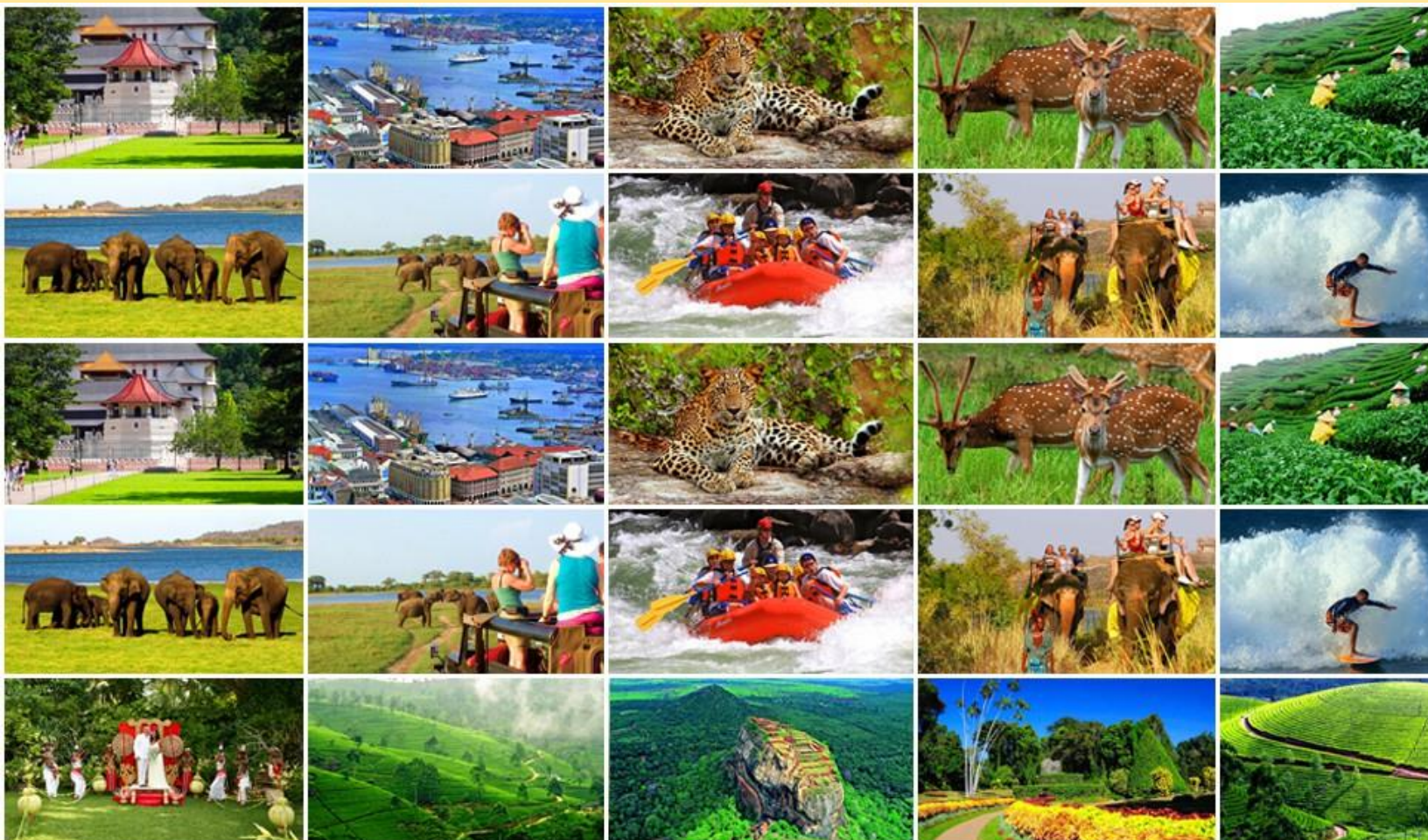


5th International Conference on Hospitality and Tourism Management 2017

17th – 18th October | Colombo, Sri Lanka



**“Tourism & Hospitality around the World:
Industry-academia Collaborations, Innovations and the Future.”**

Welcome to the 5th International Conference on Hospitality and Tourism Management 2017 (ICOHT 2017) to be held from 17th – 18th October in Colombo, Sri Lanka. It is essential to learn from the best practices around the world and be innovative in finding practical solutions to ever-evolving challenges in the hospitality and tourism industry. As we advocate that industry leaders and researchers should collaborate in seeking practical and innovative solutions to the challenges in hospitality and tourism, papers jointly written by industry leaders and academics are sought for this conference. ICOHT 2017 brings together tourism and hospitality industry leaders, educators, researchers and scholars in the domain of interest from around the world

Conference Chair



Dr. Chandana (Chandi) Jayawardena

DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, FCHSGA, FIH, FIMCA, CHE
President - Chandi J. Associates Inc. Consulting, Canada International Ambassador
& Past President - Institute of Hospitality (HCIMA), UK

Dr. Chandana (Chandi) Jayawardena is a well-known tourism educator, consultant, researcher, author and hotelier. He was educated and trained in UK, USA, France, Italy, Switzerland, Canada and Sri Lanka. Chandi has held leadership positions in South Asia, the Middle East, Europe, South America, the Caribbean and North America and held accountability for budgets of \$30 million, teams of 700 hotel employees and 3,300 hospitality and tourism students. Chandi has been a university / college senior lecturer, professor, research fellow, academic director, academic chair, associate dean and Vice President. Prior to that, as an international hotelier (General Manager of 6 five-star hotels / resorts), he has served 34 heads of state / government, including Queen Elizabeth II, President Fidel Castro and Prime Minister John Major. He is the only non-European elected as the President of the world's largest professional body for managers in the hospitality, leisure and tourism industries – Institute of Hospitality, UK, during its 79-year history. As a researcher and author, through a significant volume of published work including 20 books / academic journal themed issues and over 100 articles, Chandi has influenced a generation of doctoral, masters and undergraduate hospitality and tourism management students around the world. Chandi has travelled to 93 countries, presented at conferences and seminars in 38 countries and lived in four continents. As an international consultant, Chandi has led or served in teams for tourism and hospitality consulting projects for various clients, including EU, USAID, Caribbean Tourism Organization, Amazon Corporation Treaty Organization, Government of Guyana, Tourism Development Authority and Institute of Tourism & Hotel Management of Sri Lanka.

Prof. Sarath Kotagama



Professor of Environmental Science, Department of Zoology, University of Colombo, Sri Lanka.

Professor Kotagama is a member of the Environmental Council, Central Environmental Authority of Sri Lanka; Chairman, Biodiversity Experts Committee; and has received Presidential Award for contribution to environment activities in 2004. He is recipient of distinguished service award for Conservation Education from Society for Conservation Biology (SCB) in 2003. The SCB, with a membership of over 6,000 science experts in 90 countries, is the premier professional society for those seeking to conserve biological diversity and represent the highest recognition that the Society bestows upon colleagues in the struggle to study, protect, sustain, and restore that diversity. Prof. Kotagama is the third Asian and the only Sri Lankan to receive the award. India's Anil Agrawal and a Malaysian environmentalist were the earlier two winners of this award.

Prof. Kotagama is the third Asian and the only Sri Lankan to receive the award. India's Anil Agrawal and a Malaysian environmentalist were the earlier two winners of this award.

Prof. Kotagama has many 'firsts' to his credit. He founded the Field Ornithology Group of Sri Lanka (FOGSL), the 'March for Conservation', 'The Young Zoologists Association', 'The Sri Lanka Environmental Foundation', 'The Mihikatha Foundation', 'The Mihikatha Institute' and the semi-government 'Wild Life Trust'. Being actively involved in research on Birds and Wildlife, he has authored several publications mostly on birds and has made outstanding national contributions. Significant among these are the National Wildlife Policy for Sri Lanka (1990) and the National Wetland Conservation Policy for Sri Lanka (1997), Strategy for the Preparation of the National Biodiversity Action Plan for Sri Lanka (1997).

He has also been the Director of Wildlife (1989-1992) and still provides expert advice to the Wildlife Sector. He is current President of the Eco-tourism Society of Sri Lanka and the President of Field Ornithology Group of Sri Lanka.

Scientific Committee

Dr. Nadežda Sorokina, Mahidol University, Thailand.

Dr. Sarat Kumar Lenka, Indian Institute of Tourism and Travel Management, India.

Dr. Sebastian Filep, University of Otago, New Zealand.

Assist. Prof. Jaswinder Kumar, Panjab University, India.

Assist. Prof. Tao Zhang, City University of Macau, China.

Assist. Prof. Yingchuan Wang, City University of Macau, China.

Call for Papers

You are invited to send your research paper to 5th International Conference on Hospitality and Tourism Management (ICOHT 2017). Topics of interest for submission include the 75 listed below, within 12 sub themes and 2 key streams, but are not limited to:

Stream A. Industry-academia collaborative best practice case studies

Global region 1. Asia

- Australia & the Pacific
- The Far East
- South Asia
- Rest of Asia

Global region 2. Europe

- European Union
- Scandinavia
- The Mediterranean
- Rest of Europe

Global region 3. Africa & the Middle East

- Africa
- The Middle East

Global region 4. Americas

- North America
- South America
- The Caribbean

Stream B. Technical sessions

Current trends / issues of Tourism

- Information communication technologies
- Tourism data collection
- Tourism forecasting
- Dealing with OTAs and on-line reservation systems
- Managing social media
- Impact of terrorism on tourism
- Crisis management

Human resource management

- Making career opportunities in the hospitality industry attractive
- Improving service quality through effective recruitment and training strategies
- Improving language skills of hospitality employees to enhance customer service
- Empowerment to improve team spirit and motivation
- Career development
- Management development
- Youth in tourism
- Female employees in tourism

Tourism marketing

- Marketing research
- Market segmentation
- Tourist / consumer behavior
- Customer satisfaction
- Marketing planning
- Advertising
- Sales promotions
- Hospitality sales
- Tourism e-marketing
- Green marketing
- Strategies to increase repeat tourist arrivals
- Managing tourist destination networks through public relations
- Measuring customer satisfaction in the context of on-line reviews
- Destination branding through the internet
- Dealing with bad publicity

Special events

- Festivals
- Entertainment
- Special event planning

Operations management

- MICE industry
- Airlines and airports
- Cruise industry
- Tour operations and travel agencies
- Tourist guiding and tourist shops
- Travel services

Hospitality management

- Quality assurance in food & beverage operations
- Quality assurance in hotel rooms division operations
- Guest security and safety
- Measuring hotel and restaurant profitability
- Hotel systems and procedures through franchising and management contracts
- Hotel and resort development
- Hotel operators, franchisors and management corporations
- Hotel and resort project planning
- Revenue management
- Yield management
- Menu engineering
- Resort operations

Tourism planning & development

- Sustainable tourism triple bottom-lines – economic, environmental and social
- New destination planning
- Tourism master plans
- Thematic architecture for tourism destinations
- Added-value creations for tourism

- Infusing local culture and spirituality in tourism offerings
- Secondary accommodation project planning
- Enhancing the quality of life of communities through tourism
- Mass tourism development
- Visitor attraction development

Special interest tourism

- Special interest tourism development
- Eco tourism
- Community based tourism
- Agritourism
- Adventure tourism
- Heritage tourism
- Cultural tourism
- Culinary tourism
- Wine tourism
- Cruise tourism
- Theme park tourism
- Backpacker tourism
- Working holiday tourism
- Dark tourism

Environmental Implications

- Conflict with Conservation
- Eco-Tourism
- Visitation issues and Solutions
- Perception of Faunal Exhibitors
-

Dates of Importance

Abstract submission deadline	25th July 2017
Abstract acceptance notification	Within two weeks
Early Bird Registration deadline	29th August 2017
Conference registration final deadline for presenters	26th September 2017
PP Presentation due on or before	06th October 2017
Conference Days	17 th – 18 th October 2017
Networking dinner with Cultural Show	17 th October 2017
Post Conference tour	19 th October 2017
Full paper submission deadline	09 th December 2018

Supporting Journals

Selected papers will be published in following supporting journals free of charge to the author. Authors who wish to publish their papers should submit their full papers within one month from the conference day.

Current Issues in Tourism



ISSN: 1368-3500 (Print), 1747-7603 (Online)

Annals of Leisure Research



ISSN: 1174-5398 (Print), 2159-6816 (Online)

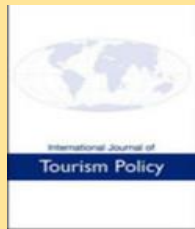
Tourism Review



ISSN: 1660-5373

Editor: Prof Dr Christian Laesser
AIEST, University of St Gallen, Dufourstrasse
40a, 9000 St. Gallen, Switzerland
christian.laesser@unisg.ch

International Journal of Tourism Policy



ISSN: 1750-4104

Editors in Chief: **Prof. George Agiomirgianakis, Prof. Konstantinos Andriotis**

International Journal of Marketing and Social Policy



ISSN: 2362-1044

Editor-in-Chief: Prof. Paul Sergius Koku

International Journal of Asian Business and Information Management (IJABIM)



ISSN: 1947-9638(Print), 1947-9646 (Online)

Contact Information

General Inquiries

ICOHT 2017, Conference Secretariat,
#288/1/1, Old kottawa road, Embuldeniya, Nugegoda, Sri Lanka.
Tel: +94 113 098 521/2
Hotline: +94 768 223 146
Fax: +94 112 835 571
Email: info@tourismconference.co

Abstracts, Registrations, Payments and Visa Inquiries

Contact Person: Mr. Arun Francis
Hotline: +94 773 027 621
TP : +94 113 098 521/2
Email: arun@tiikm.com

Logistic, Accommodation and Tour

Contact Person: Mr. Geeshan Rajapaksha
Hotline: +94 113 098 521 /2
TP : +94 716 154 818
Email: geeshan@globeenjoy.com

Publication

Contact Person: Ms. Shanika De Silva
Hotline: +94 71 565 8721
TP : +94 113 098 522
Email: publication@tiikm.com

Sponsorships

Contact Person: Ms. Thulakshana Dilrukshi
Hotline: +94 776 261 847
TP : +94 113 132 827
Email: thulakshana@tiikm.com