



**National Seminar
On
Hospitality, Leisure and Tourism – Issues, Challenges and Prospects
07th April, 2018
Venue: Arts Faculty Auditorium, Faculty of Arts,
Banaras Hindu University, Varanasi**

Organized by:
DDU KAUSHAL KENDRA, Rajiv Gandhi South Campus,
Barkachha, Banaras Hindu University, Varanasi: 221005
www.bhu.ac.in
e-mail: hlticpseminar@gmail.com

Banaras Hindu University

Banaras Hindu University is a leading residential & internationally reputed temple of learning situated at half a mile away from the bank of Ganga in the holy city of Varanasi- “the sacred city” Known for spirituality. The University was founded by the great nationalist and visionary leader, Mahamana Pt. Madan Mohan Malviya, in 1916. The university is spread over 4,000 acres in two campuses – i.e. the main campus being in Varanasi and the second campus being developed at Rajiv Gandhi South Campus, Barakachha, Mirzapur. There are 4 institutes, 17 faculties, more than 140 teaching departments, 4 advanced centers and 4 interdisciplinary schools, 1 undergraduate college for women and more than 80 hostels with more than 30,000 students, about 1,800 teachers and nearly 5,000 non-teaching staffs.

About DDU Kaushal Kendra

Deen Dayal Upadhyay Centres for Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood (DDU-KAUSHAL) Kendras are introduced so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well groomed graduate.

Objectives of DDU Kaushal Kendra

- Create skilled manpower for industry requirements at various levels.
- To provide vertical mobility to from short term certificate courses to degree programme.
- To provide supplementary modular training programmes according to job roles at NSQF Level 5 onwards by conducting assessment and certification with respective sector skill councils (SSCs) so that a learner irrespective of his/her training background is made job ready with necessary work skills (soft, communication, ICT skills etc) and fill the gaps in the domain skills measured against QPs/NOS.
- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.

At DDU Kaushal Kendra, Rajiv Gandhi South Campus, BHU following skill orientated courses are running:

- Bachelor of Vocation in Food Processing and Management
- Bachelor of Vocation in Retail and Logistics and Management
- Bachelor of Vocation in Hospitality and Tourism Management
- Bachelor of Vocation in Medical Laboratory Technology
- Master of Vocation in Food Processing and Management
- Master of Vocation in Retail and Logistics and Management
- Master of Vocation in Hospitality and Tourism Management
- Master of Vocation in Medical Laboratory Technology

About Hospitality and Tourism Management Programme at DDU Kaushal Kendra, RGSC, BHU

Looking at the immense potential for qualified and skilled professionals in Hospitality and Tourism sector, DDU Kaushal Kendra started UGC approved B.Voc & M.Voc Courses in 2015. The course aims at providing students with a comprehensive understanding of the theoretical as well as skilled aspects of retail and logistics management. The curriculum has been designed according to the requirement of Hospitality and Tourism sector. The course provides extensive training to the students on existing and emerging trends in Hospitality and Tourism related functional areas. During the three and two years programme, students gain proficiency in Operations, Strategy and planning, Technologies, Laws, Visual Merchandising, Category Management, CRM, etc. After completion of this course, students are expected to fulfill the growing demand for middle and senior management positions in the backend functions as well as those existing in front sales operations.

Hospitality, Leisure and Tourism– Issues, Challenges and Prospects

The main objective of Hospitality, Leisure and Tourism– Issues, Challenges and Prospects is to provide a platform for researchers, academicians, practitioners, as well as industrial professionals from all over India to present their research results and development activities in the fields of, Leisure and Tourism. This National Seminar provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration. Prospective authors are invited to submit abstracts or full papers. Submissions to the seminar will be reviewed by at least two independent peers for technical merit and content. It is anticipated that a broad range of research and applied topics will be covered during the seminar.

*** Separate registration will be there for co-author. Registration fee may be paid in cash. Registration fee includes kitbag and hospitality.**

Accommodation will be provided to the outstation registered delegates on prior communication on payment basis.

Introduction to the Theme:

Hospitality, Leisure and Tourism and sector is regarded as a modern-day engine of growth and is one of the largest industries globally. This industry has emerged as one of the key drivers of growth among the services sector in India and has tremendous potential to change the landscape of Indian economy. Tourism has emerged as a key driver for earning export revenues, generating employment and promoting economic diversification. Tourism nearly contributes to 6% of the world's exports, 1 in 11 jobs and 9% of GDP (direct, indirect and induced impact). By 2025, the Tourism Sector shall contribute 10.5% to GDP, 10.7% to Employment and 4.9% to World's Capital Investments. Hospitality, Leisure and Tourism created develops skills, gaining lucrative jobs. The working age population will be far in excess of those dependent on them. As per the World Bank, this will continue for at least three decades until 2040. No doubt, it will be a potential source of significant strength for the national economy, provided the skills of the population in the working age group are continuously upgraded. The Hospitality, Leisure, Travel & Tourism sector. This covers almost 2 million people (1,887,800) working across 14 main industries. These industries are listed below. Food & service management (contract catering), Events, Gambling, Holiday parks, Hospitality services, Hostels, Hotels, Membership clubs, Pubs, bars and nightclubs , Restaurants, Self catering accommodation Tourist services, Travel services, Visitor attractions Many of these industries overlap and certain distinct areas of work fall more broadly within other industries. The events industry, for example, is often found within hotels (such as a wedding planner employed in a hotel) or holiday parks (where evening entertainment is commonly provided). In addition, many of the core occupations in the hospitality, leisure, travel & tourism sector are common to all the main industries. One of the primary objectives of the seminar is to provide a platform for creating an environment conducive to the growth of tourism and hospitality in India, particularly in the region through initiating advisoryconsultative processes amongst the stakeholders of industry. There will be the investigation of current scenario of tourism and hospitality industry, healthy deliberations on Perspectives of Hospitality & Tourism Education in India. With this background, Hospitality and Tourism Management, DDU Kaushal Kendra proposes to organize this one day National Seminar.

The Sub-themes:

- Tourism Marketing
- Quality Assurance in Tourism Management ;
- Sales and Distribution Management in Tourism ;

- Strategic Planning in Tourism ;
- Financial Planning in Tourism Industry ;
- Tourism industry in Chhattisgarh ;
- Cultural Tourism ;Infrastructure and Tourism
- Assessment of leisure/hospitality marketing efforts
- Convention and event education
- Decision-making processes
- Emerging technologies and e-tourism
- Gambling tourism
- Green events
- Green tourism
- Hospitality education
- Hotel & food service quality engineering
- Hotel and restaurant management
- Innovations in leisure/hospitality marketing
- Leisure recreation and sports
- Leisure/hospitality marketing promotional programs
- Leisure/hospitality product development
- Leisure/hospitality product management
- Medical tourism
- Meeting, incentives, convention and exhibition
- MICE marketing and management
- Movie and drama tourism
- Outdoor recreation
- Research in leisure/hospitality marketing
- Service quality management in hotel and restaurant
- Shopping tourism
- Sociology of food studies and food security
- Tourism and the environment
- Tourism economic and forecasting
- Tourism policy
- Tourism sustainability
- Travel and tourism
- Trends in MICE
- The role of tourism in an economy
- Describe one of job titles in tourism sector
- Trends in tourism
- What makes good travel agents
- The description of the booking procedure
- Give advice and information on specific holiday destinations
- Popular aspect in tourism of Serbia
- Popular aspect in tourism of Great Britain

- Identify the strengths and weakness of tourist destinations
- Why do you think people want to visit Great Britain?
- Analyse transport requirements in your favourite city
- Safe tourism
- Describe facilities of your favourite hotel
- What factors does a hotel chain take into account when choosing a site?
- Give tourist advice on local attractions and events in your town
- Describe your favourite museum
- Describe your favourite art gallery
- Describe and promote business venues
- Promotion to the rank of Flyer First Class
- Organise an excursion programme
- Types of Holiday
- What is responsible tourism?
- Describe business of your favourite travel agency
- What makes good/poor travel agency

CALL FOR PAPERS

Original papers or case studies on the above mentioned theme are invited from academicians, scholars and industry officials. The contribution can include any of the topics falling under the broad name of the main theme. The paper must be typed in 12 fonts in Times New Roman 1.5 line spacing. Abstract should have a limit of two paragraphs. Besides, there must be a listing of key words and few lines about the author with email address and contact number. The abstract should reach on or before 15 February, 2018 and complete paper should reach on or before 28 March, 2018 on the Email:**hlticpseminar@gmail.com**. Short listed papers shall be published in ISBN book and ISSN journal special issue Hospitality, Leisure and Tourism: Issues, Challenges and Prospects.

The Deadlines:

Registration Up to 31.03.2018:

- UG/PG students: INR 800/-
- Research Scholar: INR 800/-
- Academician: INR 1000/-

On the Spot Registration: All Delegates: INR 1200/- (One thousand Two Hundred) only.

IMPORTANT DATES

Last date of abstract submission: 20-03-2018

Last date of full paper submission: 28-03-2018

Confirmation of paper acceptance: 30-03-2018

Last date of Registration: 31-03-2018

Lodging: Payments will be realized as per actual use of guest house or hotel by delegates. Related payments have to be added in addition to registration fee @INR400/- per day per person on shared basis (for dormitory less charges exist), as per actual number of days of stay. Accommodation for registered delegates who pay in advance will be ensured as per actual.

Payment Mode: Cash.

Submission of Paper with Abstract:

Full papers of only registered candidates will be entertained up to 24.03.2018 without late fee and thereafter as per above applicable dates. Send your duly filled **Registration Form** with photo, payment details with proof, **certificate of originality of paper, Full paper** (Approx. 3000 words) with an **Abstract** (300 words with **Key-words**) in English (Font size 12, Times New Roman) or Hindi (Font size 14, Kruti Dev) at **hlticpseminar@gmail.com**. The papers with proper references (in text and at the end of the paper preferably in APA format or as given here) in format as follows should be sent:

Papers will be screened prior to presentation / publications with ISBN or ISSN through various modes. Full Papers/theme based posters with written script from all disciplines will be entertained for presentation through various modes of the conference like Seminar interactions, Panel Discussions, Resource Lectures, Workshop, Open Dialogue Sessions, Poster presentations etc. The Power Point Presentations (PPTs) of screened papers will be invited by us later on. Overseas/selected registered delegates may also be permitted for presentation of papers in absentia. Please adhere to the above deadlines and for any query feel free to contact at the given e-mails and WhatsApp number 09415352550.

Certification: It will be done only as per actual status/ mode of participation in the three day event, and the information provided to us in **registration form (with separate photo)** by the delegate.

Conference Venue:

Varanasi (Bharat/India) also known as **Banaras** or **Kashi** is one of the oldest cities of the world. Rather pertinent to say, 'it is the oldest living city on the planet Earth'. It is the city of salvation for followers of 'Sanatana Dharma' and has been well known for Vidya/Transcendental Knowledge and Being, Peace, Business, Glamour and Life. Even in the modern era it is a centre of pilgrimage and learning for people of different faiths like Hindus-Jains-Buddhists-Sikhs, Muslims, Christians etc. The world famous places like Sarnath, Prayag, Bodha Gaya and Kushinagar are located near it. They

are well connected by roadways and railways alike. The Indian metropolitan cities of New Delhi, Kolkata, Ahmadabad and Mumbai are also well connected by Airways. Particularly from New Delhi it is very well connected by railways. Therefore it is easy to access Varanasi city full of life. **The discourses related to Seminar will be held at Arts Auditorium, Faculty of Arts, Banaras Hindu University (B.H.U)**, is located at 8 KMs from the Varanasi Cantonment railway station & about 16 KMs from Mughalsarai railway station. It is about 20 KMs from Lal Bahadur Shastri International Airport at Babatpur in Varanasi.

Organizing Committee

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Banaras Hindu University, Varanasi

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Nodal Officer&Co-ordinator, DDU Kaushal Kendra, BHU

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Assistant Professor

Tourism Management, BHU

Ms. Priyanka

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**Conference Secretariat: DDU, Kaushal Kendra, Rajiv Gandhi South Campus,
Barkachha, Mirzapur, BanarasHinduUniversity**

Dr. R.S. Mishra (9415352550)

Dr. Anil Kumar Singh (9838071003)

Dr. Kaustav Chatterjee (9792586522)

Dr. Irfan Ahmed Ansari (9721335422)

Ms. Priyanka (9451413302)

Mr. Kishor Kumar (9532821789)



Banaras Hindu University
DDU Kaushal Kendra, RGSC
Barkachha, Mirzapur
Email: hlticpseminar@gmail.com

National Seminar

On
Hospitality, Leisure and Tourism – Issues, Challenges and Prospects
07th April, 2018

REGISTRATION FORM

Registration No. (Official use):

Date.....

- 1. **Full Name:**
- 2. **Designation & Institutional Address:**
-

Attach Photo
(Without signature)

Do not paste.

3. Correspondence Contacts:

Mobile No.: WhatsApp No.: e- mail id:

Passport No. with Date of Expiry (For foreign delegates):

- 4. **Accompanying Person/s Details:**
- 5. **Registration Fee Payment Details*:** Category with Date-.....

Amount: INR.....date.....Mode: Cash/Cheque/D.D./others etc.

- 6. **Lodging Payment Details*:** No. of person/s -.....Amount.....Date.....

(Add in addition to registration @INR400/per day shared basis as per actual)

- 7. **Dates of Arrival.....April, 2018 (FN/AN), Departure.....April, 2018 (FN/AN).**

Total stay:Days Tick Travel Mode: Air....., Rail....., Road.....

- 8 **Willingness for Paper Presentation (Tick) - Yes / No**
- 9. **Title (if any)**.....
- 9 **Willingness for local excursion (Tick):** Yes /No.
- 10 **Declaration:** The information given above is true to best of my knowledge and I am solely responsible for it. I agree to abide by the rules/norms of organizers.

- 11 **Full Signature:****Date**.....**Place**.....