

**DEPARTMENT OF TOURISM & HOTEL MANAGEMENT**  
**FACULTY OF MANAGEMENT STUDIES**  
**MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR (RAJ.)**



cordially invites research papers for the

***International Conference***

on

***Emerging Opportunities in  
Tourism Industry***



**June 25, 2021**

**Virtual Mode**

**Department of Tourism and Hotel Management**

**Mohanlal Sukhadia University, Udaipur-313001**

**Rajasthan, India**



## About Udaipur

Udaipur, the City of Lakes, known as the Venice of the East and Kashmir of Rajasthan is counted among the most beautiful cities of the World. Founded by Maharana Udai Singh Ji II in 1559, Udaipur has a royal legacy which is still maintained by lavish royal residencies. Palaces and forts are monumental of courtyards, gardens & famed for its intricate peacock mosaics. The crown jewel of Rajasthan, Udaipur withholds many tranquil lakes namely Fateh Sagar, Lake Pichola, Jaisamand Lake (the second largest man-made lake of Asia), Udai Sagar etc. Epitomising valour and chivalry, Udaipur is also a city of gallantry & sacrifice because of its heroic past. Rested in the foothills of Aravali, the city is beautified with lush greenery all around. The city is also famous for beholding prominent temples like Shri Eklingji, Shrinath Ji and Shri Sanwaliya Seth Ji, which is another centre of attraction. This scintillating white wonder is famous for its marble industry, handicrafts and tie & dye clothes. Connected with almost all major cities of India, Udaipur is highly visited city by national & international tourists with a footfall of lakhs of tourists every year. It is a popular destination wedding location because of the blend of royal heritage locations and magnificent lakeside views. The tropical climate & the scenic beauty make it one of the most visited & dream destinations. Udaipur is also renowned for generous reception & warm-hearted hospitality and is always keen to welcome its guests. Udaipur is a highly potential city for the growth of Tourism & Hospitality Industry.

## About Department of Tourism and Hotel Management

Situated in the City of Lakes; Udaipur, one of the most prominent tourist destinations in the world Department of Tourism and Hotel Management, Mohanlal Sukhadia University, Udaipur (Raj.) is pioneer in shaping the career of students. It was designed and developed to meet the growing demand of tourism & hospitality professionals. The Institute is committed to excellence in all spheres of its activities and is dedicated towards continuous improvement of the students. The Industry always looks forward to qualified and trained professionals. Department of Tourism and Hotel Management grooms and develops industry-ready candidates through quality education, industry exposure and field learning practices. Regular classes, daily practical training, outdoor training are the part of the curriculum. Experts from the industry are often invited to provide exposure to the students. Various programmes are organised for the overall personality development of students wherein they are encouraged to voluntarily participate and learn event management tactics. The institute is well versed with modern classrooms, library, training restaurant, fully equipped kitchen, practicing laboratory and cafeteria. It offers the curriculum of B.B.A. (Hotel Management), B.B.A. (Travel and Tourism Management) and M.T.T.M. (Master of Travel and Tourism Management) and Ph. D in Tourism and Hotel Management are offered by the institute.

## Honourable Vice Chancellor's Message

Mohanlal Sukhadia University, Udaipur is accelerating on the path of higher education with an aim to maintain excellence in teaching, research and to ensure overall socio-economic growth of all the sections of society. The university continuously aspires to create platform for creative ideas and openness in thought and action. As an integral part of the University, the Department of Tourism and Hotel Management yearns to actively engage in skill oriented ventures to take the education drive parallel with the industrial pace. Tourism and Hospitality Industry today is standing on an edge being affected with ups and downs of the current situation; it is right stage and time to discuss the upcoming avenues of the industry. I congratulate the Department of Tourism and Hotel Management for organising an International Conference on such a vibrant issue. I hope that this conference would certainly induce innovative ideas among the participants paving way for new dimensions. I wish the conference a grand success.

***Prof. Amarika Singh***

## From the Desk of Conference Chair

The Tourism and Hospitality Industry is an integral pillar of the Economy and has acquired significant position in the global economy. Tourists from across the world enthusiastically visit and explore the geographical diversity, world heritage sites and niche tourism products like adventure, medical, eco-tourism, etc. The industry is one of the key drivers of growth as it aims to employment generation, income creation, ecological conservation & upliftment of the weaker sections of the society. Industry encourages development of the city, maintaining hygiene, cleanliness, building infrastructure including hotels, resorts & restaurants, transport infrastructure and healthcare facilities. The industry is witnessing crucial challenges and the pace of volatility is so fast that, the world needs to cope up with the emerging trends. Staying aware can help the industry to become more proactive & develop adaptive strategies quickly. On this note, we are coming up with an **International Conference on “Emerging Opportunities in Tourism and Hospitality Industry”**. It will serve as a knowledge sharing platform for various stakeholders of the Industry who will deliberate their views to pave the path for the future of Tourism Industry. Let us enable a strong comeback & create new opportunities for the industry. I heartily welcome all the delegates.

***Prof. Anil Kothari***

## About the Conference

The tourism and hospitality industry is a thriving economic engine. The challenges that the world has experienced in recent time, have made industry more volatile and dynamic. In order to grow, it has to adapt over and over to meet the demands of the new times and consumers. The rules of the game have changed at the same time as the needs of consumers. That is why tourism activities have also evolved, making it necessary to have new experts that are emerging with time. Entire Tourism and Hotel Industry is facing huge loss as a consequence of pandemic. On the other hand, new dimensions to the world of Tourism and Hospitality have been added. The Industry is at a crossroads and the measures put in place today will shape the industry of tomorrow. There is a need to consider the longer-term implications, while grabbing and promoting the emerging opportunities needed to build a stronger, more sustainable and resilient tourism and hospitality economy. It requires global co-operation and evidence-based discussion to boost up the industry. The Conference aims to develop a constructive platform bringing together the industry experts, academicians, research scholars, students & delegates to discuss the challenges and foster the ideas to incorporate the emerging opportunities for taking Tourism Industry at greater heights.

## Major Sub-Themes

- Tourism and Economy
- Tourism and Environment
- Tourism in Millennial Era
- Adventure Tourism
- Medical Tourism
- Tourism and Development
- E-Tourism/ Digital Tourism
- Thematic Tourism (Pilgrimage Tourism, Gastronomic Tourism, Event Tourism, Vaccination Tourism, Rural Tourism, Dark Tourism, Film Tourism, Hunting Tourism, etc.)
- Travelling: An essential part of Tourism
- International & Cross Cultural Approach in Tourism
- Globalisation in Hospitality
- Hospitality in Local Cultures
- Food Safety and Quality Management
- Hospitality Exchange and Networking
- New Trends in Hospitality Education
- Culinary Trends
- Supply Chain Management in Hospitality
- Trends in F & B Services
- Host Participation & Local Influences
- Facility, Quality & Innovation in Hospitality
- Role of Front Office in Hospitality
- Safety and Hygiene Practices priority in New Normal
- Hotels/Resorts/Home Stays
- Technology Advances in Hospitality and Tourism
- Marketing in Hospitality & Tourism
- Entrepreneurship in Tourism & Hospitality (“Vocal for Local”)
- Crisis & Disaster Management in Tourism & Hospitality
- Next Generation Consumers
- Ethical Concerns in Tourism & Hospitality
- Experiential Hospitality & Tourism
- Managing Human Resource in Hospitality & Tourism
- Public Private Partnership in Tourism & Hospitality
- Art & Culture in Tourism & Hospitality

The Conference is designed to disseminate research work and ideas on the upcoming trends and opportunities in Tourism and Hospitality Industry. Research Papers/ Practice Papers on any topic pertaining to the main theme of the Conference are invited. Case Studies on successful Tourism/ Hospitality experiential ventures may be submitted.

## Paper Submission Guidelines

Research Papers are invited from authors as their original work pertaining to topic relevant to the main theme. First page should contain Title, Author Name, Designation, Name of the Organisation, Email-ID and Mobile Number.

- |                   |   |  |
|-------------------|---|--|
| Abstract          | : | A concise abstract upto 300 words with 3-5 keywords                                    |
| Full Length Paper | : | Upto 5000 words  |
| Font Style & Size | : | Times New Roman Font and 12 Size in justified format                                   |
| Page Setup        | : | A4 Size; Left Margin 1.5” and 1” for rest three sides; 1.5 Line Spacing                |
| References        | : | In APA style   |
| Submission at     | : | Papers should be sent on email at <a href="mailto:thmp@mlsu.ac.in">thmp@mlsu.ac.in</a> |

## Important Dates

- |  |   |               |
|--|---|---------------|
| Date for submission of Abstract          | : | May 31, 2021  |
| Letter of Acceptance of Abstract         | : | June 03, 2021 |
| Date for submission of Full Length Paper | : | June 10, 2021 |
| Last Date for Registration               | : | June 12, 2021 |
| Conference Date                          | : | June 25, 2021 |





# International Conference: Emerging Opportunities in Tourism and Hospitality Industry

## Conference Details

- Conference will take place on **digital platform**.
- Papers will be reviewed blindly by a panel of experts.
- Papers should adhere to the submission guidelines given for the conference.
- Letter of acceptance of abstract shall be sent on the e-mail address of the authors.
- Registration form has to be compulsorily submitted for the consideration of participation in the conference.
- Schedule of the Tracks and Technical Sessions will be shared after the confirmation of registration.
- A time of maximum up to 5 minutes will be given for presentation of one paper.
- Only presented papers will be considered for publication.
- Selection for publication of the papers will be based on the review reports.

## Registration

Link for Registration: <https://forms.gle/fh6kgawEmm3tnx399>

Registration Fee	
Participants	Amount of Fee
Academicians/Educationist/Industrialist/Delegates	INR 500/-
Research Scholars/ Students	INR 250/-
Foreign Participants	\$ 10

## Bank details for registration fee

Bank Name - ICICI BANK LTD.

Account Number - 694201700140

Account Holder Name- COURSE DIR DEPT TOURISM & HTL MGMNT MLSU

IFSC - ICIC0006942

Branch - ICICI BANK University Branch, UDAIPUR

Certificate of Paper Presentation to all the registered authors

Certificate of Best Paper to top three Research Papers

Selected Papers will be published in conference e-proceeding with ISBN

## Conference Committee



**Prof. Amarika Singh**

**PATRON**

Honourable Vice Chancellor  
Mohanlal Sukhadia University  
Udaipur, Rajasthan, India



**Prof. Anil Kothari**

**CONFERENCE CHAIR  
COURSE DIRECTOR**

Department of Tourism & Hotel Management  
Mohanlal Sukhadia University  
Udaipur, Rajasthan, India



**Prof. Hanuman Prasad**

**DIRECTOR**

Faculty of Management Studies  
Mohanlal Sukhadia University  
Udaipur, Rajasthan, India

## Organising Committee

**Dr. Deepika Chaplot**

**Ms. Dimpy Suhalka**

**Mr. Chirag Dave**

## Members

**Mr. Chandra Shekhar**

**Mr. Devendra Yadav**

**Ms. Harsha Kumawat**

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