

### Registration:

Selected participants are required to send the filled in registration form along with Registration fee (DD or proof of online bank transfer) drawn in favor of **Director, UGC National Seminar 2017**, Department of Tourism & Hospitality Management, payable at Andhra Bank, N.U Campus, Nagarjuna Nagar, **Current Account No: 150811100001529, IFSC Code: ANDB0001508.**

The Registration fee includes Seminar kit, working lunch and snacks.

**Venue:** Deichmann Auditorium, ANU

### How to reach ANU:

Acharya Nagarjuna University is located beside Chennai-Howrah National Highway (NH 5) at a distance of 12 km from Guntur and 19 km from Vijayawada, Andhra Pradesh. Both the cities are well connected by rail and road. Buses fly round the clock in between these two cities. Nearest Air Port is at Gannavaram, Vijayawada.

### Accommodation:

The delegates will be provided accommodation on payment at ANU University Campus only on first come first served basis. Limited accommodation is available, the delegates should send a request in advance through registration form or by E-Mail should reach Director latest by 17-03-2017.

### Travel Grant:

The delegates are requested to make their own arrangement for TA as the organizers do not have the provision to pay TA for the delegates. However, the organizers will arrange lunch and dinner.

**Contact for any query regarding registration, payment and accommodation**

**Dr.P.Purna Chandra Rao**

Director, National Seminar

Department of Tourism & Hospitality Management

Acharya Nagarjuna University

Nagarjuna Nagar, Guntur – 522510

Andhra Pradesh, India

Mobile no: +91 9885830170

Email: [anutourismseminar2017@gmail.com](mailto:anutourismseminar2017@gmail.com)

## Organizing Committee

### Chief Patron

**Prof. A. Rajendra Prasad**

*Vice –Chancellor, Acharya Nagarjuna University*

### Esteemed Patron

**Prof. S. Vijaya Raju**

*Chairman of APSCHE, Andhra Pradesh*

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*Chairman – Board of Studies*

*Department of Tourism & Hospitality Management &*

*Principle, University college of Arts, Commerce & Law*

*Acharya Nagarjuna University*

### Seminar Director

**Dr.P.Purna Chandra Rao**

*Coordinator,*

*Department of Tourism & Hospitality Management*

*Acharya Nagarjuna University*

### Treasurer

**G. Jyothi**

### Members

**Sk. Abdul Rahiman Saheb**

**N. Geetha Sony**

**K. Rajesh**

**N. Narendra**

### Hospitality & Reception Committee

**Scholars & Students, MBA (TTM)**



Two Days National Seminar on

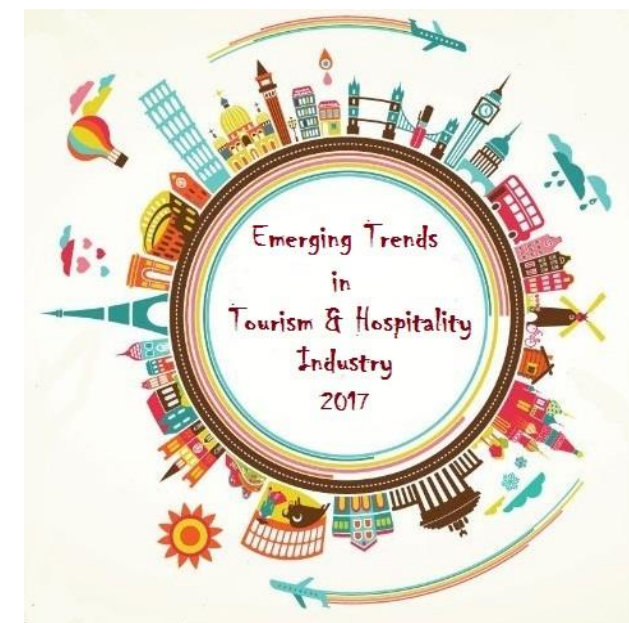
**EMERGING TRENDS**

**IN**

**TOURISM & HOSPITALITY INDUSTRY**



**20<sup>th</sup> – 21<sup>st</sup> March, 2017**



**(Sponsored by UGC)**

**Department of Tourism & Hospitality Management**

**Acharya Nagarjuna University**

**Nagarjuna Nagar – 522510, Guntur**

**Andhra Pradesh, India**

**Website: [www.anu.ac.in](http://www.anu.ac.in)**

## About Department of Tourism & Hospitality Management, Acharya Nagarjuna University

As a part of offering market oriented and professional courses, Acharya Nagarjuna University has started the Department of Tourism and Hospitality Management, keeping in view the growing demand for the skilled manpower who can render their services in Tourism and Hospitality Sectors. The Department has started by offering a Master of Tourism and Travel Management from the academic year 2005-2006. The nomenclature is changed from MTTM to MBA (TTM) from 2013-2014. As well as introduced the Research programmes such as M.Phil, Ph.D in the same academic year. Sound knowledge of Tourism course Curriculum is the real strength of each and every student when they part with the University after two years successful course completion to experience the True traveler's life style. The department has received 3 State level awards to it's credit from AP Tourism in 2010, 2013 and 2014.

### About the seminar:

The World Tourism Organization (WTO) in it's "Tourism 2020 vision" has accepted the role of tourism as an integral part of the global economy and importance within the field of sustainable development. In view, it has become important to project India as an attractive destination for all type of tourists across the world. With available geological resources to the colorful history and culture of our country the responsibility falls on our shoulder to educate and inform people everywhere and to create healthy image so as to attract tourists to visit India. This will be achieved through synergy of multidisciplinary research and through conceptual based idea generation and discussion among academicians, management experts, Industry professionals, scholars and students to exchange their knowledge, experience, research findings and Information about various aspects to promote brand India, **Incredible India**. To transform the Human society with very good Guest – Host relationship into a happy, inclusive, responsible, globally competitive and innovation driven society through Structural transformation blended with new-age thinking and diverse opportunities for the both to tourism professionals and lovers of tourism activities.

### Seminar objectives:

- To provide a platform to stakeholders to share their experience & knowledge in Tourism.
- To look into the ways of developing well qualified workforce for the Industry.
- To study the competitors strategies and policies towards tourism promotion.
- To discuss the role of stakeholders to showcase the brand of A.P Tourism as well as Indian Tourism
- To examine the opportunities and threats faced by Tourism Industry in India.
- To analyze the effects of globalization on Tourism & Hospitality.

### Sub Themes of the seminar:

- Andhra Pradesh Tourism
- Emerging Trends in Tourism & Hospitality.
- HRM in Tourism
- Marketing of Tourism
- Tourism & Economy
- Education & Training in Hospitality & Tourism
- Ethics in Tourism
- Entrepreneurship in Tourism (PPP)
- Sustainable and Responsible Tourism
- Consumer behavior towards Hospitality and Tourism
- Stop - Terrorism and promote Tourism
- Destination Management
- Role of Technology in promoting Tourism
- Role of Governments towards Tourism Promotion.
- Innovation in Tourism Research
- International Tourism
- Travel & Tourism organizations
- Traditional forms of Tourism
- Modern forms of Tourism

Papers of all related to the main theme of the seminar are accepted.

### Expected Participants:

Academicians, Practitioners, Research Scholars, Policymakers, Travel Business Consultants, Entrepreneurs,

Investors, Managers and Professionals from Public & Private Tourism, Travel & Hospitality sectors.

### Guidelines for Paper Submission:

1. Abstract of the paper should be in 200-300 words.
2. The papers should be based on original research work not exceeding 8 papers
3. It should include the title, author's name, mail id, contact number.
4. Soft copies should be submitted in A4 size MS-Word format, with Times New Roman font with heading in font size 14 and remaining text of size 12 with spacing 1.5 as a single line.
5. All papers are reviewed by an academic committee.
6. Select papers will be published with ISBN Number in the seminar proceedings
7. At least one of the author must pre-register
8. Hard copy of full paper is required to be submitted at the time of registration.
9. Copy right is reserved for the papers submitted.
10. All the papers should be sent to the Email-Id: [anutourismseminar2017@gmail.com](mailto:anutourismseminar2017@gmail.com)

### Award:

Best Paper Award will be given for Academician, Research Scholar and Practitioner.

### Key Dates:

Submission of abstracts: **on or before March, 10<sup>th</sup>, 2017**

Communication of acceptance: **12<sup>th</sup> March, 2017**

Submission of Full Papers: **on or before March, 15<sup>th</sup>, 2017**

### Fee Structure:

S. No	Category	Amount
1	Professionals / Practitioners	Rs. 1000
2	Academicians	Rs. 600
3	Research Scholars	Rs. 400
4	Students	Rs. 300

# **Two Day National Seminar**

**on**

## **EMERGING TRENDS IN TOURISM & HOSPITALITY INDUSTRY**

(UGC Sponsored)

### **Registration Form**

Name:

Designation:

Organization:

Address:

Mobile:

E-Mail:

Title of the Paper:

(Abstract to be enclosed) Registration fee

Paid Rs.           ; DD No.

Date:

Place:

Signature of the Applicant

Date: