

GLOBAL HOSPITALITY AND TOURISM CONFERENCE  
ON

EXPERIENTIAL MANAGEMENT AND MARKETING  
(VIA HYBRID MODE)

**(GHTC-2020)**

(RESCHEDULED DATES)

MARCH 18 - 20, 2021



SHILLONG-2020

ORGANISED BY

Department of Tourism and Hotel  
Management

North - Eastern Hill University

Shillong-793022 (Meghalaya)

India

SPONSORED BY



**North - Eastern Hill University:** North - Eastern Hill University (NEHU) was set up by an Act of Parliament of India and notified on 19<sup>th</sup> July 1973 with the primary objectives to disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit; to pay special attention to the improvement of the socio-economic conditions and welfare of the people of the hill areas of the North-

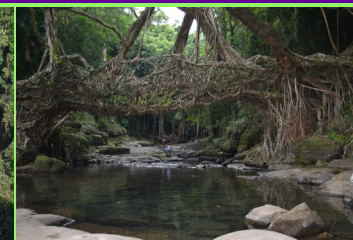
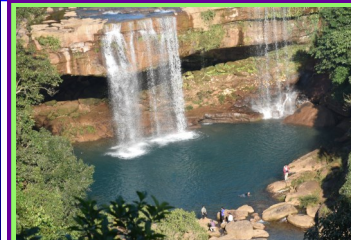


Eastern region of India and, in particular, their intellectual, academic and cultural advancement. NEHU is headquartered in Shillong, the administrative capital of Meghalaya (India). The university has a tag of 'a university with potential for excellence' and has been reaccredited by NAAC as 'A' grade in the year 2017. The university has innumerable under-graduate and post-graduate departments and many colleges affiliated to it.

Over the years, NEHU has contributed enormously in teaching and research thereby making groundbreaking contributions in the socio-economic fabric of the state of Meghalaya and the North East India as a whole. In particular, the university has started a number of new departments in recent years in science and social science discipline.

**Department of Tourism and Hotel Management:** The Department has been started keeping in mind the huge potential of the tourism and hotel industry and to contribute towards the growth and development of the state and North Eastern region of India as a whole. Therefore, the Department imparts quality teaching and research to the students and scholars into the various domains and areas concerning tourism and hospitality profession. The Department

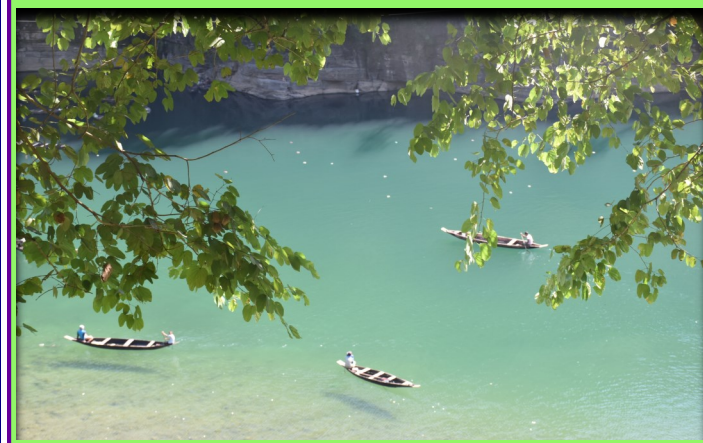
presently offers Master of Tourism and Travel Management (MTTM) and Doctor of Philosophy Degree in Tourism and Hotel Management (Ph.D. - THM).



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**About GHTC - 2020 :** There is a growing importance of experiential marketing in tourism literature and researches. Pine and Gilmore coined the concept "experience economy" in 1998 and reasoned that the economy was progressing from a service paradigm into an experience paradigm. The demand for memorable experiences is a major trend in the tourism industry and that destinations now compete more and more by emphasizing their experiences. The search for novel tourism experience offerings is particularly important for destinations that are suffering from stagnant or declining tourist interest to renew curiosity among tourists.

Therefore, the aim of 3<sup>rd</sup> *Global Hospitality and Tourism Conference - 2020 (GHTC-2020) on Experiential Management and Marketing* is to create a platform for academicians, research scholars, policy makers, industry practitioners and the budding tourism / hospitality professionals to exchange views, discussion and presentation of research findings .





**Conference Topics / Themes:** To achieve the **GHTC – 2020** goals, academic research papers and presentations, are invited to testify the intellectual vibrancy of the conference. The same will be complemented with key industry practitioners, who will highlight industry trends and research gaps from a pragmatic and applied perspective. The themes identified for the conference will divulge the global trends in experiential marketing and management of tourism / hospitality products / services. Therefore the deliberations will include, but not limited to, the following themes / topics within the domain of experiential management and marketing:

- Conceptualizations of tourism experience
- Managing service design, service encounters and tourism experience
- Cognitive, emotional, sensory, social, and transformative dimensions of tourism experiences
- Open innovation, co-creation, co-destruction and customer engagement approaches in experience design
- Gastronomic tourism experiences as a tourism product
- Trends in consumer behavior and experiential marketing
- Systematic Literature Reviews or state-of-the-art on experiential marketing
- Sustainable destination development
- Memorable tourism experiences
- Tourism / hospitality experiential marketing in sustainable way

- Emerging environmental, social, cultural economic impacts and technological issues
- Transformative power and value of experience consumption
- Future trends in the tourism / hospitality experiential marketing
- Case studies on successful tourism / hospitality experiential marketing for destinations
- Ethical concerns in tourism / hospitality marketing
- Cultural tourism, cultural heritage and social dynamics
- Research and innovations in tourism / hospitality marketing

**Call for Papers:** Authors willing to present paper in the conference are required to forward an abstract that essentially provide a brief outline of the paper. Selected academic contributions addressing one or more of the themes of the conference will be presented during plenary and parallel sessions. Abstract of the research paper should be limited to 400 words with 5 keywords. Abstracts must include: title; author (s); affiliations; a summary of the research aims; approach and key arguments / findings. Submitted abstracts will be scrutinized by a committee of experts and contributors will be intimated to submit the full length paper. Submit your abstract at [ghtconference@gmail.com](mailto:ghtconference@gmail.com). The selected full length papers will be considered for publication in the ISBN numbered volume to be published from reputed publisher.

#### Important Dates:

**Last date for submission of abstract: 9<sup>th</sup> December, 2019**  
**Intimation of acceptance of abstract: 15<sup>th</sup> December, 2019**  
**Last date of submission of full length paper: 25<sup>th</sup> Jan., 2020**  
**Last date of early bird registration: 30<sup>th</sup> December, 2019**  
**Last date of regular registration: 15<sup>th</sup> Feb., 2020**  
**Main Conference: March 18,19 and 20, 2021**

**\*Pre or/ and Post Conference Workshop: Pre or/ and Post Conference Workshop on *Conducting Meaningful Research in Hospitality and Tourism* or / and *Publishing in Top Tier Tourism and Hospitality Journals* shall be organized. The registration fee and dates for the same will be announced in due course of time.**

#### Organizing Committee:

**Chief Patron :** Prof. S. K. Srivastava, Vice Chancellor, North-Eastern Hill University, Shillong (India).

**Patron:** Prof. A. P. Pati, Dean, School of Economics, Management and Information Sciences, NEHU, Shillong (India).

**Conference Chair and Convener:** Dr. Saurabh Kumar Dixit, Head, Department of Tourism and Hotel Management, NEHU, Shillong (India).

**Co - Convener:** Dr. Punit Gautam, Associate Professor, Department of Tourism and Hotel Management, NEHU, Shillong (India).

**Organising Secretary:** Dr. S.K. Kulshrestha, Assistant Professor, Department of Tourism and Hotel Management, NEHU, Shillong (India).

**Joint Secretary:** Dr. B. F. Lyngdoh, Assistant Professor, Department of Tourism and Hotel Management, NEHU, Shillong (India).

**Registration Details :** The registration fee will include the conference materials, access to all sessions, the official breakfast, lunch, dinner, tea and snacks etc. The participants will be accommodated in the limited number of rooms in the university guest house on twin sharing / first come first serve basis from **18<sup>th</sup> - 20<sup>th</sup> March 2021 (03 Nights)**. Participants requiring accommodation in the university guest house are requested to inform at [ghtconference@gmail.com](mailto:ghtconference@gmail.com) before **28<sup>th</sup> February, 2021**. In case you wish to extend your stay before / after the conference, please confirm the same in advance. The same may be arranged on separate payment basis, subject to availability. Accompanying persons are entitled to enjoy all the facilities applicable to the delegates except conference materials and participation certificate. Hotel accommodation for delegates can also be arranged on request at normal rates.





### REGISTRATION FEE

Nature of Participation	Before 31-12-20	After 31-12-20
Indian Delegates	Faculty Members and Industry Practitioners	₹ 3500/-
	Research Scholars and PG Students	₹ 2500/-
	Accompanying person	₹ 2500/-
		₹ 3000/-
Foreign Delegates	Faculty Members and Industry Practitioners	US\$ 125/-
	Research Scholars and PG Students	US\$ 100/-
	Accompanying person	US\$ 100/-
		US\$ 125/-
Local Delegates		₹ 1500/-
		₹ 2000/-

**Bank Details:** The registration fee may be sent by Bank Transfer / DD (FAVORING FINANCE OFFICER, NEHU, SHILLONG) into the bank account of the conference, with a scanned copy of the payment receipt being sent to [ghtconference@gmail.com](mailto:ghtconference@gmail.com). The detail of the conference bank account is:

**Name of the Account:** F. O. FOR SEMINAR / CONFERENCE/ WORKSHOP ETC.

**Account Number :** 054101000090003

**Type of Account:** Savings Account

**Name of the Bank :** INDIAN OVERSEAS BANK

**Name of the Branch:** Morellow Building, Shillong (India)

**IFSC CODE :** IOBA0000541 **MICR CODE :** 793020002

**SWIFT- CODE :** IOBAINBB420

### NEARBY TOURIST ATTRACTIONS

Tourist Spots	Distance (Km)	Location
Don Bosco Museum	3.3 km	Mawlai, Shillong
Shillong Peak	18.2 km	Upper Shillong
Elephant Falls	15.3 km	Upper Shillong
Mawphlang Sacred Grove	25 km	East Khasi Hills
Sohra (Cherrapunjee)	53.7 km	East Khasi Hills
Double Decker Living Root Bridge, Laitkynsew	65.7 km	East Khasi Hills Dist.
Mawsynram (Wettest Place in the World)	65 km	East Khasi Hills Dist.
Nartiang Monoliths	65 km	Jaintia Hills Dist.
Mawlynnong (Cleanest Village in Asia)	90 km	East Khasi Hills Dist.
Nongkhnum Island	107 km	West Khasi Hills
Balpakram National Park	219 km	South Garo Hills
Siju Cave	439 km	South Garo Hills
Kaziranga National Park	317 km	Assam
Kamakya Temple	130 km	Assam

**How to Reach NEHU, Shillong , India:** The North-Eastern Hill University is beautifully located on hills in the suburb of Shillong City, Meghalaya. Shillong (average altitude of 4,908 feet above sea level) is 125 km away from Guwahati Airport and 100 km from Guwahati Railway station of the Assam State in India. After reaching Guwahati airport / railway station, one may hire a taxi / deluxe bus / tata sumo to reach Shillong town and can then take a local taxi to reach NEHU campus. While hiring a reserved taxi from Guwahati, one should come to NEHU campus directly by the same taxi. Airport also exists in Shillong; however flight connectivity is on select days.

**Post Conference Tour:** An One day / Two day post-conference tour may be organized to Shillong – Cherrapunjee – Dawki and Mawlynnong Village / Dawki for the interested delegates on payment of the requisite charges. Participants interested in such tours may inform to [ghtconference@gmail.com](mailto:ghtconference@gmail.com) in advance.



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### CONTACT

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Head, Department of Tourism & Hotel Management

North - Eastern Hill University

Shillong, Meghalaya (India)

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Email: [ghtconference@gmail.com](mailto:ghtconference@gmail.com)

Mobile: +91-9436565964, +91-7005690748