

1. The manuscript should be own work of the author, original and unpublished.
2. The manuscript should be written in English.
3. The abstract and full paper should have the authors and their affiliation with E-Mail ID and Mobile No.
4. Duly filled in registration form must be enclosed along with the full paper.
5. Submission of the abstract, full paper and related communication must be through e-mail only.
6. The best quality papers presented in the conference would be published as book at the national/international level by a reputed publisher with ISBN.
7. The manuscripts shall be assessed through blind peer review prior to publication and only papers recommended by reviewers shall be published.

Important Dates

1. Last date for submission of abstract (through e-mail): September, 10, 2018
2. Intimation of selected abstract (through e-mail): September, 18, 2018
3. Submission of full paper and registration form (through e-mail): October, 1, 2018
4. Submission of PPT presentation (through e-mail): October, 12, 2018

About the University

The Central University of Kerala is founded on the lofty vision of a 'caring wisdom' that aims at sensitizing present and future generations to the need for the enrichment of the individual, to the sustainable development of society, and to environmental harmony. The University is committed to the task of generating and disseminating knowledge in cutting edge areas of learning through innovative teaching/learning methodologies which ensure the maturation of individuals through physical, emotional, intellectual, and spiritual growth. The University started in 2009 has now 23 Departments under eleven Schools that offer regular PG, one UG and PhD programmes.

About the Department

The Department of Economics is one of the pioneering departments in the Central University of Kerala under the School of Economics. The Department offers MA and PhD programmes in Economics. Other than teaching assignments, the Department is also involved in various academic, research and extension activities.



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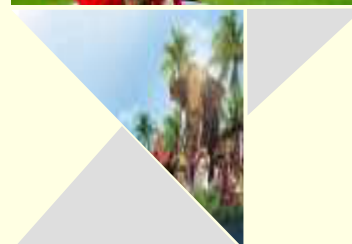
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Department of Economics



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Three-Day International Conference

on

“Augmenting Tourism Infrastructure, Assurance of Quality Standards in Tourist Services and Opportunities in the Context of Sustainable Tourism in India”

(23rd to 25th October 2018)



About the Conference

Department of Economics, School of Economics, Central University of Kerala, Kasaragod is organizing a Three-Day International Conference on 'Augmenting Tourism Infrastructure, Assurance of Quality Standards in Tourist Services and Opportunities in the Context of Sustainable Tourism in India' during October 23rd to 25th, 2018, sponsored by Ministry of Tourism, Government of India.

The incessant growth in foreign and domestic tourists' arrival leads leverage in multiplier effect on income, employment and regional development. Similarly, it creates enormous pressure on tourist destinations and host communities in the form of negative externalities which highlights the inevitability of sustainable tourism practices. United Nations World Tourism Organization (UNWTO) has announced 2017 as the 'International Year of Sustainable Tourism for Development' with the goals and targets such as people, planet, prosperity, peace and partnership. Prime goal of sustainable tourism is to incorporate sustainability of environment, tourism destinations, livelihood and economic growth. Fulfillment of these goals requires advancement in tourism infrastructure and assurance of set standards in tourism and hospitality services.

In this backdrop, Ministry of Tourism, Govt. of India came to the forefront with initiatives towards sustainable tourism by strengthening infrastructure and the set standards in tourism services. National Tourism Policy of India - 2015 and Union Budgets 2016 - 17 and 2017 - 18 gave importance to infrastructure for tourism through multipronged approach including airports, rail and road, special tourism zones, availability of e-visas to foreign tourists, and tourism projects. In the given context, the international conference tries to explore the opportunities and challenges of sustainable tourism in India with special reference to 'tourism infrastructure development' and 'assurance of quality standards' in tourism services.

The international conference would be a broad platform where the policy makers, academia, administrators of Central and State governments', tourism agencies, tourism and hospitality service providers, NGOs and other stakeholders of the tourism sector are expected to join together to initiate deliberations on the following objectives:

- i. To provide a platform to the policy makers, and other stakeholders about the prominence, opportunities, challenges and options for sustainable tourism.

- ii. To alert the need for scholarly research on tourism infrastructure, benchmark of tourism services, tourism and livelihood and economic development.
- iii. To make out a plan of action for pragmatic recommendations to the Central and State Governments' tourism agencies and other stakeholders for the promotion of sustainable tourism in India.

Broad Themes of the Conference

Realising the broad objectives of framing policies for sustainable tourism destinations in India, the deliberations in the conference will be arranged under the following broad themes:

- Infrastructure and Tourism Development
- Human Resource Development and Quality Service Delivery for Sustainable Tourism
- Sustainable Development of Tourism Destinations
- Economics of Tourism

Sub-themes of Conference

- ICT and Tourism
- Tourism Promotion and Marketing Strategies
- Environment and Tourism
- Economic Valuation of Tourism Destinations
- Ethics, Values and Tourism Development
- Skill Development in Tourism
- Fair Trade in Tourism
- Media in Tourism Promotion
- Niche Products and Markets in Tourism
- Externalities of Tourism
- Logistics and Supply Chain Management in Tourism Industry
- Corporate Social Responsibility in Tourism

Participants

Students, researchers, policy makers, officials of tourism department, tourism hospitality service providers, NGOs and other stakeholders of the tourism sector at national as well as international levels are expected to join together in this conference. We would expect that their insights and experience can lead to sound policy formulations pertaining to tourism infrastructure, service quality and sustainable tourism.

Travel and Accommodation

Free accommodation shall be provided for limited outstation paper presenters on twin sharing basis. Local hospitality shall be provided to the participants.

Registration Fee

Participants can make the payment through Demand Draft for the amount drawn in favour of Head, Department of Economics, Central University of Kerala, payable at Kasaragod, Kerala, India. Payments can be made through electronic fund transfer to the following bank account: Account No: 4111101004261, Account Name: Head Department of Economics, Central University of Kerala, Bank Name: Canara Bank, Periyar Branch, Kasaragod, IFSC Code: CNRB0004111. A copy of Transfer Payment Report generated or the scanned copy of the Payment Receipt may be sent with registration form by e-mail to cukeco.tourismconference2018@gmail.com for the confirmation of registration.

SL No.	Category	Amount (in Rs.)
1.	International Participants	\$100
2.	NGOs/Corporate Representatives	1000
3.	Faculty Members	750
4.	M.Phil/Ph.D. Scholars	500
5.	UG/PG Students	250

Guidelines to Author

The participant can submit both theoretical and empirical research papers and it should be limited to 7000 words with an abstract not exceeding 200 words. The submission should be in MS Word as well as PDF, A4 paper size and single column format, 1.5 line spacing, using Times New Roman font and font size 12 with normal margins. References cited in the text should conform to the style used by the Chicago Style for Students and Researchers. Please refer '*A Manual for Writers of Research Papers, Theses, and Dissertation - Chicago Style for Students and Researcher*', Seventh Edition, ISBN 10:0-226-82337-7.



Three-Day International Conference on “Augmenting Tourism Infrastructure, Assurance of Quality Standards in Tourist Services and Opportunities in the Context of Sustainable Tourism in India” on 23rd, 24th and 25th October, 2018

Key Words: Tourism Infrastructure, Sustainable tourism, Employment opportunities

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During the three day event, 200 participants from various parts of the country as well as globe participated in the deliberations and discussions.