



JYOTI NIVAS COLLEGE AUTONOMOUS BANGALORE

DEPT. OF TOURISM & TRAVEL MANAGEMENT

ORGANISES

NATIONAL TOURISM CONFERENCE

ON

**EMERGING TRENDS AND CHALLENGES
IN THE HOSPITALITY INDUSTRY**

***"Accommodate, Accelerate,
Acknowledge for the Endeavour"***

21st AUGUST 2018



Jyoti Nivas College Autonomous – A Dawn in Bangalore's Academia

Jyoti Nivas College Autonomous is a minority Christian Education Institution founded by the Sisters of St. Joseph of Tarbes (SJT) in 1966. Jyoti Nivas College Autonomous, affiliated to the Bangalore University, has been awarded Autonomous status by the University Grants Commission and has also been recognized as a 'College of Excellence' by the UGC from 01-04-2014. Our Institution has been accredited for the Third Cycle by NAAC for a further period of five years with a CGPA of 3.76 on a 4.0 scale with 'A' Grade valid from 10.3.2012. The college aims to provide a balanced, comprehensive education in Arts, Science, Commerce and Management by fulfilling the highest standards of intellectual excellence, code of ethical values, women empowerment, career advancement and social relevance. In span of 50 years, Jyoti Nivas College Autonomous has achieved this status and has excelled as a Premier Women's institution in India.

A way to the world of Tourism Education

The Department of Tourism & Travel Management established in the year 1994 recognized for its pioneering role in commencement of tourism education in Bangalore University. Ever since its inception, the department has been coherent in achieving excellent academic results, student's placement, research output, national conferences and short term courses. The department has also organised many national and international trips. The department has carved a niche for itself and has emerged as a premier brand in tourism education.

Emerging trends and challenges in the Hospitality Industry – Accommodate, Accelerate, Acknowledge for the Endeavour.

The Hospitality industry is one of the adherent emerging sectors of the economy with a multi-billion dollar enterprise. The industry depicts the liaison between guest and the host community.

The term hospitality also symbolizes the indigenous culture and custom of exhibiting generosity and warmth towards the tourist by catering them their basic needs of boarding and lodging facilities. In the present scenario, the hospitality sector has emerged as a prominent contributor to the economic growth of the service sector which contributes to 6.23 percent to the National GDP and 8.78 percent of the total employment in the country. Hence, the Department of Tourism & Travel Management, Jyoti Nivas College Autonomous takes pride to announce its National Tourism conference -2018 addressing the theme "Emerging trends and challenges in the Hospitality Industry" to be organised on 21st August 2018 aiming to recognize the contemporary scenario of hospitality sector by identifying and evaluating the changing trend and challenges of Hospitality industry.

Sub – themes of the conference

- Contemporary issues and challenges of Hospitality sector in Karnataka
- Benchmarking innovative sustainable practices in Hospitality sector
- Public Private Partnership in Hospitality Sector
- Investment prospects in Hospitality sector
- Tourism linking Hospitality sector : Prospects and challenges
- Career prospects in Hospitality sector
- Role of Entrepreneurship and innovation in Hospitality sector
- Role of hospitality units in promoting Indian ethnicity

Guidelines

The esteemed contributors of the research paper should adhere to the following guidelines:

- Format of the Paper: Spacing : 1.5 ; Font : Times New Roman ; font Size : 12 Points ; Margins : One inch all sides (APA Format)
- Title page: The title page of the manuscript must include the title of the theme, author's name, address & email id.
- Keywords : Minimum 3 - maximum 6
- Length: Abstract – maximum 300 words; Full paper – 5,000 words .
- All tables, charts and graphs should be serially numbered and duly acknowledged. Source of data needs to be provided below respective tables. Only those references that are actually utilized should be included in the reference list and it should be alphabetically arranged.
- Specify the sub themes for which your paper is intended.
- Paper should not be published or accepted for publication anywhere else..
- Manuscripts must be sent to the email: tourismjnc@gmail.com.
- Abstract of the paper will be published in conference proceedings.
- Reviewed research papers will be published in prestigious National Journal of Jyoti Research Academy (NJJRA) bearing ISSN no.
- Last date for submission of Abstract copy is 10th July 2018.
- Acceptance of paper intimation to be given by 15th July 2018.
- Last date of submission of Full Research Paper is 2nd August 2018.
- Spot registration facility is available for the participants.

Registration fee can also be paid in the form of Demand draft / Cheque and should be in favour of PARYATAK CLUB, Department of Tourism & Travel Management, Jyoti Nivas College, Autonomous payable at Bangalore.

Outstation paper presenter will be provided with second class sleeper fare by train subject to production of original tickets.

Accommodation:

Accommodation for outstation candidates can be arranged on payment basis. For details contact the organizers.

Organising Committee:

Patron : Dr. Sr. Elizabeth C S (Principal)

Conference Conveners : Dr. Anila Thomas, Mr. Nikhilraj K

Organising Secretary : Mrs. Manisha Seal

Executive Committee : Mr. Prakasha N Member

Contact Information:

Mrs. Manisha Seal

Department of Tourism & Travel Management, Jyoti Nivas College Autonomous

Phone no: 09886433746

Email id: tourismjnc@gmail.com

Registration Fee:

No. of Authors

Fee

Research Scholars / Students

Rs. 300 / -

Academics

Rs. 700 / -

Management Consultants/ Industry Experts/ Entrepreneurs/ Representatives of NGOs

Rs 1000 / -



JYOTI NIVAS COLLEGE AUTONOMOUS

Bangalore-560095, Karnataka, India

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

REGISTRATION FORM

**National Tourism Conference on
“EMERGING TRENDS AND CHALLENGES IN THE
HOSPITALITY INDUSTRY”**

NAME: _____

DESIGNATION: _____

INSTITUTION/COMPANY: _____

ADDRESS: _____

PH: _____

EMAIL: _____ **PRESENTING A PAPER:(YES/NO)** _____

TITLE OF THE PAPER: _____

TICK MARK THE CATEGORY

RESEARCH SCHOLAR/STUDENT - Rs. 300/

ACADEMICIANS - Rs. 700/-

MANAGEMENT CONSULTANTS/

INDUSTRY EXPERTS/ENTREPRENEURS/

REPRESENTATIVES OF NGOs- Rs. 1000/-

ACCOMADATIONS:

WILL YOU REQUIRE ACCOMMODATION ASSISTANCE?

YES/NO

DATE OF ARRIVAL IN BANGALORE: _____

**PLEASE NOTE: ACCOMMODATION FOR OUTSTATION CANDIDATES CAN BE ARRANGED ON
PAYMENT BASIS**

DETAILS OF DELEGATE FEE

AMOUNT: Rs. _____

D.D NUMBER: _____

DRAWN ON: _____

DATE: _____

SIGNATURE:

DATE :

INSTITUTION SEAL



JYOTI NIVAS COLLEGE

Autonomous

Bengaluru , Karnataka

Report on Conference

The Department of Tourism and Travel Management, JyotiNivas College Autonomous organized its 3rd National Tourism Conference on **21st August 2018**, (Tuesday) addressing to the theme “ **Emerging trends and challenges in Hospitality Industry**” to highlight its diverse growth prospects, obligations and obstacles concerning accommodation sector in order to ensure quality tourism services to the guest community by *accommodating accelerating and acknowledging* the host for their endeavors to attain maximum quality standards.

The inaugural ceremony of the National tourism Conference was addressed by the esteemed keynote speaker **Prof. (Dr)Sandeep Kulshreshtha**, Director, Indian Institute of Tourism and Travel Management (IITTM), Gwalior, an Autonomous organization of the Ministry of Tourism, Government of India. The Department of Tourism and Travel Management also released its *Compendium of Research Abstracts* comprising of various reviewed research articles' abstracts addressing to the theme and subthemes of the National Tourism Conference 2018.

The Conference constitutes two technical sessions chaired by **Dr. Shaik Masthan** an Associate Professor-Department of History of Jnana Bharathi Campus, Bangalore University and **Dr. Yedla Venkata Rao** – Professor, School of Management Pondicherry University with twelve (12) reviewed research paper presentations, after scrutinizing several research articles received from various research scholars and academicians of various institutions in India. It was aiming to gather sound and application-oriented knowledge to develop a strategic plan to establish healthy trends which aims to conserve and preserve indigenous gastronomy and its unique ethnicity.

The Conference was also aiming to encounter various challenges concerning hospitality sector with productive alternative solutions. The conference also serves to obtain an insight into identifying and evaluating the growing opportunities in the Hospitality sector, especially for the budding entrepreneurs. It intended to create awareness and sense of reasoning among the tourism and hospitality professionals in India



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Bengaluru , Karnataka

It aspires to create consciousness among the student's community to become self-driven independent individual to develop and focus on applied skills and theories that allow them to recognize and utilize various professional opportunities in the Hospitality industry.

The conference was participated by various paper presenters from the field of academics, Research and hospitality industry to present their perspective in relation to diversified opportunities and challenges of hospitality and Tourism Industry.

The focal points of the conference are the students, research scholars, Academicians, Industry experts, and the prospective entrepreneurs concerning Hospitality and Tourism sector.

The conference was intended to provide enriching experience to the delegates by providing them the necessary base for innovative and competitive career opportunities in Hospitality sector.



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