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Mob : 98945 64595
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Mob : 86082 20636

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C. Thiyagarajan
Assistant Professor, Dept. of HMCS
Mob : 98430 20593
K. Karthikeyan
Assistant Professor, Dept. of HMCS
Mob : 97860 56122

FOR FURTHER INFORMATION CONTACT
Dr. A. Jafar Ahmed, Coordinator, Mob: 90035 76896
D. Gunaseelan, Assistant Professor, Mob: 98945 64595
M. Jaremiah Roy, Assistant Professor, Mob: 86082 20636

Department of Hotel Management and Catering Science
Jamal Mohamed College (Autonomous)
Tiruchirappalli - 620 020.
E-mail: jmchmocs@gmail.com

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4th National Seminar on
“HOSPITALITY AND TOURISM INDUSTRIES - A PROMISING SECTOR OF INDIAN ECONOMY”

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JAMAL MOHAMED COLLEGE

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 19 UG, 21 PG courses and has research facilities in 14 departments. The college has student strength of 11400. Teaching faculty consists of 150 regular staff and 350 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 Five Star status by NAAC an autonomous body of UGC and reaccredited with “A” Grade with CGPA 3.6 out of 4.0, during the Golden Jubilee year 2001. Autonomous status was conferred on the college during the academic year 2004-2005. The UGC has conferred the college with the prestigious status of "College with Potential for Excellence" in the year 2011. The institution is dedicated to the cause of higher education and has produced many Administrators, Academicians, Scientists, Social workers, Intellectuals, Computer Professionals and Eminent Personalities in different walks of life.

ABOUT THE DEPARTMENT

The Department of Hotel Management and Catering Science was established in the year 2008. It provides ultra modern facilities which can compete with star hotel's infrastructure. Our department offers 3 year UG Degree Programme B.Sc-Hotel Management & Catering Science, with an intention of providing a professional and carrier oriented course. Our department imparts high quality education in an affordable fee structure. Due to the urge and constant support of the Management, the Department of Hotel Management is able to produce efficient professionals and make them well placed in leading star hotels with good remunerations and amenities. It has registered above 95% of results in all the autonomous examinations. Presently, as a mark of its steady growth it stands as a best among the institutions providing Hotel Management programme.

OBJECTIVES OF THE CONFERENCE

- To provide opportunity to the academicians, research scholars and students to share their knowledge and present their views in promoting the industries of Hospitality and Tourism
- To explore the strength, weakness, opportunities and threats for Hospitality and Tourism industries in India.
- To evolve the promotional strategies to encourage the growth of Hotel and Tourism industries.

THRUST AREAS

- Performance of Hotel industry in India
- Promotional Strategies of Tourism
- Food Safety and Hygiene
- Tourism Statistics
- Hospitality and Tourism Marketing
- Diet and Nutrition
- Tourism Economics
- Cultural and Heritage Potentials of Tourism
- Trends in Fashion and Food habits of Tourists
- Computing & Networking in Hospitality & Tourism
- HR Management & Entrepreneurship in Hospitality and Tourism
- Emerging trends in Tourism
- Role of Chemistry in Food Industry

CALL FOR PAPERS

Original research papers on the above topics or topics in related areas are invited for presentation in the conference. Participants are requested to submit the abstract and full paper through the e-mail ID: jmchmcs@gmail.com (Font : Times Roman, Size :12pt, 1.5 space). It should contain the title, Name and address of the author/authors with e-mail ID and contact number. The full paper must not exceed 5 pages. All papers are subject to scrutiny by an expert committee and selected papers will be allowed to be presented in the conference.

- The paper must be an original work of author and unpublished earlier.
- The author and co-author (if there any) should register separately.
- Paper must be presented either by the author or co-author.
- Candidates can also use the photocopies of Registration form.
- Certificate will be issued to all the registered participants.
- All the correspondence will be done through e-mail only.

Qualified papers identified by the experts will be published in the form of an edited volume with ISBN on payment of additional fee.

IMPORTANT DATES

Receipt of full paper by e-mail : 05.12.15
Intimation of acceptance of papers by e-mail : 07.12.15
Last date for Registration : 10.12.15

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