REGISTRATION FEE
Students : Rs. 500
Research Scholars/Faculties/Academicians : Rs. 600
Publication of paper in UGC Journal : Rs. 2000

Registration fee shall be paid by means of DD / NEFT only favouring "The Principal, Jamal Mohamed College" Payable at Tiruchirappalli. Registration fee may also be paid through net banking to the below account.

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Spot registration is also available for the candidates participating without Paper Presentation.

Tea and Working lunch will be provided to all the participants. The participants are requested to make their own arrangements for accommodation.

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Seventh National Conference
on
THE REALITIES OF HOSPITALITY & TOURISM INDUSTRIES: CHANCES OF ACCESS AND SUCCESS

18th December 2019

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TAMILNADU
ABOUT THE COLLEGE

Jamal Mohamed College, a government aided private college affiliated to Bharathidasan University, was founded in 1951 and situated in the heart of Tiruchirappalli city. The college provides an ideal atmosphere for higher education to all sections of the society. The college offers 22 UG and 21 PG courses and has research facilities in 17 departments. The college has a student strength of around 11250. Teaching faculty consists of 126 regular staff and 374 management staff.

The college celebrated its Silver Jubilee during 1979, Golden Jubilee during 2001 and Diamond Jubilee during 2011 in a grand manner. The college was awarded the coveted Five Star status by NAAC during the Golden Jubilee year. Autonomous status was conferred on the college during the Academic year 2004-2005. The college has been identified by the UGC as "College with Potential for Excellence" during 2011-2012. The College has retained 'A' Grade by NAAC during the third cycle of re-accreditation in 2015. The College has obtained a prestigious rank position of 59th among top ranking college out of 1495 institutions in All India Raking Scheme of MHRD in 2019. The institution is dedicated to the cause of higher education and has produced many Administrators, Academicians, Scientists, Hoteliers, Social Workers, Intellectuals, Computer Professionals and Eminent Personalities in different walks of life.

ABOUT THE DEPARTMENT

From its inception in 2008, our department is widely regarded as one of the premier institutes in this region to equip aspirants to the hospitality industry. It has been crafted with well equipped laboratories and state of the art teaching facilities to impart skill focused education to the students. Our department imparts high quality education in an affordable fee structure. It offers 3 year UG programme B.Sc. Hotel Management & Catering Science (2 Sections) and produces university rank holders every year. In academic year 2016-17 and 2017-18 our students secured First Rank in University Level. Our alumni are placed in coveted positions in the hospitality industry in India and abroad. During its 10 years of educational service, the department has organised two State level seminars, five National level Conferences and an International Conference. This is our sixth consecutive National Conference in the field of Tourism and Hospitality.

THEME OF THE CONFERENCE

Tourism is certainly a global phenomenon. It is essential to get all countries involved to take advantage of the trends. Threats and chronic challenges such as terrorism, ethnic war, climate change, natural disaster, financial meltdown, religious vandalisma and epidemic have almost crippled the normal growth of international tourism. The issues seem to have pulled back the growth track of global tourism very significantly. All countries are united together to push forward international tourism and are steadfast in their decisions to tackle these issues and challenges.

Tourism is no doubt a future industry to be expanded all across the world. In the 21st century, the tourism industry has undergone enormous change in practices. Contemporary tourism practices include the use of electronic tickets, zero carbon emission, carbon neutralization, carbon trading, recycling and waste management, business integration, loyalty programme and brand image, retention of staff, global partnership, national and international membership. Travel agencies are shifting to package tours, hotel room booking, planning and coordinating MICE activities. The cutting-edge tourism trends are more oriented towards activities than sightseeing. Life-style based travel, weekend family vacation-oriented travel and retired pensioners travel are more frequent than ever before. Similarly affinity group travel is one of the trends to determine the future business of the tourism industry. New-age tourists give much care and importance to quality, price, brand and loyalty. Quite importantly, domestic tourism is rising at a much faster rate than the past. This conference would create a platform to analyze and discuss these facts and will also provide necessary ideas and solution to improve the current scenario in tourism industry.

SUB THEMES

- Challenges of Hotel Industry in India
- Promotional Strategies of Tourism
- Food Safety and Hygiene
- Changes in Tourism Statistics
- New Trends in Hospitality and Tourism Marketing
- Problems and Prospects in Tourism Economics

SUBMISSION OF PAPERS

1. Papers should be original and unpublished, preferably research articles.
2. One author and one co-author can be included in the paper.
3. Paper must be presented either by the author or co-author.
4. Two copies of the full paper and abstract along with soft copy (CD only: Font: "Times New Roman", Size: 12) should be submitted before the deadline. Papers may be forwarded through e-mail also.

(E-mail id: jmchmcconf2019@gmail.com)

4. All papers are subject to scrutiny by an expert committee and only the selected papers will be published.
5. Word limit: Abstract 250 words, full paper not exceeding 5 pages including figures & tables.
6. Each paper must be enclosed with separate registration form and DD.
7. Certificate will be given to all registered participants.
8. The abstract and full papers should have the details of author(s) along with e-mail id and contact number.
9. No TA/DA will be paid.

The Paper should comprise of the following sections: Title Page, Abstract, Keywords, Introduction, Material & Methods, Findings & Results, Interpretation & Discussion, Conclusion and References. Authors are requested to strictly follow the above format to consider for publication.

Qualified papers identified by the expert committee will be published in UGC Indexed and Peer Reviewed Journal bearing ISSN number and Impact factor.

IMPORTANT DATES

Receipt of abstract and full paper : 18.11.2019
Notification of the acceptance of the paper (e-mail) : 25.11.2019
Last date for Registration : 01.12.2019