

International Conference on Tourism & Marketing (gvc)

Date : Jan 19, 2018 - 08:30 AM

Event URL : <http://www.sfbayeventslist.com/events/international-conference-on-tourism-marketing-gvc-jan-2018-1515076825>

Organizer : NYMT

Venue :

Location Best Western Grand Hotel 23 Austin Avenue 23 Austin Avenue Kowloon, Kowloon
: Hong Kong,
Kowloon, Hong Kong, US, ZIP: 999077

Conference Objectives!

Tourism in a Transforming World!

Globally, a lot of changes and transformations are taking place, particularly, in social, economic, technological and environment-related aspects. While the giant-sized developed economies have the resources to attract huge crowds to their nations and tourist-destinations, small economies find it quite challenging not only to channelize huge investments on tourism ventures and projects.

Investments on Tourism Projects! A Key to Success!

Tourism warrants huge investments. Attracting investments on large-scale depends upon ensuring attractive returns. Otherwise, investors, banks and financial institutions may not like to invest. Also, a collaboration among private, public and other stakeholders is a must to ensure long-term success in tourism.

This is quite necessary as the world is transforming faster thanks to technological and demographic changes happening across many continents.

Also, politics, competition, climate change and riskiness pose challenges to this sector.

Global Transformations!

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Research indicates that global tourism industry would also undergo significant changes and transformations owing to the above developments. Tourism, of course, helps a country to employ people on a large-scale. So, this sector should be developed faster with clear-cut policies, cooperation and support from one all.

Against this back, this upcoming conference will be held in one of the best tourist-attractions in the world, Hong Kong-SAR.

All are cordially invited to attend!

Publication Opportunities!

You have publication opportunities in one of our journals based on your preference.

OUR PRINCIPAL ACADEMIC PARTNER:

**Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD)
Mysore, Karnataka**

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore, Karnataka. The campus has won many architectural and landscape awards and provides a great environment for learning and germination of managerial intellect. The institute has been conferred A** Rating at National Level by CRISIL.

The institute is promoted by the Shri Dharmasthala Manjunatheswara Educational Trust - a premier non-profit educational organisation functioning under the aegis of Shree Kshetra Dharmasthala, which is known for its unique embodiment of Dharma. Today, SDME Trust has more than 40 recognised educational institutions under its wings, imparting quality education from the primary level to the postgraduate level. Trust is known for the professional institutions in Medical, Dental, Engineering, Naturopathy, Ayurveda, Law, Business Management and Physiotherapy. The trust and all the associate institutions benefit from the visionary leadership of our Chairman, Padma Bhushan Dr. D. Veerendra Heggade, Dharmadhikari of Dharmasthala.

SDMIMD's AICTE approved PGDM programme, accredited by NBA, runs for six terms over two years with an impeccable track record of academic rigor. SDMIMD also has Student Exchange Programs with the MAYS School of Business, Texas A&M University, USA; Global Management Institute of Shanghai University, China; and British University in Dubai, Dubai. These student exchange programmes enable students to understand each other's cultures, business practices and traditions. This gives students an edge when it comes to international opportunities.

The SDMIMD's research unit - 'SDM Research Centre for Management Studies' (SDM RCSM), publications 'Cases in Management', 'Contemporary Research in Management', 'Excerpts of Select Summer Internship Reports', have come in for praise from the world of academics. The

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institute's journal 'SDMIMD Journal of Management' indexed in EBSCO and iScholar has evolved as a prestigious publication well known for the quality of the papers, therein.

Topics!

Tourism!

Agri-Tourism, Birth Tourism, Culinary Tourism, Cultural Tourism, Extreme Tourism, Geo-Tourism, Ghetto Tourism, Heritage Tourism, Medical Tourism, Nautical Tourism, Pop-Culture Tourism, Religious Tourism, Pleasure Tourism, Slum Tourism, Virtual Tourism, War Tourism, Wellness Tourism, Wildlife Tourism

Marketing!

Advertising, Brands & Brand Equity, B2B Marketing, Buyer Behavior, B2C marketing, Competition, Consumer Behavior, Customer Relationships & Experiences, Direct Marketing, Distribution Channels/Retailing, Digital Marketing, E-Business, Global Marketing, Innovation, Integrated Marketing, Internet Marketing, Market Segmentation, Marketing Communications, Marketing Decision Support, Marketing Planning & Forecasting, Markets and Marketing Strategy, Mega Marketing, New Product Development, Organizational Buying Behavior, Organizational Processes, Pricing and Promotions, Product and Service Management, Product Promotion, Relationship Marketing, Research Methods & Tools in Marketing, Role of Marketing/Market Orientation, Services Marketing, Social Networks, Supply Chain/Logistics, Technology-enabled Marketing.

ICT18Hong Kong Conference

Program Outline

Friday, 19 January, 2018

08.30 - 09.30 Registration

09.30 - 10.30 Inaugural Session/Keynote address

10.30 - 11.00 Coffee Break

11.00 - 12.45 Technical sessions - Paper Presentations

12.45 - 13.30 Lunch Break

13.30 - 14.00 Panel Discussion

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14.00 - 15.45 Technical Sessions – Paper Presentations

15.45 - 16.00 Coffee Break

16.00 - 17.45 Technical sessions – Paper Presentations Presentation Rooms

Meeting Room 1 & Meeting Room 2

19.00 – 21.30 Conference Dinner

Saturday, 20 January, 2018

09.00 - 10.30 Technical sessions – Paper Presentations

10.30 - 11.00 Coffee Break

11.00 - 11.30 Invited Lecture Sessions – All Delegates

11.30 - 13.00 Technical Sessions– Paper Presentations

13.00 - 14.00 Lunch Break

14.00 - 15.00 Invited Lecture Session – All Delegates

15.00 - 15.30 Coffee break

15.30 – 17.00 Technical Sessions– Paper Presentations Presentation Rooms

Meeting Room 1 & Meeting Room 2

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Event Manager Contact: [marilyn.b.turner\(at\)nyeventslist.com](mailto:marilyn.b.turner@nyeventslist.com)

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