About the University:
Formerly known as Agra University now Dr. B. R. Ambedkar University, Agra was established on 1st of July, 1927. This is a state university and basically affiliating university registering more than 7 lakhs students every year. This university has more than 3000 affiliated colleges spread over 7 districts of Uttar Pradesh.

Original jurisdiction of University extended over United Provinces of Agra, Central India and Rupatana with 14 affiliated colleges and 2350 students of which, 1475 students belonged to United Provinces.

A decisive characteristic in influencing the education of an academic institution is the pursuit of excellence and consistent adherence to high standard in terms of imparting knowledge promoting research. During last eighty three years the University has endeavoured to keep adopting these high ideals and has established rich traditions and evolved respect from the intellectual community. University has sincerely served the cause of higher education in northern India. The ancient principle of integrating ethical and moral values in education has been the endeavours of the University. To inculcate these essential values in its students academics have been assiduously trying to sharpen the content and curriculum of the University.

The University was renamed as Dr. B. R. Ambedkar University in 1996. It has 15 residential institutes spread out in its four residential campus viz. Pallavi Park, Khandari Campus, Civil Lines Campus and Chahtesar Campus.

About the Howard University
Founded in 1867, Howard University is a research university comprised of 13 schools and colleges. Students pursue studies in undergraduate, graduate and professional degrees. To date, Howard has awarded more than 120,000 degrees in the arts, the sciences, and the humanities. The historic main campus sits on a hilltop in Northwest Washington blocks from the storied U Street and Howard Theatre. Howard University is just two miles from the U.S. Capitol where many students intern, and sources of alumni shape national and foreign policy.

About the Institute of Tourism & Hotel Management
Institute of Tourism and Hotel Management was established in 2004 under the Flagship of Dr. B. R. Ambedkar University. Located at Khandari campus in Agra, Uttar Pradesh, the institute is firmly established as one of the leading units of the University in serene natural aesthetic settings. The institute offers Ph.D, MBA (Travel and Tourism Management), PG Diploma in Tourism & Hotel Management and BBA (Hospitality Management) and B.A. (Hospitality). With its national and international affiliations, the Institute is considered to be one of the leading hospitality institutions in India.

About the Agra:
Located at 290 Kms. from National Capital and just 40 km, from the birth place of lord Krishna Agra is world famous tourism destination of India. The heritage of Agra city is linked with the Mughal dynasty, numerous other rulers also contributed to the rich past of this city. Modern Agra was founded by Sikandar Lodhi (Lodhi dynasty of Delhi Sultanate) in the 15th century. Akbar (founder of the Mughal dynasty) also stayed for sometime in Agra and introduced the concept of square Persian-styled gardens here. Emperor Akbar built the Agra Fort and Fatehpur Sikri near Agra. Fatehpur Sikri remained his capital for around fifteen years after which the city was left isolated in mysterious circumstances.

Agra came to its own when Shahjahan ascended to the throne of Mughal Empire. He marked the zenith of Mughal architecture, when he built the Taj Mahal in memory of his beloved wife Mumtaz Mahal. Though there is controversy of Taj Mahal's origin, everyone believes that it was temple of Lord 'Shiv' known as Tejomahalaya. Now Agra has three World Heritage Monuments namely Taj Mahal, Agra Fort & Fatehpur Sikri attracting Millions of National & International Tourists.
Main Theme:

"Cultural Tourism: Issues and Challenges"

Highlighting that the global tourism sector is large and rapidly growing, it is diverse and dynamic in its business models and structures, and the relationship between world heritage and tourism is two way. Tourism, if managed well, offers benefits to world heritage properties and can contribute to cross-cultural exchange but, if not managed well, poses challenges to these properties and recognizing the increasing challenges and opportunities relating to tourism.

The aims of the International conference on "Cultural Tourism: Issues and Challenges" is to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Tourism, Pluralism, Culture, Economy and Society. Research papers on different aspects on the theme of the conference will be presented. Selected presented paper of international conference will be published in conference proceedings and as an international journal paper with ISSN Number.

We are planning to publish selected papers in edited book that may be released in the next conference of IAB.

Sub Themes:

Cultural Economy, Economic Recession And Tourism, Tourism And Environment, Wellness Tourism, MICE Tourism, Yoga-Naturopathy & Medical Tourism, Artificial Intelligence and Tourism, Recent Trends in Global Tourism, Internationalisation of Indian Universities etc.

Call for Paper:

Researchers, academicians, Entrepreneurs, social workers, policy makers and other stakeholders are welcome to submit their original research papers for the International Conference on "Cultural Tourism: Issues and Challenges". The paper should be an unpublished and original work of the contributor(s). Authors are advised to follow ethical norms regarding plagiarism and self-plagiarism closely before submitting and must make sure that their submissions do not substantially overlap work which has been published elsewhere or simultaneously submitted to a journal or another conference with proceedings. In cash of plagiarism contribution will be solely responsible.

Abstract Submission:

Abstracts should be in font Times New Roman size 12 with 1.5 line spacing. Abstracts should not be more than 500 words. Abstracts should be sent to:

Email: icosecon04@gmail.com

Last date for Submission is 01 February 2024.

Full Paper Submission:

In order to assess the quality of a paper, the structure of the paper should be written in bold and centered. Title of the paper should be maximum 500 words including tables, figures and references. Page numbering should be in footer of bottom center of each page. Font size of the main text should be 12 in Times New Roman, justified with 1.5 line spacing. Full paper should be sent to:

Email: icosecon04@gmail.com

Last date for Submission is 01 February 2024.

Registration Fees:

- International delegates and presenters: $100 US
- Indian Delegates and Academicians: ₹3000
- Research Scholars: ₹1000
- Students: ₹500

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