

About the University :

Formerly known as Agra University now Dr. Bhim Rao Ambedkar University, Agra was established on 1st of July, 1927. This is a state university and basically affiliating university registering more than 7 lacks students every year. This university has more than 1000 affiliated colleges spread over 7 districts of Uttar Pradesh.

Original jurisdiction of University extended over United Provinces of Agra, Central India and Rajputana with 14 affiliated colleges and 2530 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 ideas 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 endeavour of the University. To inculcate these essential values in its students academicians 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. Paliwal Park, Khandari Campus, Civil Lines Campus and Chhaleshar 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. Capital where many students intern, and scores of alumni shape national and foreign policy. Howard is a leader in STEM fields. The National Science Foundation has ranked Howard as the top producer of African-American undergraduates who later earn science and engineering doctoral degrees. The University also produces more minority doctoral graduates in computer science than any other university in the nation and boasts nationally ranked programs in social work, business and communication sciences and disorders. In 2013, The Washington Post named Howard "An Incubator for Cinematographers."

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. (Vocational). With all modern amenities the ITHM is located in the lush green eco-friendly Khandari Campus. The institute is continuously imparting training to service providers in tourism business. The Institute conducts different researches in order to provide feedback to various Government agencies involved in policy formulation and to help tourism industry. It also publishes international journal of high repute with ISSN number. It provides common platform to academia, research scholars, hospitality industry and policy makers by organizing National & International conferences, seminars, symposia & workshop etc.

About the Agra:

Located at 200 Km. from National Capital and just 40 km. from the birth place of lord Krishna Agra is world fame 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; Delhi Sultanate) in the 16th century. Babar (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 many believes that it was temple of Lord 'Shiv' known as Tejomahalay. Now Agra has three World Heritage Monuments namely Taj Mahal, Agra Fort & Fatehpur Sikri attracting Millions of National & International Tourists.



INTERNATIONAL CONFERENCE
ON
CULTURAL TOURISM: ISSUES AND CHALLENGES

12, 13 & 14th March, 2020

Jointly organised by

**Institute of Tourism & Hotel Management
Dr B. R. Ambedkar University, Agra, INDIA
&**

**Center for Global Business Studies
Howard University, Washington DC, USA**

Supported by :
**Indian Council of Social Science Research (ICSSR)
New Delhi, INDIA**

Conference Venue :

Dr. B.R. Ambedkar University, Agra (INDIA)



E Mail: tajcon2020@dbrau.org.in, tajcon2020@gmail.com
Website: www.dbrau.org.in

Main Theme :

'Cultural Tourism: Issues and challenges'

Highlighting that the global tourism sector is large and rapidly growing, 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 in 2020.

Sub Themes :

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

Note: Besides above topics other topics may be included those are important for social development.

Who Can Attend ?

- | | |
|---------------|------------------|
| • Teachers | • Policy Makers |
| • Researchers | • Industrialists |
| • Students | • NGO |

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 thoroughly 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 case of plagiarism contributors 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-

E-Mail: tajjicon2020@dbrau.org.in, tajjicon2020@gmail.com
Last Date for Submission is 28 February 2020.

Full Paper Submission :

In order to assess the quality of a paper, the structure of the paper is highly recommended- Introduction; objective of the Study, Literature Review; Research Methodology; Results and Discussion; Conclusions; References. Title of the paper should be written in bold and centered. Author should mention their name(s), Designation, Organization, Full address, Email and Contact details. Main text of the paper should be maximum 5000 words including tables, figures and references. Page numbering should be in footer of the 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 email-

tajjicon2020@dbrau.org.in, tajjicon2020@gmail.com
Last Date for Submission is 28 February 2020.

Registration Fees :

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

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Dr B. R. Ambedkar University, Agra, India

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