



INTERNATIONAL CONFERENCE

Department of Tourism
and Hospitality Management
DTHM
Jamia

March 06-08, 2020

**Transformational Tourism:
Shaping Tourism Narratives
of Well-being**



Incredible India

Department of Tourism and Hospitality Management,
Jamia Millia Islamia,
New Delhi, India

FIRST CALL FOR PAPERS

About the Conference

Human survivability and creating a better life are inseparably linked to human transformation, which can be achieved through travel and tourism. Travel and tourism can transform one's journey and help to make the future better. There are travel styles and products of the highest quality that heal rather than harm our global ecological, socio-cultural, economic and political systems. Travel and tourism can shift our perspective on life and change the course of our knowledge, values, attitudes, and behaviour.

The concept of transformational tourism is not new. In the 1960 and 1970's many people travelled to remote destinations, such as Tibet, Nepal, Thailand, Mexico, Chile, Peru including India in search of spiritual enlightenment and growth, broadening horizons, escaping the world and obtaining insight into one's self. Today, despite some progress being made the concept is still in its early stages of development. Research in the area and the application of the transformational theory in the context of tourism are also relatively new developments.

Given the novelty and the importance of the transformational theory in tourism, transformational tourism utilizes the concept of personal transformation to show how travel and tourism experiences can contribute to the individual's learning, personal development and growth, perceptions and attitudes towards others, and their relationships and interactions with the world. Researchers have identified various types of tourism that can transform human beings and their worldviews, such as educational, volunteer, survival, community-based, eco, farm, extreme sports, backpacking, cultural, wellness, religious, spiritual and yoga tourism, as these types of tourism allow the development of new experiences and transforming one's personality and worldview.

In India and many other countries across the globe, spirituality and transformation not only complement each other but also form an organic extension to the systems of wellness to attain a perfect balance between the mind, body, and soul. These have impacted and regulated the life systems viz. beliefs, values, traditions, health & dietary regimes and are deeply entrenched in every aspect of the lives of the Indians.

The Jamia Millia Islamia

celebrating its centenary in a few years from now and has emerged as a top-ranking educational institute in the country. It is ranked 12th overall for 2019 in the NIRF University rankings. The guiding philosophy, legacy, and endeavour have led it to establish strong academic relationships with universities and institutes all over the world.

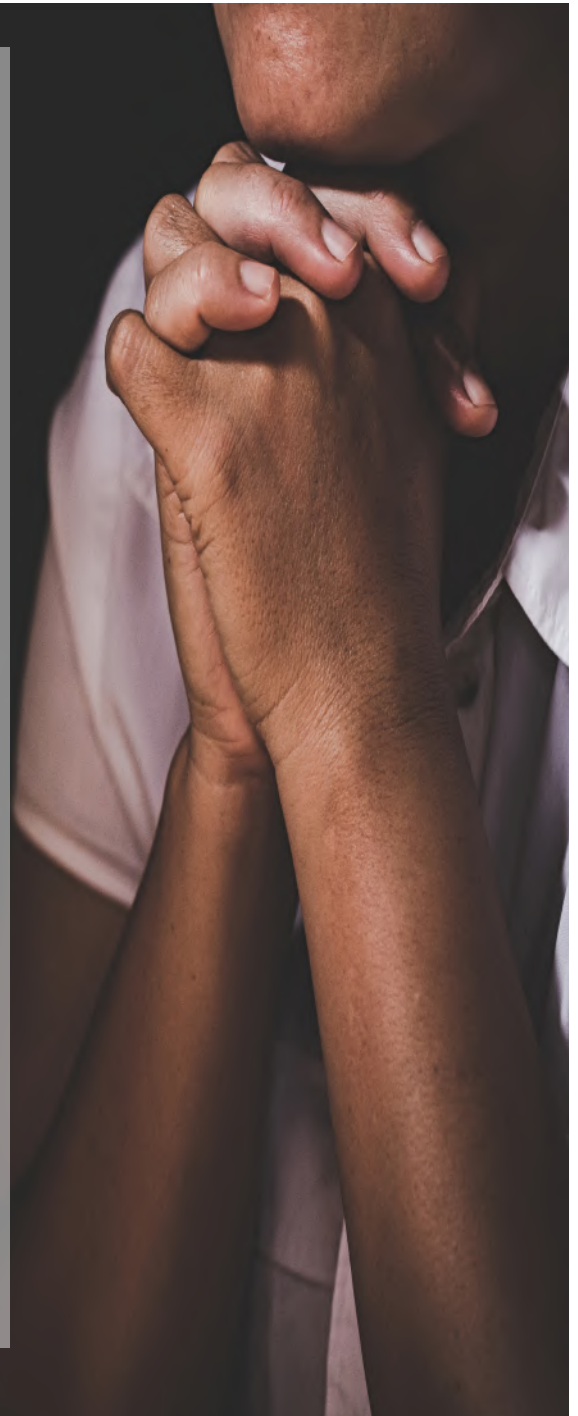
Being a top-rated multi-faculty university, Jamia Millia Islamia intends to contribute to the various facets of this transformation, spirituality, nature-based travel, wellness, well-being debate. University has MoUs with various universities and institutes from all over the world. Being located in Delhi, the university has close associations with NGOs, travel companies, tourism suppliers besides good relationships with Embassies, Consulates and High Commissions of various countries, from where we invite experts, practitioners, and other stakeholders.

Department of Tourism and Hospitality Management (DTHM) was established in JMI in the year 2012. With this conference, the department aspires to launch itself as a centre for study and research on transformational tourism as one of its priority areas. On the one hand, this conference will help identify the various issues of concern for transformational and spiritual tourism in India; on the other hand, the university department intends to strengthen links with similarly placed academic units around the world which will form the basis for continued research on issues relevant to transformational and spiritual tourism. The DTHM, Jamia Millia Islamia takes on from here to consolidate knowledge creation in the field of transformational tourism.

Tracks for the International Conference

The agenda for the proposed conference is to arrive at a better understanding from the supply and demand side, the requirements of the travellers, the challenges in product offerings to the travellers for the best possible experience and to make India a leading destination of choice for holidaymakers and travellers with a specific interest in the stated domain. It also aims to build upon the participants' knowledge sharing on the potential model that India presents and help formulate understanding the effective ways to promote India as a complete and comprehensive religious, spiritual & wellness destination. The proposed conference seeks discussion on both inbound tourism from these markets to India and outbound tourism to these markets. The following are sub-themes of the conference-

1. The attractiveness of India as a tourist destination for wellness and health tourism.
2. Halal tourism in India- Halal hospitality; Halal culinary tourism.
3. Scope for Satvik, Kaussar tourism, etc.
4. Perception of India as a Transformational tourism destination among the tourism markets.
5. Transformational tourism in India.
6. The readiness of India as a Transformational tourism destination.
7. Transformational tour packages and operations.
8. Challenges for visitors from these markets to travel to India.
9. Wellness, spiritual, retreat and religious tourism in India.
10. Wellness, spiritual, retreat and religious tourism from India.
11. Backpacking Tourism and Volunteer tourism.
12. Eco-tourism/nature-based tourism and adventure tourism in India.
13. Yoga, cultural and creative tourism.



SUBMISSION

The language of the conference and the submissions are in English. All abstracts, about 500 words each must be submitted for review by 25-12-2019. The abstract must include- title, author(s), affiliations, a summary of objectives, approach, key arguments, findings, and recommendations. The full papers will be due by 25-01-2020. The full papers should demonstrate academic rigor. The papers could be research-based, policy papers or case studies. The authors must follow APA style for references. All submissions to be made directly through <https://easychair.org/conferences/?conf=icti2020>

IMPORTANT DATES

Submission of abstract:	December 25, 2019
Notification of acceptance:	December 31, 2019
Submission of full paper:	January 25, 2020

Important: The last date for registration is 30th January 2020. The registration to the conference does not guarantees acceptance of full paper.

REGISTRATION FEES

Every individual interested in participating in this conference must register for the conference.

	<i>Residential*</i>		<i>Non-Residential**</i>	
Academics and industry	USD 100	INR 7000	USD 60	INR 4200
Research scholars	USD 70	INR 5000	USD 45	INR 3200

Registration fees includes

- Participation in the conference
- Conference pack, including the conference proceedings
- Conference gala dinner
- Networking
- Heritage Walk
- Meals and tea/coffee outings during the conference
- Lodging and boarding in university guesthouse during the conference
- Yoga and Meditation sessions in the morning

Additionally, on payment basis organizers can arrange for

- Lodging and boarding in nearby hotels/ lodges
- Day-trip to Agra (Famous Taj Mahal and other monuments)
- Sight-seeing in Delhi.

ORGANIZING COMMITTEE

Patron	Prof. Najma Akhtar, Vice Chancellor	
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Conference Co-chair	Dr. Sarah Hussain, Associate Professor, Department of Tourism and Hospitality Management	
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- Prof. Kalpana Mathur, Indian Institute of Technology, Jodhpur
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- Mr. A.P. Siddiqui, IPS, Registrar Jamia Millia Islamia

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