

**Institute of Hotel & Tourism Management  
Organises**

**International Conference  
on  
Paradigm Shift in Global Hospitality &  
Tourism Industry  
(March 25-26, 2014)**



*ISO 9001:2008 Certified Institute*

**Maharshi Dayanand University – Rohtak  
Haryana**

### **Aim of Conference:**

Institute of Hotel & Tourism Management, M.D. University, Rohtak proposes to organize **Two Day International Conference on “Paradigm Shifts in Global Hospitality & Tourism Industry” on 25-26 March, 2014.** Tourism and Hospitality Industry has undergone transformation to emerge as one of the largest and fastest growing industries in the world with a global orientation due to privatization, liberalization and Globalization of economies all over the world. As per World Travel and Tourism Council (WTTC) nearly 400 million jobs worldwide are supported by travel and tourism- either directly in the industry or in related sectors. In addition, the United Nations World Tourism Organization estimates that international arrivals are expected to reach nearly 1.5 billion by the year 2020. All this have completely transformed the industry in last five years and the same is going to happen in future so both the industry and academicians need to understand and address these paradigm shifts taking place at global level. Accordingly, the conference that aims to address the above critical issues by providing a platform for academics, researchers and professionals who share similar interest to present their research findings and expose to the discussions that might be useful for further work on hospitality and tourism.

The Conference will have the following broad areas:

- Global competition
- Innovative Practices
- Challenges and Issues in Hospitality and Tourism industry
- Role of Women in Industrial development
- Role of Government
- Green practices in hospitality and tourism Industry
- ICT
- Economics and Commerce
- Safety and security
- Capacity Building
- Destination planning

### **Call for Papers:**

On this occasion of the Conference on Paradigm Shift in Global Hospitality and Tourism Industry is pleased to invite papers from Academicians, researchers, consultants and educators in the hospitality, tourism, Senior government officials involved in planning and development, Policy makers/ business executives, Industry practitioners/professionals in hospitality, tourism and business management fields for presentation on 25-26 March, 2014. The

conference will serve as a forum for sharing research and initiatives that contribute to hospitality & tourism development.

### **Guidelines for Authors**

- Abstracts alongwith full papers must be submitted by March 20, 2014, electronically at [ihtmconference2014@gmail.com](mailto:ihtmconference2014@gmail.com).
- The full length papers may be published in a book form with ISBN.
- The contributor should certify that the manuscript is his /her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else. The authors shall be responsible for the facts and opinion made by them.
- In any case not more than two papers will be accepted from one author.

The following is the suggested format for paper submissions:

- Length: 3500- 5000 words or 10-12 Pages
- Paper Title should be brief
- All authors' Title (e.g. Dr, Mr, Mrs, etc.) & Name, Affiliation, Email etc
- Abstract (not more than 500 words) and Keywords
- Introduction / Background / Objective
- Literature Review
- Methodology, Findings, Analysis & Discussion
- Conclusion, Limitations and Recommendations
- References - APA Style is required.
- Tables, figures, etc. in their appropriate location in the paper (if applicable)
- Margins: 1 inch or 2.5 cm.
- Font: Times New Roman, 12 points
- Spacing: 1.5 between lines
- MSWord format

### **Registration Fee**

- Rs. 1500/- which includes accommodation, seminar material, Breakfast, lunch and dinner during the seminar. (In case of paper submitted by two authors each author has to deposit individual registration fee).
- The local delegates can register after selection of Abstract and full Paper by paying Cash on the day of Seminar (March 25, 2014).

## **Organising Committee**

### **Patron**

**Er. H.S. Chahal**

Vice-Chancellor, M D University Rohtak

### **Conference Director**

Prof. Ajay Kumar Rajan

### **Convener**

Dr. Ranbir Singh

### **Co-Convener**

Dr. Sanjeev Kumar

### **Organising Secretary**

Dr. Sandeep Malik & Dr. Amit Kumar Singh

### **Joint Organising Secretary**

Dr. Goldi Puri & Mr. Anoop Kumar

### **Organising Team**

Mr Manoj Kumar

Mrs Gunjan

Ms Jyoti

Ms Shilpi

Mr Sumegh

### **Co-ordinators**

- Mr. Sunil Kumar
- Mr. Rahul Garg
- Mr. Parveen Chand
- Mr. Vivek Balyan

### **Contacts**

- Dr. Ranbir Singh  
Mob: 9466096689  
*E-mail: ranbirtourism@gmail.com*
- Dr. Sanjeev Kumar  
Mob: 9812544449  
*E-mail: Sanjeev.rawal30@gmail.com*
- Dr. Sandeep Malik  
Mob: 9416350585,  
*E-mail: smalik02@gmail.com*

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**International Conference on**  
**“Paradigm Shift in Global Hospitality & Tourism**  
**Industry”**

**Registration Form:**

Name.....

Designation.....

Institute/Company.....

Address for correspondence.....

City..... State .....

Country.....

Phone (Office)..... Mobile.....

E-Mail.....

Title of the Paper.....

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Date..... Signature.....

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***Acknowledgement:***

***S. No***

*Thank you for registering in International Conference on “Paradigm Shift in Global Hospitality & Tourism Industry” on March 25-26, 2014. The certificate would be issued against the acknowledgement receipt.*

*Thank You*