



International Conference on Sciences, Engineering
& Technical Innovation
(ICSETI-16)
June 3 & 4, 2016
CT GROUP OF INSTITUTIONS, JALANDHAR (PUNJAB), INDIA

Venue: Audio Visual Lab, CTIHM

Track 4: Tourism and Hospitality

Day 1: (June 3,2016)

Time: (2:30 PM – 4:30 PM)

Technical Session 1: (Role and Impact of Tourism and Hospitality)

Session Chair : Mr. Ranbir Singh, MDU, Rohtak.

| S. No. | Title of Paper | Paper Code | Author(s) Affiliation | Oral / Poster Presentation |
|--------|---|------------|--|----------------------------|
| 1. | Entrepreneurship and Tourism development contribution to poverty reduction and development in Goa | CTIHM 001 | Dr. Rohit Sarin Department of Hotel Management CTIHM, Shapur | Presentation |
| 2. | A case study of green marketing with special reference to hotel and tourism products | CTIHM 002 | Mr. Rahul Hans Department of Hotel Management CTIHM, Shapur | Presentation |
| 3. | Fashion and grooming of employees and their attributes and responsibility in improving in tourism while working in hotels | CTIHM 003 | Mr. Mahesh Department of Hotel Management CTIHM, Shapur | Presentation |

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| 4. | A case study on Millenials - The newest customer segment within the Hospitality Industry | CTIHM 004 | Mr. Gurminderpreet Singh Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 5. | Baba Bakala Sahib, Village Tourism –“A Shrine Rediscovered | CTIHM 005 | Mr. Gurminderpreet Singh Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 6. | E- Commerce & Govt. Policy Framework | CTIHM 006 | Mr. Jaswinder Singh Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 7. | Innovation & Alteration Forms of Tourism | CTIHM 007 | Mr. Jaswinder Singh Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 8. | Inclusion of Hospitality Management to Railway Catering Reduces Issues | CTIHM 008 | Ms.Aarti Soni Department of Hotel Management CTIHM, Shapur | Presentation |
| 9. | A study on how Jaipur increasing the sale of Handicrafts | CTIHM 009 | Ms.Ravneet Kaur Department of Fashion Design CTIHM, Shapur | Presentation |
| 10. | Role of fashion tourism in leveraging the traditional handicrafts of Agra | CTIHM 010 | Ms.Gurpreet Kaur Department of Fashion Design CTIHM, Shapur | Presentation |
| 11. | Research On Street Food Sanitation | CTIHM 011 | Mr.Herprit Saini Department of Hotel Management CTIHM, Maqsuda | Presentation |

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| 12. | Challenges and Implications for Tourism and Hospitality Industry Trends | CTIHM 012 | Mr.Ashok K.Sharma Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 13. | Challenges and Innovations in Hotel Operations- A Review of Indian Hotel Industry | CTIHM 013 | Mr.Amrik Singh,Mr.Sanjeev Kumar Department of Hotel Management LPU, Phagwara | Presentation |
| 14. | Strategies to develop effective linkages between tourism and other economic sectors | CTIHM 014 | Mrs. Sukhpreet Vashishth Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 15. | Tourism Policy of India-Major Initiatives- The Road Ahead | CTIHM 015 | Mr.Vineet Kumar Gupta Department of Hotel Management CTIHM, Maqsuda | Presentation |
| 16. | Role of tourism in economic development of Kashmir: a case study on Kashmir | CTIHM 016 | Ms.Aisha Mukthar Department of Hotel Management CTIHM, Shapur | Presentation |