

Patron

Prof Sikander Kumar
Hon'ble Vice Chancellor,
Himachal Pradesh University, Shimla



Convener

Prof Chander Mohan Parsheera
Director, IVS (Tourism) HPU Shimla.

Co-Ordinator

Dr. Nitin Vyas
Asstt Professor,
IVS (Tourism) HPU Shimla.

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IVS (Tourism) HPU Shimla.
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*Institute of Vocational Studies
Himachal Pradesh University, Shimla*

Tourism Conclave 2021

**Roadmap for Developing Tourism in
Himachal Pradesh**

"If you build it, they 'll come"

Date : 10th December 2021– 12th December 2021

**Venue: Swami Vivekanand Bhawan, Institute of Vocational Studies, (Tourism)
Himachal Pradesh University, Summerhill, Shimla.**

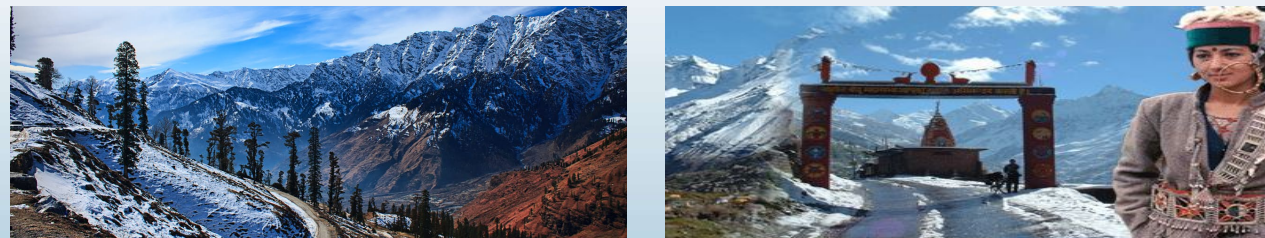
ABOUT US

Himachal Pradesh University was established in 1970 and is “A” grade accredited university. Institute of Vocational Studies of H.P. University Shimla is a pioneer Institute in the country to offer a wide variety of Tourism and Hospitality courses like Masters in Tourism Administration, Bachelor in Hotel Management and Five Year Integrated Course in Tourism Administration besides PhD in Tourism. The inquisitive brains of the graduates of the Institute have a high level of experience in the field of research , industry, management and policy framing which exhibits the potential of the alumni and standard of education imparted to the students of various streams by this institute. This institute is established with a hope of creating a better India by developing the research potential of the budding tourism professionals. It envisions the society where innovation and tourism would harness the development of rural areas of the state and country.



ABOUT THE CONCLAVE

Himachal Pradesh is the absolute tourism destination of India for tourists, performers, pilgrims, and adventurers. It’s correctly said that Himachal is the tourism destination for all seasons and all reasons. The scenic beauty, planning and style of architecture, fair and festivals, climate, snow-capped mountains, lakes, rivers, glaciers, adrenaline junky sports, and temples of the province have developed as the main tourist attractions in this region. The state caters to the hunger of the scenic beauty, cultural richness and ancient artifact with pleasure and conservation variety. The thriving tourism industry in Himachal Pradesh is a mechanism to commercial growth in rural areas of the state. Tourism has multiplier effect on the economy of any state or country. The tourism industry of Himachal Pradesh is making considerable contribution to creation of employment and upliftment of the rural areas and the government has bestowed due significance to ensure its development over the years.



The university is looking forward to bring prominent stakeholders on one platform to take up a holistic approach for the overall development of tourism in state. Conclave takes the model of discussions and conversations with government officials, alma maters, travel agents and tour operators, adventure tourism enthusiasts, home stay owners, hoteliers, academicians and other subject matter experts to highlight the current situation of the Himachal tourism industry and the immediate future with the new normal. Under the presence of these eminent personalities, we are going to have discussions as per the following schedule.

SCHEDULE

Saturday, 10th December 2021

| Time | |
|-------------------------|--|
| 10:30 a.m. – 11:30 a.m. | Inaugural Ceremony |
| 11:30 a.m - 11:45 a.m. | Tea |
| 12:00 p.m - 1:45 p.m. | Plenary Panel Session I – Envisioning Tourism after COVID in Himachal |
| 1:45 p.m – 2:30 p.m. | Lunch |
| 2:45 p.m – 5:00 p.m. | Plenary Panel Session II – Enhancing Private Sector Investment for Tourism Infrastructure Building in Himachal (Evening Tea will be served during the session) |

Sunday, 11th December 2021

| Time | |
|-------------------------|--|
| 10:30 a.m. - 11:30 a.m. | Plenary Panel Session III – Taking Tourism to Rural Areas in Himachal |
| 11:30 a.m. – 11:45 a.m. | Tea |
| 11:45 a.m. – 1:30 p.m. | Plenary Panel Session IV – Establishing Himachal as a Destination Brand |
| 1:30 p.m. – 2:30 p.m. | Lunch |
| 2:30 p.m.- 5:00 p.m. | Parallel Paper Presentation Session I and Session II (Tea will be served during the session) |

Monday, 12th December 2021

| Time | |
|-----------------------|--|
| 10:30 a.m. – 1:00p.m. | Parallel Paper Presentation Session III and Session IV (Tea will be served during the session) |
| 1:00 p.m – 2:00 p.m. | Lunch |
| 2:30 p.m - 3:30 p.m. | Cultural Performance |
| 3:30 p.m. | Valedictory |
| | High Tea |

CALL FOR PAPERS

Original and Unpublished papers are invited from teachers, students and stake holders engaged in tourism and hospitality industry.

Guidelines for submission of Abstracts: Authors must submit papers based on themes of the conference in English. The paper must be original. Authors are required to enclose a declaration in this regard. Abstract should be in 350 words with keywords. Author's name, postal address, Email ID, telephone number and designation must be mentioned. Full paper should be within 2500 and 3000 words including figures and tables. Abstract and paper should be submitted using MS Word, Font Times New Roman, Size 12 and 1.5 line spacing in A4 size. Only soft copy of the abstract and full-length paper should be submitted by the given deadlines. PDF, JPEG format etc. would not be accepted.

Themes for Paper presentations:

- Envisioning Tourism after COVID
- Enhancing Private Sector Investment for Tourism Infrastructure Building
- Taking Tourism to Rural Areas
- Establishing Himachal as a Destination Brand

Give submissions at : hpuconclave2021@gmail.com.

*****Best paper would be awarded in each category.**

IMPORTANT DATES AND FEE DETAILS

| | |
|--|-------------------------|
| Last Date of Submission of Abstracts: | 10-November-2021 |
| Notification regarding acceptance of abstracts: | Within 3-4 days |
| Last Date of registration: | 20-November-2021 |
| Last Date of Submission of Full Paper: | 30-November-2021 |
| Registration Fees for Students and Scholars: | Rs. 800 |
| Registration Fees for Teachers and Professionals: | Rs. 1500 |

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|---|-----------------|
| Accommodation & Food Charges (Optional): | Rs. 2500 |
|---|-----------------|

(Kindly confirm along with the registration.)

| | |
|------------------------------|---|
| Bank Account Details: | Conference Coordinator, Masters of Tourism Admn., HPU, Shimla. |
| A/c Number: | 30411992620 |
| IFSC Code: | SBIN0002490 |

WHO CAN PARTICIPATE?

Day 1 and 2 before Lunch

These sessions of the conclave are dedicated to open forum discussions covering the main theme and the invitees and participants would get an opportunity to have first-hand conversation on the topics.

Invited Speakers and Participants

Government Officials, Alma Maters, Travel Agents and Tour Operators, Adventure Tourism Enthusiasts, Home Stay Owners, Hoteliers, Academicians and Other Subject Matter Experts.

Day 2 post lunch and Day 3

The second day post lunch and the third day of the conclave would be completely devoted to the presentation of the research work submitted by the participants. The accepted papers would be presented by the researchers, and they are invited to be the part of the conclave.

HOW TO REACH ?



12 min (4.2 km) via Chaura Maidan Rd