



# Incredible India

## Indian Institute of Tourism & Travel Management

(An Autonomous Body under Ministry of Tourism, Govt. of India)

in association with

Ministry of Tourism, Govt. of India

### FIRST SEMINAR ANNOUNCEMENT

International Seminar  
on

## “Academic-Industry Collaboration: towards bridging skill gap in tourism sector”

22<sup>nd</sup> - 24<sup>th</sup> February, 2019

### KEY SKILLS



A lot of patience



Ability to handle huge  
amount of stress



An eye for detail



Good language &  
communication skills

### VARIOUS FIELDS



Food Service  
Management



Event Management



Accommodation &  
Hospitality  
Management



Tour & Travel  
Management

## The organizer

Indian Institute of Tourism and Travel Management (IITTM), an autonomous organization of the Ministry of Tourism, Government of India, is one of the premier institutes in the country offering education, training, research and consultancy in sustainable management of tourism, travel and other allied sectors. It is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience. Over the years, the Institute has established a distinguished identity of its own and reached at a commanding position among sectoral B-Schools in the country. IITTM was established in 1983 and presently IITTM campuses are located at Gwalior, Bhubaneswar, Noida, Goa and Nellore. The management of the Institute is entrusted in the hands of the Board of Governors having the Union Minister for Tourism as its Chairperson.

## Introduction:

The Indian Institute of Tourism and Travel Management (An Autonomous Body under Ministry of Tourism, Govt. of India) Bhubaneswar, will organize an **International Seminar on “Academic-Industry Collaboration: Towards Bridging Skill Gap in Tourism Sector” from 22-24 February 2019** with the following vision in mind.

## Vision:

Tourism is an important contributor to socio-economic development through the creation of jobs and enterprises, generation of export revenue and foreign exchange earnings, and simulation of infrastructure development. Besides its recognized economic impacts, tourism also represents a catalyst for future socio-cultural development in existing and emerging destinations. Tourism is a cross-sectional industry, which can be affected by political, social and technological components. Therefore, predicting its future would be regarded as an imperative task on the agenda of tourism stakeholders, including policy makers, practitioners, service providers and scholars. The participants will deliberate on the different issues related to Learning and innovation in tourism, i.e. creating additional, commercially relevant value through the redesign of products, processes, management, logistics, collaborative and regulatory structures and effective management of human resources. This international seminar will focus its discussion on the significance of collaborative efforts between educational institutes offering tourism courses and the tourism industry to foster competency development and appropriate employability, investing in skill development paves the path for definite competitiveness of the tourism industry.

## Scope and outline of the seminar:

Tourism is an important contributor to socio-economic development through the creation of jobs and enterprises, generation of export revenue and foreign exchange earnings, and simulation of infrastructure development. Besides its recognized economic impacts, tourism also represents a catalyst for future socio-cultural development in existing and emerging destinations. It is a cross-sectional industry, which can be affected by political, social and technological components. Above all, the service oriented nature of tourism industry makes it more dependent on human resource. Therefore, discussing on human resource and skill development should be regarded as an imperative task on the agenda of tourism stakeholders, including policy makers, practitioners, service providers and scholars. Quality manpower in tourism industry can be ensured by collaborating the industry with the academic opportunities in the country. The participants will deliberate on different issues and prospects related to tourism academics and industry collaboration. The conclusions of the seminar shall be a platform to discuss regarding future trends, ideas, implications, methodologies, theoretical and practical approaches to enhance employment opportunities through academic-industry collaboration.

---

The basic objective is to improve human potential in tourism at local and transnational levels by developing a suitable framework to improve learning opportunities and facilitate sustainable tourism development. Globalization has altered the human elements in leadership, personal development, professional standards and achievement motivation needed to compete successfully in the global market, especially in a rapidly changing tourism environment. Employees of the present generation must possess cross-cultural skills, knowledge of technology appropriate to global professional standards, and all-around excellence. Further, more comprehensively the objectives will be for developing an effective strategy for academic-industry collaboration for tourism sector in India. The holistic focus to design and provide excellent service to the tourist visiting the country through effective skill development. The expected outcome of the seminar will be Academic, Social and Commercial.

This international seminar will focus on awareness, challenges, and trying to overcome them, which is essential for successful training or education ideas and implications, methodologies to be adopted to work towards the mission and objectives with theoretical and practical approaches.

#### Sub-Themes:

<ul style="list-style-type: none"> <li>✦ Identification of Skill Gap, its analysis.</li> <li>✦ Reskilling.</li> <li>✦ Models of Competency Development.</li> <li>✦ Skill mapping and Skill harmonization.</li> <li>✦ Flexible On the Job Training.</li> <li>✦ Work life balance.</li> <li>✦ Employ compensation and Motivation.</li> <li>✦ Inculcation of belongingness.</li> <li>✦ Training and employee productivity.</li> <li>✦ Usage of effective communication and NLP for motivation and training.</li> </ul>	<ul style="list-style-type: none"> <li>✦ Learning based career path and social security.</li> <li>✦ Social megatrends and their impact on tourism job demand.</li> <li>✦ The significance of tourism for economic and labour market policy.</li> <li>✦ Tourism sector trends and their impact on tourism job demand.</li> <li>✦ New occupational profile for tourism.</li> <li>✦ Best Practices.</li> </ul>
---	---

#### Guidelines for Abstract:

The abstract should not exceed 500 words and should include Title, Background, Objectives, Methodology, and Findings/results. The contributor(s) should provide their name(s), affiliations, mailing address, telephone, fax and e-mail along with the abstract. **The abstract and full papers should be sent to [bhubaneswar@iitm.ac.in](mailto:bhubaneswar@iitm.ac.in)**

#### Review:

All submissions would be subjected to critical review. The decisions/recommendations of the reviewers are final and binding in all respects.

#### Formatting, publishing and presentation of final papers:-

The accepted final papers may be published as part of the proceedings of the seminar and shall be circulated among all delegates in electronic format; in addition, the proceeding would be submitted with the ministry of tourism government of India/Odisha for their consideration.

#### Guidelines for Paper Presenters:

1. All submissions must be made in MS WORD format
  2. The paper should not exceed 4500 words (excluding bibliography) in A4 Size, Double space, Font Tahoma, Size-12.
  3. The first page should contain the Title, abstract and name of the contributor(s)
  4. The bibliography should be in APA format.
-

**Registration Fee :**

Particulars of Delegates	Registration Fees
Local Academicians	Rs. 2000
Local Research Scholar	Rs. 1500
Outstation Academicians	Rs. 6000 (accommodation of 2-night, 3-days twin sharing basis)
Outstation Research Scholars	Rs. 5000 (accommodation of 2-night, 3-days twin sharing basis)
Foreign Academicians	US\$ 250 (accommodation of 2-night, 3-days single occupancy)

The registration fee can be made online as per given bank account details or prepare the demand draft in favour of IITTM payable at Bhubaneswar.

Account Name	IITTM (CBSP A/C)
Account No	<b>3221002100021512</b>
Bank and Branch	Punjab National Bank, Pokhariput Branch Bhubaneswar
IFSC Code	<b>PUNB0676200</b>

Registration form along with registration fees and abstract should be sent to IITTM, Dumuduma Bhubaneswar (Odisha), PIN-751019, India.

**Brief Programme Details:**

Date	Time	Activity
<b>22<sup>nd</sup> Feb 2019</b>	04.00 PM	Seminar Registration, Inauguration of Seminar and Dinner
<b>23<sup>rd</sup> Feb 2019</b>	09.30 AM onwards	Technical Sessions, Cultural Programme, Lunch and Dinner
<b>24<sup>th</sup> Feb 2019</b>	09.30 AM -06.30 PM	Technical Sessions, Morning Refreshment, Lunch, Panel Discussion, Proceedings Valedictory.

**Patron****Prof. Sandeep Kulshreshtha**

Director, IITTM

Gwalior, Madhya Pradesh

**Seminar Chairman****Prof. Sarat Kumar Lenka**

Professor and Nodal Officer

Indian Institute of Tourism &amp; Travel Management,

Dumuduma, Bhubaneswar, Odisha PIN-751019,

Ph:- 9437228457 (Whatsapp) 7978399709

E-mail: [bhubaneswar@iittm.ac.in](mailto:bhubaneswar@iittm.ac.in)**Seminar Secretary****Dr. Md. Sabir Hussain**

Asstt Professor

Indian Institute of Tourism &amp; Travel Management,

Dumuduma, Bhubaneswar, Odisha PIN-751019

Mob: 9437211035

Email: [bhubaneswar@iittm.ac.in](mailto:bhubaneswar@iittm.ac.in)**Important Dates:**

- **Deadline for submission of abstract** - 15<sup>th</sup> Jan-2019
- **Notification on accepted papers** - 20<sup>th</sup> Jan-2019
- **Deadline for submission of final Paper** - 30<sup>th</sup> Jan-2019



Incredible India

## International Conference on



# "Academic-Industry Collaboration: Towards Bridging Skill Gap in Tourism Sector"

in association with

Ministry of Tourism, Govt. of India

22<sup>nd</sup> to 24<sup>th</sup> February 2019

### REGISTRATION FORM

Particulars of Delegates	Registration Fees
Local Academicians	Rs. 2000
Local Research Scholar	Rs. 1500
Outstation Academicians	Rs. 6000 (accommodation of 2-night, 3-days twin sharing basis)
Outstation Research Scholars	Rs. 5000 (accommodation of 2-night, 3-days twin sharing basis)
Foreign Academicians	US\$ 250 (accommodation of 2-night, 3-days single occupancy)

Name : \_\_\_\_\_ Designation : \_\_\_\_\_  
 Institution : \_\_\_\_\_ Website : \_\_\_\_\_  
 Address : \_\_\_\_\_ City : \_\_\_\_\_  
 : \_\_\_\_\_ State : \_\_\_\_\_  
 : \_\_\_\_\_ Pin Code : \_\_\_\_\_  
 Email Primary : \_\_\_\_\_ Email Secondary : \_\_\_\_\_  
 Tel (off) : \_\_\_\_\_ Tel: (Res) : \_\_\_\_\_  
 Mob: \_\_\_\_\_ Mob: \_\_\_\_\_  
 Paper  Participation  Title: \_\_\_\_\_  
 Presentation

Payment Mode Cash  DD  NEFT  Net Banking   
 Payment Details Cash : Rs. \_\_\_\_\_, Demand Draft : \_\_\_\_\_  
 NEFT : \_\_\_\_\_  
 Net Banking : \_\_\_\_\_

Account Name Indian Institute of Tourism & Travel Management (CBSP A/C) Research Scholar Registrations have to be routed through their respective Supervisor. The fee is to be paid in the shape of Demand Draft Drawn In favour of IITTM CBSP A/c payable at Bhubaneswar.  
 Account No **3221002100021512**  
 Bank and Branch Punjab National Bank, Pokhariput Branch, Bhubaneswar  
 IFSC Code **PUNB0676200**

#### Conference Chairman

**Prof. Sarat Kumar Lenka**  
 Professor and Nodal Officer  
 Mob: 9437228457  
 Tel : +91 674 2472015 / 2472014  
 Fax : +91 674 2472013  
 Email: profsaratlenka@gmail.com  
 iittmb@gmail.com

#### Organizing Committee

**Dr. Md. Sabir Hussain**, Mob: 9437211035, Email: [msh1yours@gmail.com](mailto:msh1yours@gmail.com)  
**Dr. Adyasha Das**, Mob: 9437010180, Email: [advasha\\_das@yahoo.com](mailto:advasha_das@yahoo.com)  
**Mr. Dinesh C. Soni**, Mob:9350960882, Email: [dcsoni@gmail.com](mailto:dcsoni@gmail.com)  
**Dr. Soumendra N Biswas**, Mob: 08895647011Email: [soumendranathb@yahoo.com](mailto:soumendranathb@yahoo.com)  
**Mr. Sareeta Pradhan**, Mob: 9853338880 Email: [sareetadevi@gmail.com](mailto:sareetadevi@gmail.com)  
**Mr. P. Udayakumar** Mob: 7377686582 Email: [prasanthudayakumar@gmail.com](mailto:prasanthudayakumar@gmail.com)

#### Indian Institute of Tourism & Travel Management

(An Autonomous Body under Ministry of Tourism, Govt. of India)  
 Dumuduma, Bhubaneswar- 751019, Odisha, India, website : [www.iittmb.in](http://www.iittmb.in)

Registration fee includes Twin-share accommodation for 3-nights (from 22<sup>nd</sup> Feb 12.00 noon to 24<sup>th</sup> Feb 12.00 noon), working lunch, dinner and seminar kit