

# International Tourism & Hospitality Conference (ITHC 2023)

On 16th & 17th March, 2023

Theme- "Contemporary Issues, Global Trends & Sustainable Development"

In association with



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM



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## Advisory Board Members



**Mr. Abhilekh Kumar**  
Director of Business Development  
(India & South Asia)  
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CEO  
UpGrad Campus



**Mr. Ankur Dhawan**  
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## Advisory Board Members



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CEO  
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**Dr. Sagnik Chowdhury**  
Deputy Director General  
& Regional Director  
(Eastern & North Eastern India)  
Ministry of Tourism, Govt. of India

## Advisory Board Members



**Dr. Sharada Ghosh**  
Principal  
IHM Bhubaneswar

## Partners



## Venue

**16th March, 2023**

**ITC HOTEL**

**Fortune Park Pushpanjali**

**C71/A, Shahid Khudiram Sarani, City Center  
Durgapur, West Bengal - 7132116**

**17th March, 2023**

**NSHM KNOWLEDGE CAMPUS**

**Durgapur, West Bengal, India**

**Contact No. : +91 96353 57310**

**Email : ithc2023@nshmc.com**

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**NSHM Knowledge Campus, Kolkata**

**124, B. L. Saha Road, Kolkata 700 053, Contact : 033 2403 2301**

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**NSHM Knowledge Campus, Durgapur**

**Arrah, Shibatala via Muchipara, Durgapur 713 212, Contact : 0343 2533813 / 14**

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Presents

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## Conference Speakers and Advisors



**Mr. Ramkrishna Jaiswal**  
Hon. Consul Republic of  
Maldives in Kolkata  
West Bengal



**Miss Acharapan Yavapras**  
Royal Thai Consulate - Kolkata



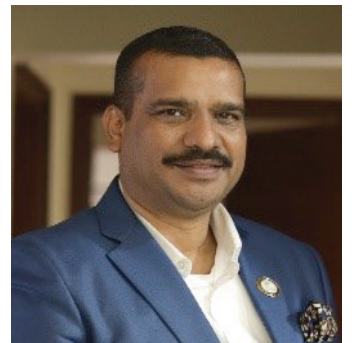
**Mr. Eshor Raj Poudel**  
Consul General,  
Consulate General of Nepal



**Dr. Sagnik Chowdhury**  
Deputy Director General  
& Regional Director  
(Eastern & North Eastern India)  
Ministry of Tourism, Govt. of India



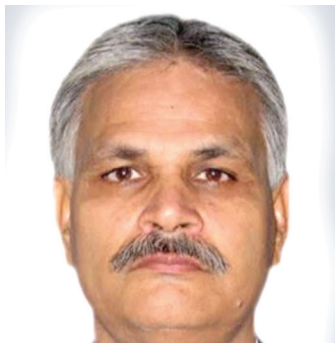
**Shri Sayak Nandi**  
Assistant Director  
Ministry of Tourism, Govt. of India



**Dr. Nitin Shankar Nagrale**  
CEO Quality NZ



**Ms. Sharada Ghosh**  
Principal, IHM Bhubaneswar  
(Ministry of Tourism  
Govt. of India)



**Prof. (Dr.) V.C. Jha**  
Professor - Dept. of Geography  
Visva-Bharati University



**Prof. (Dr.) Gautam Bandyopadhyaya**  
Professor, Dept. of Management  
Studies, NIT Durgapur



**Dr. M. A. Sofique**  
Head - Dept. of Tourism  
Management,  
The University of Burdwan



**Prof. (Dr.) B. B. Parida**  
Professor - Dept. of Tourism  
Management,  
The University of Burdwan



**Prof. (Dr.) P. P. Sengupta**  
Former Professor  
Dept. of Humanities and  
Social Science, NIT Durgapur



**Prof. (Dr.) Guruprasad Chattopadhyay**  
Former Professor  
Dept. of Geography  
Visva-Bharati University



**Shri Samik Ray**  
National Tourism Award Winner  
Regional Level Guide,  
Dept. of Tourism, Govt. of India



**Mr. Debjit Dutta**  
Chairman  
IATO & ADTOI  
(West Bengal Chapter)



**Mr. Ashish Gawri**  
General Manager  
ITC Pushpanjali, Durgapur



**Shri Anirban Sircar**  
Assistant Registrar  
and In-charge, Public Relations Office  
Visva-Bharati, Santiniketan

## Advisory Board Members

**Mr. Nisheeth Srivastava**, Principal, IHM Mumbai | **Mr. Rajiv Singhal**, President, Ritu Group  
**Mr. Abhilekh Kumar**, Director of Business Development, (India & South Asia) UBER | **Mr. Ankur Dhawan**, President, UpGrad Abroad  
**Mr. Amit Mahensaria**, CEO, UpGrad Campus | **Chef Pranay Kumar Singh**, Executive Chef, The Quorum Club

## NSHM Knowledge Campus

Arrah, Shibhola Via Muchipara, Durgapur 713 212, Phone: 0343 2533813/14

### Industry Partners



### Hospitality Partner



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## PROGRAMME SCHEDULE (CONTD)

Day – 2

17th March, 2023

### Keynote Session – III

10:50 am - 11:40 pm

Chair: Prof. (Dr.) Guruprasad Chattopadhyay, Former Professor, Dept. of Geography, Visva-Bharati University Dr. M. A. Sofique –Head, Dept. of Tourism Management, The University of Burdwan Shri Samik Ray – National Tourism Award Winner Regional Level Guide, Dept. of Tourism, Govt. of India, Editor of 'Tourism Theory and Practice' Shri Debjit Dutta, Chairman - IATO & ADTOI (West Bengal Chapter) Shri Anirban Sircar – Asst. Registrar, Visva-Bharati University

11.40am – 11.50 am

### Tea break

### Technical session – I

11.50am – 1.30 pm

Chairs: Prof. (Dr.) Gautam Bandyopadhyaya, Professor, Dept. of Management Studies, NIT Durgapur Dr. M. A. Sofique –Head, Dept. of Tourism Management, The University of Burdwan

1:30 pm - 2:00 pm

### Lunch break

### Technical Session – II

2:00 pm - 3:30 pm

Chairs: Prof. (Dr.) B. B. Parida - Professor, Dept. of Tourism Management, The University of Burdwan Shri Samik Ray – National Tourism Award Winner Regional Level Guide, Dept. of Tourism, Govt. of India.

3:45 pm - 4:00 pm

### Tea break

4:00 pm - 4:30 pm

### Valedictory Session

Address by the Guest of Honor – Mr. Eshor Raj Poudel, Consul General, Consulate General of Nepal

Best Paper Awards and Certificates Distribution

Vote of Thanks by Prof. (Dr.) Milind, Principal - NIHTM

### Kolkata Campus



### Durgapur Campus



### Institute of Hotel & Tourism Management

#### NSHM Knowledge Campus - Durgapur

Arrah, Shibatala, Via Muchipara, Durgapur – 713212, Contact: 033 2403 2301

#### NSHM Knowledge Campus - Kolkata

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Member ITC's hotel group



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## About NSHM Knowledge Campus

NSHM Knowledge Campus, is a 25+ year old group of higher education institutes, with campuses in Durgapur and Kolkata. Being one of Eastern India's pioneering institutions, NSHM offers multidisciplinary UG & PG programmes in Business & Management, Hotel & Tourism Management, Health & Pharmaceutical Sciences, Media & Design, Computing & Analytics, Engineering & Technology, and Nursing. NSHM has a state-of-the-art infrastructure facility and an excellent academic ambience best suited for producing leaders of the future. NSHM provides world-class learning experience through cutting-edge knowledge imparting techniques, lifestyle education, and cross-domain exposure.

## About NSHM Institute of Hotel & Tourism Management

NSHM Institute of Hotel and Tourism Management is one of the pioneering institutes in Tourism and Hospitality education in the East that has been offering Graduate & Postgraduate programs for last 27 years, with international quality standards and has emerged as a leading human resource provider in the hospitality and tourism sector across the globe. Presently NSHM Knowledge Campus conducts UG & PG programmes affiliated to Maulana Abul Kalam Azad University of Technology, formerly known as West Bengal University of Technology, Govt. of West Bengal clubbed with International Air Transport Association (IATA) and Global Distribution System (GDS).

- Master of Tourism & Travel Management (MTTM)
- M.Sc. in Hospitality Management
- Bachelor in Hotel Management & Catering Technology
- B.Sc. in Hospitality and Hotel Administration
- BBA (Travel & Tourism Management)
- B.Sc. in Culinary Science

## About the Conference (ITHC 2023)

The tourism and hospitality industry is dynamic and constantly changing, involving new offerings, technological innovations, novel business models, new types of marketing strategies, and many more features. The industry is also influenced by the changes in customers' interests such as the wellbeing phenomenon in recent years. In addition, these service sectors are vulnerable to threats caused by various environmental factors such as economic downturns, political conflict, and natural disasters. Therefore, a clear understanding of the contemporary issues and phenomena in the industry and fast responses to changing markets and customer demand are of great importance today. This can be achieved based on the identification of emerging trends and behavioural change in the consideration of different situational factors that may affect and disrupt tourism and hospitality. Thus, this conference aims to bring together contemporary issues, global trends and sustainable development in tourism and hospitality to offer insights for scholars to provide strategic directions. Furthermore, a meaningful level of contribution from industry practitioners is expected to proactively help to overcome difficulties and to create opportunities based on long-term thinking in business. Eminent personalities from various facet of tourism and hospitality will be delivering key note speeches, panellist of the panel discussion during ITHC 2023. Total number of expected participants will be 200 plus including academicians, research scholars, students and tourism & hospitality industry leaders from reputed institutions and industry.

## PROGRAMME SCHEDULE

### Day – 1

16th March, 2023

9:30 am - 10:15 am

**Registration**

10:15 am - 11:15 am

**Opening Ceremony**

Opening Song followed by Lamp Lighting and Felicitation

Welcome Address by Prof. (Dr.) Milind, Principal - NIHTM

Address by the Guest of Honor – Ms Acharapan Yavaprapas, Consul-General of Thailand

Address by the Guest of Honor – Shri R. K. Jaiswal, Consulate General Maldives

Address by the Chief Guest - Dr. Sagnik Chowdhury, Deputy Director General & Regional Director (Eastern & North Eastern India), Ministry of Tourism, Govt. of India

Address by Special Guest – Prof. (Dr.) V.C. Jha, Prof. Visva-Bharati University

Address by Special Guest - Ms. Sharda Ghosh, Principal IHM Bhubaneswar

Address by Special Guest - Dr. Nitin Nagrale, CEO QualityNZ

Address by Special Guest - Shri Ashish Gawri, GM ITC Fortune Pushpanjali

Vote of Thanks by Dr. Prosenjit Ghosh, Team ITHC 2023

11:15 am – 11:30 am

**Tea Break**

**Keynote Session – I**

11:30 am – 1:15 pm

Dr. Sagnik Chowdhury, Deputy Director General & Regional Director

(Eastern & North Eastern India), Ministry of Tourism, Govt. of India

Prof. (Dr.) V.C. Jha, Professor, Dept. of Geography, Visva-Bharati University

Dr. Sharada Ghosh, Principal - IHM, Bhubaneswar

Dr. Nitin Nagrale, CEO – QualityNZ

Shri Sayak Nandi, Assistant Director, Ministry of Tourism, Govt. of India

1:15 pm - 2:15 pm

**Lunch break**

2:15 pm – 3:30 pm

Wine Appreciation session by Sula Wine, Nasik, Maharashtra

3:30 pm – 3:45 pm

**Tea Break**

3:45 pm – 5:15 pm

Cultural Program (Baul performance)

### Day – 2

17th March, 2023

9:30 am - 10:00 am

**Heritage Walk at Ancient Monument and Archaeological Site 12th Century AD RARHESWAR SHIVA TEMPLE**

**Keynote Session – II**

10:00 am - 10:50 pm

Chair: Prof. (Dr.) Krishnendu Sarkar, Chief – Strategy and Impact and Chief - Life Skills, NSHM Institutions and Director, NSHM Knowledge Campus, Kolkata.  
Prof. (Dr.) P. P. Sengupta – Former Professor, Dept. of Humanities and Social Science, NIT Durgapur

Prof. (Dr.) Guruprasad Chattopadhyay, Former Professor, Dept. of Geography, Visva-Bharati University

Prof. (Dr.) B. B. Parida - Professor, Dept. of Tourism Mgmt., The University of Burdwan