



# DEPARTMENT OF TOURISM & TRAVEL MANAGEMENT CENTRAL UNIVERSITY OF JAMMU

Organises

## International Conference

### CALL FOR PAPERS

**THEME:** The advent of the novel coronavirus disease in the year 2019 has been one of the most shocking events of the century. It has contributed to snatching the lives and livelihoods of billions of people on the planet. Unlike any other sector, tourism remained the most devastated sector of the global economy during COVID-19. The severe impact of the pandemic on all aspects of travel and tourism has exacerbated the already prevailing sustainability challenges. In fact, the likelihood of a more frequent incidence of such crises in the future signals a need to rethink tourism sustainability in the light of major event crisis such as COVID-19. Therefore, the advent of COVID-19 has once again raised the question of tourism sustainability before decision makers. Though large-scale vaccination across nations has led to the improvement of the situation, there is a significant need for sustainable practices to deal with the after-effects of the pandemic in the new normal. Practical and theoretical insights stemming from rigorous studies in the field will lead us to the future in a more enlightened and informed way and thereby assisting in the development of more sustainable and resilient tourism businesses and destinations. In the process of sustainable tourism development, there is a need to ensure significant community involvement in the growth process to improve the quality of life and livelihood of host communities.

ON

### Rethinking Tourism to Strive for Sustainable and Community-Induced Growth



30<sup>th</sup> November, 2022



11:30 AM (IST)



Brigadier Rajinder Singh  
Auditorium, CUJ

### SUB THEMES

- ❖ Rethinking tourism in Jammu & Kashmir after revocation of Article 370
- ❖ Role of cooperative societies in the development of community-based tourism
- ❖ Significance of government bodies in developing tourism cooperatives
- ❖ Contribution of cooperative societies on improving local livelihood of tourist destinations
- ❖ Potential of tourism industry in uplifting the marginalised sections of society
- ❖ Rethinking tourism to achieve inclusive growth
- ❖ Reducing carbon footprints and GHG emissions of tourism industry.
- ❖ Fostering innovations & digital technology
- ❖ Recuperation of tourism demand after covid-19
- ❖ Devising strategy of operations for tourism enterprises
- ❖ Dealing simultaneously with economic growth and environmental challenges
- ❖ Addressing to the issues of overtourism
- ❖ Promoting responsible behaviour among tourism stakeholders
- ❖ Inculcation of Bharat-centric approach in tourism research
- ❖ Role of tourism stakeholders in conserving culture of host destinations
- ❖ Any other relevant topic

# PATRON



*The Honourable Vice-Chancellor  
Prof. Sanjeev Jain*

## ORGANIZING COMMITTEE

### Co-Patron

Prof. Jaya Bhasin  
Dean, School of Business Studies

### Conference Convener

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### Co-Organizing Secretary

Dr. Rabinder Singh  
Mr. Ketan Bhatt



# IMPORTANT DATES

**Abstract submission (250-300 words):** on or before 15.11.2022

**Full Paper submission:** on or before 25.11.2022

**PPT Submission:** on or before 28.11.2022

Email for Submission of Abstract, Full Paper, and PPT:  
[cujdttm@gmail.com](mailto:cujdttm@gmail.com)

## Conference Contacts:

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## Registration fee (Per Person)

CATEGORY	REGISTRATION FEES
Research Scholars	Rs. 1000
Faculty	Rs. 1,500
Corporate	Rs. 2,000

**Note:** No registration fees for scholars/Faculty from Central University Jammu

**Registration Link:** <https://bit.ly/3VJrSJE>

## *Bank Account Details for Payment of Registration fee through IMPS/NEFT*

- ✓ **A/c Name:** HOD Deptt. Of TTM, Central University of Jammu
- ✓ **Account No. :** 0902040500000044
- ✓ **IFSC Code:** JAKA0RAHYAA
- ✓ **Name of the Bank:** J&K Bank