

**1st INTERNATIONAL CONFERENCE
ON TOURISM & TECHNOLOGY 2011**

Banking & Insurance Industry Involvement

ICTT 2011

IIT Delhi, India
7th – 9th July, 2011



IIT Delhi, India



1st INTERNATIONAL CONFERENCE ON TOURISM & TECHNOLOGY 2011
IIT DELHI, INDIA (Banking & Insurance Industry Involvement)

CONFERENCE SCHEDULE

7th July 2011 (Thursday) – Day 1

Venue: Seminar Hall, IIT Delhi

08:30 – 09:30

Pre & On-spot Registration

09:30 – 11:00

Inaugural Session:

Welcome Address by Head of the Department

Prof. S. K. Jain

Department of Management Studies, IIT Delhi

About the Conference by: Prof. Sushil, Conference Chairman

Address by President GIFT (Co-Host)

Dr. Shyam Sethi

Session Chairman: Prof. Surendra Prasad

Director, IIT Delhi

Guest of Honour: Addl. Secretary Ministry of Tourism, Govt. of India

Mr. Sanjay Kothari

Inaugural Address by Chief Guest: Ms. Kumari Selja

Hon'ble Minister of culture, housing and urban poverty alleviation, Govt. of India

Vote of Thanks by Organizing Secretary

G. V. R. Sastry

11:00 – 11:30

Tea Break

11:30 – 13:00

Plenary Session 1:

Theme: Emerging Tourism Ecosystem

Chair: Prof. P. B. Sharma

Vice Chancellor, Delhi Technological University, Delhi

Speaker 1: Prof. Anthony Wong, Taylor's University, Malaysia

Speaker 2: Dr. Rodolfo Baggio, IFITT Board Member & Chair of ENTER 2011

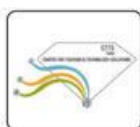
Speaker 3: Mr. Sudhir Sahi, UNDP National Consultant

Speaker 4: Mr. Babu Ranganathan, Managing Principal, BBRCAPITAL, Chicago, USA

13:00 – 14:00

Lunch

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Organizing Secretary
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14:00 – 15:30

Technical Session I **Theme: Social Media Marketing**

Session Chair: **Devesh Chaturvedi**,
Add. DG, Tourism, Ministry of Tourism, Govt. of India, New Delhi

Key Presentation from IRCTC
By Mr. Devender Kumar, GGM – Information Technology Services

Presentation 1: Understanding Current Application of Social Media in Heritage Tourism Marketing Based on A classification Model
Ms. Shengnan Zhao & Ms. Deepak Chabra, Arizona State University, Phoenix, U.S.A.

Presentation 2: To Analyse the Effectiveness of SNS (Facebook) as Marketing Communication Tool: Indian Tourism Sector
Prof. Smita Sharma, Lal Bahadur Shastri Institute of Management, Delhi

Presentation 3: The Role of Commitment and Loyalty in Building Customer Relationships for Social Media Sites
Prof. H. G. Parsa & Kirti Dutta

Presentation 4: TOURISM 2.0: A Discussion of Web 2.0 applications and cases in Singapore Tourism
Dr. Victor Anandkumar, Pondicherry University, Puducherry, India

15:30 – 16:00

Tea Break

16:00 – 17:30

Technical Session II **Theme: Sustainability and inclusion through Technology** **Tracking Technologies in Tourism Research, Management & Planning**

Session Chair: **Dr. Deepak Chhabra**
Arizona State University, USA

Presentation 1: Information Technology: Its Uses in Sustainable Tourism Development for Kaziranga National Park in Assam

Mr Bipin Ch. Goswami, GNDG Commerce College, Nagaon, Assam, India

Presentation 2: The Perception of the Underlying Equilibrium between Rapid Economic Growth & Environment Sustainability - A study on Primary City Indicators

Dr. Pedro Moreira, Institute for Tourism Studies, Macau SAR, PR China

Presentation 3: Spatio-Temporal Trajectory Similarity and Applications in Mining Tourist Mobility

Sajimon Abraham, Siby Zacharias & Dais George, Mahatma Gandhi University, Kerala.

Presentation 4: Comparative Analysis of the First Time and Repeat Foreign Visitors to a Destination Country

Dr. Ahmad Puad Mat Som, Universiti Sains Malaysia, Penang, Malaysia

Presentation 5: Tourism in the shadow of terrorism - A Study Of Foreign Tourist Behaviour

Dr. Sapna Modi, Indira Institute of Business Management, Mumbai

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8th July 2011 (Friday) – Day 2

08:30 – 09:30 Pre & On-spot Registration

09:30 – 11:00 **Plenary Session 2:**

Theme: Tourism Technology Innovation

Chair : Prof. S. M. Istiaque, Deputy Director (Admn.), IIT Delhi

Chief Guest: Shri Sultan Ahmed

Hon'ble Guest: Hon'ble Minister of State for Tourism, Government of India

Speaker 1: Dr. Syed Nasim Ahmed Zaidi, Secretary, Ministry of Civil Aviation, Government of India

Speaker 2: Dr. Vinod Sasidharan, San Diego State University, San Diego, California

Speaker 3: Ms. Stella J Karavas, CEO, Votree Power, Canton, USA

Speaker 4: Mr. J.B Singh, President & CEO, Interglobe Technology Quotient Pvt. Ltd., India

11:00 – 11:30 Tea Break

11:30 – 13:00 **Plenary Session 3:**

Theme: Challenges of Tourism Technology Integration

Chair: Prof. Shekhar Chaudhuri

Director, IIM Calcutta

Speaker 1: Mr. Jawahar Sircar, Secretary, Ministry of Culture, Government of India

Speaker 2: Prof. Jacques Bulchand, University of Las Palmas, Canary Islands, Spain

Speaker 3: Mr. Avijit Arya, Founder & CEO, Internet Moguls, India

Speaker 4: Mr. Anand Kumar, Jt. Secy, Ministry of Tourism

Speaker 5: Mr. Sushil Sharma, Head – Business Operations, Westin

13:00 – 14:00 Lunch

14:00 – 15:30 **PARALLEL - Technical Session III(A)**

Themes: Next Generation Marketing Plan in the Service Sector

Technology in the Banking Sector

Adoption and Use of Technology By airline Sector

Use of Green Technologies that promote energy saving, usage analysis, monitoring and control

Session Chair: Prof. Manjula Chaudhary

Director, Indian Institute of Tourism and Travel Management

Gwalior

Presentation 1: Air Tourism Technology Advances (ATTA) [Aviations, Social, Security, Information & Systems Technology (Assist)]

Dr. M.Selvam Marudhamuthu, Alagappa University, Karaikudi, India

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- Presentation 2:** Economic Impact of Religious Tourism: A Study in J&K
Sudhir K. Jain, Department of Management Studies, IIT Delhi
- Presentation 3:** Medical Tourism Promotion in Delhi/NCR – Challenges and Opportunities
Ms. Neetu Srivastav, IGNOU, New Delhi, India
- Presentation 4:** Tourist Shopping Evaluation- An exploratory study of International Tourist shopping at Agra
Anjuna Parashar Dhir
- Presentation 5:** Green Technology A Tool for Sustainable Growth in Tourism
Mr. Ankit Sharma, Mr. Gurpreet Singh, Manish Sharma, Delhi Technological University

PARALLEL - Technical Session III(B)

Venue: Senate Room

**Themes: Technology in the Destination Management Organization
Technology & Service Strategy**

Session Chair: **Smt. Smita Chugh**
Addl. Chief Secretary
Tourism, Govt. of Jharkhand

- Presentation 1:** Thinking beyond Technology: Knowledge Management aspects for growth of Tourism Sector
Mr. Sumant Kumar Biswas and Prof. Sushil, DMS, IIT Delhi, India
- Presentation 2:** Impact of Technology on Travel Agency and Airline Business
Dr. Hrishikesh Mukund Soman, Symbiosis College of Arts and Commerce, Pune
- Presentation 3:** Tourism Destination Management in Flores, Indonesia
Prof. Ruedi Nuetzi, Indonesian Swiss Development Cooperation, Indonesia
- Presentation 4:** Tourism Technology Training for Destination Marketing Organizations (DMOs)
Dr. Bipin Chandra Pant, Amity University, Noida, India
- Presentation 5:** Assessment Of Destination Marketing Organizations' (DMO) Websites Using Content Analysis And Aaker's Brand Personality Scale
Jijo George & Dr. Victor Anandkumar, Pondicherry University, Puducherry, India

15:30 – 16:00 Tea Break

16:00 – 17:30 **PARALLEL - Technical Session IV(A)**
Theme: Advanced Technology Developments - A Concept for Policy Makers

Session Chair: **Prof. Krishna Kumar**
IIM Lucknow

- Presentation 1:** Tourism industry linkages with banking and insurance: The Payoffs
Dr. Priya Solomon, Amity University, Noida, India
- Presentation 2:** Tourism Technology - Need, Scope & Future in Indian Tourism
Prof. Paresh Bali, Amity University, Noida, India
- Presentation 3:** CRM based technology to fill the gap of human touch & intangible experience in Hospitality & Tourism Sector
Prof. Chiranjib kumar, C.Z. Patel College of Business & Management, Anand, Gujarat, India
- Presentation 4:** Information Technology & Its strategic use in Tourism Industry
Dr. Johney Johnson, Mahatma Gandhi University, Kottayam, Kerala, India
- Presentation 5:** The Role of Tourism in Indian Economy
Nripendra Singh, Asst. Professor, Jaypee Business School, JIIT (Deemed) University, Noida

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PARALLEL - Technical Session IV(B)

Venue: Senate Room

Theme: Assessing Travel Website & Parameters Evaluation

Session Chair: **Prof. M. P. Gupta**

**Department of Management Studies
IIT Delhi**

Presentation 1: Knowledge Distribution in India by Upcoming Technologies

Mr. Rakesh Biswas, Graphic Era University, Dehradun, India

Presentation 2: A study on Perception of Operators and Perspective Tourists about efficacy of an e-commerce platform for India

Dr. Jitendra Mohan Mishra, Pondicherry University, Puducherry

Presentation 3: Perceptions of tourists towards e-tourism

Dr. Mandeep Kaur & Ms. Nitasha Sharma, Guru Nanak Dev University, Amritsar

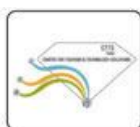
Presentation 4: Semantic interoperability in value chains of Viral marketing

Dr. P Baba Gnanakumar, Sri Krishna Arts and Science College, Coimbatore

Presentation 5: Projecting & Promoting Kaziranga on Travel Websites: An analysis on Select Parameters

Mr. Pranjal Kumar Mahanta, Pondicherry University, Puducherry

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9th July 2011 (Saturday) – Day 3

09:30 – 11:00

Plenary Session 4:

Theme: Tourism for Fast Growth (Role of Other sectors)

Chair: Prof. Anurag Sharma,

Chairman, Golden Jubilee Committee, IIT Delhi

Chief Guest: Sh., Vayalar Ravi (Yet to be confirmed)

Hon'ble Guest: Hon'ble Minister of Civil Aviation, Government of India

Speaker 1: Sh. R. Gopalan, Secretary, Ministry of Finance, Government of India

Speaker 2: Mr. Ashwani Lohani, (Tourism Expert)

Topic : Tourism Turn Around

Speaker 3: Mr. Randeep Raina, Nokia Siemens Pvt. Ltd.

Speaker 4: Dr. Yehia Abu El Hassan, President - IOETI, Egypt

11:00 – 11:30

Tea Break

11:30 – 13:00

Plenary Session 5:

Theme: Tourism Infrastructure

Chair: Prof. Vinayshil Gautam

Department of Management Studies, IIT Delhi

Speaker 1: Mr. Arvind Jadhav, Chairman & Managing Director, Air India

Speaker 2: Mr. Tushar Pandey, Group Executive Vice President & Country Head, Yes Bank, India

Speaker 3: Mr. Dev Karvat, Executive Director – TrawellTag.

Speaker 4: Mr. Devesh Chaturvedi, Add. DG, Ministry of Tourism, Govt. of India, New Delhi

Speaker 5: Mr. L. Raja Sekhar Reddy, Jt. Secretary – Ministry of Civil Aviation.

13:00 – 14:00

Lunch

14:00 – 15:30

Technical Session V

Theme: Strategic Technology Management

Session Chair: Mr. G. G. Saxena

MD & CEO, Delhi Transport & Tourism Development Corpn., Delhi

Presentation 1: Strategic Future of Tourism in India with Cloud Computing

Prof. Anuradha Iyer, Alliance University, Bangalore

Presentation 2: A Study on Measuring the Performance of Commercial Banks in India

Mr. Rohit Kumar & Mr. Gagandeep Singh, Guru Jambheshwar University, Hisar

Presentation 3: Factors Influencing Image of a tourist Destination

Ms. Deepti Dabas Hazarika, Guru Jambheshwar University, Hisar

Presentation 4: The Sap-Lap Framework for Knowledge Management of Indian Travel & Tourism Industry

Mr. Kalyan Kumar Bhattacharjee, Department of Management Studies, IIT Delhi

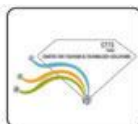
Presentation 5: Information Technology as a strategic tool for Development in Tourism

Mr. Saurabh Dixit, Indian Institute of Tourism and Travel Management, Gwalior, India

15:30 – 16:00

Tea Break

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16:00 – 17:30 **Technical Session VI**

**Themes: Online Destination
Online Search for Travel Planning**

Session Chair: Dr. Manoj K. Sharma
Director General (Hony), GIFT

Presentation 1: Building Tourism Destination Competitiveness through Information & Communication Technologies (ICTs)

Dr Pawan Gupta & Mr. Ranjeet Kumar Raman, IITTM, New Delhi

Presentation 2: Why do travelers prefer last Mile Travel Agents over Online Travel Agencies?

Mr. Madhup Agarwal, India Mart Intermesh Ltd., New Delhi, India

Presentation 3: Interactive Web-based Mapping in The Tourism Industry

Dr. Sanjay S. Mehta, Sam Houston State University (SHSU), Huntsville, USA

Presentation 4: Indian Tourist Characteristics and Information Search Behavior : Internet Vis-à-vis Other Sources of Information

K. Ajay Singh & Dr. Reena Singh, Institute of Management Studies, Ghaziabad.

Presentation 5: Use of Internet and Tourist Satisfaction Assessment: A Challenging Relationship (A Case Study of Thrissur District 'Cultural Capital of Kerala')

Prof. A. K Raina & Mr. Libison K.B., IGNOU, New Delhi, India

Presentation 6: Growth Potential of Integrating Banking, Insurance with Tourism sector: An Exploratory Study
Mr. G V R Sastry, IIT Delhi

17:30 – 18:00 **Closing Ceremony**

Report by Organizing Secretary: G. V. R. Sastry

Session Chair: Prof. S. K. Jain, Head of the Department
Department of Management Studies, IIT Delhi

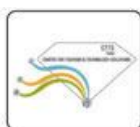
Valedictory Address by : Mr. T. K. Viswanathan, Secretary General, Lok Sabha, Parliament of India

Vote of Thanks

18:00 – 19:00 **Cultural Programme**

19:30 **Conference Dinner**
(Faculty Guest House, IIT Delhi)

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