

The International Conference on Hospitality and Tourism Management 2013 - (ICOHT 2013)

The first International Conference on Hospitality and Tourism Management (ICOHT) - 2013 was held on 28th -29th October 2013, Cinnamon Grand, Colombo, Sri Lanka. ICOHT 2013 was organized under the theme "**The way forward to Tourism**" and was co-chaired by **Prof. Sarath Kotagama**(Co-Chair, Vice President of Ecotourism Society of Sri Lanka, Head of the Environmental Science Department: University of Colombo) and **Prof. Dr. Ali Khatibi** (Co-chair, Director, Management and Science University, Malaysia. The conference was organized by "The International Institute of Knowledge Management" (TIKM), in collaboration with Master of Tourism Economics and Hotel Management – University of Colombo and Management & Science University, Colombo as academic partners and Sri Lanka Convention Bureau and Sri Lanka Tourism Promotion Bureau as strategic partners of the conference.

Keynote forum

The Keynote forum was one of the most significant parts of the conference and it was enlightened by three (03) expertise in the field of hospitality and tourism management. **Prof. (Dr.) Sandeep Kulshreshtha** (Nodal Officer and Chairman Academics of Indian Institute of Tourism and Travel Management)"Emerging trends in the global tourism"., **Prof. Pornchulee Achava-Amrung, Ed.D** (Dean, Graduate School of Education Assumption University of Thailand), "Cross-cultural Psychology Awareness in Tourism" and **Prof. Emer. Malcolm J. M. COOPER** (Professor of Tourism Management at Ritsumeikan Asia Pacific University (APU) in Beppu, Japan)"Marketing Sustainability: Is this now riding on Social Media?" made the keynote forum interesting and fruitful for everyone at the conference.

The conference included following sessions:

- Innovative tourism, products designing and development
- Human resource development for global tourism standards
- Green products and sustainable tourism development
- Host and guest relationship and community development
- Tourism segmentation and destination marketing
- Tourist motivation, experience and satisfaction



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