



Virtual 6th International Conference
I-HOST 2022

**Intercultural Tourism & Hospitality Entrepreneurship:
Opportunities during Uncertain Times**



July 15 -16
2022

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GD Goenka University

GD Goenka University is an internationally acclaimed and premier institution of higher education in India. Quality education aimed at directing the students towards research, innovation and extension is the defining element of the GD Goenka University. The University is recognised by the University Grants Commission (UGC) and aspires to be a global leader in the 21st Century higher education ecosystem through enshrined core values of intellectual excellence, collegiality, diversity, and integrity. GD Goenka University is also recognised as QS IQUAGE "Diamond" rated University.

Le Cordon Bleu School of Hospitality and Tourism

Among the best tourism and hotel management colleges in Delhi NCR, Le Cordon Bleu School of Hospitality and Tourism is India's leading Tourism and Hospitality school with an international perspective. School of Hospitality and Tourism is where ideas are born, theories are debated, and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to its students' career and personal advancement. Le Cordon Bleu School of Hospitality and Tourism transforms young individuals into well-versed tourism and hospitality professionals who are job-ready when they join the industry. The school has a world-renowned network of education and industry dedicated to providing the highest level of tourism, culinary and hospitality instruction through world-class programmes.

About the Conference

Le Cordon Bleu School of Hospitality and Tourism, GD Goenka University, invites you to participate in a conference devoted to tourism and hospitality **Intercultural Tourism & Hospitality Entrepreneurship: Opportunities during Uncertain Times**. We invite the representative of the national and international tourism and hospitality community from centres across the globe interested in the subject to take part in the conference and undertake research in this area.

Aim of the conference

The discussion of emerging frameworks and paradigms that promote tourism and hospitality entrepreneurial opportunities during uncertain times.

Goals of the conference

The conference aims to present the research results, analysis, and estimation of opportunities and threats to tourism and hospitality development. The discussion during the conference focuses on the needs of tourists, entrepreneurial ventures, marketing activities and product management methods.

The organisers want to emphasise the international character of tourism and hospitality according to "**think globally, act locally**". Tourist interest and entrepreneurial mind-set are beneficial to local communities and regions' development. Tourism and hospitality are also tools for promoting specific places and a factor that sustains a living tradition. Therefore, research interest concentrating on practitioners and local communities is now considered an essential part of the development and promotional planning. The development process will also focus on individual generational groups characterised by widely differing priorities, and it becomes indispensable, both from the point of view of theory and practice, to define the profile of contemporary tourists as well as their preferences; how much the social and cultural heritage is worth knowing for them; what are their needs and what are their perception and how the local entrepreneurs can benefit from this knowledge.

The conference will benefit

- Representatives of tourism and hospitality, researchers, didactics, students;
- Employees of the tourism and hospitality sector;
- Representatives of regional tourist organisations, associations, travel agencies, hotels, organisers and animators of tourism and hospitality events;
- People interested in local development create and use local tourist brands and shape the canon of Indian culture and heritage.

Plenary sessions will be accompanied by experts talk and technical sessions.

Topics of interest for submission include, but are not limited to:

- Theory & practice of tourism, hospitality, and entrepreneurship
- Innovative teaching practices in tourism and hospitality studies
- Generational and intercultural transfer in tourism and tradition sharing
- Use of technologies to maintain hospitality and tourism tradition and transfer knowledge between generations
- Research on social media in promoting tourism, hospitality and entrepreneurship
- Culinary tourism and entrepreneurship
- Sustainable tourism and hospitality practices
- Innovative curriculum enhancing the entrepreneurial mind-set
- Tourism and hospitality through the lens of a marketer – local brands, tourist products, promotion methods, brand building, creating the image of tourist attractiveness, activities supporting the creation and development of territorial tourist brands

Call for papers

Le Cordon Bleu School of Hospitality and Tourism invites prospective authors to submit their original manuscripts and working papers in areas related to but not limited to the conference's central theme. Acceptance of peer-reviewed, full papers will be intimated through email for the conference presentation and journal publication – based on originality, quality, relevance and other editorial considerations. All papers will go through a double-blind review process and plagiarism check.

Publication Policy:

- A declaration should accompany every contribution that the original article has not been published or submitted elsewhere for publication.
- All submitted articles will be double-blind reviewed. Acceptance of articles is subject to recommendation by the review panel and subsequently by the editor.
- Every accepted article will be copy-edited. According to the journal style sheet and standard, the Editorial Board reserves the right to make necessary revisions to the text.
- Every author will receive a complimentary copy of the issue in which one's paper appears.

Conference guidelines

- Only registered delegates can attend the conference
- The abstract, not exceeding 300 words, should have a maximum of five keywords
- Abstract with the full paper should be in MS Word document (.docx) format only
- Only original, unpublished research work, not exceeding 5000-6000 words, should be sent
- All the authors, in the case of co-authors, must register individually. At least one co-author should be available to present the paper at the conference
- Certificate of participation/presentation will be awarded to the participant only if they have registered by paying the prescribed fee and are present at the conference
- Registered candidates cannot claim a refund due to absence or withdrawal from the conference
- Outstation presenters may opt for virtual presentation
- The abstract must include the title of the paper, author(s) name, designation, name of the institution/organisation, mailing address, email address, and contact number
- Softcopy of the entire manuscript must be submitted in A4 size page, portrait layout, using Times New Roman font with the heading size 14 and the body of the text in size 12 with 1.5-line spacing
- The selected paper will be notified by email
- All the abstracts and full manuscripts must be submitted to ihost2022@gdgu.org

Important dates

Abstract submission deadline	:	7 st April, 2022
Intimation of acceptance of Abstract	:	13 th April 2022
Full manuscript submission deadline	:	7 ^h May, 2022
Acceptance of full manuscript	:	23 rd May, 2022
Registration deadline	:	10 th July, 2022
Conference dates	:	15th & 16th July, 2022

Registration fee

Category	Fees
Faculty (Single/First Author)	₹ 1,200
For each Co-Author	₹ 1,200
Corporate Delegates	₹ 1,500
Research Scholar (M.Phil. & PhD)	₹ 700
Student (Bachelor's & Master's)	₹ 500
International Participants	US\$ 25
Registration deadline for all categories: 10th July 2022	

Payment details

Name of Beneficiary	:	GD Goenka University
Name of Bank	:	HDFC Bank Ltd.
Address	:	Site No. 2, OCF Pocket, Sector-C, Vasant Kunj, New Delhi-110070, India
SB A/C No.	:	02731450000270
RTGS/IFSC Code	:	HDFC0000273
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MICR Code	:	110240034

Patrons

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Patron	Prof. (Dr.) Tabrez Ahmad	Vice-Chancellor, GD Goenka University

Conference Board

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Mr. Blessings Susuwele	Assistant Chief Agriculture Extension Officer (ACAEO), Botswana, South Africa

Keynote Speakers

Day 1	
Prof. (Dr.) Noel Scott	Professor of Tourism Management, Sustainability Research Centre, University of the Sunshine Coast, Australia
Mr Himmat Anand	Founder, Tree of Life Resorts, India – Resorts with a Soul
Day 2	
Prof. (Dr.) C. Michael Hall	Professor Ahurei in the Department of Management, Marketing and Entrepreneurship, University of Canterbury, New Zealand
Dr Ajay Khatter	Faculty of Higher Education William Angliss Institute of TAFE

Panel Discussion: Day 1

Entrepreneurial Ventures in Tourism & Hospitality: Diverse Perspective of Research & Practice

Prof. (Dr.) Eugenia Wickens

Editor-in-Chief, Journal on Tourism & Sustainability Chair, OTS Academy Oxford, UK

Chef Atul Kochhar

Michelin Starred Chef-UK & Restaurateur, Entrepreneur Par Excellence

Mr. Sajit Chacko,

Founder & COO – Tripeur: The Smartest Travel ERP, Bengaluru, Karnataka, India

Dr. Kuldeep Singh

Assistant Professor, Le Cordon Bleu, School of Hospitality & Tourism, GD Goenka University

Moderator: Prof. Rajiv Gulshan

Dean: Le Cordon Bleu School of Hospitality & Tourism GD Goenka University

Panel Discussion: Day 2

Games Teachers Play: Engaging Students in Hospitality and Tourism Studies

Prof. (Dr.) Ian Yeoman

Associate Professor, Tourism Futures at Victoria University of Wellington, New Zealand

Mr. Arun Agarwal

Consultant & Ex Vice President ITC Hotels & General Manager Training Oberoi Centre for Learning & Development

Chef P S Bali

Vice President & Corporate Chef: Oberoi Centre for Learning & Development

Mr. Rajan Bahadur

CEO, Tourism & Hospitality Skills Council of India

Moderator: Prof. Rajiv Cowasjee

Director- Technical & Practical Arts, Le Cordon Bleu School of Hospitality & Tourism, GD Goenka University