

National Conference
On
“Contemporary Trends and practices in Hospitality and Tourism”
November, 4th & 5th, 2022
MINUTE TO MINUTE CONFERENCE SCHEDULE
Day 1:-Friday, Nov. 4th, 2022
(Venue: HMCT Block and Auditorium Engineering Block SADTM Campus)

EVENTS	TIME START	TIME END
REGISTRATION AND TEA	8.45AM	09:30AM
Escorting of guests to Engg. Audi, SADTM campus	9:30AM	9:45AM
Inauguration of the conference	09:45AM	10:00AM
Welcoming of guests on Dias and attendees for the conference	10:00AM	10:10AM
Lamp lighting ceremony by Hon’ble chancellor & all the dignitaries on the stage	10:10AM	10:25AM
Address by Hon’ble Chancellor	10:25AM	10:30AM
Address by Hon’ble Pro Chancellor	10:30AM	10:35AM
Address by Respected Vice Chancellor	10:35 AM	10:40AM
Address by Respected Rector	10:40 AM	10:45AM
Address by: Prof. S.C. Bagri (Guest of Honour) (Professor and Member of Indian National Commission for Cooperation with UNESCO (INCCU), Professor at Centre for Mountain Tourism and Hospitality Studies) Topic:- <i>Sustainable Hospitality and Tourism practices</i>	10:45 AM	11:15AM
SESSION BREAK	11:15 AM	11.30AM
Mr. Rishi Mattu (General Manager, ITC Rajputana , Jaipur) Topic:- <i>21st century skills for Hospitality and Tourism</i>	11:30 AM	11:50AM
Address by :Dr. Nimit Choudhary (Key Note Address) (Prof. Zamia Milia Islamia) Topic:- <i>Importance of cultural heritage in Hospitality & Tourism</i>	11:50 AM	12:15 PM
Address by : Mr. Priyadrashan Lakawat (Guest speaker) (Principal IHM Jaipur) Topic:- <i>Need of Innovative curriculum planning for better marketing of local brands by utilizing latest promotion methods for building positive brand image</i>	12:15 PM	12:40 PM
Release of the Book:- Bliss of cooking by Chef Rashi Chopra and Dr. Ajeet Kumar Singh	12:40PM	12:45PM
Honoring of all the Inaugural session speakers.	12:45PM	12:50PM
National Anthem	12:50PM	12:55PM
Escorting of guests to Engineering Audi, to SHMCT “The ARC” restaurant –first floor, SADTM CAMPUS	12.55PM	1.00 PM
LUNCH BREAK	1.00 PM	2.00 PM
Technical session 1: FRONT OFFICE LAB SHMCT CORDINATOR:- Ms Shruti and Mr Vikrant Meshram Dr. Shiv Mohan Verma (SESSION CHAIR I) (Head of Institution, Subharti Institute of Hotel Management) & Dr Alok Prasad (SESSION co CHAIR I)	2.00PM	4.30PM

Professor Head IQAC, SOB, DHMCT UETR, Roorkee) Topic:- <i>Increasing role of Regional or Domestic Tourism in Hospitality and Tourism elevation.</i>		
Technical session 2: GC 2 SHMCT CORDINATOR:- Mr Abhishek kar and Mr Shivam Dr. Neeraj Agarwal (SESSION CHAIR II) (HOD, UIHTM Panjab University, Chandigarh)& Dr. Manoj Shrivastava (SESSION co CHAIR II) (Principal, NIMMS University) Topic:- <i>Increasing role of Regional or Domestic Tourism in Hospitality and Tourism elevation.</i>	2.00PM	4.30PM

Day 2:- Saturday, Nov. 5th, 2022

DAY 2	TIME START	TIME END
MORNING TEA & NETWORKING	9.30AM	10.00 AM
Valedictory Session		
Address by: Dr.Satish Sharma, (Principal, SGT University) Topic:- <i>Tourism Economics, consumer behavior and new age practices to cope upcoming challenges in Hospitality and Tourism</i>	10.00 AM	10.30 AM
Address by: Dr. Sanjeeb Pal, (Professor & Director , Amity university, Jaipur) Topic:- <i>International issues and cross cultural impact on Tourism and Hospitality</i>	10.30 AM	11.00AM
SESSION BREAK	11:00 AM	11:30 AM
Panel Session Day 2: Topic:- <i>Gastronomic Tourism and Entrepreneurship in Hospitality and Tourism / Back to Roots on Indian Traditional Food & Role of niche cuisines in attracting Tourists-</i> Chef Daya Shankar Sharma (Michelin Guide chef) and Chef Gunjan Goela (consulting chef) Chef Prem Ram HOD food production, chandiwala Topic:- Moderated by Dr. Ajeet Kumar Singh	11:30 AM	12:20 PM
Vote of thanks:- Dr. Ajeet Kumar Singh	12:20 PM	12:30 PM
LUNCH BREAK	12:30 PM	01:30 PM
Heritage Trip (Optional)	1:30 PM	4:30 PM
Visit to Hawa Mahal- Jal Mahal-Amber Fort-Birla Temple etc.	1:30 PM	4:30 PM
Back to SADTM	4:30 PM	5:00 PM

Registration and Technical Sessions: HMCT Block

Inauguration: Auditorium, Engineering Block, SADTM Campus

Venue: HMCT Block



JAIPUR NATIONAL UNIVERSITY

UGC/AICTE/PCI/INC/NCTE/BCI Approved and NAAC Accredited

SCHOOL OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

Welcome
to
**National
Conference
on Contemporary
Trends & Practices
in Hospitality and Tourism**

4th and 5th November 2022



**Our
Sponsors**



Chief Patron

Dr. Sandeep Bakshi

(Chancellor, Jaipur National University, Jaipur)

Patrons:

Prof. H.N. Verma (Pro Chancellor, JNU, Jaipur)

Prof. R.L. Raina (Vice Chancellor, JNU, Jaipur)

Dr. Preeti Bakshi (Executive Director, JNU, Jaipur)

Prof. Anjana Sharma (Rector, JNU, Jaipur)

Convener

Dr. Ajeet kumar Singh

Organizing Secretary

Mr. Rajkumar Bargurjar

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& Editorial Committee**

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Mrs. Shruti**

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Chef Mandeep,
Chef Shivraj**

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Mr. Saket,
Mr. Vikrant**

ABOUT THE UNIVERSITY

Jaipur National University was established on 21 October, 2007 through an ordinance which was subsequently approved by the State Legislature on 29th March, 2008 by an Act of the State. UGC recognized JNU under section 2(f) and empowered to award degrees under section 22 of UGC Act 1956. The University has four campuses with 16 Schools which imparts education in Engineering & Technology, Commerce & Business Management, Life Sciences, Agriculture, Law & Governance, Computer Science, Medical Sciences, Education, Humanities, Pharmacy, Hotel Management, Nursing and Paramedical Courses which are duly approved by relevant Statutory bodies like AICTE, MCI, NCTE, PCI, NCI, DEB.

In a span of fifteen years, Jaipur National University has carved a niche for itself in the country for its commitment to providing quality education and offering a conducive learning environment. The University is becoming a preferred choice for professional and technical education, as well as for lovers of quality academic pursuits. The University has been ranked amongst Top 20 Best Universities in India by India Today 2021.

ABOUT THE SCHOOL

The School of Hotel Management & Catering Technology (SHMCT) is among one of the top Hotel Management colleges in Rajasthan well known for heterogeneous pedagogy teaching and learning style. In SHMCT, we emphasize on experiential learning wherein immense opportunities are provided to students in various aspects related to entrepreneurship, menu engineering, banquet management industry relations, event management etc. apart from the core hospitality skills.

The programmes offered include the BHMCT course, BSc in Hospitality and Hotel Administration and Diploma in Bakery and Confectionery, Diploma in Culinary Arts. With a team of full time professionally experienced faculty, collaborations with eminent brands like The Lalit, IFTO, Holiday Inn etc. and well equipped infrastructure we focus on empowering our students by making industry ready. Our powerful and committed alumni network helps our graduates to gain from their experience and rise quickly as leaders in their enterprises, industries, and local and global communities.

ABOUT THE CONFERENCE

The School of Hotel Management & Catering Technology invites you to participate in a conference devoted to Hospitality and Tourism and Opportunities during Uncertain Times. We invite the representative of the national and international Hospitality and Tourism community from centres across the globe interested in the subject to actively contribute to the deliberations of the conference.

The conference will benefit:

- Academics as well as professionals in Hospitality and Tourism industry and academia.
- Employees in the Hospitality and Tourism Sector
- Regional tourist organisations, associations, travel agencies, hotels, organisers and animators of Hospitality and Tourism events
- All interested in local development using local tourist brands shaping the canon of Indian culture and heritage

Call for Paper Presentation:

The SHMCT invites prospective authors to submit their contributions in areas related to the conference theme.

Acceptance status based on originality, quality, relevance and other editorial considerations will be communicated through email. All papers will go through a blind review process and plagiarism check.

SUBMISSION OF ABSTRACT / PAPERS:

An abstract of 200-250 words and manuscript not more than 3000-3500 words with references as per APA Guidelines to be submitted by email at convener_bhmct@seedlingacademy.com.

The abstract must include the title of the paper, author(s) name, designation, name of the institution/organisation, mailing address, email address, and contact number.

The text should be with 1-inch or 2.5cm. margin on all sides on A4 paper using Times New Roman Font size 12 and spacing 1.5 between lines and 2 between paragraphs.

The author/s must certify that the work is his/her/their original contribution. It should be also mentioned that the paper has not been submitted or accepted for publication elsewhere. The author/s shall be responsible for the facts and opinions made by them.

Author/s of one best paper from each subject area will be awarded Special Honour later.

Peer reviewed selected papers will be published in UGC CARE listed Journal for which additional fee may be charged.

The remaining selected papers will be published after plagiarism check and copyright certificate in the form of an edited book.

IMPORTANT DATES:

Abstract Submission Deadline: 5th September, 2022
Notification of Acceptance: 10th September, 2022
Full Paper Submission Deadline: 20th October, 2022
Acceptance of Full Manuscript: 25th Oct, 2022

EARLY BIRD REGISTRATION FEE (Before 17th August, 2022):

Students: : Rs 500/-
Ph.D Research Scholars : Rs 800/-
Faculty Delegates : Rs. 1200/-
International Participants: : US\$ 60

After 17th August 2022

Student Delegates: : Rs 600/-
Research Scholars: : Rs 1000/-
Faculty Delegates : Rs. 1500/-
International Participants: : US\$ 85

Registration will include registration kit, Lunch & Session Tea. The participants will have to bear their own cost of travelling. Accommodation on twin-sharing basis may be provided on payment basis on first come first serve basis as per charges below:



Accommodation	Type	Cost Per Bed on double occupancy.
Guest House	SADTM Int.	Rs. 1000/-
Guest House	Main Campus	Rs. 2000/-
Guest House	SADTM Campus	Rs. 1500/-
Hostel accommodation	Main Campus	Rs. 500/-

Subject Areas of interest for submission include, but are not limited to:

- Theory & practice of Tourism, Hospitality, and Entrepreneurship
- Innovative Teaching Practices in Hospitality and Tourism Studies
- Generational and Intercultural transfer in Tourism and Tradition Sharing
- Use of technologies to maintain Hospitality and Tourism tradition and transfer knowledge between generations

- Research on Social Media in promoting Tourism, Hospitality and Entrepreneurship
- Culinary Tourism and Entrepreneurship
- Sustainable Hospitality and Tourism Practices
- Innovative curriculum enhancing the entrepreneurial mind-set
- Hospitality and Tourism through the lens of a marketer – local brands, tourist products, promotion methods, brand building, creating the image of tourist attractiveness, activities supporting the creation and development of territorial tourist brands
- Protected Areas and Tourism
- Urban Tourism and Cultural Heritage
- GIS Applications in Tourism
- Hospitality, Tourism Management and Marketing
- Destination Marketing and Management
- Sustainable Tourism
- Tourism and Environment
- Tourism planning and regional development
- Entrepreneurship in Tourism and Hospitality
- Gastronomic Tourism
- New types of Tourism (Dark/ Grief Tourism, Event Tourism, Film Tourism, Medical Tourism, etc.)
- Challenges ahead post COVID 19
- New age Practices
- Innovations and Digitalization
- Hospitality & Tourism futuristic planning
- New Age Destination Marketing
- Gastronomic Tourism
- International Issues and cross-cultural impact on Tourism
- Customer behaviour and changing patterns
- Entrepreneurship in Tourism and Hospitality
- Technology-driven future of Hospitality & Tourism
- Preparedness for future
- Human Resource issues in Hospitality
- Tourism economics and other similar topics related to the theme of the conference





JAIPUR NATIONAL UNIVERSITY

Jaipur-Agra Bypass, Near New RTO Office, Jagatpura, Jaipur-302017

Registration Form

National Conference on Contemporary Trends & practices in Hospitality and Tourism

Name:.....

Address (official):.....

Attending the Conference:

As a Delegate

As a Presenter

Type of Presentation: Invited Oral

Contact details:

Email ID.....

Mobile.....

Title of paper submitted:

Position: Faculty Research Scholar Student

Payment Details : Payment ID/UTR No.

Travel Details: Date & Time of Arrival in Jaipur

Date & Time of Departure from Jaipur

Accommodation required: Yes / No

: Guest House Hostel

Registration form along with details of registration fee should be submitted through email on convener_bhmct@seedlingacademy.com

Registration fee may be made online to the:-

In the name of Jaipur National University, Jaipur

Account no. : 2246002100023655, Punjab National Bank,

IFSC Code: PUNB0224600

or Demand Draft in the name of Jaipur National University payable at Jaipur.



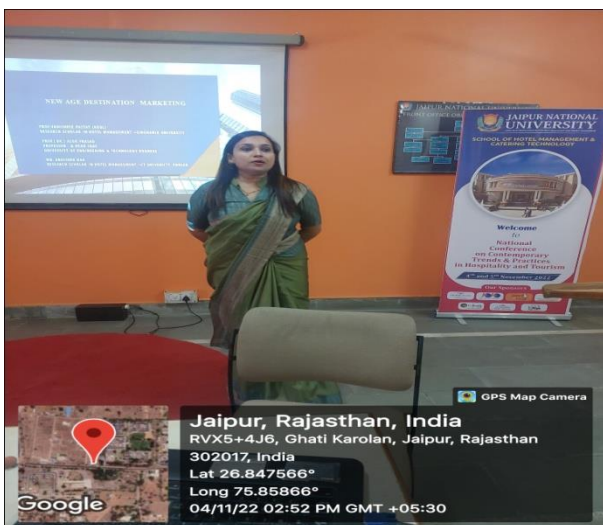
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Fig. Glimpse of Two Days Conferences