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## International Conference on Tourism & Marketing (gvc)

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**Date :** Feb 16, 2018 - 08:30 AM - Feb 17, 05:00 PM

**Event URL :** <http://www.nyeeventslist.com/events/international-conference-on-tourism-marketing-gvc-feb-2018>

**Organizer :** New York Media Technologies LLC in association with Greater Vision Conferences and Seminars Organizing

**Venue :**

**Location** Ambassador Hotel Bangkok171 Soi Sukhumvit 11Khwaeng Khlong Toei Nuea,  
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Krung Thep Maha Nakhon 10110Thailand,  
Nakhon , 10110, US, ZIP: Thailand

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International Conference on Tourism & Marketing

ICT18Thailand Conference in Bangkok, Thailand. February 16-17,  
2018

### Description

### Important Dates!

Abstract Deadline (250 words): October 15, 2017

Communication of Acceptance: 3 Days

Full Paper Submission Deadline: November 15, 2017

Last Date for Registration: December 15, 2017

Conference Dates: February 16-17, 2018

### Conference Objectives!

Tourism is a great revenue generator and it also bring a lot of social, economic, cultural benefits. In a few countries, tourism is the main driver of economic growth and socio-economic

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development. It is, indeed, a pleasant privilege to host this upcoming conference in the vibrant city of Bangkok, Thailand, which is considered to be one of the fabulous tourism destinations in the world.

Tourism creates a lot of job opportunities for the citizens and brings social, economic, cultural and other benefits. In many countries, tourism is the main driver of growth and development. Of course, it is, indeed, very appropriate to hold a conference in the beautiful city of Paris, France, which is one of the major tourist destinations for many nationalities.

### Eco-tourism! An Emerging Paradigm!

Ecotourism is now defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015). Education is meant to be inclusive of both staff and guests.

### Principles of Ecotourism

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

Minimize physical, social, behavioral, and psychological impacts, build environmental and cultural awareness and respect, provide positive experiences for both visitors and hosts, provide direct financial benefits for conservation, generate financial benefits for both local people and private industry, deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates, design, construct and operate low-impact facilities, recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment. (Source: <http://www.ecotourism.org/what-is-ecotourism>)

Against this background, the International Academic Research Conference on Marketing & Tourism is being jointly organized by the prestigious SDMIMD, Mysore, Karnataka State, India and the Global Business Research Journals (GBRJ) from July 16-17 in Bangkok, Thailand.

You are cordially invited to submit your research papers and share your findings before the global audience. We have also made arrangements for a few invited

We earnestly believe that the upcoming conference will be very helpful to share the best practices with the global audience.

## **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 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, Creative Tourism, Culinary Tourism, Cultural Tourism, Dark Tourism, Doom Tourism, Educational Tourism, Extreme Tourism, Experiential Tourism, Geo-Tourism, Ghetto Tourism, Heritage Tourism, LGBT Tourism, Medical Tourism, Nautical Tourism, Pop-Culture Tourism, Religious Tourism, Social Tourism, Slum Tourism, Space Tourism, Virtual Tourism, War Tourism, Wellness Tourism, Wildlife Tourism and other related topics in tourism.

### **Marketing!**

Advertising, Advertising Management, Buyer Behavior, Business to Business Marketing, Brand Management, Consumer Behavior, Direct Marketing, e-business, Internet Marketing, Integrated Marketing, Information Systems, Marketing Planning and Forecasting, Market Segmentation, Mega Marketing, Marketing Research and Strategy, Market Structure and Pricing, Marketing [www.nyeventslist.com](http://www.nyeventslist.com)

Theory and Applications, Pricing, Product Promotion, Product Management, Relationship Marketing, Services Marketing and other related fields.

## **Management!**

Business Analysis, Business Intelligence, Communications Management, Change Management, Conflict Management, Crisis Management, Cost Management, Competitor Analysis, Corporate Analysis, Decision Sciences, Group Behavior, Industrial Relations, Individual Behavior, Innovation, Information Technology Management, Knowledge Management, Leadership, Motivation, Management of change, Management Science, Organizational Development, Production and Organizations, Production/Operations Management, Public Relations, Public Responsibility and Ethics, Project Management, Risk Management, Resource Management, Strategy, Stress Management, System Management, Systems Thinking, Strategic Management, Strategic Management Policy, Supply Chain Management, Strategic Planning, Time Management, Technological Change; Research and Development, Technology & Innovation, Task Analysis, Work-Life Balance.

AP18Thailand Conference  
Program Outline

Friday, February 16, 2018

Timeline	Description of Events
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
14.00 - 15.45	Technical Sessions – Paper Presentations
15.45 - 16.00	Coffee Break
16.00 - 17.45	Technical sessions – Paper Presentations
Presentation Room	Meeting Room

Saturday, February 17, 2018

Timeline	Description of Events
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 Room	Meeting Room

### Scientific Advisory Board

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Please contact the event manager Marilyn below for the following:

- Discounts for registering 5 or more participants.
- If your company requires a price quotation.

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

You can also contact us if you require a visa invitation letter, after ticket purchase.

We can also provide a certificate of completion for this event if required.

**NO REFUNDS ALLOWED ON REGISTRATIONS**

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