

HOLY GRACE ACADEMY OF MANAGEMENT STUDIES

(AFFILIATED TO UNIVERSITY OF CALICUT & APPROVED BY AICTE.)

Mala, Thrissur 682732, Kerala State, India

INTERNATIONAL CONFERENCE

ON

TOURISM MANAGEMENT AND RELATED ISSUES

(FOCUSING ON THE KOCHI-COLOMBO-MALE TOURIST ARC)

Friday, 06 July 2018

Venue: Holy Grace Academy of Management Studies
Mala, Thrissur District, Kerala State, India

www.holygracebschool.org

A new tourism circuit connecting Kerala with Sri Lanka and Male holds abundant promise and potential in view of the large number of tourists arriving in the island country on extended holidays. The success of the Arc lies in developing ties of sufficient gains with the concerned countries, and in identifying and popularizing fascinating destinations appropriate to the visiting groups within the shortest time-frame. Support-funding from the Centre will accelerate implementation of the project and other ancillary facilities.

Cruise service

A regular tourist-class cruise service connecting the three destinations by sea or air or both, will indeed be an added attraction to the tourists. The Service can be realized in time and without burden to the exchequer if private players are roped in under strict operational conditions. Special fares for seasonal tourists must also be encouraged.

Manning the Project

Inter-governmental co-operation and assistance becomes necessary also to develop Human Resource development that includes appropriate skills and expertise in the in the tourism management sectors. B-Schools may be especially geared up for this purpose offering them internship and in-service training opportunities

Joint Promotional Ventures

Joint promotional operations become necessary between countries to woo travelers from rich-source tourist markets like, China, Germany and Russia.

With this background, we propose to raise the following themes for discussion in the conference and invite contributions that focus especially, but not exclusively, on tourism, travel, leisure and hospitality management, with an emphasis on:

Marketing for hospitality and tourism products
Innovative marketing strategies
Transforming visitor experience through marketing
Marketing through destinations and events
Information systems and Marketing
Marketing of tourism and hospitality education
Sustainable / Green / Renewable marketing
Consumer Behaviour
Decision making, experience and satisfaction
Service excellence and service quality
Food service marketing and management
Emerging technologies, social media and e tourism
Marketing for special interest tourism products
Cases on successful marketing practices
Marketing strategies of third world and developing nations
Social and Ethical concerns of marketing
Future trends in the hospitality and tourism marketing
Food Service/ Culinary marketing
Services branding
Special interest tourism marketing and management
Customer Relationship Management
Human resource strategies and operations
Small and medium sized enterprises
GIS applications in tourism

International issues and cross-cultural research
Niche tourism
Entrepreneurship
International issues and cross-cultural research
Customer retention and loyalty
Indigenous tourism marketing
Hospitality management
Destination management
Congress management
MICE
Air transportation management
Antecedents of tourism collaboration
Archeological sites management
World Heritage and intangible cultural heritage management
Tourism policies
Mergers and acquisitions
Joint venture
Strategic alliances
Competitive strategies in the tourism sector
Renewable sources of energy and tourism
Glocalization: managing the global and the local in the tourism industry
Ecotourism and sustainable tourism development
ICT and tourism
Managing the skies: air transportation

The topics reported above are indicative and informative rather than exclusive. Other interesting work on tourism management and related issues that is not closely related to the themes above will be taken into consideration.

We invite full papers, doctoral research papers, poster papers, abstracts, and research proposals on any of the aforementioned topics without any specific constraints in terms of theoretical perspectives and methodological approaches.

Important dates for authors

Submission of Abstract: April 30, 2018
Notification of Acceptance: May 2, 2018
Submission of Full Paper (First Draft): June 15, 2018
Notification of Acceptance: June 20, 2018
Submission of Revised Full Paper: June 30, 2018
International Conference: July 6, 2018

Invite for other delegates

Other delegates interested in participating in these deliberations without submitting paper.

Registration and Accommodation for the Conference

The delegates, both paper presenters and otherwise are expected to pay registration fee as per the table below for the conference. Individual registration will be required in case of papers written by multiple authors. For the Conference, we have limited accommodation at Holy Grace on nominal payment. This will be offered on twin sharing basis. Registration without accommodation for the conference covers conference kit, lunch, tea and snacks. All the registration fees are non-refundable. Paper presenters seeking accommodation will be required to apply for the same latest by July 2nd 2018. For other delegates, accommodation will be available on first-come-first-serve basis.

Registration fee:

Category	Before 15th June 2018	After 15th June 2018
PG Students	300	500
Research Scholars	500	700
Academicians	700	1000
Corporate	1000	1200

The registration fee in the form of demand draft or multi-city cheque drawn in favor of Holy Grace Academy of Management Studies' payable at Mala, Thrissur, may be mailed to: The Finance Director, Holy Grace Academy of Management Studies, Mala, Thrissur District 680732

Bank Details:

Name of the Account: Holy Grace Academy of Management Studies
Account Number: 32297727868
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Event Coordinators:

Ms. Raji - 9744692404

Ms. Jincy - 9745110084

Email: hginternationalconference@gmail.com