinner at City centre
30 November 2018 (Friday)	Breakfast at hotel Technical Session Valedictory session followed by lunch Visit to Historic city Cefalu Dinner at Hotel
1 <sup>st</sup> December 2018 (Saturday)	Breakfast at Hotel Departure
	Post conference Optional Tours

- **The above program is tentative and subject to change.**



**IMPORTANT DATES**

Abstract Submission:	15 October 2018
Notification of Abstract Acceptance:	20 October 2018
Last date of registration:	25 October 2018
Date of full paper submission:	25 October 2018

**REGISTRATION FEE(per person)**

Category	Category Code	Early Bird Registration Fee (before 20 <sup>th</sup> October 2018)	Registration Fee After 20 <sup>th</sup> October 2018 (subject to availability)
ITHC members	MEM	350	400
Non ITHC Member	N-MEM	400	450
Accompanying Person	ACC	350	400

**(Amount in Euro)****Registration Fee includes:**

1. Conference Registration Fee
2. Accommodation on twin sharing at Palermo (Four Nights)
3. All meals as mentioned in program
4. Sight-seeing mentioned in program
5. Visit to Wineries and networking

**Conference Advisory Committee**

- Ferdinando Calaciura CEO (Gran Via Communication Company) Specialise in Wine & Destination Management.
- Ivar Foglieni Presidente dell' associazione Cuochi Bergamaschi e successivamente Presidente Dell' Unione
- Calogero Di Carlo Vice president Of Pegaso University Palermo
- Boucherih Amine Ami Administrateur General UET Algeria
- Christophe Martin, Manager of Institute Sainte Marie de Chavagne Cannes
- Leopold Reif President of Yeepa Germany
- Margherita Ruggeri Office administrator UET Milan

- Claudio Ambrosecchio Manager UET Palermo
- Dr. D.A.C Silva, Director General, SLITHM, University of Colombo, Sri Lanka

**CONFERENCE CONTACTS:**

<p>Prof. S.P. Bansal  <b>PRESIDENT – ITHC</b>  Vice Chancellor,  Himachal Pradesh Technical  University, Himachal Pradesh  +91 94181 41389 (Mobile)  <a href="mailto:spbansal_mtahpu@rediffmail.com">spbansal_mtahpu@rediffmail.com</a>  <a href="http://m">m</a></p>	<p>Prof. Sandeep Kulshreshtha  <b>SR. VICE PRESIDENT - ITHC</b>  Director,  Indian Institute of Tourism and  Travel Management  Govindpuri, Gwalior (M.P.)  +91 98262 14448 (Mobile)  <a href="mailto:sankul7@rediffmail.com">sankul7@rediffmail.com</a></p>	<p>Dr. Marina Ambrosecchio  <b>PRESIDENT &amp; COFOUNDER</b>  UET ITALY  Mobile: +39 3929545218  Email:  <a href="mailto:direzionegenerale@uetitalia.it">direzionegenerale@uetitalia.it</a></p>
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*For any query please contact:*

Dr. Prashant Gautam (9815976444)

Mr. Neerav Jolly (7009614660)

Email: [news.tourismcongress@gmail.com](mailto:news.tourismcongress@gmail.com)