



Department of Tourism and Travel Management Central University of Jammu

International Conference On Reflections on “New Tourism” and “New Normal” in Post COVID-19 World

May 26th – 27th 2022
Online Mode



ABOUT CENTRAL UNIVERSITY OF JAMMU

The Central University of Jammu came into existence on 08 August, 2011. It was established by the Central Universities Act, 2009 (Act No. 25 of 2009 read with the Central Universities Act, 2009). The university aspires to be a leading centre of higher learning, integrating culture, knowledge, philosophy, science and value system of our heritage with modern and emerging concepts, skills, technology and management practices. The University focuses on inter-disciplinary research and has collaborations with leading Institutions. It aims at the optimum development of human resource by focussing on its mission to:

- impart education which in its breadth and scope represents the three main symbols in our logo; iridescent like the rising Sun, immortal as the Banyan Tree and infinite like the Sky.
- inculcate self confidence; which when combined with disciplinary study, leads to faith in one's strength and conviction.
- develop talent for sustainable growth in academics, administration, business and research by laying emphasis on organized thought, self-discipline and discriminative faculty.
- encouraging inter-disciplinary focus, as also collaborative research with leading Institutions aimed at the optimum development of human resource and integration of new ideas and innovations.
- provide a modern, environmentally sustainable, healthy and vibrant Campus in consonance with the principles of Green technology.
- play participatory role in the affairs of the people of surrounding areas in particular and civil society in general.

Although, the campus at present is in the developmental stage, it takes pride in claiming itself to be a modern, environmentally sustainable, healthy and vibrant.

ABOUT DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Department of Tourism and Travel Management (DTTM) is dedicated to provide excellent education through quality teaching and research. The Department aspires to evolve as a Centre of Excellence in the creation and disseminations of knowledge in tourism education, research and policy development. The mission of the department is to enhance tourism management system with regard to tourism industry, business, and services through education, research, consultancy, skill development and training. It upholds the objectives to evolve as a knowledge production centre capable of restructuring research traditions and developing innovative scholarship in the field of Tourism Management and Studies, to provide students with a rewarding learning experience that enables them to build their intellectual capacity, enhance knowledge and skills to make meaningful, professional and societal contribution, to develop quality human resource for tourism and allied sectors, to provide consultancy to the nodal agencies that aids in effective policy development by providing strategic input based upon cutting edge research and to promote sustainable and equitable development of tourism by encouraging democratic participation among all the stakeholders.

ABOUT THE CONFERENCE

The “New Normal” pertaining to behavioral and social actions is developing fast and is being accepted as the desired feature of responsible citizens. In the COVID situation has hit around the world equally. The locally and globally appreciated “New Normals”, in case of tourism, include elements like security, hygiene, flexibility, health and wellness, green environment, off beat destinations, higher use of technology enabled services, well informed potential tourists, high concern for safety inducing prior verification about the destinations from word of mouth rather than relying on promotion based on marketing, etc. These elements have similarity to “New Tourism” phenomenon.

“New Tourism” is all about “New Tourist” who are increasingly been seen to be environmentally sensitive, respectful to the host's culture and more experiential rather than passively doing sightseeing only. New tourist is more educated, experienced, independent, conservation minded and focuses on value for money and desirous of involvement in the local culture for first hand authentic cultural experience that satisfies the highest order need of self-actualization.

This shift towards “New Normal” has been induced by the pandemic of COVID-19, However, the shift towards “New Tourism” was induced by the gradual change in the demands and expectations of “New traveler who was looking for something new and unique that is away from mass tourism of 1960s and 1970s. “New Tourism” was driven by advances in technology, greater sensitivity in consumer tastes and deregulation in the industry. Since the timeframe of the “New Tourism” growth has been super imposed by the phenomenon of “New Normal”, there is need to study these two phenomenons together so as to better design tourism products and tourism services. Moreover, the understanding of these phenomenons together will help better achieve the UNWTO's one planet vision for the responsible recovery of the tourism sector which builds on the UNWTO Global guidelines to restart tourism, with the aim to emerge stronger and more sustainable from the COVID-19 crisis.

THE OBJECTIVES OF THE INTERNATIONAL CONFERENCE ARE

- To understand the different dimensions of New Normal and New Tourism
- To envisage new social actions, products and services, fitting both New Normal and New Tourism.
- To recommend the different actions needed to emerge stronger and more sustainable from the COVID-19 crisis

PROPOSED TRACKS

- “New Normal”, Responsible Behaviour and New Business Models.
- Tourism Innovation and Resilience during Uncertainty
- Trends and issues of “New Tourism”
- COVID -19 Impact and Survival Strategies in Tourism Industry
- Destination Recovery Strategies

The above mentioned thematic tracks are indicative, authors are encouraged to submit papers on any other issue that they deem relevant to the conference theme

CALL FOR PAPERS

Only original and unpublished research works are invited from Post Graduate Students, Research Scholars and Faculty members.

SUBMISSION GUIDELINES FOR AUTHORS

1. **Cover Page:** The cover page of the article should contain: (i) title of the article (ii) name(s) of authors (iii) professional affiliation (iv) complete postal address of correspondence (v) Email Id, (vi) Phone No. The author name should not appear anywhere else in the manuscript.
2. **Second Page:** The next page should begin with the title of the article in Times New Roman, 16-point type, (bold face) followed by the abstract (Times New Roman 10-point type) of the paper in maximum 200 words. Along with 4-6 keywords in Times New Roman 10-point type. There should not be any identification mark anywhere in the text.
3. **Body of Article:** The recommended length of the paper is between 5000-7000 words inclusive of tables and figures. Use Times New Roman 12-point type and leave top and side margins of one inch for the entire article. All tables and figures are to be presented at the appropriate place in the text. All tables and figures must be serially numbered mentioning suitable table title/ figure title on top and should indicate the source, as necessary. All abbreviations should be expanded. Use Times New Roman 10- point type for text in the tables and figures followed by source and notes.
4. **Headings and Sections:** The research paper uses two levels of headings. Main headings (Title Case Bold and flush left. Second-level headings (Italics and flush left)
5. **References:** It should be formatted as per APA style, arranged alphabetically with the following details in same order.

IMPORTANT DATES:

Last Date for submission of Abstract: 15th April 2022
 Last Date for submission of full paper: 10th May 2022
 Notification of Acceptance of the full paper: 20th May 2022
 Conference Date: 26 - 27th May 2022
 There is No Registration Fee. The Participation is Free

CONFERENCE SCHEDULE

Day - 1	
Inauguration	10:00 am - 10:30 am
Plenary Session 1	10:30 am - 1:00 pm
Break	1:00 pm - 1:30 pm
Technical Session 1	1:30 pm - 2:30 pm
Technical Session 2	2:30 pm - 3:30 pm
Technical Session 3	3:30 pm - 4:30 pm
Day - 2	
Plenary Session	10:30 am - 12:00 pm
Technical Session 4	12:00 pm - 1:00 pm
Break	1:00 pm - 1:30 pm
Technical Session 5	1:30 pm - 2:30 pm
Valedictory	2:30 pm - 3:00 pm

PUBLICATION OPPORTUNITY

The selected papers shall be published in Edited Book with proper ISBN

ORGANISING MEMBERS

Chief Patron – Dr. Sanjeev Jain
Patron – Prof. Jaya Bhasin
Co-Patron – Dr. Yashwant Singh
Conference General Chair – Dr. Bharti Gupta
Conference Publication Chair – Dr. Ranjit Kumar Raman
Web Administration Chair – Dr. Amit Gangotia
Publicity Committee chair – Dr. Rabinder Singh
Registration Committee Chair – Mr. Manjeet Singh
Technical Programme Committee Chair – Mr. Rahul Thakur

Click on the Link below for Registration
<https://forms.gle/vBySsrQhB44sZGCU7>

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